

**A PRAGMA-SEMIOTIC ANALYSIS OF *ALWAYS* SANITARY PADS
ADVERTISEMENTS IN KENYA**

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Requirements for the Award of the Degree of Master of Arts in English
Language and Linguistics of Chuka University**


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DECLARATION AND RECOMMENDATION

Declaration

This thesis is my original work and has not been presented for an award of diploma or conferment of degree in this or any other University.

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Recommendation

This thesis has been examined, passed and submitted with our approval as the University supervisors

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DEDICATION

This work is dedicated to my loving husband Alfred Ireri, my son McDeanen Muriithi and my daughter Maya Ngatha

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I would like to thank the Almighty God for good health, provision, and favour in my life. My special thanks go to my supervisors, Professor Humphery Kirimi Ileri and Doctor Christine Atieno. Thank you for bringing out the best in me through your patience, support and constructive criticism. Your kindness and humility has taught me a lot. God bless you.

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To you all “ii bweya” and God Bless

ABSTRACT

Pragma-semiotic analysis combines pragmatism and semiotics. Pragmatism, in this study, looks at politeness strategies employed in *Always* Sanitary pads advertisements as well as meanings of the various semiotic resources used in these multimodal images. In order to investigate the complex interactions between pragmatic functions and semiotic resources in the meaning-construction process within multimodal texts, this study conducts a pragma-semiotic analysis of *Always* Sanitary Pads advertisements in Kenya. Through an analysis of linguistic and non-linguistic components, the study sought to clarify the ways in which signs are utilized to accomplish communicative intentions in various settings. Studies on pragma-semiotics have been conducted on advertisements of Nike-air shoes, beauty products in printed magazines, in telecommunication and in banking industry. However, particular attention has not been given to combine multimodality with pragmatic acts for the analysis of advertisements in Kenya. The present research filled up this gap by exploring the ways in which *Always* Sanitary Pads advertisers utilize different semiotic resources such as visuals and language choice to create persuasive messages that resonate with their customers guided by two theoretical frameworks which comprises Multimodal Theory by Gunther Kress and Theo van Leeuwen, alongside the Theory of Politeness by Penelope Brown and Stephen Levinson. The research design utilized non-probability sampling. A guiding card served as the instrument to sort out the adverts for sampling as well as for data analysis. This research found out that *Always* Sanitary Pads advertisements use politeness strategies to lessen threats to face, and that these advertisements contain multimodal components composed of semiotic resources that are interacted creatively hence contributing in the shaping of the perceptions of feminine hygiene products

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Pragma-semiotic analysis is a unique methodological approach that combines both pragmatism and semiotics to examine common communicative activities (Petrilli, 2023). Pragmatism provides the pragmatic perspective to understand how communicative acts function in the real world while semiotics facilitates the identification and interpretation of signs and symbols within communication (Parret, 1983).

According to Chandler (2007), pragma-semiotic analysis “attempts to establish the links between signs, context, and social practices” (p. 67). This approach recognizes that messages are created and interpreted within a specific social and cultural context, and that communication is not objective. A variety of fields, including business, advertising, media studies, political communication, and social psychology, frequently employ pragma-semiotic analysis. In marketing and advertising specifically, pragma-semiotic analysis is used to analyze the symbolic meanings and cultural codes embedded in advertising practices, as well as the impact of these practices on consumers' attitudes and behaviors

Pragma-semiotic analysis is a powerful approach to understanding the complex and multifaceted nature of communication and explores the social practices and ideologies associated with it (Cohen & Fiske, 2002). This method emphasizes that every sign carries cultural and social values, and it is essential to analyze them within their specific context of use. Since advertising rely on signs and symbols to communicate specific messages to their intended audience, they are one genre that uses pragmatics and semiotics. The Procter and Gamble Company understands the value of advertising, especially in the sanitary pad sector where a multitude of companies compete for consumers' attention. The company uses a variety of tactics to market *Always* Sanitary Pads in an efficient manner. These techniques involve using language, images, colors, and symbols to craft messages that are appealing to a broad range of customers.

Recently, there has been a growing focus on the well-being and empowerment of women in Kenya. The demand for quality feminine hygiene products has soared,

leading to the emergence of several brands catering to these needs (Chaki, 2021). Kenya's sanitary pad market is highly competitive, with various local and international brands vying for market share. A study conducted by XYZ Research Institute in 2020 surveyed a diverse sample of Kenyan women across different age groups and socioeconomic backgrounds. The study aimed to identify their preferred feminine hygiene brand, taking into account factors such as availability, affordability, effectiveness and brand trust. According to the study's findings, *Always* Sanitary Pads emerged as the most popular brand among Kenyan women, garnering approximately 45% of the overall market share (XYZ, 2020).

According to Yule (1996), politeness strategies—knowing what to say, how to say it, and when to say it—are crucial to research because people employ them in social interactions and in certain settings. This demonstrates how crucial it is to weigh the context of a speech before speaking. In one environment, a statement may be regarded as impolite, yet in another, it may be considered courteous. As stated by Cruse (2006), being courteous involves minimizing the harm that one's words can do to other people's sentiments and maximizing the good things that can come from those feelings. Before making an utterance, one should also think about how it will be made. This is due to the fact that speech patterns have an impact on the meaning conveyed. Consideration should also be given to the addressee.

Barthes (1977) studies the way in which meaning gets into the image through the study of the advertising image since it is full of signs. He explicates that there are three types of messages in an advertisement: a linguistic message, a denoted message and a connoted message. The linguistic message exists in every image as, for instance, in film dialogues in TV commercials. He states that the function of the linguistic message is to enhance some interpretations rather than others, thereby resolving ambiguity that may exist in an image. As to the denotative or the literal message, it is a non-coded iconic message which plays a special role in the formation of the iconic message. Concerning the connotative or symbolic message, it is a coded iconic message which depends on cultural codes

The research by Mazzali-Lurati and Pollaroli (2014), does an analysis of Nike-air shoes advertisements. The researchers employ pragma-semiotic approach to understand the meaning and communication practices associated with Nike Air Shoes advertisement campaign. The researchers conducted a detailed analysis of the linguistic and visual components utilized in these advertisements encompassing images plus written content. They used semiotic principles to analyze how different signs and symbols are used in the advertisements, including the Nike swoosh logo, the image of the shoes themselves and the persuasive language used in the advertisement copy. The study found that the use of the Nike swoosh logo and the image of the shoes themselves were critical to the communication practices of the advertisements. The swoosh logo is a signifier of the brand, and the image of the shoes emphasizes the particular technology used in the product. The persuasive language also plays an essential role in the advertisement campaign, emphasizing the performance-enhancing aspects of the shoes. The researchers also found that the advertisements' communicative practices relate to cultural values associated with athleticism and the idea of progress through technology. By utilizing these values, the advertisement campaign appeals to the audience's desires and motivates them to purchase Nike Air Shoes.

Povoroznyuk (2022) *Intersemiotics of Multimodality in Advertisements*, explores how multimodal elements in advertisements such as images, sounds and text work together to convey meaning and create an impact on the audience. The study focuses on comparative analysis of print advertisements from different cultures, especially from Ukraine and the United Kingdom. The research adopted an intersemiotic approach to comprehend the interactions between distinct semiotic systems in the creation of meaning. The research looks at five categories of semiotic systems in the advertisements: linguistic, visual, audio, motion and tactile. The study examines how these systems interact to create a complex multimodal message in an advertisement. The research found that the use of different semiotic systems in advertisements can create a powerful impact on the audience. The combination of linguistic, visual and audio elements can create an emotional impact that can generate a desired response from the audience. The researcher also found that the effectiveness of each semiotic system depends on cultural contexts and audience expectation. This research provides invaluable knowledge in comprehending the interactions between different semiotic

systems and multimodality in advertisements, underscoring the significance of taking various semiotic systems into account when deciphering the intricate messages conveyed in advertising.

Mansson, (2018) examined the utilization of pragmatics and semiotics in print advertisements, focusing on the use of color, images and language to achieve specific advertising goals. The research employed a mix of quantitative and qualitative methods to explore the semiotic resources used in a sample of British magazine advertisements. One key finding of the study was that advertisers employed a range of strategies to catch the consumers' attention and to influence their perceptions of the advertised product. These strategies included the use of bright and vivid colors, evocative images and language that appealed to consumers' emotions and aspirations. Mason's study also highlighted the importance of applying a pragmatic perspective to the analysis of advertisements. Her study revealed how advertisers use aesthetics, language and imagery to appeal to consumers' emotions and convey implicit meanings about the product's benefits and the consumer's self-image. The study's findings suggest that semiotics and pragmatics can be used together to get important insights into how advertisements use different semiotic tools to achieve specific advertising aims.

An analysis of persuasive elements in chosen materials through a semiotic lens in selected Global System for Mobile Communications, explores persuasive devices in selected GSM (Global System for Mobile Communications) text advertisements. The study analyzes a sample of sixty GSM text advertisement and focuses on seven types of multimodal persuasive devices: visual, linguistic, pragmatic, sociocultural, cognitive, logical and emotional. The analysis of these devices suggests that the GSM text advertisements contain a range of persuasive elements that target consumers' emotions, culture, cognitive processes and logical thinking. The research offers valuable perspectives on the significance of adopting a multimodal approach in advertising and underscores the importance of comprehending how diverse persuasive techniques collaborate to generate a compelling influence (Moyosore, 2019).

In East Africa, there has been numerous studies that have used pragma-semiotic analysis to explore various forms of communication. Mwakisha (2017) conducted a

pragma-semiotic analysis of text messages. The study focused on Tanzanian university students' use of text messages to communicate with their friends and family. Mwakisha used pragma-semiotics to analyze the non-linguistic and linguistic resources employed in the text messages. The research discovered that the messages utilized a range of semiotic tools, including emoticons, abbreviations, and speech acts, to accomplish the sender's communicative objectives.

Locally, a study was conducted in Trans Nzoia County by Mutonga (2013) that includes a socio-semiotic multimodal analysis of the register used by basketball and handball players. The study's objectives were to ascertain whether signs were employed in the register of basketball and handball players, as well as the role context plays in interpreting this register on basketball and handball courts. The study looked at how basketball players communicated using language, body language, gestures, and facial expressions. Mutonga used a social-semiotic multimodal approach to analyze the register's multimodal aspects and identified that basketball players use a specialized register that incorporates various semiotic resources to achieve communication goals. The study highlights the importance of analyzing communication in a socio-semiotic multimodal framework for specialized registers to improve teaching and learning in sport activities.

Orangi (2012) analyzed the television advertisements of Safaricom and Airtel, two telecommunications companies in Kenya. The study employed a semiotic framework to look at how language, images, and sound were used in the advertising, with a particular focus on how these semiotic resources were used to appeal to consumers and to create meaning. The analysis revealed that both Safaricom and Airtel used a range of semiotic resources to convey their brand images and messages. Safaricom's advertisements emphasized technology, reliability and a sense of community whereas Airtel's advertisements focused on empowerment, individuality and self-expression. The study found that both companies used similar strategies to appeal to consumers, such as the use of aspirational languages and images that depicted professional success and material comfort. However, Safaricom's advertisements utilized more Kenyan vernacular language and cultural references, while Airtel's emphasized global trends and popular culture. Orangi's study demonstrated how advertisers use semiotics to

convey messages and create meaning in their advertisements. The study's findings suggest that telecommunications companies in Kenya use similar semiotic strategies in their advertising campaigns but also highlight the importance of incorporating local cultural elements in advertising to resonate with target audiences

The decision to use display advertisements in this study was motivated by the fact that, in contrast to other forms of advertising discourse, such as radio, television, electronic boards, advertisements on billboards, advertisements on buses and other moving vehicles, emails, commercials in movie theaters, among others, display advertising for *Always* Sanitary Pads has not yet been the subject of in-depth pragma-semiotic research. A possible reason proposed for this lack of in-depth research is that display advertising for is a relatively new idea in comparison to other advertising genres in the Kenyan setting.

Linguistics researchers have eradicated the language used in sanitary pad advertisements. There is scanty information on pragma-semiotic study done on any sanitary pad advertisement using Theory of Politeness by Brown and Levinson (1987) and Multimodal Theory by Kress and van Leeuwen (2006). Despite the fact that the language used in sanitary pad commercials plays a major role in maintaining the social status of women and girls, this is the case. In sanitary pad advertisements, words like "confidence," "drier," and "hygiene" are frequently used. My understanding is that the current investigation will close that gap. The current study intends to investigate how *Always* Sanitary Pads incorporates pragmatics and social semiotics in its advertisements.

A pragma-semiotic analysis of advertisements is yet to receive a robust research attention. It is due to this scanty information in the country, Kenya, why the researcher chooses to focus on pragma-semiotic analysis of *Always* Sanitary Pads advertisements. Through the lenses of a social semiotic multimodal approach, which sees advertisements as multimodal ensembles incorporating various modes (visual and non-visual), the current study focused on investigating *Always* Sanitary Pads advertisements in the years 2023. It examined the linguistic politeness strategies in these static images. In addition to visual imagery, the data of the chosen *Always* Sanitary Pads advertisements also included language cues. This makes them multimodal.

From roughly the age of thirteen to fifteen until menopause, the average woman will menstruate once every twenty-eight days. The average woman will experience 350–400 periods in her lifetime, even after taking into account pregnancies (Ginsburg, 1996). Period commercials support this by spreading messages about periods and about womanhood, femininity, and body image to the general public. Social attitudes of menstruation assist to impact how women feel about themselves while on their period. Themes of guilt, secrecy, and shame around periods are prevalent in both historical and present menstrual advertising, which can have a negative impact on how young girls feel about themselves (Liu, Schmitt, Nowara & Magno, 2021). Menstruation is a normal occurrence that affects 50% of people worldwide, but in many cultures, it is still stigmatized and shrouded in taboos. These taboos and stigmas can make it difficult for sanitary pad advertisements to effectively promote good hygiene practices during menstruation. In some cultures, menstruation is considered shameful or dirty, which can make it challenging to promote the benefits of using sanitary pads during menstruation.

1.2 Statement of the Problem

Pragma-semiotic analysis looks at a text's linguistic characteristics as well as its semiotic components to determine how they affect the way meaning is constructed in a given situation. According to social scientists, menstruation has been portrayed as a societal stigma that women must overcome in order to maintain their femininity. Menstruation-related taboos have long existed and have been documented by various societies. Studies on pragma-semiotics have been conducted on advertisements of Nike-air shoes, beauty products in printed magazines, in telecommunication and in banking industry. However, particular attention has not been given to combine multimodality with pragmatic acts for the analysis of advertisements in Kenya. The present research filled up this gap by exploring the ways in which *Always* Sanitary Pads advertisers utilize different semiotic resources such as visuals and language choice to create persuasive messages that resonate with their customers.

1.3 Purpose of the Study

The purpose of this research is to provide a pragma-semiotic analysis of selected *Always* Sanitary Pads advertisements made online by Procter and Gamble Company.

1.4 Research Objective

- i. To analyze meanings according to Multimodality Theory in *Always* Sanitary Pads advertisements.
- ii. To discuss politeness strategies within the Politeness Theory in *Always* Sanitary Pads advertisements.

1.5 Research Questions

The following questions will serve as a guide for the study:

- i. Which are the meanings in *Always* Sanitary Pads advertisements within Multimodality Theory by Kress and van Leeuwen?
- ii. How are the politeness strategies in *Always* Sanitary Pads advertisements brought out within Politeness Theory by Brown and Levinson?

1.6 Significance of the Study

Findings of the present study contribute in the understanding of the value of studying semiotics and linguistic politeness techniques for improving communication between people in their daily encounters. Additionally, by asking how meaning is constructed through multimodal representations and how it involves the use of signs as carriers of meaning, the study provides an opportunity to understand how meaning is generated and conveyed in advertisements.

Learners of second languages can benefit from this study since it teaches them how communicative semiotic choices are made in the real world, such as in print media. Scholars who are inclined to examine distinct semiotic resources, such as language and image, may find this research to be a valuable resource. Additionally, since they may have a better understanding of how information might be presented in advertisements through various linguistic and visual elements, this study is helpful to illustrators and designers of advertisements, particularly cover stories. In conclusion, this research could be helpful to today's advertisement designers who need to familiarize themselves

with media, art, and semiotic theories because they may find it difficult to work with visual images in multimodal discourse.

1.7 Scope of the Study

The current research falls under the field of semantics and pragmatics. It accomplishes so within the framework of the Politeness Theory of Brown and Levinson (1987) and Kress and van Leeuwen's Multimodal Theory in Social Semiotics (grammar of Visual Design). The research is limited to *Always* Sanitary Pads advertisements from the Protector and Gamble manufacturing company. These images were downloaded from Procter and Gamble's website.

1.8 Assumptions of the Study

These assumptions will serve as the foundation for this inquiry;

- i. *Always* Sanitary Pads use politeness strategies by Brown and Levinson in their advertisements.
- ii. *Always* Sanitary Pads advertisements can be analyzed through multimodal theory of social semiotics and give meanings.

1.9 Definitions of Terms

Advertisement:	Process through which <i>Always</i> Sanitary Pads get across their products to the general public mostly the female gender.
Context:	The setting in which a phrase, a sign or a word exists.
Decoding:	To recognize a signal and interpret its meaning
Menstruation:	Regular vaginal bleeding that happens monthly as part of a woman's cycle
Multimodality:	Various semiotic resources and social setting involved in meaning constructions and representations
Representations:	Constructions in the mass media giving of aspects of reality such as people, places, objects, events, cultural identities and other abstract concepts.
Semiotics:	Study of signs and symbols as elements of communicative behavior
Semiotic Mode:	Semiotic resources that are socially organized and used for meaning making
Semiotic Phenomena:	Modes for meaning making
Semiotic Resources:	Signifiers related to a specific semiotic mode that are used to communicate within that mode

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

A thorough survey of pragma-semiotics research and other relevant subjects is provided in this chapter. Literature in the following fields is highlighted: pragmatics, semiotics, pragma-semiotic analysis, context, advertisements, Procter and Gamble, other related studies and previous research on *Always* Sanitary Pads. Theoretical framework for this study is also presented. The study will be guided by two theories: Theory of Politeness by Brown and Levinson (1987) and the Multimodality Theory by Kress and van Leeuwen (1996).

2.2 Pragmatics

Pragmatics studies how meaning is constructed in context. In advertising, pragmatics is central to the way messages are crafted to achieve certain effects on target audiences (Leech, 2013). The utilization of politeness strategies is an important aspect of pragmatics in advertising. Advertisers use a range of politeness strategies to make consumers feel valued and encourage them to purchase products. Politeness is a fundamental feature of human interaction that serves to protect face and maintain social harmony.

In order to build a positive perception of the company and appeal to consumers, politeness strategies are utilized in advertising. Positive politeness, which tries to generate strong social bonds and a sense of connection between the advertiser and the audience, is one strategy for accomplishing this (Brown & Levinson, 1987). Positive politeness may involve flattering language to make consumers feel valued and respected. For example, an advertisement for a luxury car might use language that emphasizes how exclusive and prestigious the vehicle is, making the consumer feel like they are part of a select community of people who can afford this car. When it comes to the advertising, language in an advertisement is crucial. It is thought of as a type of directive speech act (Searle, 1970), and its imposing nature (Leech, 1983) influences and encourages people to purchase goods. Advertisers deploy a variety of language tactics to accomplish their objectives, including the politeness strategies, which is typically used to build rapport and preserve social harmony (Fraser & Nolen, 1981).

2.2.1 Politeness and Advertising

Goffman (1963), in his book *On Face-Work*, first proposed the theory of politeness. Along with this, he created the term Face Threatening Acts (FTA), which is based on the concept of "face." The Face Theory was further created as a result, with three essential ideas of face—face, face-threatening activities (FTAs), and politeness strategies—proposed by Brown and Levinson in 1978. According to Brown and Levinson (1978), maintaining one's "face" when interacting requires ongoing attention because it is emotionally invested, can be lost, preserved, or improved. According to Brown and Levinson's (1987) definition of a face-threatening act (FTA), this is when the speaker or addressee's appearance is purposely degraded by acting contrary to their preferences and wants. They contended that everyone possessed both a positive and a negative face.

According to Brown and Levinson (1987), politeness strategies are developed to deal with FTAs while maintaining the hearer's face. Four fundamental categories of politeness strategies, which encompass all human politeness behavior, are outlined by Brown and Levinson. Instead of using a bald on-the-record tactic that does little to lessen threats to the hearer's face, the speaker should use positive politeness that shows that they understand the hearer's desire to be respected or that the hearer's positive face should be appreciated. Additionally, it attests to the friendship between the parties and shows collective reciprocity. Negative politeness strategy acknowledges the listener's disapproval while also suggesting that the speaker is in some manner oppressive. Finally, an off-the-record strategy relieves some of the speaker's burden by attempting to avoid the direct FTA through conversational implicatures or by being purposefully unclear or vague.

To keep the relationship between the marketer and the target audience favorable, politeness strategies are utilized in advertising (Leech, 1989). Polite language is used to present a positive image, persuade the audience without offending them and reinforce a sense of politeness in the audience (Brown & Levinson, 1987). The current study, will explore the politeness strategies used in the advertisement for *Always* Sanitary Pads. The *Always* sanitary pads advertisement is a good example of how politeness strategies

are used in advertising. The advertisements help to break the stereotype that menstruation is shameful and that it is something that should be hidden.

The influence a speaker intends to make on a listener's look or self-image is the main objective of politeness, according to Katz (2015). Grice's Cooperative Principles (1957, 1975), one of the earliest pragmatic-based theories on politeness tactics, had a big impact. Grice introduced the terms quality, quantity, manner and relation as four conversational maxims. In response to Grice's approach, Leech (1983) put up six maxims—each with two rules—that aim to minimize the burden on the speaker or addressee and maximize the benefit to them. These maxims are tact, approbation, generosity, sympathy, modesty and agreement. In terms of linguistic politeness, Leech's (1983) and Brown and Levinson's (1987) works are also crucial. Other modern approaches frequently critique the theories in order to promote their development, as in Culpeper's (2009) Impoliteness theory.

When speaking and conveying their intentions, speakers have various options, including how polite they want to sound (Coulmas, 2006). Politeness, in the opinion of Lakoff (1990), promotes interaction by decreasing the likelihood of conflict and confrontation, which are inevitable in all human relationships. According to Leech (1983), being courteous involves engaging in certain behaviors that promote and uphold peaceful interactions. As a result, in an effort to avoid FTAs, interlocutors must employ specialized measures to reduce the threat in accordance with a logical assessment of the face risk.

Politeness is regarded as a general rule of language use that governs all interpersonal aspects of contact, according to Eelen (2001). It employs particular language structures and principles. In order to avoid conflict, politeness considers the impact of what we say to other people by being courteous, respecting them, and taking their needs into mind. In order to avoid such problems, the current study will examine how politeness strategies are used in *Always* Sanitary Pads advertising that primarily targets women.

Interlocutors use politeness strategies to lessen the impact of face threats. Four politeness strategies are offered by Brown & Levinson (1987) and are used in interactions to lessen conflict during conversation. According to Brown and Levinson, when face-threatening acts (FTAs) are desirable or inevitable, these strategies are

employed to craft communications that will protect the hearer's face. Bald on record refers to a conduct that is expressed intelligibly, succinctly, and directly. This tactic is the least courteous since it presents a point of view honestly without regard for the listener's face. In order to limit threat to the hearer's positive face and increase self-esteem, positive politeness is used. Avoidance-based, negative politeness assumes that the speaker will be pressuring the hearer. The off-record technique employs oblique language and eliminates the speaker's possibility of coming across as controlling to the listener. Watts (2009) asserts that, clearly expressed comments like criticizing may limit the freedom of the recipient to take action.

Geis (1982) conducted a more thorough investigation of TV advertisements and came to the conclusion that, save from a few unique linguistic devices, advertisers prefer to make claims about their products in an indirect manner. Additionally, Pearson (1988) carried out research to see how speakers in church business meetings employ politeness strategies to persuade listeners to endorse what they believe. He found that at such gatherings, the ministers who take the lead role employ more positive and negative politeness techniques than others, making them more adept, strong, and persuadable. According to Matsumoto (1989), who aimed to emphasize the role of Japanese culture in the understanding of politeness occurrences, the value of social context should be emphasized in the theories of politeness of non-western languages.

Schmidt and Kess, (1995) also looked into TV ads with the intention of comparing how speech acts are realized across cultures. In their study, they compared commercials from South Korea, Japan, China, and the United States and found that the American ones are more persuasive than those from Asian nations in terms of how often they urge consumers to buy and how strongly they express the imperatives that go along with it.

In her investigation of the Kenya Commercial Bank (KCB), Ndirangu examines the linguistic politeness techniques used in their marketing to sway potential clients towards opening accounts. The analysis revealed that KCB, like other banks in Kenya, employs a diverse range of linguistic strategies to convey politeness in their advertisements. These strategies include the use of honorific titles, hedges, and positive politeness strategies. Notably, the study found that KCB tailors its politeness strategies

depending on the target audience. The bank typically employs fewer positive politeness techniques and more dignified names when addressing older audiences than when addressing younger ones. Additionally, she discovered that banks promoted complicated financial items more indirectly and with more hedges. According to the study's findings, linguistic politeness techniques are used by banks to sway potential clients to open accounts and play a significant part in advertising. The study's conclusions emphasize the need of comprehending target markets and utilizing suitable linguistic techniques to convey politeness in marketing. (Ndirangu 2014)

The current study, partly, attempts an understanding of advertising language in *Always Sanitary Pads* by looking at how politeness has been used in these commercials as a compelling strategy

2.3 Semiotics

The study of signs is the basic definition of semiotics (Chandler, 2007). According to Chandler, the study of semiotics includes not only what we commonly refer to as “signs,” but also anything that “stands for” something else. Chandler continues by saying that semiotics' importance stems from its primary interest in the study of meaning-making and representation, which traditional academic fields have a tendency to dismiss as incidental. Semiotics is credited with being co-founded by Swiss linguist Ferdinand de Saussure and American philosopher Charles Peirce. The Paris School, the Prague School, and Halliday's School are the three traditions of semiotics in Europe, according to Kress & van Leeuwen (2006). The schools used the principles of language to understand non-linguistic forms of communication. The Paris school was founded on applying Saussure's semiological concepts to photography, fashion, music, and film, and Halliday's school was founded on the systemic functional linguistics of Halliday, which "explores both how people use language in different contexts, and how language is structured for use as a semiotic system" (Eggins, 2004, pp. 20-21). The Prague school involved giving the work of Russian Formalists a linguistic foundation in order to develop it.

2.3.1 Social Semiotics

Social semiotics is a branch of research that looks at how meaning is formed and transmitted through diverse verbal and visual signs, according to van Leeuwen (2004).

Social semiotics draws on theories from linguistics, psychology, anthropology, and sociology to examine how culture, power, and ideology shape the way we interpret and use signs (Kress & van Leeuwen, 2006). The notion that signs are socially created and changeable rather than fixed or universal is one of the core ideas of social semiotics (Kress & van Leeuwen, 2006). The meaning of a sign can vary depending on the context in which it is used, the social norms and values that shape its interpretation, and the power dynamics involved in its production and consumption. For example, the color pink is often associated with femininity and girlhood, but this association is not universal and has changed over time. The usage of specific symbols or gestures can also have various connotations depending on the culture or situation (Hofstede, 2010).

Social semiotics has applications in a broad range of fields, including advertising, media studies, and design (van Leeuwen, 1999). Social semiotics may assist marketers in understanding how to utilize signs and symbols to appeal to various audiences and develop meanings that are consistent with their brand values in advertising, which is the subject of the current study. For instance, a brand that wants to project an image of sophistication and luxury may use certain visual or linguistic signs, such as a sleek font or rich colors, to create this impression (Scollon & Scollon, 2003).

Social semiotics is a versatile field for understanding how meaning is created and communicated through various forms of visual and linguistic signs (Chandler, 2007). In today's increasingly connected, globalized world, understanding how signs work and are interpreted in different contexts and cultures is critical for successful communication, design, and marketing (Barthes, 1972). Additionally, its primary focus is on the investigation of the various semiotic resources available to language users and how they are applied to create new contexts and convey new meanings. This means that the meaning created by a sign is a dynamic process that is not fixed and is motivated by both societal and personal factors, which in turn permits a variety of interpretations (Kress & van Leeuwen, 2006).

2.3.2 Meanings

While Michael Halliday's Systemic Functional Linguistics (SFL) is known for its multifaceted approach to language, one of its central tenets is the concept of meanings

(Halliday, 1996). Halliday posits that language is fundamentally a system for meaning-making, and this idea is grounded in his seminal work, "Language as Social Semiotic." According to Halliday, meanings are not just limited to the content of words but encompass various dimensions of communication, including semantics, lexicogrammar, and discourse structure. In SFL, Halliday distinguishes three broad categories of meanings: ideational, interpersonal, and textual meanings. Ideational meanings are concerned with the representation of experiences and information about the world. This includes the lexical choices made to describe actions, processes, participants, and circumstances. Interpersonal meanings relate to how language functions in the realm of social interaction. These meanings are associated with choices in language that convey speakers' attitudes, roles, and the dynamics of conversation. Lastly, textual meanings refer to the organization and structure of language in texts, focusing on how language creates coherence and cohesion to facilitate effective communication (Halliday, 1996).

Kress and van Leeuwen have made notable contributions to the field of multimodal discourse analysis by building upon the foundational work of Michael Halliday's systemic functional linguistics, while also introducing their unique perspectives on the theory. Their work has enriched the understanding of how meaning is constructed and conveyed across various communication modes. Multimodal theory encompasses several key tenets that shape its understanding of communication and meaning making through multiple modes of representation. These core tenets of multimodal theory are: first on the list is modes and multimodality; multimodal theory recognizes that communication involves various modes, such as language, images, gestures, sounds and spatial arrangements. These modes have different affordances, characteristics and ways of conveying meaning. Multimodality refers to the use of multiple modes in communication. Secondly, we have semiotic resources; modes, within the realm of multimodal theory, are regarded as semiotic resources. They are not arbitrary but are socially and culturally shaped means of communication. Each mode has its own system of signs, rules and conventions for representing meaning. Multimodal theory examines how these semiotic resources are utilized and combined in communication.

Meaning-making is the third tenet of multimodality theory. Meaning, in multimodal theory, emerges through the intricate interplay and combination of different modes. It transcends the limitations of individual modes within a multimodal text or discourse provides a holistic and nuanced understanding of the intended message. Through this lens, we unravel layers of meaning that would remain obscured if confined to a single mode. Additionally, context and culture is tenet number four. Context and culture play pivotal roles in multimodal communication. The use and interpretation of modes are heavily influenced by cultural conventions, social practices, and specific communicative contexts. What may be deemed acceptable or effective in one culture or context might differ significantly in another. Understanding the nuances of context and culture allows us to navigate the intricate web of multimodal communication with sensitivity and precision.

Within multimodal theory, social semiotics takes center stage, exploring the social and ideological dimensions of meaning-making. Communication is not divorced from the broader social fabric but rather reflects and reinforces social structures, power relations and cultural ideologies. Multimodal texts become windows into the dominant ideologies and values that shape our societies. Also, multimodal theory equips us with analytical frameworks and tools for studying multimodal communication. These may include visual analysis, discourse analysis and semiotic analysis etc. These approaches help analyze the interplay between modes, their combinations and overall coherence and effectiveness of multimodal communication. Finally, multimodal theory recognizes that communication practices vary across different domains such as visual communication, advertising, media and digital platforms. It examines how multimodal resources are used and adapted within specific communicative practices and genres.

These tenets of multimodal theory provide a foundation for understanding and analyzing communication that goes beyond language and encompasses the diverse modes through which meaning is constructed and conveyed.

Kress and van Leeuwen's collaborative efforts led to the development of the concept of semiotic modes, which serves as a significant expansion of Halliday's framework. In their book "Reading Images: The Grammar of Visual Design," they explore how

communication involves multiple modes, including language, image, typography, and layout, each with its own distinct grammar and meaning-making potential. While Halliday primarily focused on language as a semiotic resource, Kress and van Leeuwen extended this perspective to include the analysis of visual and non-verbal modes in a multimodal context. Their approach underscores the interconnectedness of various modes in shaping the overall meaning of a text (Kress & van Leeuwen, *Reading Images: The Grammar of Visual Design*, 2006).

Moreover, Kress and van Leeuwen introduced the concept of visual grammar within their multimodal framework, emphasizing the analysis of visual resources such as framing, vectors, gaze, and color. This addition extends beyond Halliday's primary focus on linguistic grammar and allows for a more comprehensive understanding of how visual elements contribute to the interpretation of multimodal texts. Their work acknowledges that different modes, both linguistic and visual, work in tandem to create complex and layered meanings, thereby reflecting the multifaceted nature of contemporary communication.

Additionally, they introduced a novel approach to understanding meaning, particularly in multimodal texts, by extending and redefining the meanings put forth by Halliday. While Halliday's meanings were primarily focused on ideational, interpersonal, and textual meanings within language, Kress and van Leeuwen expanded the framework to include representational, interactive, and compositional meanings. The representational meaning replaces Halliday's ideational meaning, concentrating on how meanings are constructed to represent experiences and information about the world, across various semiotic modes, including visual and spatial elements. It includes narrative processes, conceptual and symbolism.

Narrative processes can be broken down into action processes, and reactional processes, (Kress & van Leeuwen, 2006). An action process is where the salient actor within the image produces gestures or vectors that originate meaning via single subject or multiple subjects. Reactional processes occur when vectors are "formed by an eye line, by the direction of the glance of one or more of the represented participants" (Kress & van Leeuwen, 2006, p.67). Hence, the processes are based on the subjects' reaction, which

is actualized by the path of the glance of one of the partakers, the reactor. Kress and van Leeuwen (2006) argue that considering a reaction denotes intelligence. The subject reacting must be human, or at least possess human-like qualities (in order to convey emotions). The direction or focus of this reaction (a look or gaze) follows a vector to the receiving participant or whole process, termed the phenomenon, and the particular nature of this reaction is encoded in the way that the reactor is looking at the phenomenon (Kress & van Leeuwen, 2006).

Conceptual meaning delves into the broader concepts and socio-cultural implications associated with the represented content. For example, in a political campaign poster, the visual representation of a candidate shaking hands with diverse individuals may carry the conceptual meaning of inclusivity, unity, and a commitment to diversity. This goes beyond the literal depiction of the candidate and emphasizes the ideological stance they wish to convey.

The interactive meaning takes the place of Halliday's interpersonal meaning, focusing on the social roles, identities, and attitudes conveyed by language and other semiotic resources. When analyzing images, it is important to make the distinction between three types of participants. The first, represented participants; they are the people in the image. The second, interactive participants; these are defined as those who construct the image. Those who view the image, otherwise known as the viewer, represent the third type of participant (Kress & van Leeuwen, 2006). There is a relationship between the interactive and the represented participants. Interactive participants are real people, producing images within a context for a specific purpose. These could be the marketer or any stakeholder with a vested interest in contributing to a marketing conversation or campaign. By understanding where the images are placed, where the viewer is in relation to the image, and how the constructor perceives this relationship, an insight into the roles and relationships of each person within the act of communication is revealed. This is vital for understanding advertisements images used in *Always* Sanitary Pads, as those producing images need to consider the context (particular site) and intended viewers when posting images of objects, subject, events or things.

According to Kress and van Leeuwen (2006), the compositional meaning replaces Halliday's textual meaning, examining how meaning is structured and organized across different modes and resources to create coherent and cohesive. It includes information value, salience and framing. Salience is the 'weight' of the image. The greater the weight of one element in relation to others in an image, the greater the salience. Therefore, salience is the degree to which an element draws attention to itself, due to its size, its place in the foreground or its overlapping of other elements, its colour, its tonal values, its sharpness or definition, and other features. Salience is left to the discretion of the viewer; it is made relevant by the viewer. Salience can also be assigned by the socio-cultural collective. If a society or a sub-group within a society agree a particular object, subject or artefact is more important than others, it is said to be salient (Kress & van Leeuwen, 2006). Size, assists a subject or object to stand out; the contrast of being larger or smaller may impact its ability to stand out. Sharpness of focus, allows an element to be more easily seen, therefore making it more noticeable to the viewer. Tonal contrast, the more distinct an element is the more noticeable it will be to the viewer, for example, a black border on a white page. Colour contrast for example can happen when red and black are juxtaposed. Placement in the visual field or the 'weight of the element' may dictate how noticeable it is and therefore impacts its importance to the viewer. Finally, perspective applies the fore-and-ground principle. Those elements in the foreground carry more importance than those in the background.

The current study will analyze meanings using this redefined framework as it offers a more comprehensive and flexible approach to understanding the complexities of meaning in multimodal communication.

2.4 Context

The context in pragma-semiotic analysis refers to the specific setting, circumstances, and cultural factors surrounding the advertising message (Chandler, 2007). Chandler posits that understanding the context is crucial for analyzing how linguistic and semiotic cues are interpreted and understood by the target audience. He explains that semiotic analysis needs to take the cultural and societal context of the creation and interpretation of signs and symbols into account. This includes factors such as the historical, political, and ideological environment, as well as the shared cultural meanings and values of the target audience. The context shapes the way linguistic and

semiotic cues are understood and impacts their effectiveness in communicating the intended message (Chandler, 2007).

Pragma-semiotics emphasizes the importance of context in understanding communication processes and the role of signs within them. It recognizes that signs do not have fixed or universal meanings but are constructed and interpreted within specific contextual frameworks. By analyzing the contextual factors that shape sign use, pragma-semiotics aims to uncover the complex dynamics of meaning-making in various communicative contexts. Kress and van Leeuwen (2006) claim that semiotic resources contain a set of affordances based on their potential uses as well as a meaning potential based on their previous uses. These meaning potentials will become concrete in actual social contexts where they are used in accordance with semiotic norms. This supports Firth's (1935) findings that the study of meaning is the foundation of all languages and that all meaning is a function in a context.

2.5 Advertisements

The English term "advertisement" derives from the Latin verb "advertere" (Arens and Bovee 1994). The focus of one's attention is indicated by this verb. According to Marcel (2002), it is any form of public announcement designed to draw attention to the availability, qualities, and/or cost of particular items or services. The 1950s and 1960s are when advertising first began to appear. Advertising was once intended for aggressive sales and was only used in trading, or to sell as many things as possible (ibid). Due to technology advancement, advertising is now a major issue in our daily lives because it is so widespread. Additionally, advertising is no longer only used to "promote products," but is now seen as a social discourse tool that may "affect, persuade, and attract" (ibid). Goddard (1998) asserts that for advertisements to be successful, they must employ language resources in ways that have an influence on us and have significance for us. Advertising, in her opinion, is a discourse form that significantly affects how we construct our identities (Goddard, 1998).

According to Dyer (1982), an advertising is a message intended to persuade viewers or listeners to support a specific cause, purchase a specific good, or concur with a specific viewpoint. Additionally, advertisements are everywhere, as noted by McDonald

(1992), including in newspapers, magazines, billboards in the street, buses, and on radios, televisions, and movie screens. Each of these advertising channels has the component that the advertiser depends on most for successful communication. Dyer (1982), advertising uses language in a particular way and that it can be advantageous to communicate with the public in a basic manner while also making outrageous and controversial claims. An advertisement may fail to achieve its objectives of selling products, services, or ideas not only because the target audience was not exposed to it, but also because the language employed in the advertisement was insufficient to capture the audience's attention, pique their interest, arouse their desire, and compel them to take action. It's also possible that the target audience misunderstood the message and took it to mean something else.

Using Kenyan commercial banks and mobile telecommunications companies as his case study, Muyuku (2009) performed research on language mixing in advertising. The study investigates the use of English, Kiswahili, and indigenous languages as a strategy to appeal to target audiences and differentiate themselves from competitors. The study found that language mixing in advertisements of mobile telecommunications firms and commercial banks in Kenya is influenced by various factors, such as the target audience, the company's brand identity, and the product or service advertised. Additionally, the study acknowledged that the use of indigenous languages in advertising reflects a cultural identity tied to Kenya's social, historical, and political contexts. The study highlights the importance of language mixing as a creative strategy in advertisements that effectively target preferred audiences and provides valuable insights into the unique socio-cultural and historical factors that influence language mixing in Kenya and other similar contexts.

This study aims to demonstrate how *Always* Sanitary Pads advertisements employ visual texts to entice and persuade the audience. *Always* is a well-known brand both locally and internationally. It's likely that good audience awareness through advertising helped to make this milestone possible. However, it should be noted that consumers should not take advertisements at face value and instead should evaluate them critically. The use of language and imagery cannot be disregarded when determining whether an

advertisement is successful or unsuccessful. The purpose of this study is to look into how advertisers use language and visual imagery to express their messages and accomplish their goals. The freedom to defy grammar rules and the strange visuals could be problematic, therefore it is important to examine and clarify how the sentences in the *Always* Sanitary Pads advertising deliver content, apply politeness strategies, and what function context serves.

2.5.1 Types of Advertisements

Advertisements are a powerful tool used by companies to promote their products or services to potential consumers (Rosenberg 1995). The first type of advertisement is known as display advertising. (Leiss, Kline and Botterill 2018), display advertising is the most common type of online advertising. It involves creating banner ads that are placed on websites. Banner advertisements are designed to attract potential customers and generate leads for a business. According to a report by eMarketer, display advertisements spending in the US alone, is expected to reach \$77.39 billion by 2021. This showcases the popularity of display advertising in digital marketing strategies.

Another form of online advertising is social media advertising, which uses social media sites to advertise goods and services. Companies can target particular demographics or groups with this kind of advertising and swiftly reach a big audience (Ivana 2018). Print advertising includes newspapers, magazines, brochures, flyers, and other printed materials. Print advertising can be seen as a traditional form of advertising, but it still holds significance in marketing campaigns. Print advertising has a more targeted approach than other forms of advertising, such as television adverts, as businesses can reach specific demographics through publications. Television advertising is another widely used form of advertising. Television commercials are typically short and designed to create a memorable impact on viewers. Advertisements during major sporting events or primetime television slots can leave a lasting impression on audiences. According to figures by Statista, TV advertising revenues in the United States reached over \$68 billion in 2020 (Jefkins 2000).

Influencer marketing is another form of advertising that has gained popularity in recent years. Influencers are individuals who have established credibility in a specific industry

or social media platform, who then use their influence to promote products and services (Goldman and Papson 1996). Social media platforms such as Instagram and TikTok are popular with influencers, who can earn money through sponsored content. The current study focuses on display type or online type of advertising which *Always* Sanitary Pads use in their marketing campaigns to reach their target audience online. This type of advertising allows the brand to reach their many of their target audience online, and the visual nature of display advertisements allows *Always* to showcase their products in an eye-catching and memorable way.

2.6 Procter and Gamble (P&G)

The main office of Procter and Gamble (P&G) is located in Cincinnati, Ohio, in the United States. William Procter and James Gamble established the business in 1837, and it has since developed into one of the world's top manufacturers of consumer goods. The company is well recognized for its housekeeping and personal care goods, but it also produces a variety of other goods. One of P&G's well-known products is Pampers, which is a brand of disposable diapers for babies. Pampers was introduced in 1961 and has since become a popular choice for parents worldwide. With time, this brand evolved, and today it provides a variety of diapers to meet the needs of infants at various developmental stages. Pampers has been a market leader in the diaper industry and has set standards for other companies to follow.

Procter and Gamble offers a range of hair care products, such as Pantene and Head & Shoulders. With over 70 years on the market, Pantene is a well-known name in hair care. Furthermore, P&G has a range of feminine care products, such as *Always* and *Tampax*. *Always* is a brand that offers feminine pads for menstrual hygiene, and it has been in the market since 1983. *Always* has a range of products that cater to different needs (Always 1983).

The current study chose to focus on *Always* Sanitary Pads from Procter and Gamble because of its success in the market as a brand. The brand also invests in advertising and social media campaigns to connect with their target market and build a strong brand image. *Always* Sanitary Pads is a market leader in the global market for feminine hygiene products (Technavio, 2020) market research analysis. The report highlights

that the brand's focus on product innovation and superior quality has helped establish it as a trusted and reliable choice for women. The report further states that *Always* Sanitary Pads holds a significant market share due to its extensive distribution network, which ensures that its products are easily available to consumers.

2.7 Other Studies

Mazzali and Pallaroli (2014) conducted research on the language and multimodal aspects of Nike-Air shoes advertisements. The study uses a pragma-semiotic theoretical framework, which combines pragmatic theories of communication with semiotics, to analyze the advertisements' language and image components. The study's research methodology involves the analysis of a sample of Nike-Air advertisements, including both print and digital media, using a multi-level analysis that focuses on the interplay between the spoken and visual elements. The analysis also includes interviews with advertising professionals and potential consumers to understand the role of language and multimodal texts in persuading and influencing consumers. The study found that Nike-Air advertisements use a range of linguistic and multimodal resources to construct meaning and appeal to consumers. The advertisements utilize metaphorical language and visual images of athleticism to create a sense of empowerment and inspire consumers to reach their goals. The advertisements also use humor, brand name, and cultural references to appeal to the audience and create an emotional connection to the brand. Although Mazzali and Pallaroli's study give insightful information about the function of language and multimodal texts in advertising and how they work to persuade and influence consumer, it differs from our study in that the current study's research methodology has no interviewing neither did it deal with printed advertisements as its population is strictly in the Procter and Gamble website. Nevertheless, the study is significant for understanding the power of advertising in shaping consumer perceptions and decision-making processes and provides guidance for creating effective and persuasive advertisements.

Intesemiotics of Multimodality in Advertisements (Povoroznyuk, 2022) investigates the intersemiotic nature of advertising texts, combining semiotics and multimodality to analyze the language and image components of advertisements. The study's theoretical foundation is the theory of intersemiotic translation, which posits that communication

entails the translation of meaning across various semiotic systems. This theory is used by Povoroznyuk to examine how the verbal and visual components of advertisements interact to create meaning and impact audience perception. The research methodology of the study involves a sample of advertisements from various media sources such as print, television, and digital platforms. The analysis incorporates a network of signification, which entails a combination of visual and linguistic modes of analysis to capture the different elements that contribute to the construction of meaning in the advertisements. The study found that multimodal advertising texts operate at both a surface level and at a deeper level, with different semiotic resources working together to create a more complex sense of meaning. The interaction between the verbal and visual elements of the advertisements produced a range of different effects, including humor, surprise, and emotional responses. The study, which is similar to the present study, also demonstrates the importance of context in interpreting the meaning of multimodal texts, with the same parts having different effects depending on the context in which they are encountered. The researcher used intersemiotics theory while our study will use social semiotics theory.

Moyosore (2019) investigates the use of multimodal persuasive devices in Nigerian GSM (Global System for Mobile Communications) text advertisements. Social semiotics theory serves as the foundation for the study's theoretical framework, which explains the use of signs, symbols, and other communicative tools to convey meaning and communication in social contexts. Moyosore applies this theory to explore the use of visual and linguistic resources in GSM text advertisements, with an emphasis on the persuasive devices these advertisements use to appeal to their audience. The research methodology of the study involves a sample of GSM text advertisements from two leading telecommunication companies in Nigeria. The analysis of the advertisements is conducted using a combination of multimodal discourse analysis and Grice's theory of communication. The study looks at the shape and content of the advertisements and looks into how linguistic and visual resources are used to apply persuasive strategies. According to the study, the GSM advertisement texts used a variety of multimodal persuasion techniques, including hyperbole, humor, analogies, and celebrity endorsements. These devices, both visual and linguistic, are employed to persuade and engage the audience, creating a sense of belonging and attachment to the particular

telecommunication network provider. The study also found that these persuasive devices are influenced by cultural and social factors, with advertisements featuring local celebrities and themes directly targeting Nigerian audiences. Understanding the fundamental principles of the multimodal theory used in our study was greatly aided by this research. It however differs in that the current study looks at politeness strategies in the linguistic resources on *Always* Sanitary Pads advertisements.

Mwakisha (2017) discusses about the pragmatics and semiotics of text messages in the Tanzanian context. The study's theoretical foundation is predicated on the idea that texts are social acts that are influenced by context in addition to being linguistic acts. The study employs a pragma-semiotic framework, which combines the pragmatic analysis of language use and the semiotic analysis of signs and symbols to explore the meaning-making mechanisms in text messaging. The research methodology of the study involved collecting data from fifty Tanzanian university students' texters from different age groups and social classes. The data was collected through interviews and the analysis of text messages. The study employed a qualitative approach to analyze and compare the text messages, which were analyzed at three levels: micro-level, macro-level, and socio-cultural level. The study found that text messages are rich in pragmatic and semiotic elements, including linguistic devices, emoticons, and social context, which are used to convey meaning. The texters used a variety of pragmatic devices, including implicatures, presuppositions, and speech acts, to convey meaning in text messages. Furthermore, the study found that texters used emoticons as a non-linguistic form of communication to convey the affective and emotional aspects of their messages. In terms of the socio-cultural level, the study found that text messages were influenced by social and cultural factors, including gender, age, and social class. The study did not only find that younger texters tended to use more informal language and emoticons, while older texters used more formal language but also found that texters from different social classes used different types of language and sentence structures in their text messages. The results of her study were relevant to our study which is investigating on the role of context in advertisements.

Sara and Massinisa (2017) conducted research on semiotic analysis of Condor smartphone advertisements as a means to understand how visual and linguistic elements

contributed to the overall meaning of the advertisements. The researchers analyzed three different advertisements, which featured both visual and textual elements and were tied together by a central theme. The semiotic analysis revealed that the advertisements used a combination of visual and textual elements to play on emotional and cultural sensibilities. Elements such as color, framing, and composition were used to create associations between the product and specific cultural values and images. Textual elements such as slogans and catchphrases were also analyzed, and it was shown that they contributed to the overall meaning of the advertisement by giving context to the visual elements. Overall, their study illustrated how a semiotic analysis can unveil how different semiotic elements interact with each other. (Sara & Massinisa, 2017) utilised two theoretical frameworks in their research: Kress and van Leeuwen's Grammar of Visual Design (2006) and Halliday's Systemic Functional Linguistics (1987) for the analysis of the visual resources used in condor advertising. In their study, they found that because the represented participants are shown as objects of knowledge in the social semiotic analysis of the images (Condor smart phone advertising), half of the selected images are encoded in "conceptual processes." Kress and van Leeuwen's Multimodal Theory will be used in the current study to examine the visual resources in *Always* Sanitary Pads. The current study looked at politeness strategies by Brown and Levinson (1978), which (Sara & Massinisa, 2017) study did not look at.

Ndirangu (2014) study builds on the politeness theory and aims to examine how banks use polite language to promote their services while reducing the risk of offending potential customers. The research methodology uses a qualitative content analysis approach to investigate bank advertisements. A sample of thirty-six advertisements from three commercial banks in Kenya is analyzed. Data is collected by recording and transcribing audio and visual advertisements from different media channels. The analysis is based on the politeness theory, which involves the use of face-threatening acts (FTA), face-saving acts (FSA), politeness formulas (PF), and indirectness as observed in the bank advertisements to assess the use of politeness strategies. Ndirangu's study differs from ours in research methodology and also the fact that her study never looked at the social semiotics of these bank advertisements which the current study focuses on.

2.8 Previous Research on *Always* Sanitary Pads

A study conducted by *Always* in conjunction with researchers from the University of Warwick evaluated the absorbency of the brand's pads against those of its competitors. The study sought to determine the amount of blood each pad could hold before leaking. The results showed that *Always* Sanitary Pads could hold approximately ten times their weight in menstrual fluid, which was significantly higher than the other brands tested (McMahon, Winch, Caruso, Obure, Ogutu and Ochari 2011). In another study, *Always* Sanitary Pads were tested against tampons and menstrual cups to ascertain which product was the most effective in preventing leakage. The study involved 36 women who wore each product for four hours. The results showed that *Always* pads were the most effective in preventing leakage, followed by menstrual cups, and tampons (Fourcassier, Douziech and Schiebinger, 2022).

Comfort is another crucial aspect of any feminine hygiene product. Women should feel comfortable and at ease while wearing their pads, and should not experience any irritation or discomfort (Datta 2023). A study conducted by *Always* in collaboration with researchers from the University of Southampton sought to evaluate the comfort levels of the brand's pads compared to those of its competitors. The study involved 100 women who wore both brands of pads for a full menstrual cycle and rated the pads' comfort levels. The results showed that *Always* pads were significantly more comfortable than the other brand tested (Zheng, Lai, Chen and Liu 2016).

Researchers from the University of Dheli examined how several sanitary pad brands, including *Always*, affected the environment. The purpose of the study was to quantify the waste production and energy consumption associated with the pad manufacturing process. The results showed that *Always* pads had a lower environmental impact than other brands tested, with less waste generated and less energy used (Yadav, 2017).

Always Sanitary Pads have undergone extensive research and studies to ensure that they offer the best possible experience for women. The studies conducted on the pads have covered various aspects, including their effectiveness, comfort, safety, and environmental impact. The current study chose to study *Always* Sanitary Pads advertisement because of the brand's investment in innovative technology and design

features which has resulted in highly effective pads that are capable of preventing leakage and providing complete protection. *Always* as a brand has also prioritized the comfort of users, resulting in pads that are highly rated for comfort during wear

2.9 Theoretical Framework

Two theories—the Multimodal Theory by Kress and van Leeuwen (2006) and the Theory of Politeness by Brown and Levinson (1987)—will serve as the foundation for this study.

2.9.1 Multimodal Theory

Gunther Kress and Theo van Leeuwen explain how visual elements, such as fonts, colors, and images, are ordered in a meaningful way to convey different ideas and beliefs in their book *Grammar of Visual Design*. In order for the visual to work as a whole system of communication, Kress and van Leeuwen (1996) add that it must fulfill communicational and representational requirements, like all semiotic modes.

The theory of multimodality has significant relevance in our research on pragma-semiotic analysis of *Always* Sanitary Pads advertisement as it will help the researcher explore how different modes work together to create meaning in these advertisements and consequently help us in understanding how semiotic resources are combined in multimodal text as we analyze the advertisements. The terms representational, interactive, and compositional are used by Kress and van Leeuwen (2006) to explore what an image means in visual communication.

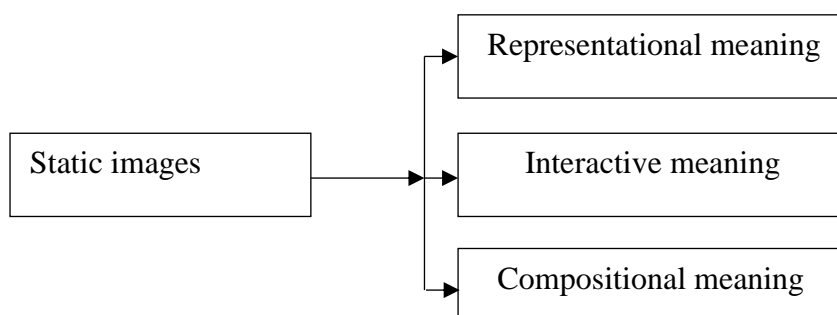


Figure 1: Metafunctions in Static Images

According to social semiotic theory, an image's creator selects its features based on the goal that needs to be accomplished in a specific scenario (Kress and van Leeuwen

2006). This study will utilize the multimodal theory in identifying and discussing the meanings brought out by images used in *Always* Sanitary Pads advertisements. These meanings will be compositional, interactive and representational.

2.9.2 Brown and Levinson's (1987) Theory of Politeness

The goal of politeness theory is to explain how people regulate and negotiate face-saving behaviors in conversation. It was created by sociolinguists Penelope Brown and Stephen Levinson. The notion looks at the techniques people use to keep up good social relationships while also showing respect for each other's faces, which is the good social value each person places on themselves in a particular engagement. The idea of face, which refers to a person's positive social value and self-image in a specific interaction, will be one of this theory's principles that is used in data analysis.

According to Goffman (1967), it has two parts: a positive face (the need for other people's admiration and acceptance) and a negative face (the desire for independence and freedom from restrictions). FTAs, or face-threatening activities, make up the second tenet. These are behaviors or statements that could be either positive or negative threat to one's face. They can range from direct criticisms to requests that impose on someone's autonomy (Brown & Levinson, 1987)

The purpose of this study is to ascertain whether linguistic politeness strategies appear in advertisements for *Always* Sanitary Pads and whether they help persuade the target consumers to purchase the advertised *Always* Sanitary Pads as the brand aims to create a favorable impression in consumers' minds and foster brand loyalty.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Study Site

The data for the research on *Always* Sanitary Pads was gathered from Procter and Gamble website, with subsequent analysis conducted at Chuka university library, located along the Nairobi-Meru highway. Chuka University's library served as the designated location for the researcher to analyze the collected information.

3.2 Research Design

A descriptive research design was used for the current investigation. The aim is to recognize and examine the semiotic elements employed for meaning derivation, alongside an investigation of the linguistic indicators utilized to formulate politeness strategies within the chosen advertisement for *Always* Sanitary Pads. The gathered data was organized into thematic groupings aligned with the research objectives, facilitating description, discussion, and analysis. The chosen research approach was qualitative in nature, as it does not depend on numerical data.

3.3 Population

All advertisements for *Always* Sanitary Pads on the Procter and Gamble website were incorporated into the study's population. The images on the website were selected by the researcher not just for their high-quality resolution that ensures easy readability with clear and bold elements, like logos, but also as instances of display-style advertisements. Display advertisements typically rely on visuals rather than text, allowing the audience to grasp the brand's message without needing to read through an entire article (Mailchimp, 2023). Current study's focus was on visual devices. There are thirty types of *Always* Sanitary Pads and under each type there are about ten images serving as advertisements. This makes the population of the research which will enable the researcher to gather the relevant data and insights needed to address the research questions effectively. The findings of this research are applicable to the entire target population and the findings of this study are generalizable to all the stated advertisements.

3.4 Sampling Procedure and Sample Size

Milroy and Gordon (2003) assert that although judgement sampling is typically better suitable for linguistic work, quota sampling is explicitly advised for linguistic work. Using quota sampling, a researcher deliberately focuses on including specific relevant characteristics of the population in the sample. Due to these assertions, the current study used purposive sampling to identify *Always* Sanitary Pads advertisements to be studied for meaning and politeness strategies. The rationale for the non- probability/purpose sampling is that the sampled advertisements provided the required information and was also a representative of the whole population (Mugenda & Mugenda, 2003).

Infinity pads with flexfoam, pure cotton pads with flexfoam, radiant pads, special pads for teens, ultra-thin pads, maxi pads, overnight pads, and pure pads are the eight main groups of *Always* Sanitary Pads on the Procter & Gamble website. These eight types are further subdivided into more subtypes according to; size- ranging from size 1, 2, 3, 4 and 5, whether scented or unscented and finally with wings or without wings. This gives a total of thirty-four sub-types. In each of these, there are about seven more images serving as an advertisement in the Procter and Gamble website which were examined.

A purposive sampling of the advertisements available was used to choose *Always* Sanitary Pads adverts that are thematically relevant and represent the general population. This number of advertisements selected was dependent on the point of saturation. These images arrived at are not repeating each other nor are they redundant. This made it possible to successfully complete the task at hand within the constraints of the allocated time and study resources. They were all examined individually and served as the basis for the data presentation and analysis for the larger project.

3.5 Instruments

Data was gathered by means of studying and reviewing the advertisements. These advertisements were got from Protector and Gamble website. The instrument used for the study was a guiding card which ensured that the data collected was relevant to the research objectives. The guiding card, attached at the appendix, provided the researcher

with a useful tool for gathering targeted data that contained various semiotic resources to derive meaning and linguistic cues for politeness strategies.

The researcher created a system for labeling and categorizing different aspects of *Always* Sanitary Pads, including both the main types and subtypes. This system is detailed in the attached Appendix 1. The main types of *Always* Sanitary Pads were assigned codes A through H, using uppercase letters. Similarly, subtypes were also assigned specific codes.

Size 1 was designated as "s1," Size 2 as "s2," Size 3 as "s3," Size 4 as "s4", and Size 5 as "s5" for the "Size" attribute. When it came to the scent of the product, scented pads were represented by the lowercase letter "m," while unscented pads were represented by the lowercase letter "n." In terms of winged vs. wingless pads, the code "p" was used to indicate winged pads, while the code "q" represented wingless pads.

These codes were applied to various advertisements and were aligned with two specific objectives. They served as both a reference checklist and a tool for categorization. By utilizing the provided guiding card in Appendix 2 and 3, the researcher was able to sort the images into their respective thematic categories. If a particular characteristic is present in an image, it was marked as "yes." If not, it was marked as "no." In cases where the researcher could not determine the appropriate code, it was noted as "can't code."

3.6 Data Collection Procedure

The researcher began by obtaining a research permit from the university and an introduction letter from the National Commission for Science, Technology, and Innovation (NACOSTI). The researcher then used the Procter and Gamble website as a source for the advertisements. After accessing and downloading the Advertisements, the researcher read through the sampled advertisements and conducted a pragma-semiotic analysis. The politeness strategies and meanings from these advertisements were reviewed alongside the coded checklist and guiding card attached in the appendix. The researcher focused on language use and the communicative functions of the visual and symbolic elements used in *Always* Sanitary Pads advertisements as the discourse

analysis to collect the data. The data was then transcribed by rewriting relevant representational, interactive and compositional meaning as well as various politeness strategies exhibited in these advertisements in the form of research notes.

3.7 Data Analysis

To make sure that the research goals were accomplished, data in the area of linguistic politeness strategies was studied within the framework of Politeness Theory as put out by Brown and Levinson (1987). The four main linguistic politeness methods outlined in Brown and Levinson's Politeness theory were used in the data analysis, which entailed identification, illustration, and explanation. These include linguistic off-record politeness, bald-on-record politeness, linguistic positive politeness, and linguistic negative politeness strategies.

The Multimodal framework developed by Kress and van Leeuwen (2006) was also used into the *Always* Sanitary Pads advertising that had been chosen. The investigation concentrated on how these advertising are encoded inside the representational meaning, specifically if they are encoded in conceptual or narrative processes. For interactive meaning, the analysis included contact, social distance and attitude. Contact included image act and gaze, social distance looked at the size of frame to deduce social relations in the participants while attitude focused on subjectivity of the images in these advertisements. The information value of these multimodal ensembles, the salience they produce, and framing, which deals with connected or disconnected pieces, were all analyzed in relation to the compositional meaning. Last but not least, modality was examined as part of the analysis to see how realistically these adverts portray the consumer. The guiding card attached in the appendix helped in data analysis.

CHAPTER FOUR

MEANINGS IN *ALWAYS* SANITARY PADS ADVERTISEMENTS

4.1 Introduction

This chapter explains the findings of the first objective which was to analyse meaning in *Always* Sanitary Pads advertisements. Kress and van Leeuwen (2006) provide three metafunctions in static images and they are representational meaning, Interactive meaning and compositional meaning. The researcher analyzed how these three meanings are utilized in the advertisement of *Always* Sanitary Pads. They are discussed below.

4.2 Representational Meaning

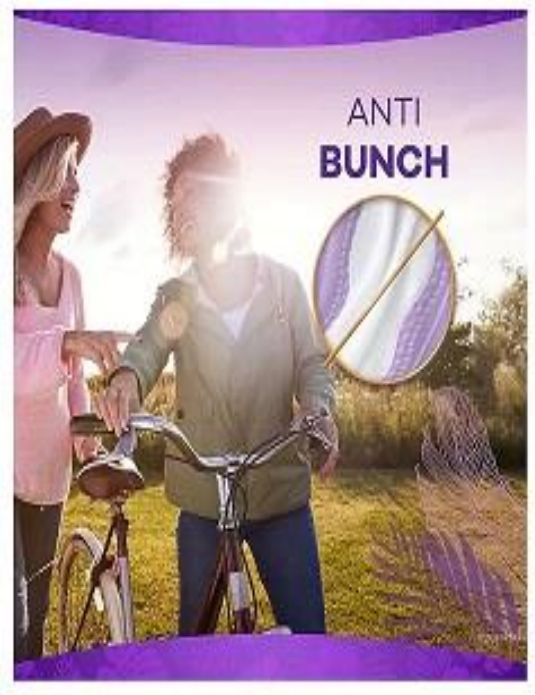
Representational meaning is broken down into three main perspectives, which include, narrative, conceptual and symbolism (Kress & van Leeuwen, 2006).

4.2.1 Narrative

According to Kress and van Leeuwen (1996), narrative processes "serve to present unfolding actions and events, processes of change, and transitory spatial arrangements." To put it another way, a narrative process considers events and actions rather than the image structure in particular.



Advertisement #1a



Advertisement #1b

A narrative is present in advertisement #1a. The advert represents aspects of the world by depicting women as active agents. Additionally, these women are of different social status in society. The represented participants are in a class setup. There are actions (students writing, the teacher smiling); actors (The two students and a teacher); gestures and facial expression (smiling and working). The teacher seems to be sensitizing the students about normalizing menstruation. Her smile tells that she is happy about the “3000 pads campaign” being ran by *Always* Sanitary Pads as her students will not miss school anymore because they lack pads. This is seen through the display of the two *Always* Sanitary Pads which serve as a participant. The phrase “we are committed to making menstruation a normal fact of life” is made salient.

In advertisement #1b the represented participants are seen in an exciting setting. The advertisement examines the fundamentals of the actor, goal and vector in order to formally convey the intended message to the intended audience. According to Kress and van Leeuwen (2006), the goal of visual syntactic patterns is to meaningfully connect participants with one another. This advertisement effectively uses narrative representations that tie participants to the "doings" and "happenings" of actions, events, or processes of change. They go on to say that in a narrative visual proposition, the actor and the goal are the two participants. The participant to whom the action is directed is the Goal, who is also the one at whom the vector is directed (Ibid, 1996:62). Two participants are depicted in the advertisement in the provided image. The girl is the object of the older woman's gaze, who is wearing a hat, and whose strong diagonal eye line forms the vector in this instance. The older woman is pointing in the direction that the girl can ride her bike. The smiles on the participants' faces convey the message that there is happiness in the image at hand. The images' caption talks about how *Always* Pads don't bunch up, even when you cycle. The mother's direct look at the girl suggests that even though she is menstruating, she can still teach her young daughter valuable lessons. The smiles on their faces suggest that they are grateful to *Always* Sanitary Pads for encouraging family unity even on the days when women are most private because of their periods.

4.2.2 Conceptual

Kress and van Leeuwen (2006) conceptual meaning is a crucial aspect of communication, working in tandem with representational meaning. Conceptual meaning refers to the underlying ideas, values, or ideologies conveyed in a visual or multimodal message. *Always* Sanitary Pads often leverage conceptual meaning to address societal attitudes towards menstruation and challenge stereotypes associated with it. For instance, advertisements #1a and #1b are portraying women confidently pursuing various activities during their period, emphasizing the conceptual message of empowerment and breaking free from societal taboos surrounding menstruation. Also, the use of vibrant and positive colors, imagery, and language in both advertisements #1a and #1b signify a departure from the traditionally discreet or muted tones associated with feminine hygiene products, reinforcing the conceptual message of embracing menstruation as a natural and positive aspect of women's lives. The use of language in slogans for advertisement #1a for instance, is playing a crucial role in shaping conceptual meaning. The tagline “join the menstrual movement” not only represents the product's functionality (representational meaning) but also communicates the broader conceptual idea of resilience and empowerment during menstruation.

4.2.3 Symbolic

The process of using a sign to represent something or an idea is known as symbolic meaning (Jewitt, 2009). Members of that community learn them by way of social members producing them through consensus (Jewitt, 2009). Kress and van Leeuwen (2006) divide symbolism into two categories: symbolic processes and attributes. Symbolic processes pertain to the meaning or identity of a participant. There can be two participants: the Carrier, who represents the meaning or identity in relation to other participants, and the Symbolic Attribute, who represents the meaning or identity itself. Alternatively, there can be only one participant, the Carrier, in which case the symbolic meaning is established in a different way. We will refer to the first kind of process as Symbolic Attribute and the second as Symbolic Suggestive.

Within the images, symbolic elements are highlighted (Kress & van Leeuwen, 2006). This can be achieved by bringing them into focus or by changing their size, shape, or tone to draw attention to or emphasize a specific detail. Advertisers frequently employ

symbolism to creatively emphasize the significance of a specific element within the image, as seen in advertisement #2. The *Always* label has a symbolic meaning. Its placement in the foreground and the contrasting colors make it stand out rendering it salient. This symbolic status highlights the *Always* Sanitary Pad as being softer and flexible.



Symbolic attribute: *Always* label

Advertisement #2

4.3 Interactive Meaning

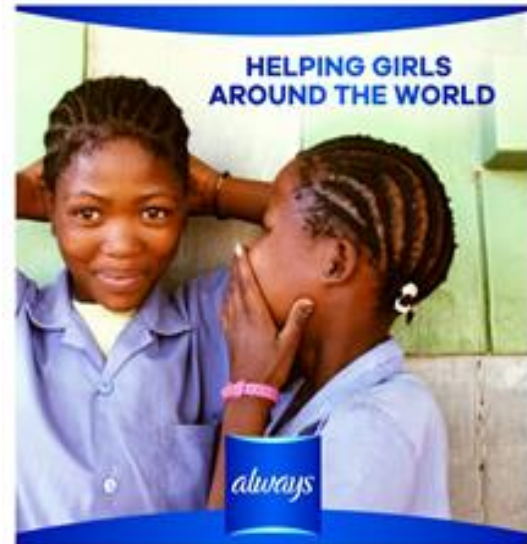
The determination of the relationships between participants and the viewer within an image is made possible by interactive meaning (Kress & van Leeuwen, 2006). By examining contact, social distance and attitude, interactive meaning can be established. In the sections that follow we will address each component of interactive meaning, starting with contact.

4.3.1 Contact

The image act and gaze create contact. According to Kress and van Leeuwen (2006), the term "image act" describes the role of the interaction between the viewer and the represented participants. Eye contact is said to be a representation of image acts by Kress and van Leeuwen (2006). In order to distinguish between offer and demand, it is essential. "Items of information, objects of contemplation" is how offers are frequently used (Kress & van Leeuwen 2006, p.118). Information offered is similar to what is requested. The viewer is not overly acknowledged in this instance. When a represented person in an image is staring at another represented person or whose view does not create a direct eyeline with the viewer, as in advertisement #3a, that represents an offer in a visual sense.



Advertisement #3a



Advertisement #3b

As demonstrated by the backgrounded participant in advertisement #3b, a demand for attention occurs when the represented participant is staring directly at the viewer. The viewer is facing the represented participant, and imaginary connections between the two parties are created by vectors that form between them. These pictures pose "demands." The viewer is obliged to engage in an imaginary relationship with the participant as a result of the participant's gaze. The attempt is to involve the viewer directly in the image's activities by creating this anticipated relationship.

4.3.2 Gaze

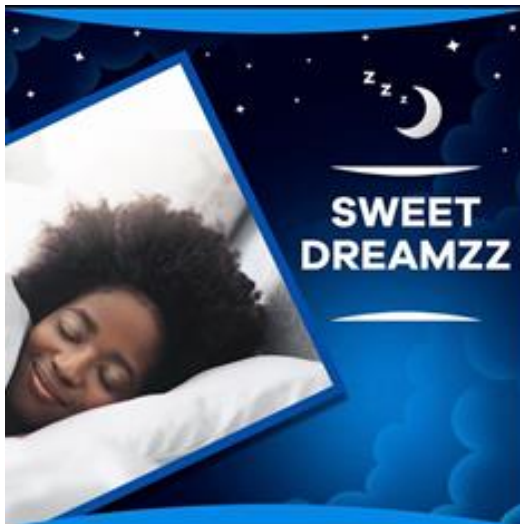
The representation of gaze is a continuum. Direct and indirect gaze are found at either end (Kress & van Leeuwen, 2006). Direct gaze, as in advertisement #4, is when the participant being represented looks directly at the viewer in an effort to strengthen their bond. When the person being represented does not look back at the viewer or regard them as a part of their world, it is said to be indirect gaze. Indirect gaze is generally aligned with offer, while direct gaze is primarily aligned with demand.



Advertisement #4

4.3.3 Social Distance/ Size of Frame

Kress and van Leeuwen (2006) distinguish between two types of close-framed shots: extreme close-ups and close-ups. When the frame is smaller than the subject's head and shoulders, they are usually visible. A great degree of intimacy between the observer and the subject of the picture is revealed in these frames. A close-up of the subject's head and shoulders indicates a close personal relationship between the participants (represented, interactive, and/or viewer), whereas an extreme close-up reveals extreme intimacy.



Advertisement #5a



Advertisement #5b

The head of the participant who is being represented in advertisement #5a appears to be grinning while she sleeps. This extremely close-up photo reveals a high degree of intimacy between the subjects. Because of the close-up shot style of the image, the

person represented in the advertisement is one of intimate distance. The image offers the spectator a proposition for interactive meaning-making. According to Jewitt and Oyama (1990), seeing someone up close is like seeing them in a way that we would only see someone we are somewhat familiar with; that is, when every feature of their face, including their expression, is visible. Women can relate to the participant in this advertisement because of the interactional element, which gives them the impression that using *Always* Sanitary Pads will allow them to sleep soundly through their periods without worrying about damaging their bedding. The head and shoulders of the participants are visible in advertisement #5b, which is an example of a close-up shot. This portrays a very intimate personal bond between the players. There appears to be a hug between the participants, symbolizing love. A brand's constant goal is to give its customers the impression that they are valued and cared for as intimate members of the company.

A social relationship between the viewer and the participants who are represented is revealed by medium social distance frames. Advertisement #6a is an example of a medium close shot, where the subject is shown as part of the group viewing them, and the frame cuts them off at the waist. This is indicative of a social relationship. In advertisements #6b, for example, the subject is cut off at knee level by a medium shot, suggesting familiarity between participants. The full figure shot is used to realize the medium long shot; this suggests a general social relationship between the viewer and the represented and interactive participants.



Advertisement #6a



Advertisement #6b

Lastly, the long shot displayed in advertisement #7a shows the viewer and the represented participant having a detached relationship. In the long shot, the subject is shown to occupy half of the image height. This suggests a situation that is public. In the extremely long shot, the person being represented is less than half the image's height. Advertisement #7b demonstrates that there is little to no social connection between the viewer and the represented participant.



Advertisement #7a



Advertisement #7b

4.3.4. Attitude

According to Kress and van Leeuwen (2006), attitude examines the relationship between the people viewing the advertisement and those represented in it. Angles can be used in *Always* Sanitary Pads advertisements to create atmosphere. Because they shed light on the kind of relationship that exists between the people who create and view the images and the people they represent, they are significant. Angles can also shed light on the relationships that the participants in the image have with one another. Determining involvement is possible with a horizontal angle. It sheds light on the relationship that the person creating the images is attempting to portray. In determining the role the constructor wants to assign to the represented and interactive participants in the communication, this also helps (Kress & van Leeuwen, 2006). The horizontal angle in the advertisement #8a establishes the level of involvement and detachment between the image and the viewer. A frontal angle of the represented participant indicates a greater degree of interaction between the viewer and the represented person than does an oblique angle. The frontal angle shows that the observer is a part of the

relationship and the world that the image represents. The example advertisement #8b, which is oblique, suggests that the viewer is not a participant in the world but rather observes it. This demonstrates the degree of distancing felt by the viewer from the people represented in the image.



Advertisement #8a



Advertisement #8b

The vertical angle indicates power dynamics between interactive and represented participants. A represented participant is considered to be in a position of low power if they are positioned below the viewer or the interactive participant. A subject is considered to occupy a high level of power if they are positioned above the viewer or the interactive participant (Kress & van Leeuwen, 2006). This indicates that the subject holding the elevated position has control over the subject holding the lower position. On the other hand, the theory asserts that when all participants are at eye level, everyone shares equal power and that no one person is considered dependent. The concept of equal eye line between the viewer and the represented participant in advertisement #9 serves as an example of how power is shared equally.



Advertisement #9

4.4. Compositional Meaning

Understanding how meaning is derived from an image's composition or structure allows one to determine compositional meaning. Kress and van Leeuwen (2006) divided compositional meaning into three parts. The information value of the elements, the salience of the elements, and the framing of the elements are among them. The three perspectives and their corresponding segments are described in detail in the discussion that follows.

4.4.1. Information Value

Information value was developed by Kress and van Leeuwen (2006) under the influence of Halliday (1996). It is thought that three coded structures—Given/New, Ideal/Real, and Center/Margin—present informational values in images. According to the Given/New theory, the image's left side will show the viewer something they are already familiar with, while the image's right side will provide them with new information by expanding on the previously recognized visual cue. The image's top portion symbolizes the idealized ideas it contains, while the bottom portion is set aside for actual or "real" components. The image's gestalt is referred to as the center or margin. Location does not determine the central element; importance does. While "pure cotton with flexfoam" on the right gives the viewer new information about this *Always* Sanitary Pad, the word "*Always*" on the left of the image conveys information that the

viewer already knows. This is advertisement #10. The advertiser thinks that the viewer wants to hear that the pads are free of dyes, fragrances, and chlorine bleaching because they are listed at the top of the image. The information presented here is overstated. The true specs of the product are located in the bottom section, along with the quantity (a total of 22 pads) and size (size 3) that it offers or comes in. The center of the image shows the structure of the advertised pad. Its white color makes it stand out from the rest of the image and attracts the viewer's attention.



Advertisement #10

4.4.2. Saliency

Size, sharpness, tonal contrast, color contrast, placement, and perspective are the six main components that can work together to indicate an object or subject as salient,

according to Kress and van Leeuwen (2006). The assessment of the communication's purpose can be achieved by identifying what matters. Meaning becomes more attainable as a result, as seen in advertisement #11.



Advertisement #11

The contrast between the main character and her surroundings, as well as her placement and the sharpness of her focus in relation to the background, draw attention to this seemingly stretching figure. The image highlights the nature of human movement, especially during exercise. In the interaction between the image and word inscriptions, the ideal information located at the right side of the advertisement is also prominently displayed. To suggest that this is actually what *Always* Sanitary Pads want their customers to get from them, the words "moves with you" are highlighted. The goal of the advertisement is to draw in more customers by encouraging them to use *Always* Sanitary Pads with confidence and to stop worrying about period leaks even when exercising. By highlighting the importance of the main character and the activities she is involved in, the *Always* Sanitary Pad draws the viewer in regardless of how they move.

4.4.3. Framing

According to Kress and van Leeuwen (2006), framing is the existence or non-existence of framing devices, which are represented by dividing lines or actual frame lines. Elements of an image can be connected or disconnected by frames, which indicates

whether or not they belong together. According to Kress and van Leeuwen, meaning is impossible without framing. Anything that divides informational units is a strong frame. This happens in a way that is context-specific. The use of framing by *Always* Sanitary Pads is demonstrated in advertisement #12a.



Advertisement #12a



Advertisement #12b

This advertisement #12a, employs strategic framing in its advertising to emphasize on two *Always* products. One offers a bikini coverage while the other brief coverage. This carefully crafted visual has framed its products as essential companions for daily freshness, comfort and extra protection. This demonstrates the distinct frames found in a normal user post and how they are employed to divide the various meaning categories within the post. By using framing, one can see what is being represented, as well as who is involved, their roles and relationships, and the way the material is put together. Advertisement #12b shows an absence of framing. In this image, there is connectedness, which is revealed in images by vectors.

4.5 Conclusion

This chapter has discussed the main results collected from the analysis of the *Always* Sanitary Pads advertisements in the light Multimodality proposed by Kress & van Leeuwen (2006). The findings showed that the advertisements demonstrate representational, interactive and compositional meanings. Hence, gaze, participant type, frame size, contact, attitude, salience, information value, modality, and framing) as distinct tools that have been applied to a range of communication goals. A thorough

framework is created when all three metafunctions and their subsections are integrated. When combined, each metafunction offers a distinct perspective on an image and provides a thorough analysis of the images used in *Always* Sanitary Pads advertisements.

CHAPTER FIVE
POLITENESS STRATEGIES IN *ALWAYS* SANITARY PADS
ADVERTISEMENT

5.1 Introduction

This chapter explains the findings of the second objective which was to discuss how politeness strategies are used in *Always* Sanitary Pads advertisements. Humans are social beings who interact in different contexts where all utterances have the ability to threaten a participant's face. Humans rely on politeness strategies in order to lessen or avoid face threats and enhance proper interaction. Brown and Levinson (1987) provide four politeness strategies that help minimize effects of potential threats to face. The four politeness strategies are: positive, negative, bald on record and off-record strategy. The researcher identified the strategies used in *Always* Sanitary Pads advertisements. They are discussed below.

5.2 Positive Politeness

Brown & Levinson (1987) posit that positive politeness is redress directed to the addressee's positive face. The hearer has the desire that his actions and values should be thought as desirable. A speaker uses positive politeness strategy to show that he/she respects the addressee's desire for their public self-image and be shown appreciation and engagement. The following positive politeness strategies were identified in *Always* Sanitary Pads advertisements: Notice and attend to the hearer, jokes/humour, solidarity/in-group talk, offer/promise, seek agreement, be optimistic, give reasons, repetition and give gifts.

5.2.1 Notice and Attend to the Hearer

This entails being aware of and responsive to the needs, wants, goods, and interests of the hearer. Although this linguistic politeness strategy uses a variety of tactics, they all show that the advertisers care about the target audience's good reputation. One tactic is to draw attention to potential queries or worries that the intended audience may have about the product being promoted; in other words, to show the audience that the advertiser is considering their viewpoint. It is demonstrated by Brown and Levinson (1987) that this tactic need not specifically mention an FTA. The *Always* Sanitary Pads advertisements listed below were found to implement the elaborated linguistic positive politeness strategy.

The phrase “Flex foam moves with you” in advertisement #11 demonstrates a positive politeness strategy by addressing the hearer's interests and desires in a thoughtful manner. It directly acknowledges and caters to the user's primary concerns, which often revolve around comfort and freedom of movement during menstruation hence intensifying the interest to the hearer. By assuring the hearer that the pad's Flex foam technology allows it to adapt to their body's movements, the phrase conveys empathy and understanding of the user's needs. It indicates that the product is designed with their comfort and well-being in mind, which is an essential element of positive politeness. This approach not only reassures potential customers but also establishes a user-centric perspective, making the product more appealing by showing that it aligns with the user's expectations and preferences without giving the buyer a direct command which would impinge upon the speaker's negative face.



Advertisement #13

In advertisement #13 the phrase “all around protection all night” effectively employs a positive politeness strategy by addressing the user's needs and desires in a considerate way. It directly recognizes the common concern many users have about nighttime protection during their menstrual cycle. The advertiser notices the target audience's desire for peaceful sleep without having to worry about ruining their bedding. The advertiser attends to this want by providing a pad that can offer protection throughout the night during menstruation. By assuring the hearer that the product offers ‘all around protection all night’, it demonstrates empathy and understanding of their primary need for uninterrupted, worry-free sleep. This phrase not only reinforces the idea that the product is designed with their well-being in mind but also assures them that it aligns

with their expectations and preferences, ultimately making the product more appealing and user-centric. This makes the consumer interested and convinces them to buy the sanitary pad without feeling impinged upon.

5.2.2 Jokes/Humor

Jokes can be used to emphasize a shared background and set of values because they typically rely on these shared elements. The hearer is made to feel more at ease by using humor as a positive politeness tactic. *Always* sanitary pads advertisements are coupled by various wordplays which are used to break the monotony of serious issues that accompanies menstruation, as demonstrated by the following examples. The phrase “*Always* designed for teens with teens” in advertisement #3a appears to be a wordplay or a clever use of language. ‘*Always* designed for teens’ suggests that something is consistently created or tailored specifically for teenagers. It could refer to products, services, or experiences that are intended for a teenage audience. “With teens” implies that teenagers are actively involved in the design or creation process. This is a positive politeness strategy showing admiration to teens and also noticing their creativity in a light way. These teens are not just the target audience; they are also participating in the design, development or decision-making related to the product or service. The wordplay or clever aspect of this phrase lies in the repetition of the word ‘teens’. In the first part, it's used as the target audience (things are designed for teens), and in the second part, it's used as the participants in the design process (things are designed with teens). The repetition of the word "teens" in different contexts adds a playful quality to the statement hence lightening the seriousness of the FTA to any teen who would have wished to purchase this product.

5.2.3 Solidarity/In-Group Talk

In-group identity markers use mutual knowledge to indicate to the speaker and hearer that they belong to the same group. It involves utilizing jargon, terminology, or in-group dialect. Customers get the impression from these advertisements that they share a unique connection with the *Always* brand. Building relationships is a crucial component of a successful business transaction because it reduces social distance. This linguistic positive politeness strategy lowers the advertisement's overall face-threatening force of persuasion because it is one of the three values used to calculate an FTA's weight.

Solidarity/in-group talk linguistic politeness strategy can be exemplified by the following *Always* Sanitary Pads advertisements identified from the collected data. The phrase “*Always* is committed to build girls’ confidence” in advertisement #6a ensures there is no FTA as it’s all-inclusive, and has not targeted one girl/woman. It conveys the idea that using their products empowers women to take control of their lives even during menstruation. These phrases encourage women to identify with a sense of empowerment, forging a shared identity among those who use *Always* products. A FTA would be present if it pin pointed a specific group of women, for example in a phrase like “ALWAYS IS COMMITTED TO BUILD 30-YEAR OLDS CONFIDENCE”.



Advertisement #14

In advertisement #14 the phrase “*Always* my fit” serves as an in-group talk mechanism, employing a positive politeness strategy to foster solidarity among its audience. By using the possessive pronoun ‘my’, the brand personalizes the relationship between the consumer and the product, creating a sense of belonging and individual connection. This linguistic choice not only emphasizes a tailored fit concerning the physical attributes of the product but also extends to a more profound conceptual fit with the unique experiences and needs of the consumer. In employing this language, the brand aligns itself with the audience, positioning the use of *Always* products as a shared choice among like-minded individuals, contributing to a positive, inclusive discourse around feminine hygiene.

Advertisement #5a “sweet dreamzz” (sweet dreams) is a jargon used by people that are familiar to each other, mostly youths. The advertisement utilizes this sheng word (dreamzz) to “claim common ground with” [the *Always* Sanitary Pads customers] (Brown and Levinson 1987: 107). The use of dialect in this manner is known as in-group dialect. The advertisement switches into a dialect that is associated with the youths, with the “in-group”, and consequently with their values. Such switching is likely to encode positive politeness to redress the FTA potential of the advertisers’ messages. After all, the use of “in-group dialect”, as one of the “dynamics of ‘face’ and ‘facework’ in interpersonal contacts”, aims at establishing emotional “rapport” with potential *Always* Sanitary Pads customers, or “relative harmony and smoothness of relations” (Spencer-Oatey, 2005: 96), which may persuade them to buy the products. *Always* Sanitary Pad utilizes this in its advertisement to bring the target customers closer to its brand by making them feel that the brand identifies with their lingual.

5.2.4 Offer/Promise

It is always essential for advertisers to make some sort of promise or offer to the target audience, even though customers of sanitary pads might not take them seriously or believe all of them. This is because it demonstrates the advertiser's commitment to selling and effort. If an advertisement made no guarantees of any kind, it would appear weak and unpersuasive. Stated differently, the advertisements, employing offer as a tactic to convince prospective buyers of the advertisers' goods, “demonstrate [their] good intentions in satisfying [the customers’] positive face wants” (Brown and Levinson, 1987: 125).

This strategy can be illustrated by the following examples of advertisements identified from the data. One prominent promise is the guarantee of superior absorbency and comfort. *Always* pads often emphasize on their “rapid dry” technology as shown by advertisement #15a, assuring users that they will stay dry and comfortable throughout their periods. Another offer frequently made in *Always* advertisements is the assurance of long-lasting freshness. The brand underscores the pads' odor-neutralizing capabilities, promising to keep users feeling fresh and confident all day long. By incorporating innovative features such as OdorLock technology, exemplified by advertisement #15b, *Always* pads deliver on this pledge, making women feel secure and

worry-free during their periods. These promises and offers serve as a compelling invitation to choose *Always* sanitary pads, aligning the brand with the key desires and needs of its target audience.



Advertisement #15a



Advertisement #15b

“Leak Guard protection” in advertisement #15c, is another promise strategy often employed in *Always* sanitary pad advertisements. This feature is designed to address a common concern among women during their menstrual cycle, which is the fear of leaks. The promise of a ‘Leak Guard’ assures customers that *Always* Sanitary Pads are equipped with protective barriers or features that effectively prevent leaks, providing them with a high level of security and confidence. *Always* leverages this promise strategy by emphasizing the effectiveness of their leak protection technology. They may highlight the pad's ability to lock in fluid and keep it away from clothing, ensuring that users can go about their daily activities without the worry of embarrassing leaks. This positive politeness strategy is used to save user’s face making them feel comfortable and relaxed when using *Always* Sanitary Pads.



Advertisement #15c

5.2.5 Seek Agreement

As per Brown and Levinson's (1987) findings, speakers tend to utilize "safe topics" to convey agreement because they are easier to agree on. It is simpler to identify safe topics the more the speaker is familiar with the hearer. This has been used in *Always* Sanitary Pads as exemplified. The phrase “protecting our planet for the future” in advertisement #16a, taps into the collective consciousness about environmental responsibility. By using the word ‘our,’ the advertiser strongly agrees with the target customer that we have a shared ownership of the Earth, appealing to the audience's shared values. This positive politeness strategy assumes that the audience cares about the environment and encourages them to agree with the idea of being mindful of the planet's well-being for the sake of future generations.



Advertisement #16a



advertisement #16b

In advertisement #16b, the advertiser is aware that pure cotton is widely recognized as a gentle and comfortable material for personal hygiene products. By featuring this as the top layer, the brand minimizes the likelihood of disagreement as it aligns with the preferences of many consumers who prioritize natural, non-synthetic materials. The speaker seeks agreement as an effort to show politeness. By claiming its 100%, the speaker is leaving no room for doubt. Seeking agreement by the speaker makes the hearer feel comfortable about using this *Always* Sanitary Pad with pure cotton top layer. The hearer feels appreciated by the speaker by the fact that they are providing an organic product.

By employing these phrases, the *Always* advertisement effectively aligns its messaging with the audience's interests, preferences, and values, fostering a connection and seeking agreement in a positive and persuasive manner. This approach not only highlights the product's quality but also positions it as a choice that reflects the audience's aspirations and concerns, making the advertisement relatable and resonant. In doing so, *Always* creates a compelling narrative that not only sells sanitary pads but also aligns itself with the values and desires of its target audience, making the brand more than just a product – it becomes a partner in a shared journey towards personal comfort and environmental responsibility.

5.2.6 Be Optimistic

Advertisers employ this linguistic positive politeness tactic to reassure the target audience that *Always* Sanitary Pads will take care of their issues. The following advertisements from *Always* are recognized as utilizing this tactic of linguistic positive politeness.



Advertisement #17

In the *Always* Sanitary Pads advertisement #17, the phrase “rest assured with flexible protection” serves as a powerful positive politeness strategy by instilling a sense of optimism and reassurance. The word ‘assured’ implies a guarantee of reliability, while ‘flexible protection’ conveys adaptability and comfort. Together, these words create an optimistic message, suggesting that users can confidently trust the product to cater to their unique needs during menstruation. This phrase fosters an encouraging and optimistic outlook by assuring individuals that they can maintain their active lifestyles, regardless of the challenges that menstruation may present. It emphasizes that the product is designed to be flexible, adapting to the user's needs, which promotes a sense of empowerment and positivity.

The phrase “protected no matter how you sleep” in advertisement #7a embodies a powerful message of reassurance and flexibility in advertisements for sanitary products, such as *Always* sanitary pads. It conveys the idea that regardless of one's sleeping position or habits, the product provides unwavering protection, instilling a sense of confidence and optimism. This message is not only about physical protection but also about the emotional security it offers, allowing users to embrace their preferred sleeping positions without concerns, thereby promoting a positive outlook and enhancing overall well-being during menstruation. The phrase underscores the adaptability of the product and its capacity to accommodate diverse user needs, fostering a connection between the brand and its audience and positioning the product as a reliable, empowering choice.

5.2.7 Give Reasons

This strategy is used when a speaker does not want to seem to impinge upon or does not care about the hearer. The speaker tries to explain why the hearer needs to do or avoid doing something. This politeness strategy is applied when a FTA is unavoidable and so the speaker gives a reason for using a FTA in order to reduce its effect on the hearer's face. This helps lessen its negative effects. The following advertisements give a customer the reason why they should buy *Always* Sanitary Pads:



Advertisement #18a



advertisement #18b

By stating that the product features a “cottony soft top sheet for comfortable protection”, advertisement #18a provides a clear rationale for choosing *Always* Sanitary Pads. The advertiser is giving a reason why a customer should use this pad that has a cottony soft top sheet during menstruation. The user is reminded that this kind of pad offers comfortable protection. In this case, the advertiser wants the potential customers to see how helpful this pad can be. It offers a reason centered on the user's comfort, emphasizing the softness and pleasant feel of the product. This reason assures consumers that their well-being and comfort are prioritized. As such, the advertiser is giving a reason to an addressee as a strategy to convince them to do something. This acts as a politeness strategy since the audience may not want to do or act as the speaker wants. Giving reasons avoids directly imposing on the customer’s face as it would be in the case of imperatives.

Advertisement #18b exemplifies positive politeness strategy as well. The phrase “protective channels to ensure no leaks” furnishes another compelling reason for selecting *Always* Sanitary Pad. By stressing on the ‘protective channels’ aspect of the product, it offers an appealing rationale that aligns with users' desire for zero leaks during their menstrual cycle. It assures consumers that the product can keep them feeling confident throughout the day, fostering a positive and agreeable atmosphere. In essence, this phrase employs a reason to highlight the specific attribute and benefit of *Always* Sanitary Pads, appealing to consumers by providing clear, practical

justifications for choosing the product while maintaining a courteous and persuasive tone.

5.2.8 Repetition

A sales theory claims that if a product's qualities are consistently emphasized, consumers will eventually come to believe in them—regardless of how implausible they may be. In order to persuade the addressee, the speaker may employ "repeating, paraphrasing, clothing and re-clothing one's request or claim in changing cadences of words" (Koch 1983: 47). This technique is known as repetition. Repetition is a positive politeness strategy used in the following advertisements.

The repeated words in advertisement #7b “up to zero feel, zero leaks, zero worries” creates a rhythmic pattern that not only emphasizes the product's core attributes but also instills a sense of assurance in the consumer's mind. The use of the words zero severally in the advertisement appeals to the customers’ ears and consequently leaves a positive psychological impact on them. By echoing these affirming messages, the advertisements aim to establish a connection with the audience, fostering a sense of trust and reliability. Repetition acts as a mnemonic device, ensuring that the positive attributes associated with *Always* Sanitary pads linger in the consumer's memory, ultimately influencing their purchasing decisions. This linguistic technique helps build a strong brand image, making the product synonymous with comfort and quality in the minds of potential buyers.

5.2.9 Give Gifts

According to Brown & Levinson (1987), the term "gift" in the current setting encompasses not only material gifts but also gifts of comprehension, compassion, collaboration, and appreciation.



Advertisement #19

In advertisement #19 the phrase “Happy Mother's Day” is working as a gift in a positive politeness strategy, aligning with the celebratory context of Mother's Day. By extending well wishes on this special occasion, the advertisement adopts a positive politeness approach, expressing warmth and consideration. The implied gift of a greeting not only recognizes and celebrates motherhood but also subtly suggests the idea of *Always* Sanitary Pads as a thoughtful and practical gift for mothers. This positive politeness strategy leverages the sentiment associated with Mother's Day to create a connection with the audience, framing the product as a thoughtful and caring choice that aligns with the spirit of the occasion. In doing so, the advertisement not only communicates a holiday greeting but also subtly promotes the product in a context that resonates with the celebration of motherhood. This positive politeness strategy is used to save women’s face making them feel loved and appreciated by *Always* Sanitary Pads.

5.3 Negative Politeness

Negative politeness strategies are geared towards the hearer’s negative face wants. They aim at satisfying hearer’s want not to be impeded and to have his/her actions untampered with. Negative politeness strategies are avoidance based in that they seek to avoid imposing on the addressee. They avoid interfering with the hearer’s freedom of action. The following negative politeness strategies were identified in *Always* Sanitary Pads advertisements: minimize imposition, impersonalize speaker and hearer and using a general rule.

5.3.1 Minimize Imposition

In order to appear less serious to the hearer, the imposition should be minimized as a courtesy tactic. The speaker employs this tactic to imply that it wasn't that serious and that everyone should treat it casually. It demonstrates that the imposition is not very extensive. It's nothing major; it's just a minor issue.



Advertisement #20

In advertisement #20, the phrase “this box recycles beautifully” thoughtfully employs a negative politeness strategy by minimizing imposition on the audience. By emphasizing the recyclability of the product's packaging with the term ‘beautifully’, the brand acknowledges the potential environmental impact of disposable products and positions recycling as an easy and aesthetically pleasing solution. This linguistic choice aims to reduce any potential guilt or inconvenience associated with the environmental footprint of the product, framing the act of recycling as a positive and effortless contribution. In doing so, the brand adopts a negative politeness approach, showing consideration for consumers' concerns about sustainability without directly confronting or imposing strict eco-friendly measures.

5.3.2 Impersonalize Speaker and Hearer

By avoiding the pronouns I and You, the speaker and hearer can become more impersonal. When employing this tactic, the speaker suggests that the addressee is someone other than the hearer or that the agent is someone other than the speaker,

according to Brown & Levinson (1987). It's not necessary for the impersonalization agent to be so vague, and the face threat can also be associated with an entirely separate population. This tactic of linguistic negative politeness is illustrated by the following examples.



Advertisement #21a



advertisement #21b

In advertisement #21a, the phrase “it is that time of the month to treat yourself to the best” strategically uses a negative politeness strategy by impersonalizing the speaker and hearer. By using the impersonal pronoun "it," the message subtly distances the brand from directly addressing the intimate and personal nature of menstruation, creating a level of abstraction. This impersonalization serves to respect the privacy of the audience, acknowledging the sensitive nature of the topic without explicitly addressing the individual experiences of the consumers. In doing so, the advertisement employs a negative politeness approach, allowing consumers to interpret the message on their terms and encouraging them to consider the product as a luxurious and self-indulgent choice during their menstrual cycle.

The phrase “our best period protection” in advertisement #21b above, carefully uses a negative politeness strategy by impersonalizing both the speaker and hearer. By using the plural possessive pronoun ‘our,’ the brand creates a collective identity without explicitly addressing the individual needs or experiences of the audience. This linguistic

choice allows consumers to interpret the message on their terms, maintaining a level of privacy regarding the personal nature of menstruation. The phrase refrains from directly addressing the audience, preserving a sense of anonymity and impersonality. This negative politeness approach aims to make the advertisement more universally appealing, recognizing the diverse preferences and sensitivities of the consumers without imposing a specific narrative about individual experiences.

5.3.3 Using a General Rule

Utilizing a general rule as a negative politeness strategy involves appealing to broader norms or conventions to soften requests or refusals, thereby minimizing imposition on others. By framing requests or refusals within the context of a general rule or societal expectation, individuals can depersonalize their communication, reducing the perceived threat to the other party's autonomy or status. This approach aims to preserve social harmony and minimize conflict by positioning the request or refusal as conforming to established norms rather than being solely dictated by personal desires or preferences.

This is indicated by the following examples. From advertisement #9, the phrase “school is her future, keep her there” exemplifies a negative politeness strategy by presenting a general rule that appeals to shared societal values. By framing education as a crucial element for a girl's future and using the imperative ‘keep her there,’ the message implies a collective responsibility without directly addressing or imposing specific obligations on the audience. This general rule serves to create a broader, communal narrative around supporting girls' education, allowing individuals to interpret their role in this shared responsibility based on their own values and circumstances. The negative politeness strategy, in this context, avoids explicit directives or personal appeals, making the message more universally applicable and respecting the diverse perspectives and situations of the audience.

5.4 Bald on Record

According to Brown & Levinson (1987), the bald-on record linguistic politeness strategy is employed when there is the least chance of face loss and the speaker's goal is to complete the FTA as quickly as possible rather than preserve the addressee's face. In order to effectively persuade the target audience using this linguistic politeness

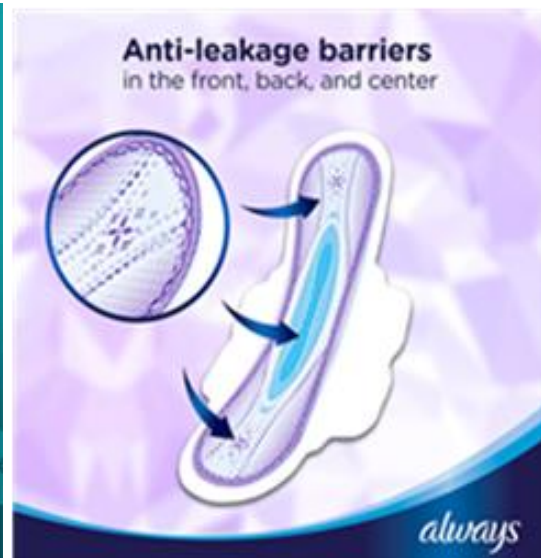
strategy, the advertiser must demonstrate concern for the target audience while emphasizing the urgency of obtaining the advertised product, as it will be of utmost importance to the target customer. The following bald on record politeness strategies were identified in *Always* Sanitary Pads advertisements; disagreements, imperatives and advices.

5.4.1 Disagreement

The customers not only require a strong and direct disagreement, but they occasionally expect it. In an attempt to draw attention to their issue, some of the arguments are actually directed at the target customers. Advertising may employ disagreement as a bald-on-record politeness tactic to emphasize the urgency of purchasing *Always* Sanitary Pads' advertised product.



Advertisement #22a



advertisement #22b

The use of the phrase 'no smell and mal odour' in advertisement #22 indicate that the advertiser disagrees with those who believe that having an odour during menstruation is a normal thing. The advert goes ahead and shows how this is not the case by declaring that, *Always* sanitary pads have a technology that neutralizes odour like in advertisement #15b. This shows one can still have a social life during this period.

Likewise, the advertiser criticizes those who think it is normal to leak period and mess one's clothing or bedding during menstruation through advertisement #22b. The

advertiser further points out that by simply using *Always* Sanitary Pads one enjoys anti-leakage barriers which are situated in the front and back of the pad ensuring one does not mess themselves no matter how they sleep, sit or move. This implies that you need to buy and use *Always* Sanitary Pad in order to enjoy such services which enables one to have a worry-free time during menstruation as they engage into various nation building activities.

5.4.2 Imperatives

Imperatives are meant to invoke the urgency of the product being offered thus persuading the target audience to get or buy it. In advertisement #23 the phrase “Find your fit” is ordering one to ensure they get to know their real panty size in order to be overly protected by *Always* Sanitary Pad during menstruation. The use of this direct strategy (imperative) in the advertisement #23 could be attributed to the advertisement’s desire for customers to decode their messages quickly without the need to exert any effort in interpreting any other possible meanings of the advertisement. Dayag (2008: 13) analyzed the linguistic properties of magazine commercials in the Philippines. He found that advertisements were “straightforward and direct” in communicating their messages. Having such “straightforward and direct” commercials will enable the *Always* Sanitary Pads customers to interpret and process the advertisements’ messages easily, which may impact the customers’ attitudes favorably. Thus, if one wears panty size large and they use a small sized pad, it means they will not be effectively protected by the pad.



Advertisement #23

The phrase “join the menstrual movement” in advertisement #1a is ordering viewers to be part of the campaign that helps get rid of period poverty. The advertisement uses an imperative strategy as a persuasive strategy. It does not use any linguistic markers such as “please” to mitigate the imposition that the directness of the imperative strategies may infringe on the customers. According to Leech (1983), "the high frequency of imperatives in British advertising might be a function of several factors: the need for attention, value, memorability, and selling power, plus the fact that commercials are necessarily obvious in declaring their intention" (Schmidt and Kess, 1995: 291). Such directness exemplifies solidarity and includes the customers as parts of the advertisements’ campaign in promoting their products. The drive is to raise funds to help less privileged girls. This advertisement is ordering one to “join the movement” so as to help girls stay in school. This is a bald on record politeness strategy where the FTA is direct and concise and cannot be interpreted in any other way. The advertisement is also done without any attempt to lessen the threat of the FTA towards the consumer.

5.4.3 Advices

This strategy conveys the advertiser’s care for the target audience, precisely since the advertisement is giving advice primarily in the consumer’s interest. In advertisement #24a, the advertiser begins his/her persuasion by showing the changes in the new and

improved *Always* Sanitary Pad. Then the advertisement gives advice to the consumer that the new and improved pad has instant dry system that absorbs in within seconds as seen in advertisement #24b. The advertisement is quite persuasive as the target customer is convinced that when he/she gets the advertised pad from *Always* she will relax with no worries about her pad overflowing with menstruation.



Advertisement #24a



advertisement #24b



advertisement #24c

In giving this advice, the advertiser states the FTA directly with no attempt to lessen the threat. This is in line with Brown & Levinson's bald on record strategy of advice. This act of advising limits hearer's freedom of action as required by the negative face want of the hearer.

The phrase "With flexible wings to help your pad stay in place" in advertisement #24c, it brings out the suggestion that the consumer should familiarize herself with how the *Always* Pad operates. The user has no freedom of choice on how to operate the sanitary pad. This message therefore could offend the consumer since it shows that it takes for granted the consumer's knowledge and experience in the usage of the pad. Though the act of advice may reveal advertiser's judgment of the user, it is beneficial to the user since the FTA is stated by the speaker to the best interest of the user.

Also, the phrase "bikini coverage and brief coverage" in advertisement #12a serves by directing potential customers to consider their unique coverage needs and to choose a product that aligns with their specific underwear styles. It is a bald-on record politeness strategy as it encourages individuals to prioritize their comfort and confidence during their menstrual cycle by offering them different coverage options. The advertisement advises customers to make an informed choice, ensuring that they have the right *Always*

Sanitary Pad for the right coverage for their comfort and protection. This forces the consumer to conform to the advertiser's advice.

5.5 Off Record Politeness Strategies

Being off the record is all about using tact to avoid responsibility, particularly for the speaker. "A communicative act is done off record if it is done in such a way that it is not possible to attribute only one clear communicative intention to the act," state Brown and Levinson (1987: 211). The best way to communicate a face-threatening act, according to Brown and Levinson (ibid), is to do it "off record," which allows the act to be associated with multiple communicative intentions. Such "off record" actions raise questions about who is responsible for the face-threatening act and whether the act was correctly interpreted. In the collected data, the following off-record linguistic politeness strategies were identified: ambiguity, vagueness, rhetorical questions, overstatement, use of contradictions and overgeneralizations.

5.5.1 Ambiguity

An expression is ambiguous, according to Beaver and Elder (2012), if it has two or more distinct denotations, or if it is connected to multiple regions of the meaning space. The most evident cases of ambiguity are when there are (at least) two disjointed denotations in an expression. A common example is "bank," which can refer to a financial institution or the edge of a river.

Ambiguity in *Always* Sanitary Pads advertisements identified is illustrated as follows. The phrase "discover your perfect fit" in advertisement #4 introduces ambiguity as an off-record politeness strategy. By employing an off-record approach, the advertisement tactfully addresses the personal nature of choosing menstrual products without explicitly stating individual preferences. The term 'perfect fit' is deliberately ambiguous, allowing consumers to interpret it based on their unique needs, whether those be related to size, comfort, or absorbency. This off-record strategy respects the privacy of the audience, recognizing that discussions about personal preferences in feminine hygiene can be sensitive. By leaving room for personal interpretation, the phrase becomes a subtle invitation for the audience to explore and choose the product that aligns with their individual comfort and requirements.

The phrase “radiant with FlexFoam” in advertisement #25 b, carries an air of ambiguity. While it suggests that the product embodies a radiant quality, the specific attributes or characteristics that contribute to this radiance remain undefined. This indirectness therefore softens the imposition of the messages on the customer. It sparks curiosity by not explicitly explaining how the FlexFoam material creates radiance. This deliberate ambiguity allows for a broad range of interpretations, catering to individual preferences and ideals of what "radiance" means. It is a persuasive technique that encourages consumers to envision the product in a way that aligns with their personal desires, fostering a sense of empowerment and personalization in their choice of sanitary protection.



Advertisement #25

5.5.2 Be Vague

According to Michieka and Ondari (2012), vagueness is frequently a feature of language that enables its adaptability in social interactions and communication. Speakers frequently use ambiguous language because they think it is more courteous doing so than because they lack the precise words to communicate information clearly.

The following advertisements are instances of vagueness identified from the collected data. In the advertisement #26a the phrase 'Wider back' implies that *Always* Sanitary Pad offers a broader rear portion for coverage, but it does not specify the exact measurements or how this width contributes to protection. It is the responsibility of the target audience to interpret this correctly. The vagueness allows consumers to interpret the wider back feature according to their own preferences.



Advertisement #26a



Advertisement #26b

The phrase “thin for a great feeling of comfort” in advertisement #26b suggests that thinness is linked to a comfortable experience, yet it does not explicitly explain the connection. This ambiguity leaves room for consumers to define what 'comfort' means to them and how thinness contributes to it. The product's comfort is portrayed as a subjective concept, which allows potential customers to imagine it in a way that aligns with their personal needs and preferences. This is an intentional marketing technique that promote a sense of personalization and engagement, enabling consumers to envision the product's qualities in a manner that suits their individual expectations, ultimately increasing their likelihood of considering the product for purchase.

Additionally, from advertisement #2, the phrase “softer and flexible” is vague. It flouts the maxim of quality as the advertiser states something for which he lacks adequate evidence. One is left wondering if the advertiser intention to is to compare the *Always* Sanitary Pad softness and flexibility with its earlier type of *Always* Sanitary pad or with a different brand. The vague language here spurs persuasiveness in an artistic way.

5.5.3 Rhetorical Questions

Rhetorical questions serve as a subtle off-record politeness strategy by allowing speakers to convey their thoughts or requests indirectly while maintaining a sense of politeness and avoiding direct confrontation. By posing questions that are not meant to be answered, speakers can gently imply their intended message without explicitly stating it, thus softening the impact and preserving harmony in social interactions. This linguistic device allows individuals to navigate sensitive topics or express disagreement

in a more tactful manner, fostering smoother communication and preserving social relationships, as illustrated.



Advertisement #27

The question “How did you feel when you got your first period?” serves as a rhetorical question in *Always* Sanitary Pads advertising #27. It strategically uses an off-record politeness strategy. By posing this question, the advertisement indirectly acknowledges the personal and emotional nature of the topic without explicitly intruding on individual experiences. It creates a conversational and empathetic tone, inviting the audience to reflect on their own experiences without necessitating a direct response.

This off-record politeness strategy allows the advertisement to engage with the sensitive aspects of menstruation while respecting the privacy and diverse emotions associated with each person's first period. In doing so, the brand establishes a connection with the audience by recognizing and empathizing with the shared, yet personal, nature of this milestone experience. The advertiser really does not require a definite answer for the rhetorical question: “How did you feel when you got your first period?” This is an off-record linguistic politeness strategy informing the target audience of the availability of *Always* Sanitary Pads to see them through their first menstruation and onwards.

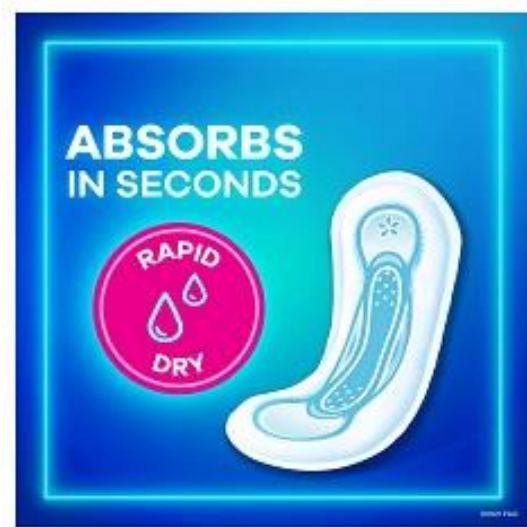
5.5.4 Overstatement

Many times advertisers exaggerate the benefits the target audience will enjoy if he/she gets their products and services. Overstatement as a linguistic politeness strategy is evident in *Always* Sanitary Pads advertisements. The phrase '*Always* feather soft' in

advertisement #28a uses hyperbole to emphasize the remarkable softness of the product. While it is common for sanitary pads to prioritize comfort, describing them as "feather soft" greatly amplifies the notion of softness. The advertiser implies that with this product the target audience will feel she is using a very soft pad which is an overstatement since the period blood will be absorbed into the pad and hardly making any pad to be as soft. The deliberate exaggeration aims to create an emotional impact, appealing to consumers seeking an exceptionally comfortable and gentle experience during their periods.



Advertisement 28a



advertisement #28b

Advertisement #28b uses the phrase 'absorbs in seconds' to imply very fast absorption and dryness, which is a valuable quality in sanitary products. This is an off-record linguistic politeness strategy overstating the capability of this product from *Always* Sanitary Pads. However, the term takes it a step further by emphasizing how quickly the pad dries up after absorbing the period blood. This overstatement implies that the product is exceptionally efficient at keeping the user dry, making it an enticing choice for those who want a quick and reliable moisture management during their periods. The off-record strategy here is to magnify the product's absorption capabilities, positioning it as a top-tier option. The use of overstatement in this phrase is a marketing technique intended to make the product stand out and leave a strong impression on consumers. It aims to create a perception of heightened quality and desirability, making the product more appealing and convincing to potential customers.

5.5.5 Use of Contradictions

Contradictory language is used by advertisers in their ads as an off-the-record tactic of linguistic politeness, particularly when urging the target consumer to use their goods and services. This strategy is evident in *Always* Sanitary Pads adverts as exemplified in advertisement #29.



Advertisement #29

“Mix and match for an invisible feel” from advertisement #29 cleverly employs a contradictory off-record politeness strategy in *Always* sanitary pads advertisements. The contradiction lies in the idea of ‘mixing and matching’ - typically associated with fashion or personal style - with the notion of ‘an invisible feel’ when it comes to menstrual protection. By juxtaposing these concepts, the phrase subtly communicates that the product is so versatile and discreet that it seamlessly integrates into the user's lifestyle, allowing them to customize their choice while still achieving an ‘invisible feel’. This technique respects the audience's desire for comfort and personalization during their periods while politely suggesting that the product offers a level of adaptability and invisibility that exceeds conventional expectations. It captures attention and curiosity, prompting consumers to consider how they can personalize their protection while experiencing ultimate comfort and discretion.

5.5.6 Overgeneralize

Overgeneralization strategy occurs when the speaker gives a general message and does not name the target addressee. It involves making conclusions using a general term where the hearer fits in that category. Consider the following example;



Advertisement #30

The advertising phrase “360 degrees coverage for worry-free nights” in advertisement #30 is an off-record politeness strategy employing a level of overgeneralization. The term ‘worry-free nights’ creates a broad and reassuring statement that intentionally glosses over specific concerns related to feminine hygiene, avoiding explicit mention of potential discomfort or leakage issues. The use of ‘360 degrees coverage’ further contributes to this overgeneralization by presenting a sense of all-encompassing protection without delving into the specific nuances of the product’s features. This off-record politeness approach allows the advertisement to communicate a universal promise of security, catering to a wide audience without explicitly addressing individual concerns. By steering clear of detailed discussions, the advertisement maintains a positive and inclusive tone, aligning with the discreet nature of feminine hygiene products and respecting the privacy of the consumers. This approach enables the advertisement to convey reassurance and efficacy while maintaining a considerate and tactful tone, aligning with the discreet nature of the product category.

5.6 Conclusion

Politeness strategies are used by *Always* Sanitary Pads to lessen effects of face threatening acts on consumer’s face. Use of politeness strategies by *Always* Sanitary Pads create solidarity and show that the advertiser values the customer’s face wants. *Always* Sanitary Pads make use of all four politeness strategies to mitigate face threats. Positive politeness strategies are the most commonly used politeness strategy by *Always* Sanitary Pads. This shows that *Always* Sanitary Pads value their customer’s desire for

appreciation and engagement. Positive politeness strategies occurred in form of noticing and attending to the hearer, jokes/wordplays, solidarity/in-group talk, offers/promises, seeking agreement, being optimistic, giving reasons, repetition and giving gifts. Negative politeness strategy was also used by *Always* Sanitary Pads. It occurred in form of minimising imposition, impersonalizing and using general rules. Negative politeness strategies occurred fewer times than positive politeness strategies. This strategy satisfied hearer's want not to be impeded and to have his actions untampered with.

Bald on record politeness strategy was also used by *Always* Sanitary Pads. This was evidence in form of disagreements, imperatives and advices. This strategy occurred when there was need to put an advertisement in the most direct and unambiguous way possible. *Always* Sanitary Pads also used off-record politeness strategies in their advertisements. Off-record occurred in form of ambiguity, vagueness, use of rhetorical questions, overstatement, use of contradictions and overgeneralizations. They were used when *Always* Sanitary Pads did face threatening acts but wanted to avoid the responsibility of doing it. *Always* Sanitary Pads uses bald on record politeness strategy when stating an utterance directly without regressive action. Positive politeness strategy is used when *Always* Sanitary Pads want to lessen threat to hearer's positive face. *Always* Sanitary Pads use negative politeness strategy when they avoid impinging on hearer's negative face wants. Off-record strategy occurs when *Always* Sanitary Pads state an act indirectly to avoid a straight forward threat to consumer's face.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter deals with the summary of the findings of this study, conclusions and gives suggestions for further research. The aim of this study was to analyze meaning in *Always* Sanitary Pads advertisements and to discuss politeness strategies used in these advertisements.

6.2 Summary of the Findings

Within the context of *Always* Sanitary pads advertisements, this study investigated the interaction of compositional, representational and interactive meanings. Compositional analysis examined how individual words and visual elements were strategically combined to convey messages about the product. The researcher explored the syntactic and semantic choices made in crafting the advertising language, highlighting how linguistic composition influences perceptions of comfort, reliability, and overall product efficacy.

The study then shifted its focus to representational meaning, dissecting how language in *Always* Sanitary pads advertisements mirrors and shapes perceptions of feminine hygiene. It scrutinized the imagery and words used to portray the product, shedding light on how these representations contribute to societal views on women's health. The nuanced analysis revealed the intentional construction of -a positive, empowering narrative surrounding menstrual hygiene, aimed at reshaping societal attitudes and promoting a stigma-free discourse.

Finally, the investigation explored interactive meanings within the advertisements, analysing how language facilitates a connection with the target audience. This facet delved into the tone, narrative style, and inclusivity in messaging to understand how *Always* Sanitary Pads engages and resonates with consumers. By unravelling the social dynamics embedded in the advertisements, the study offered insights into how language plays a pivotal role in fostering a sense of community and understanding among individuals discussing feminine hygiene.

This study found out that *Always* Sanitary Pads advertisements use all the four politeness strategies proposed by Brown & Levinson (1987). They are bald on record, positive politeness strategy, negative politeness strategy and off-record politeness strategy. These politeness strategies are used by *Always* Sanitary Pads advertisement to show concern for customer's face.

Positive politeness strategy was the most frequently used politeness strategy by *Always* Sanitary Pads advertisements and it occurred in the following forms: noticing and attending to the hearer's interests, wants, needs or goods, jokes/humour, solidarity/ in-group talk, offer/promise, seeking of agreement, optimism, giving reasons, repetition and giving gifts. Use of positive politeness strategy showed that *Always* Sanitary Pads advertisements pay attention to their user's positive face wants. This demonstrates their respect for the customer's wish to maintain their public persona while also demonstrating their appreciation and involvement. By employing this tactic, the advertiser demonstrates their respect for the consumer.

This linguistic politeness strategy is followed by off-record such as: being ambiguous, being vague, use of rhetorical questions, use of overstatements, use of contradictions, and overgeneralizing. Bald on record politeness strategy was also used in *Always* Sanitary Pads advertisements. It included; disagreements, imperatives and advices. The advertisements utilized only three bald on record strategies as it involves stating something as it is without caring about the customer's face.

Finally, the researcher noted that *Always* Sanitary Pads advertisements tend to use few negative linguistic politeness strategies such as minimizing imposition, impersonalizing speaker and hearer and using a general rule. This is due to the fact that *Always* Sanitary Pads advertisements are meant to persuade the target audience to get the advertised product; yet linguistic negative politeness strategy is specific and focused making it quite difficult to be used persuasively.

6.3 Conclusion

The present work has attempted to investigate the semiotic resources and politeness strategies used by *Always* to advertise its pads. To do so, two theoretical frameworks have been used: one is politeness theory by Brown and Levinson to analyze the politeness strategies used in the linguistic structures (Slogans) and the Multimodal Theory by Kress and van Leeuwen (2006) to analyze the visual resources used in *Always* Sanitary Pads advertisements.

The researcher used both theories to comprehensively analyze how advertisements communicate messages to their audience. The Theory of Politeness helps in understanding the social and interpersonal strategies used in language to manage face, build rapport, and influence consumer perceptions, which is crucial for creating persuasive advertising messages that resonate positively with the audience. Meanwhile, the Multimodal Theory provides a framework for examining how different modes of communication—such as visuals, text, layout, and other semiotic resources—work together to create meaning in advertisements. By integrating these theories, the researcher explored both the linguistic strategies and the multimodal elements that shape the effectiveness of advertisements, offering a more holistic view of how advertising functions to persuade and engage viewers.

In the research, quota sampling has been used where various advertisements were purposively picked to a point of saturation to comprise data for the study. Upon conducting a social semiotic analysis of the advertisements for *Always* Sanitary Pads, it was discovered that certain images were encoded in "conceptual processes" due to the absence of "vectors" and the portrayal of the participants as knowledge objects. Regarding the compositional metafunction, the study's conclusions show that, for the most part, the product being advertised in the chosen images is positioned correctly as fresh information. Another system of this metafunction, salience, is accomplished in the chosen images by putting the people portrayed in the forefront to grab the viewers' attention. The final component of the composition that deals with the connectedness or disconnection of the participants is the framing. The results demonstrate that rather than being depicted as disconnected, all of the participants in the advertisements were shown to be connected. In other words, they signify the same concept of consistency and

dependability.

According to the study, the first research question has been addressed in that *Always* influences consumers to purchase its products through a variety of semiotic resources, including language and visual cues. Second, we conclude that the linguistic and visual modes complement each other based on the findings of the linguistic and visual analysis of the chosen advertisements, which form the basis of this study. Finally, the second question has been confirmed, since *Always* Sanitary Pads advertisements tend to use linguistic politeness strategies which serve as a persuasive tool in its advertising, catering to the needs and desires of their target customers. These advertisements effectively utilize politeness strategies, as proposed by Brown & Levinson (1987), to mitigate the impact of face-threatening acts (FTAs), thereby maintaining a positive social relationship with consumers. Positive politeness strategies are predominantly employed, indicating the advertisement's intention to captivate the audience's attention and nurture social and emotional connections.

Using the frameworks of both the Theory of Politeness and Multimodality, the researcher focused on the visual mode, taking note of details like the background, writing, colors, and photos. Our goal has been to emphasize that the designers of multimodal text carefully choose and arrange each element in a text, making it appear less randomly constructed. Additionally, great consideration goes into selecting the colors, as they play a major role in matching the style and size of the writing. Acquiring knowledge of social semiotics can significantly influence readers' comprehension and awareness of multimodal texts, such as advertisements. Stated differently, Visual Grammar develops readers' critical thinking skills and their ability to interpret multimodal texts' hidden meanings. A deeper understanding of the ways in which discourse functions in various societies is made possible by multimodal awareness, which offers a variety of viewpoints on the interactions between discourses and society.

The results of this study have been brought to light in relation to the verbal and visual components of advertisements, particularly those for *Always* Sanitary Pads, as they aid in the comprehension of the messages that are conveyed through them.

6.4 Suggestions for Further Research

- i. Investigate how gender influences the choice and utilization of face-threatening acts (FTAs) and politeness strategies in sanitary pad advertisements.
- ii. Explore impoliteness strategies employed by *Always* Sanitary Pads advertisements within rule-guided contexts to amplify their message in advertisement discourse.
- iii. Conduct a study on the intersemiotic relationship between spoken language and accompanying gestures in sanitary pad advertisements.
- iv. Analyse the portrayal of movement in visual media (for example, TV, movies, theatre) and examine the intersemiotic relationships between spoken words and depicted actions in sanitary pad advertisements.
- v. Research on movement in visual media as a growing area of interest, drawing on existing work such as Mercer's (1998) exploration of "conceptualizing television realism."

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APPENDICES

Appendix 1: Sample Coded Checklist

Image Type	Meaning			Politeness strategies			
	Representational	Interactive	Compositional	Bald-on record	Off-record	Positive	Negative
As1mp							
1							
2							
3							
4							
5							
6							
7							
AS1mq							
As1np							
As1nq							

Appendix 2: Meaning Guiding Card

Representational Meaning

Conceptual	Static elements to represent information and objects of knowledge
Narrative process	Depicted participants are shown as interacting with each other through vectors.
Symbolic	<ul style="list-style-type: none"> -subjects are posing -there are attributes that stand out e.g. logo, product placement -mood brought out by color and tonal -the carrier (main portrayer of symbolism) needs to be understood with a context.

Interactive Meaning

Contact	Image act	<ul style="list-style-type: none"> -offer (information) -demand (goods/services) *eye line is vector 		
	Gaze	<ul style="list-style-type: none"> -Direct and indirect (degree of engagement) -facial expressions example smiling 		
Social distance	Size of frame	Frame size Very close up Less than head and shoulders of subjects -intimate Close shot Head and shoulders of subject - Friendly/personal Medium close Cuts off subjects approximately - social / 'one of us' at waist	Characteristics Medium shot Cuts off subject approximately - 'familiar'/social at knee level Medium long Shows full figure General social Long shot Human figure fill -largely impersonal	Social relations half image height Very long shot Anything beyond (wider) -little/no social connection than half height
Attitude	subjective images	<ul style="list-style-type: none"> -horizontal angle (degree of involvement and attachment) -vertical angle (degree of power to the viewer, to the represented participants or a relation of equality) + crosshatched with facial expression and gesture. 		

Compositional Meaning

information	Position	the significance
	left	given (familiar) information to the viewer
	right	new information to the viewer
	top	essential/ideal information
	bottom	real information (the product itself)

	centre margin	the nucleus of the presented information completes the main/centre information
Saliency	<p>Saliency indicator</p> <p>Size</p> <p>Sharpness of focus</p> <p>Tonal contrast</p> <p>Color contrast</p> <p>Placement in the visual field perspective</p>	<p>Features</p> <p>-larger objects are more easily noticed by the eye than smaller ones.</p> <p>-Objects are more clearly seen because their features are in sharp focus and are more easily noticed by the eye than those which have their features less sharply focused.</p> <p>-areas of high contrast eg black borders placed on white spaces are higher in saliency than a grey shaded, less distinct border performing the same dividing action.</p> <p>-the contrast between highly saturated colours or the contrast between red, white and blue.</p> <p>-the aspect of visual 'weight'. Objects are 'heavier' when close to the top and 'heavier' when placed on the left</p> <p>-objects/entities placed in the foreground are visually more salient than those in the background and elements which overlap others are more salient</p>
Framing	<p>Absence of framing devices</p> <p>Presence of framing devices</p>	<p>-connects elements of the image signifying they belong together</p> <p>-disconnects elements of the image signifying they do not belong together.</p>

Appendix 3: Politeness Strategies Guiding Card

Positive Politeness Strategies

Positive politeness Notice Exaggerate	-attends to listener's interests, wants, needs and goods -speaker makes his contributions seem more interesting and relevant to the hearer.	-phrases that approve of listener's belongings, opinion and position. -phrases that exaggerate interest, approval, sympathy with the listener. Adjectives have high connotation.
Solidarity/in group identity makers	-allows speaker to claim the common ground with the listener	-phrases with in-group address forms, language and dialect, jargon/slang and ellipsis.
Seek agreement	-speaker agrees with listener by choosing safe topics for conversation or repeating part/all that has been said to stress their agreement	-repeated words/phrases -realized through small talk, point of view operations, personal-center switch, place switch and different presuppositions
Presuppose/raise/Assert common ground	-advertiser achieves this by sharing with the target audience the feelings and concerns bothering the said customer.	-phrases with verbs that indicates promises
Offer/ promise	-speaker chooses to stress their cooperation with the listener	-phrases harboring hope that the customers concerns will be catered for.
Be optimistic	-speaker expresses their wants in terms that assume that listener wants it too	-phrases expressing unity/goodwill
Include speaker and learner in the activity	-speaker includes all the participants in the activity	-phrases expressing recognition and admiration
Give gifts to hearer(goods, Sympathy, understood and cooperation)	-advertiser's use flattery to the target audience	

Negative Politeness Strategies

Give deference	-respect shown to the audience by virtue of their higher status, greater age, upper influence etc.	-phrases where speaker; humbles and abases himself, raises hearer and satisfies hearer's wants to be treated superior.
Impersonalize speaker and hearer	-the advertiser(speaker) implies that the agent is other than the speaker	-avoid the pronouns I and you. -speaker avoids;

Question, hedge		Direct answers, direct expression of their attitudes to the topic, direct descriptions/unequivocal statements.
Pessimism	-speaker expresses their point of view in such a way as to give the listener freedom of action.	
Minimize the imposition	-explicitly expressing doubt -speaker estimates the perceived danger of performing a speech act in a particular setting as high and wants to redress it	-phrases that use; a negative (with a tag), subjunctive and remote-possibility markers -phrases like; just, a little, a second. S wants to assure L that this period of time will be short

Bald On Record Strategies

Disagreement (criticism)	-criticizes the target customer in order to highlight the problem they have	-
Suggestion and advice imperatives	-invoke the urgency of the product being offered	-phrases persuading the customers to buy the product

Off-Record Politeness Strategies

Ambiguity	-expression is ambiguous if it has two/more distinct denotations	-phrases/words associated with more than one region of the meaning space
Vagueness	-particular kind of uncertainty about the applicability of a predicate	-class of gradable adjectives
Overstate	-advertisers exaggerate the benefits the target audience will enjoy if he/she gets their products	-
Use of contradictions	-advertisers employ contradictory terms in the advertisements	-contradictory terms urging the customer to use their products
Use rhetorical questions	-makes one think and reflect on various important issues affecting her life	-rhetorical questions that do not require definite answers
Giving hints	-	

Appendix 4: Ethics Review Letter



CHUKA UNIVERSITY INSTITUTIONAL ETHICS REVIEW COMMITTEE

Telephones: 020-2310512/18

Direct Line: 0772894438

Email: info@chuka.ac.ke,

P. O. Box 109-60400, Chuka

Website: www.chuka.ac.ke

6th February, 2024

REF: CUIERC/ NACOSTI/451

TO: Karambu Fridah Njenjere

RE: A Pragma-Semiotic Analysis of Always Sanitary Pads Advertisements

This is to inform you that *Chuka University IERC* has reviewed and approved your above research proposal. Your application approval number is *NACOSTI/NBC/AC-0812*. The approval period is 6th February, 2024 – 6th February, 2025.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by *Chuka University IERC*.
- iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to *Chuka University IERC* within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to *Chuka University IERC* within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to *Chuka University IERC*.






Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://oris.nacosti.go.ke> and also obtain other clearances needed.

Yours sincerely



Dr. Benjamin Kanga
SECRETARY

Appendix 5: NACOSTI License

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
RefNo: 330960	Date of Issue: 11/March/2024
RESEARCH LICENSE	
	
<p>This is to Certify that Ms. FRIDAH KARAMBU NJENJERE of Chuka University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Tharaka-Nithi on the topic: A PRAGMA-SEMIOIC ANALYSIS OF ALWAYS SANITARY PADS ADVERTISEMENTS IN KENYA. for the period ending : 11/March/2025.</p>	
License No: NACOSTI/P/24/33683	
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