

MASTER'S THESIS

An analysis of figure improvement advertisements for different target genders on printed matters

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**AN ANALYSIS OF FIGURE IMPROVEMENT
ADVERTISEMENTS FOR DIFFERENT TARGET
GENDERS ON PRINTED MATTERS**

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Abstract

The purpose of this dissertation is to investigate the discourse of figure improvement advertisements for different target genders on printed matters. The analysis involves eight advertisements, which include four for women and four for men. The main focus of this study is to analyze the structural differences of the advertisements between different target customers in the same kind of product or service.

While analyzing the data, Bhatia's model of move structure has been used. The study investigates three aspects of the move structure over the figure improvement advertisements and gender differences: the number of moves realized, the order of presentation of moves and the linguistic realizations of moves. Lastly, the findings show that most of the moves are realized in figure improvement advertisements, while different target customer advertisements emphasize different strategic moves with different linguistic features. It is concluded that the slimming advertisement that is targeted to women tends to be *persuasive*, whereas the fitness advertisement that is targeted to men tends to be *informative*.

摘要

本論文旨在探究，對於不同性別的目標客戶，印刷品上修身廣告的論述方法。本論文選擇了八個廣告作為研究，當中包括四個以女性作為目標客戶，四個以男性作為目標客戶。本研究旨在分析，在相同的產品或服務下，不同的目標客戶，廣告結構的分別。

在分析資料時，本文採用了 Bhatia 的步驟結構 (Move Structure) 模式。本研究分析了步驟結構在修身廣告及性別差異上的三方面：使用步驟的數目，步驟的編排次序，以及各步驟中的語言運用。最後，結果顯示，修身廣告中呈現了大多數的步驟模式，而不同目標客戶的廣告則以不同的語言運用強調不同的步驟。總括而言，以女性作為目標客戶的修身廣告較為說服性，而以男性作為目標客戶的健身廣告則較為資料性。

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