

MASTER'S THESIS

Discourse analysis on an online advertisement on skincare

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**DISCOURSE ANALYSIS ON
AN ONLINE ADVERTISEMENT ON SKINCARE**

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**A Dissertation Submitted In Partial
Fulfilment Of The
MASTER OF ARTS IN LANGUAGE STUDIES**

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Abstract

This dissertation is a study of an online advertisement on skincare. The purpose of the study is to find out whether there are any special linguistic features in this type of advertisement and what visual elements and Internet devices are used and how they contribute to the discoursal structures to effect the function of online advertising.

The analysis is one on an online brand-named cosmetic company's skincare products displayed on its website in March, 2003. The corpus is analyzed quantitatively and qualitatively.

The analysis reveals that there are special linguistic features in online advertising and that the visual elements and Internet devices, together with the special linguistic features, contribute to the discoursal structures, though organized in a sequence different from printed advertisements. The findings also demonstrate that these features, elements and devices work together to enhance the persuasive function of online advertising.

摘要

本論文旨在研究護膚品在網上刊登的廣告，嘗試找出其在語言上的特徵、視像元素和互聯網圖像，及三者如何影響此類型的廣告結構；從而發揮網上廣告的促銷效能。

本研究選取了一則於 2003 年 3 月其間，刊登在互聯網上的名牌護膚品廣告作定量及質量分析；並綜合了一些學者的語言研究模式作為分析藍本。

研究結果顯示網上廣告有其語言特徵。這些語言特徵與視像元素和互聯網圖像互相影響。三者既能構成一與版印廣告有別的結構，亦能提昇網上廣告的促銷效能。

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