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การประชุมวิชาการระดับชาติ “การเรียนรู้ด้านมนุษยศาสตร์และด้านสังคมศาสตร์” ครั้งที่ 3
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บทความเรื่อง : English Adjectives in Skin Care Products from Online Advertisements

แนวทางการแก้ไข

1. บทคัดย่อ / Abstract

ตรวจสอบการเขียนให้ถูกต้องตามหลักการเขียนภาษาอังกฤษปรับเปลี่ยนประโยคตามคำแนะนำเพื่อความชัดเจน

2. บทนำ

เรียบเรียงและปรับแก้ตามคำแนะนำ เพื่อให้เห็นความสำคัญของงานวิจัยและมีความต่อเนื่อง รวมถึงตรวจสอบการใช้สรรพนามให้ถูกต้องชัดเจนไม่คลุมเครือ

3. วัตถุประสงค์ของการวิจัย

ปรับเล็กน้อย

4. การทบทวนวรรณกรรม

ตรวจสอบไวยากรณ์ ปรับเพิ่มอ้างอิง หรือปรับการเขียนอ้างอิง

5. วิธีดำเนินการวิจัย

เพิ่มเติมคำอธิบายเพื่อความชัดเจน ระบุกลุ่มตัวอย่าง เครื่องมือที่ใช้ วิธีดำเนินการแต่ละขั้นตอน

6. ผลการวิจัย

ให้คำอธิบายเพิ่มเติม รายงานส่วนของผลให้ตรงตามวัตถุประสงค์

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ปรับการเขียนสรุปผลและรายงานผลให้เป็นส่วนของอภิปรายผลตามคำแนะนำ

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ความเห็นของผู้ทรงคุณวุฒิ

เป็นงานที่น่าสนใจหากเพิ่มเติมในส่วนบทนำวรรณกรรมและอื่น ๆ ตามคำแนะนำ

English Adjectives in Skin Care Products from Online Advertisements

Abstract

Adjectives are one of best persuasive power to customers. The purposes of this study are to 1) survey the English adjectives occurring in skin care products from online advertisements and 2) analyze the structures of English adjectives. The data collected from top five advertising websites with 8,531 skin care products and classified all words by a program named “tagant.net”. The results show that there are 57,610 words with 1,183 adjectives. It found that 1) there are 10 adjectives most frequently by program named “Antconc.net”. 2) Two categories of adjective structures are shown; adjectives follow the order rules and that do not follow them.

Keywords: Skin care product, Online advertisement, English adjectives

บทคัดย่อ

คำคุณศัพท์เป็นปัจจัยหลักที่โน้มน้าวให้ผู้บริโภคซื้อสินค้า งานวิจัยนี้จึงมีวัตถุประสงค์เพื่อ


1) ศึกษาคำคุณศัพท์ในผลิตภัณฑ์บำรุงผิวออนไลน์ 2) วิเคราะห์คำคุณศัพท์ในผลิตภัณฑ์ โดยรวบรวมผลิตภัณฑ์บำรุงผิวจากเว็บไซต์ออนไลน์ยอดนิยม 5 เว็บไซต์ และแยกประเภทของคำโดยโปรแกรม tagant.net พบคำภาษาอังกฤษทั้งหมด 57,610 คำ และคำคุณศัพท์ 1,183 คำ จากการค้นคว้ามักกล่าว 1) พบความถี่ของคำคุณศัพท์ที่เกิดขึ้นมากที่สุดในผลิตภัณฑ์ 10 อันดับโดยโปรแกรม Antconc.net 2) พบโครงสร้างของคำคุณศัพท์เกิดขึ้นสองกลุ่มคือ คำที่เรียงตามหลักและไม่เรียงตามหลักการวาง

คำสำคัญ: ผลิตภัณฑ์บำรุงผิว, โฆษณาออนไลน์, คำคุณศัพท์

Introduction

Advertising texts are known as complex notions or making up from many parts that the readers have to understand **their** messages. Many companies use various strategies to draw customers' ~~extra~~ attention. Commercial product advertising texts is a resource for language students to study ~~for potentially~~ developing both skills and business trends.

For this study, advertising on skin care advertisement is chosen. Wiley & Sons (2007) said skin care product advertisement is a business of words 50 to 75 percent of selling power of advertising. Words are important. They are one of the essential tools' individuals use to communicate. As people involved in the field of communication sciences and **disorders**, then use the right words can mean the difference between being misunderstood or being clear in ~~your~~ communications (Ritch, 2004) ~~but~~ the way the information is presented can have just as much of an impact on customers' perceptions.

Leech (1966) explains that it is bound to keep on booming with innovative tech, trending ingredients, and customized products for individual skin concerns. The skin health is important not only for appearance ~~but more importantly because the skin perform so many essential tasks for working life.~~  To cause skin care products hitting the shelves every day, it can be a kind of hard to decide which products you need and which ones your skin can live its best. In this case, what makes one stand above the rest. The difference is in how the skin care is promoted ~~then~~ advertising is a powerful factor ~~in convincing~~ people to purchase products

Moreover, Statistics Denmark (2007) stated that in our lives that we can see skin care product advertisements everywhere. **As you know living in the digital world.** One of selling skin care product advertisement is ~~a website online.~~ Most of the customers are ~~always~~ uncomfortable for shopping **outside** ~~as~~ a result that buying skin care products online is becoming a main part for promoting your skin care business.

Accordingly, it is found that adjective phrase is a kind of presenting skin care product qualities and customer perception as well. There are also many researchers who have studied it from different angles for improving their product advertisement strategy. For language learners, it is interesting to investigate the ad texts; ~~however,~~ it is not easy to look into varieties of English adjectives in skin care products from online advertisements.

Background

There are two topics to discuss about: skin care product advertisement and order of adjective structures.

Skin care product advertisement

1. What is skin care product advertisement?

Customers normally get familiar with the concept of skin care product advertisement because **it** can be seen **them** from many ads. However, it is still hard for ~~the~~ scholars to define **it**. The original meaning of skin care product advertisement was at the 20th and early 21st Century. It appeals to women, aiming at improving skin through the use of soaps to clean and smell attractive. In the 1920s and 30s, when skin care product advertising in print, radio, and television, it encouraged women to enhance their natural beauty and hide imperfections through the use of cosmetics. Whatever the definition is, skin care product advertising is to inform, remind and persuade consumers as a basic form of communication.

2. Functions of skin care product advertisement

Eire (2004) and Cánovas (2007) said skin care product advertisement performs a variety of functions for any business with a product or service to sell. One of the most basic functions of them is to identify products and differentiate them from others. ~~Another is~~ called informational function. Advertising is used to communicate information about the product or service advertised, to inform, report, and describe the features and its location of sale. This persuasive function is ultimately responsible for making advertising a highly elaborate and very attractive type of discourse. Cánovas(2000) and Ávila (2004) said the concept of elaboration, however, cannot be mistaken for the classical art of ornament, but rather should be taken as an approach to the expressive power of language.

Orders of adjective structures

It is common to use more than one adjective in a sentence. 7ESL(2019) concludes that the order of adjectives consists of eight types:

1) **Determiner** is a group of words that work as articles and other limiters including numbers - for example; a, an, the, both, either, some, many, my, your, our, their, his, her, five, each, every, this, and that.

2) **Observation** is an opinion adjective explains what you think about something (other people may not agree with you),for example; good, bad, great, terrible, pretty, lovely, silly, beautiful, horrible, difficult, and comfortable.

3) **Size and Shape** is adjectives that describe a factual or objective quality of the noun,for example; huge, big, large, tiny, enormous, triangular, square, and round.

4) **Age** is an age adjective (adjectives denoting age) tells you how young or old something or someone is,for example; young, old, new, ancient, six-year-old, and antique.

5) **Color** is a color adjective (adjective denoting color), of course, describes the color of something,for example; red, black, pale, bright, faded, and shining.

6) **Origin** is denominal adjectives denoting source of noun. An origin adjective describes where something comes from. For example; French, American, and Canadian.

7) **Material** is denominal adjectives denoting what something is made of. For example; woollen, wooden, silk, metal, paper, and gold.

8) **Qualifier** (Purpose) is final limiter, often regarded as part of the noun. A purpose adjective describes what something is used for. They often end with “-ing”. For example; writing as in “writing paper” it is shown in Table 1 The order of adjectives.

Table 1 The order of adjectives

Determiner	Physical Description					Qualifier	Nouns (skin care types)
	Observation Size Shape	Age	Color	Origin (brand)	Material		
A	wonderful	old		French			clock
The		new	blue		silk		T-shirt
This	round	new				kitchen	table

From this point, the English advertisement involves in many types and order rules of adjectives. Thus, this study focuses on the structure of adjective from skin care ads.

Objectives

This study aims to:

1. Survey the English adjectives occurred in skin care products from online advertisement.
2. Analyze the structures of English adjectives occurred in skin care products form online advertisement.

Method

This study is a qualitative research following the steps below:

~~Data collecting~~

1) Study the adjectives in skin care products from Top 5 Beauty and Cosmetics, 2019. There are Konvy, Sephora, Watson, Beauticool, and The Cosmetic. They are:

1. <https://www.konvy.com/>
2. <https://www.sephora.com/>
3. <https://www.thecosmetics.co.th/>
4. <https://www.beauticoool.com/>
5. <https://www.watsons.co.th/>

2) Determine the data format.

3) Collect all words into Form no. 1 Product ads from websites: they are 8,531 products.

4) Classify all words into Form no.2 Part of speech of all words by using a program called “tagant.com” - for classifying Part of speech of ad texts. There are 57,610 words, 5,432 word types and 54,032 word tokens.

5) Classify all word types into Form no.3. There are; 2,600 nouns, 264 verbs, 1,183 adjectives, 254 prepositions, 508 conjunctions, and other 623 words.

6) Analyze the data with the order of adjectives rules.

7) Analyze the order of adjective rules to English adjectives.

8) Conclude; summarize and report the results.

Results

The results mainly found into 2 parts 1) Frequency of English Adjectives 2) English adjective structures.

1.Frequency of English Adjectives

It found that the most 10 adjective occurrences are facial (171), anti (144), pure (86), fresh (85), perfect (83), clear (76), soothing (73), natural (70), bright, ultra (60), super (58) as shown in table 2 below.

Table 2 Frequency of English Adjectives.

Adjectives	Frequency	Examples
facial	171	Beauty Buffet scentio white collagen mild facial foam
anti	144	Aesop parsley seed anti -oxidant facial serum
pure	86	Dermaction Plus by Watsons pure anti-acne purifying facial gel
fresh	85	La Roche Posay anthelios invisible fresh mist anti-shine spf 50++++
perfect	83	Beauty Buffet lansley gold perfect anti wrinkle eye gel
clear	76	Paulas choice deluxe resist anti-aging clear skin hydrator
soothing	73	Physiogel soothing care anti-redness night cream
natural	70	Garnier skin natural pure active sensitive anti-acne cleansing
ultra	60	Lancome renergie multi lift ultra full spectrum anti-ageing cream
super	58	Paula’s choice resist super antioxidant concentrate serum

2. Order of adjective structures

2.1 Adjective phrases follow the order rules.

It found that 7,250 products follow the adjective order rules. They are origin (306), material (466), qualifier (144), noun (84). Determiner, observation, size, shape, age, and color do not appear in skin care product advertisement as in Table 3 below.

Table 3 English adjectives follow the order of adjectives.

Adjective types	Vocabulary number	Examples of adjective types
Origin	306	Clinique (206), SK II (69), and Aesop (45)
Material	466	water (415), vitamin (145), and aqua (102).
Qualifier	144	facial (441), cleansing (611), and essential (66)
Noun	84	cream (1259), foam (381), and cleanser (354)
Determiner, Observation, Size, Shape, Age, Color	Not found	

2.2 Adjective phrases not follow the order rules.

It found that 1,407 products not follow the adjective order rules; they are origin (33), material (41), qualifier (20), noun (17) color (50), age (11) and observation (....). Determiner, size, shape do not appear in skin care product advertisement as in table 4 below.

Table 4 English Adjective phrases not follow the order of adjective.

Adjective types	Vocabulary number	Examples
Observation	6	Beauty (264), Perfect (187), Sweet (50),
Age	3	youth (118), aging (94), and younger (3)
Color	50	white (619), gold (85), black (115)
Origin	33	beauty buffet (54), exxe (14), ponds (20)
Material	41	collagen (150), strawberry (33) tomato (30)
Qualifier	20	facial (39), skin (4), day (3)

Noun	17	cream (61), foam (32), and mask (20)
Determiner, Size, Shape	Not found	

2.3 Examples of skin care products follow the order of adjective

There are 50 examples of skin care products follow the order of adjective as in table 5 below.

Table 5 Skin care products follow the order of adjective.

Physical Description			Noun (skin care type)
Origin (brand)	Material	Qualifier	
Abhaibhubejhr	cucumber plus	facial	cream
Abonne	milk	scrub	mask
Aesop	parsley seed	anti-oxidant facial	serum
AHC	hyaluronic	skin care ahc	cream
ALLIES OF SKIN	molecular_saviour	toning	mist
ALPHA-H	multi vitamin	super	cream
Alteya Organics	rose	water	spray
Amini	rose water 99%	facial	spray
ARCONA	raspberry	clarifying	pads
Ariul	aqua	blast balancing	serum
Bancream	charcoal and aloe vera	cleansing facial	foam
BARONESS	aloe vera	soothing	gel
Beauty Buffet	collagen q10	foam	cleanser
Bewitch By BSC	organic rose	mineral	water
Bio-Essence	bio-bounce collagen	essence	cream
Biore	3 fusion milk	cleansing pure	hydration
Biotherm	aqua	glow super	concentrate
Blackmores	vitamin e	cream firm & smooth	skin
BONNYHILL	bird's nest	vitality	mask
BOSCIA	charcoal	blotting	linens
Carmex	cherry	lip balm	sunscreen spf 15
Cathy Doll	99% aloe vera & snail	serum soothing	gel
CAUDALIE	glycolic	peel	mask
Charcoalogy	bamboo charcoal	detoxifying face	wash
Chupa Chups	coconut & pineapple	body	serum

CLARINS	water	comfort one-step	cleanser
CLEANSING	research aha	wash	cleansing
Clinelle	caviar	firming	cleanser

Physical Description			Noun (skin care type)
Origin (brand)	Material	Qualifier	
Clinique	2-in-1 cleansing micellar	gel+ light makeup	remover
Coreana Ample n	hyaluron	shot	toner
Dermaction Plus by Watsons	alive plankton	intensive facial	mask
Dermasensa	alpha + beta	hydroxy	cleanser
Dii	collagen	time	reversal
Divinia	amino acid	cleansing	essence
Doctor's Recipe	rose	sunscreen	cream spf 50 pa+++
D'ora	nano boosting rose	essential series night	cream
Dot Free	medicated arbutin vitamin c	cleansing	foam
DR. DENNIS GROSS	alpha beta	exfoliating	moisturizer
Dr. Somchai	extra sensitive micellar	cleansing	water
DR.CiNK	crystal	deep cleansing purifying	gel
Encharis	birdnest premium	skin rejuvenating	serum
Esfolio	collagen	peeling	gel
Esfolio	snail	peeling	gel
ESTEE LAUDER Nutritious	nutritious super pomegranate	radiant energy moisture	creme
Eucerin	aquaporin	active gel	cream
Fresh	rose	face	mask
Fuji	bee venom	eye	serum
Garnier	sakura	night	cream
Glow Mori	angel milk	face	soap
Gomiso	goat milk	edelweiss	soap

2.4 Examples of skin care products not follow the order rules.

It found that ~~they~~ are 2 categories of physical description in order rules that ~~they~~ occur after origin and qualifier.

2.4.1 ~~They~~ occur after origin

It found that they are 49 products; 3 physical description; observation, age, and color occur after origin.

They are; Observation; *sweet, beauty, and perfect*.

Color; *blue, white, green, gold and pink*.

Age; younger, youth, and aging. They can be shown in table 6 a-c below.

Table 6 a-c physical description occurs after origin examples;

Table 6a. Observation occurs after origin.

Determiner Age Color	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	<i>Observation Size/ Shape</i>	Material		
	Bsc	<i>sweet</i>	honei bear	facial bubble	foam
	Dove	<i>beauty</i>	milk	self foaming facial	cleanser
	L'Oréal Paris UV	<i>perfect</i>	super aqua	essence	cream

From the table 6a. they should be;

1. Sweet Bsc Honei bear facial bubble foam.
2. Beauty Dove Milk self foaming facial cleanser.
3. Perfect L'Oréal Paris UV super aqua essence cream.

Table 6b. Color occurs after origin:-

Determiner Observation Size Shape Age	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	<i>Color</i>	Material		
	Aesop	<i>blue</i>	chamomile	facial hydrating	masque
	Anessa	<i>whitening</i>	collagen	facial uv	sunscreen
	Paul Frank	<i>green</i>	clay	facial	foam
	Yoko	<i>gold</i>	milk	aura facial	mask
	Beauty Buffet	<i>pink</i>	collagen	radiant facial foam	scrub

From the table 6b. **they** should be;

1. Blue Aesop chamomile facial hydrating masque
2. Whitening Anessa collagen facial uv sunscreen spf50+/pa++++
3. Green Paul Frank clay facial foam
4. Gold Yoko milk aura facial mask
5. Pink Beauty Buffet Collagen radiant facial foam scrub

Table 6c. Age occurs after origin.

Determiner Observation Size Shape Color	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	Age	Material		
	Skinsista V	<i>Younger</i>	milk	Facial	Cream
	FOREO	<i>Youth</i>	Collagen	Infused UFO Activated	Mask
	ALGENIST	<i>Anti-Aging</i>	Vitamin C	Genius Ultimate	Serum

From the table 6c. **they** should be;

1. Younger Skinsista V milk facial cream
2. Youth FOREO collagen infused ufo activated mask
3. Anti-Aging ALGENISTvitamin c genius ultimate serum

2.4.2 **They** occurred after qualifier

It found that **they** are 13 products; 1 physical description in order rules occur after qualifier. It is observation as in table 6.

Table 7: Observation occurs after qualifier

Determiner Age Color	Physical Description				Noun
	Origin (brands)	Material	Qualifier	Observation	
	Fresh	black tea	instant	<i>perfect</i>	mask
	Bsc	honei	facial bubble foam	<i>happy</i>	face

From the table 7 **they** should be;

1. Perfect Fresh black tea instant mask
2. Happy Bsc honei facial bubble foam face

Conclusion

Adjective can be a very helpful advertisement tool to better describe the skin care and add some interest to your product that powerful affected consumer at the present. The adjective is a kind of method based on order of adjective analysis.

After the statistics of adjective frequency 1,183 from top 5 online advertisements. It was found 2 adjectives;

1) the most 10 adjectives from skin care products are facial, anti, pure, fresh, perfect, clear, soothing, natural, ultra, super.

2) Two categories of adjective structures are shown; adjectives follow the order rules and that do not follow them.

2.1) It found 7,250 products follow the order rules. They are origin (306), material (466), qualifier (144), noun (84), Determiner, observation, size, shape, age, and color do not appear in skin care for examples; *Abhaibhubejhr Cucumber Plus Facial Cream*.

2.2) It found 1,407 products not follow the order rules. They are origin (33), material (41), qualifier (20), noun (17) color (50), age (11) and observation (6) Determiner, size, shape do not appear in skin care. There are two categories of physical description not follow order of adjectives; they occurred after origin and qualifier for example;

2.2.1 After origin;

Observation: Dove *Beauty* Moisture Self Foaming Facial Cleanser that they should be Beauty Dove Moisture Self Foaming Facial Cleanser.

Color: Aesop *Blue* Chamomile Facial Hydrating Masque that they should be Blue Aesop Chamomile Facial Hydrating Masque.

Age: Skinsista V *Younger* Skin Facial Cream that they should be Younger Skinsista V Skin Facial Cream.

2.2.2 After qualifier; Gatsby Facial Wash *Perfect* Scrub that they should be Perfect Gatsby facial wash scrub.

Adjective occurrences in skin care product follow the order of adjectives that they are 4 physical description which are origin, material, qualifier, and noun but not follow the order rules that they are 7 physical description which are observation, age, color, origin, material, qualifier, and noun. With this purpose that advertisers do their best to make buyers lured. Using good English adjective follow the order of adjective for making your text make sense and becomes the best way which describe the products vividly are the best weapons. This research is some adjective which have best persuasive power. They are the ones in the list of adjective frequency.

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