



การวิเคราะห์ภาษาภาพพจน์ในใบปลิวโฆษณาของคลินิกเสริมความงาม  
AN ANALYSIS OF RHETORICAL FIGURES USED IN PRINTED  
BROCHURE ADVERTISEMENTS OF BEAUTY CLINICS

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Burapha University

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ลิขสิทธิ์เป็นของมหาวิทยาลัยบูรพา

AN ANALYSIS OF RHETORICAL FIGURES USED IN PRINTED  
BROCHURE ADVERTISEMENTS OF BEAUTY CLINICS



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A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
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The Thesis of Phatthra Boonnidhee has been approved by the examining committee to be partial fulfillment of the requirements for the Master of Arts in English for Communication of Burapha University

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Rhetorical figures are a powerful communication tool that has been widely used in advertisements to persuade potential customers to buy or use the products or services. The researcher has noticed that type of business highly competitive is the beauty clinics industry which is now booming in Thailand. It has been ranked first in the top 10 businesses in Thailand from 2017 to 2021 consecutively. The aim of this study is to explore the extent to which rhetorical figures are used as a persuasive device in the brochures of the selected beauty clinics and to identify the types of rhetorical figures presented in the brochures based on the rhetorical figure theory of Leigh (1994). The data analyzed by an intersection of qualitative and quantitative methods showed that 56 % of the brochures contain rhetorical figures. There were 12 types of tropes and schemes with the most frequently used tropes being imagery at 26 %, hyperbole at 16%, and pun at 10 %. The most frequently used scheme is alliteration at 20 %. The results of this study can be used in advertising as well as in raising consumer awareness regarding the persuasive devices used in advertisements.

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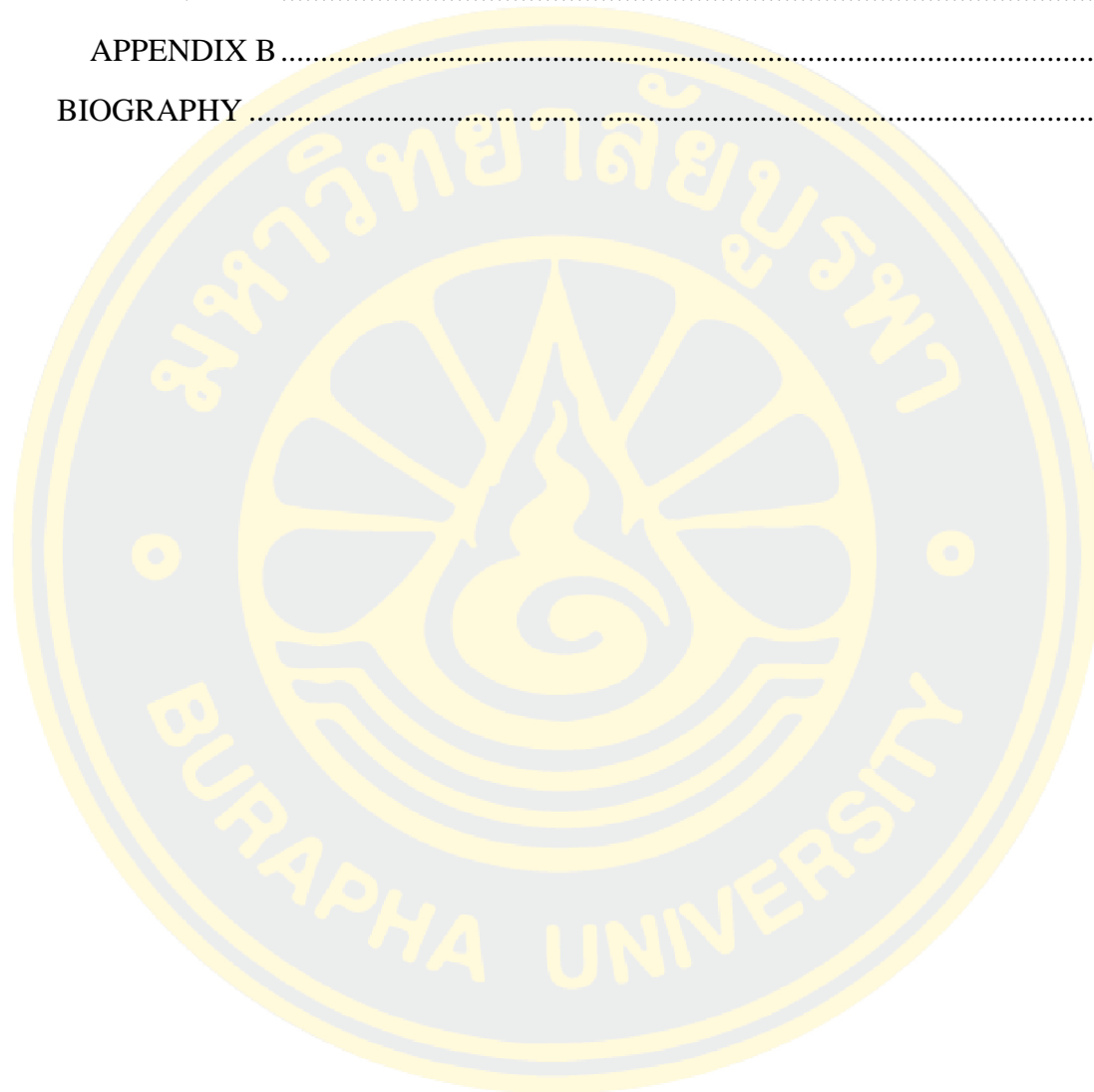
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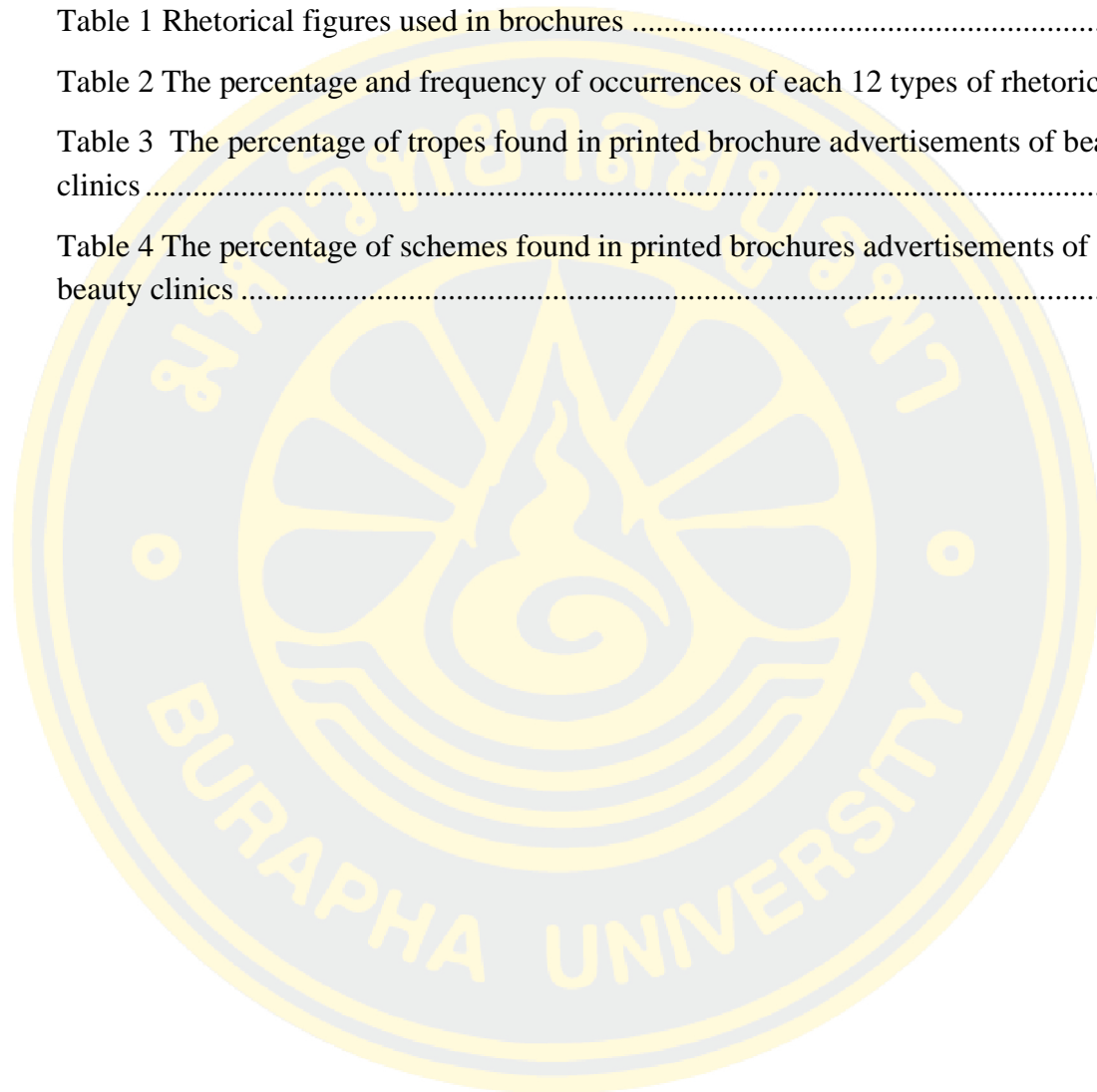
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# CHAPTER 1

## INTRODUCTION

### **Statements and significance of the problems**

The beauty industry has been ranked first in the top 10 businesses in Thailand from 2017 to 2021 consecutively. Especially in 2017, the market was worth 149 billion baht and has grown at 94.1%. The business continues to grow in Thailand as the Chamber of Commerce Board of Thailand (2021) revealed that in 2021, the beauty industry came at the top of the business ranking in Thailand.

Evidence of the beauty business growth is the prevalence of beauty clinics continuing to open branches across Thailand. One popular category of such clinics is those providing services targeting the beauty clinics (henceforth “beauty clinics”).

The researcher noticed that this type of business is highly competitive, and each clinic has different strategies to attract customers. For instance, at a small local mall located in front of Burapha University, there are many beauty clinics, namely: Nitipon Clinic, Pornkasem Clinic, Romrawin Clinic, The Sis Clinic, and De Queens Clinic. The clinics mentioned above have branches in many places in Chon Buri province, and clinics located in department stores such as Leamthong department store, Central Festival Pattaya Beach, Central Chon Buri, Robinson Sriracha, Harbor Laem Chabang, Central Marina Pattaya, Royal Garden Plaza, and other shopping malls in Chonburi province. These clinics have employed several marketing strategies, including handing out their brochures to shoppers to persuade them to try their services.

The researcher observed that the beauty clinics can easily reach their target clients using this strategy. It may even be more effective than other channels of communication such as billboards, direct mail, or magazine advertisements. The information on the brochures includes the name of the clinics, the services provided, and how the clinics or the services could benefit the consumers. Since the staff members handed the brochures directly to the target clients, the information is readily available for those who receive the brochures.

All of the brochures that the researcher received from the beauty clinics do not only contain the description of the services, but they also seem to carry some underlying messages related to the concept of beauty. Most of these brochures portray women with beautiful faces, fair and firm skin and it often raises the reader's concerns regarding their skin “problems” or imperfection.

The researcher became interested in studying the brochures of beauty clinics because brochures are a powerful medium used in an advertisement. Further, brochures usually contain rhetorical figures – an artful arrangement of words or meanings designed to produce a specific effect on an audience (e.g., metaphor, alliteration). (McQuarrie & Mick, 1992).

Leech (1966) is one of the leading researchers in the field of rhetorical figures used in advertisements and in particular those used in printed advertisements. The author believes that the use of rhetorical figures is a powerful communication style that also contains an emotional desire for the product. Similarly, Chetia (2015) studied how rhetorical figures are employed in advertisements to promote sales. Chetia mentions that English advertisement is well-suited to promote products and mentions the benefits of rhetorical figures to motivate the potential readers to continue reading. The important rhetorical figures are like artistic techniques and have been popular for as long as human beings have been using language. They try to persuade one another and evoke emotions. Over time, the rhetorical developed a huge variety of different techniques for achieving these effects. Each rhetorical figure has a different purpose and a different effect.

To sum up, the study of rhetorical figures in brochures of beauty clinics are worthwhile because the beauty clinics industry is now booming in Thailand, and it has widely used rhetorical figures in advertisement to persuade potential customers to use their services and this study focuses on rhetorical figures in choosing English texts on brochures of selected beauty clinics. The reason for English is that it is very influential worldwide. It is also a usual choice of advertisement in non-English speaking countries like Thailand (Trakulkasemsuk & Tontiwatkul, 2018). Moreover, The English language which appears in the brochures is more valuable, and it indicates the professional standard service and also convinces the customer more and more.

## **Objectives**

1. To explore the extent to which rhetorical figures are used as a persuasive device in the brochures of the selected beauty clinics.
2. To identify types of rhetorical figures presented in the brochures.

## **Research questions**

1. To what extent do rhetorical figures appear in the brochures of the selected beauty clinics?
2. What types of rhetorical figures appeared in the brochures?

## **Scope of study**

Subjects of this study are brochures advertisements of beauty clinics collected from May to December in 2018. The researcher chose eight clinics which are well-known beauty clinics in Chon Buri province. This study focuses on the rhetorical figures found in the headline and sub headlines of brochure advertisements.

## **Contribution to knowledge**

First, this study is useful for students and interested people who can apply it in their study or their work. Then, it sheds light on how advertisements use rhetorical figures to persuade readers. It examines the extent to which rhetorical figures are used in advertisements, especially brochures and identifies the types of rhetorical figures used in the advertisements. Moreover, the results of this study can be useful for raising consumer awareness regarding the persuasive devices used in advertisements. Finally, it provides additional understanding concerning the present concept of beauty in Thai society as reflected through advertisements.

## **Definition of terms**

### **1. Rhetorical Figure**

A figure of speech or rhetorical figure is figurative language in the form of a single word or phrase. It is the language produced by using different words or changing sentence structure to create a message to be livelier in an imaginative way

and used the messages to evoke the reader's attention and influence the reader's behavior in buying products or rhetorical figures as an imaginative relationship of language and thought and it is the language that does not have a literal meaning.

## **2. Tropes**

Tropes are rhetorical figures that are a transfer of meaning of a word that is a deviation from what it normally signifies. (Corbett, 1990)

## **3. Scheme**

Schemes are rhetorical figures that involve a word transfer that deviates from the customary grammatical structure. (Corbett, 1990)

## **4. Headline**

The headline is a title or caption mostly used in brochures articles usually set in large type or capital letters. In the advertisement, a headline grabs attention with the use of vivid language. (Chaysin, 2011)

## **5. Sub-headline**

A sub-headline appears directly under the headline. The text is typically smaller and it gives more insight into the product you are selling, while further outlining why the customer should care enough to keep reading. The sub-headline can be the length of a sentence.

## **6. Printed advertisement**

Printed advertisement is the printed media in various forms such as newspapers, brochures, magazines, billboards, or direct mail. All of these printed media are available in bookstores, hotels, shops, beauty clinics to convey information and/or persuade the readers to act in certain ways such as buying a product or service.

## **7 .Brochures**

The brochure is an informative paper document, and it is a printed piece of marketing and design. This tool is especially important and useful for small businesses because it helps the customer to make buying decisions and it can make contact with the customer easily. It is also readable information that is available to pick it up easily.

## **8. Beauty clinic**

A beauty clinic is a place for providing and maintaining the aesthetic appearance making customers feel better and more confident. These programs in

beauty clinics consist of facial treatment, body treatment, V-shape design, body slim, skin laser, etc.



## **CHAPTER 2**

### **LITERATURE REVIEWS**

This chapter explores literature relevant to the present study which aims to explore rhetorical figures in printed advertisements and the extent to which these rhetorical figures appeared in the brochures of beauty clinics. It begins with the definitions and types of rhetorical figures. Then, it discusses the use of rhetorical figures in brochure advertisements. It concludes with related studies in the fields.

#### **Rhetorical figures**

##### **Definitions of rhetorical figures**

The term “rhetoric” is derived from the Greek “rhetorike” Nordquist (2017). It came into utilization in the hover of Socrates in the fifth century and first appeared in Plato's dialogue “Gorgias” which was probably written in 385 B.C. Aristotle, who wrote Rhetoric in 322-320 B.C., explains that “rhetoric is the art of language, and that language is used as available means of persuasion”. Rhetorical figures are devices that loan magnificence, assortment, and power to language as cited in Kennedy (1994).

For Kennedy (1994), rhetorical figures or “figure of speech” is what a speaker or a writer uses to communicate the meaning which departs from the usual meaning, i.e. the connotative meaning. Wales (2001) defines “rhetoric” as the art of discourse and the art of persuasive texts. It is widely used in both spoken and written language in advertisements. The use of the language aims at conveying senses or emotions.

McQuarrie and Mick (1996) describe a rhetorical figure as an artful deviation relative to an audience which they apply to both visual and textual figures and they use the classical difference between schemes and tropes. Corbett (1990) also describes rhetorical figures as an imaginative relationship of language and thought, and it is the language without literal meaning.

The above definitions are useful because they shed light on how rhetorical figures are used to convey meanings that are not based on the literal meaning of the words or phrases. Rhetorical figures are the language that is produced by using



different words or changing sentence structure to create a message to be livelier for different purposes. The section below demonstrates different types of rhetorical figures.

### **Types of rhetorical figures**

Leigh (1994) divided the rhetorical figures into two forms as the first forms are called tropes, tropes are the words used to portray a clearer comparison basis by changing the definition of basic values form and the second forms called the schemes. The schemes refer to compose words that are different from the language normally while their definition of value is not changed as well. The concept of the rhetoric figures which have all been used for advertisement headlines is divided into tropes and schemes. The rhetorical figures in headlines are categorized into two patterns, tropes, and schemes for making the headline attractiveness up to the advertiser to choose.

The study by Leigh (1994) numbered the genres of rhetorical figures at 41 types: 21 tropes and 20 schemes. The definitions and examples of Leigh (1994) and McQuarrie and Mick (1996) of rhetorical figures are presented below.

#### **Tropes**

The tropes are simply a figure of speech. When using this literary device, you intend for the word or words to have a meaning that is different than the literal meaning. In other words, there is a shift from the literal meaning of a word or words to a non-literal meaning.

##### **1. Antanaclasis**

It is the repetition of a similar word in a sentence with different meanings, or a word is repeated in two or more different senses.

**Example:** Advertisement British Airway "Our frequent fliers can frequent other fliers. (Leigh, 1994), in this headline that repetition of 2 words is the frequent and fliers by "frequent". The first sentence is put before adjectives *fliers*, which means that frequency of flight and "frequent" second is the verb used to convey the meaning that several customers who have more.

##### **2. Paronomasia**

Paronomasia is the same thing as a pun. Words that sound the same and/or are spelled the same, but there are different meanings. It is deliberately used.

**Example:** Advertisement Photocopying's Panasonic "If you want to get read, use red." (Leigh, 1994), and the words *read* and *red* in the headline sound similar.

### 3. Syllepsis

Syllepsis is the use of a word in the same grammatical relation to two adjacent words in the context with one literal and the other metaphorical in sense.

**Example:** Advertisement "God season salad dressing" advertisement headlines. "Some people know how to dress." (Leigh, 1994), usually dress which often use with the dress of them clothed, but in here using the word "dress" means to cook taste of salad more than the dress.

### 4. Pun

Pun is the generic name for those figures which make a wordplay.

**Example:** "A power plant that recharges human batteries." (Leigh, 1994),

This headline is a phrase intended to convey that BMW 535i can be a source of electrical power to people by playing the word human batteries which do not signify power but positive energy, such as happiness or comfort.

### 5. Allusion

The allusion is the figure of speech that refers to a place, person, or event. This can be real or imaginary and may refer to anything, including fiction, folklore, historical events, or religious manuscripts. The reference can be direct or may be inferred, and can broaden the reader's understanding.

**Example:** The headline advertisement. "40%, Sin 60% Forgiveness" (Leigh, 1994) from the advertisement margarine Land O Lakes Country Moring Blend model stylistic image by taking its *sin* and color as a religious Christian is forgiveness to convey what the margarine is. This brand is more useful than punishment.

### 6. Personification

Personification refers to a thing as having human qualities or abilities. Sometimes the sun smiles, the wind whispers to the trees, and the shadows of the leaves dance in the wind. Although literally, the sun cannot smile, the leaves cannot dance without legs, and the wind cannot whisper because it doesn't have a mouth. We apply human characteristics and create these metaphors to describe a scene.

**Example:** Powerful Cuisinart Food processor “It makes salad dressing...and it won’t bite” (Leigh, 1994). Author advertises the cooking equipment as similar to humans assuming that the salad dressing beautifully and the use of the word bite. The modality of man comes in with this headline.

### 7. Simile

The simile is a comparison between two different things that resemble each other in at least one way and usually "like," "as," A simile differs from a metaphor in that the latter compares two, unlike things by saying that the one thing is the other thing.

**Example:** “As thin as a giraffe” (Leigh, 1994). From the headline of the advertisement wristwatch, Nobila takes advantage of the likeness of a certain shape of a wristwatch-like the shape of a giraffe.

### 8. Irony

The irony is the expression of something contrary to the intended meaning; the words say one thing but mean another.

**Example:** A man works hard for many years to save for retirement; on his last day of work, he is given a lottery ticket worth a million. (McQuarrie & Mick, 1996)

The unexpected riches are ironic because the man lived a frugal life assuming he would have to work hard to earn enough to retire.

### 9. Metaphor

Metaphor is an implied comparison between two things of unlike nature that yet have something in common.

**Example:** Birmingham lit a runaway fuse, and as fast as the headlines could record them, demonstrations exploded all over the country. (McQuarrie & Mick, 1996)

### 10. Oxymoron

Oxymoron is a figure of speech containing words that seem to contradict each other. It’s often referred to as a contradiction in terms. As with other rhetorical devices, oxymorons are used for a variety of purposes. Sometimes they are used to create a little bit of drama for the reader; sometimes they are used to make a person stop and think whether that's to laugh or to wonder.

**Example:** "Real Bacon makes the ordinary extraordinary." (Leigh 1994), headline advertisement Hormel real bacon pieces uses the word *ordinary* and *extraordinary* placed together although both words have opposite meanings.

### 11. Paradox

The paradox is the wording that has a contrasting meaning in itself.

**Example:** He is rich but also poor.

It means that he has money but he lacks good morality. "Poor" in the sentence above does not mean having little money but means "bad (low quality, quantity, or standard)", so the sentence means that the guy has a lot of money, but he is bad, maybe immoral for example. (McQuarrie & Mick, 1996)

### 12. Parody

Parody is a work that is created by imitating an existing original work to make fun of or comment on an aspect of the source.

**Example:** the ad headline chewing Extra Gum "Introducing the sugar-free gum recommended by 2 out of 3 patients" (Leigh, 1994).

### 13. Imagery

It is the language used by poets, novelists, and other writers to create images in the mind of the readers. Imagery includes figurative and metaphorical language to improve the reader's experience through their senses.

**Example:** The headline advertisement liquid hair color change, Clairol. "Make your hair glimmer, shimmer or simply glow." (Leigh, 1994) to create for readers and makes them feel pretty shiny if the readers use this product.

### 14. Onomatopoeia

It is defined as a word that imitates the natural sounds of a thing. It creates a sound effect that mimics the thing described, making the description more expressive and interesting.

**Example:** The headline advertisement of vehicle (Ford Mustang LX Convertible.) "Open up and sayahhh" (Leigh, 1994). They use the term instead of human "ahhh" exclamation to see what surprising.

### 15. Anthimeria

It is the usage of a word in a new grammatical form, most often in the usage of a noun as a verb.

**Example:** The headline advertisement underwear Playboy "Gift him with Playboy" (Leigh, 1994) in this place, there is the use of the term Gift instead of giving.

### 16. Metonymy

A word or phrase is used to stand in for another word. Sometimes a metonymy is chosen because it is a well-known characteristic of the word.

**Example:** "The pen is mightier than the sword," which originally came from Edward Bulwer Lytton's play Richelieu. This sentence has two examples of metonymy: McQuarrie and Mick (1996)

The "pen" stands in for "the written word."

The "sword" stands in for "military aggression and force."

### 17. Periphrasis

It is defined as the use of excessive and longer words to convey a meaning which could have been conveyed with a shorter expression or in a few words. It is an indirect or roundabout way of writing about something.

**Example:** Headline advertisement vacuum Hoover "Packs like luggage. Carries like luggage. Store like luggage. Clean like a Hoover." (Leigh, 1994). From the headline, such advertisement, the author deliberately used those words to describe properties of products to convey optimism of the product before mentioning that the trade is Hoover cleaner.

### 18. Euphemism

Euphemism is a polite word or expression that is used to refer to things that people may find upsetting or embarrassing to talk about, for example, sex, the human body, or death.

**Example:** The headline advertisement Tampax is a manufacturer of sanitary napkin products abroad. "For 50 years more women have entrusted the special moments of their lives to Tampax." (Leigh, 1994) from the headlines, this phrase is used for special moments meaning instead of the term period women have in hot months.

### 19. Hyperbole

Hyperbole is the use of exaggerated terms for emphasis or heightened effect.

**Example:** “The 1987 Volvo 740 Turbo. A Collector’s item you can drive every day. (Leigh, 1994). It is no exaggeration to say that Volvo is a collection that can be driven every day.

## 20. Litotes

Litotes is an understatement for rhetorical effect, especially when achieved by using negation with a term in place of using an antonym of that term.

**Example:** The headline advertisement soap Dove "Introducing another little reason to love a Dove bar" (Leigh, 1994) uses the term *little* to attract readers. Although the headline will mean the reason few, but the advertisers want to convey to the readers the main reason that people will love Dove products.

## 21. Rhetorical Questions

The rhetorical question is a question that urges readers to think about the answer, at the same time it implies the answer as well.

**Example:** Is your hair defining your age? (McQuarrie & Mick, 1996)

The advertisement asks readers to think if their hair makes them look old. It also implies that the product could be the answer. It can make their hair look good and healthy. Most of all, it makes them look young.

## Scheme or grammar structure

The schemes of words (sometimes called orthographical schemes because they involve a change in the spelling or sound of words) are formed.

(1) By adding or subtracting a letter or syllable at the beginning, middle, or end of a word.

(2) By exchanging sound.

## 1. Anastrophe

Anastrophe is a rhetorical term for the inversion of conventional word order. Anastrophe is most commonly used to emphasize one or more of the words that have been reversed.

**Example:** “America’s look is Cover Girl.” (Leigh, 1994) The headline in the cosmetic advertisement Cover Girl will be seen that there is a switch of the structure of the sentence between America 'and s look Cover Girl. The switch in the headlines is this kind to the original meaning, but the feeling is different. The

advertisers want to focus on the brand machine industry Cosmetic is putting a switch of words and 2 words.

## 2. Antithesis

Antithesis means “opposite,” and it is a rhetorical device in which two opposite ideas are put together in a sentence to achieve a contrasting effect.

**Example:** Patience is bitter, but it has a sweet fruit. (McQuarrie & Mick, 1996)

Everybody wishes to be successful, however, success can be achieved by patience. They must work very hard. If they work without patience, they may not succeed in their life, but if they are patient, they will be a success which compares to the sweet fruit.

## 3. Apposition

It means to place the position of the word or two sentences intended by the second sentence as a discussion or extension of the first sentence.

**Example:** Headlines Corning lenses "If you had your eyes tested outdoors as well as indoors, you would know why we developed photochromic lenses "(Leigh, 1994). The second sentence is to give reasons as to why the lens supports development in the first sentence.

## 4. Climax

The climax is a figure of speech in a series of phrases or sentences, and it is arranged in ascending order of rhetorical forcefulness.

**Example:** “You're in trouble. You've had an accident. You need a Lawyer.” (Leigh, 1994) American Express advertisement headlines need to offer a credit card. By this point, the reader can see the problem, and there is an accident until reaching the Court, which means spending a lot of money therefore it is necessary to have a credit card.

## 5. Parallelism

Parallelism is the similarity of structure in a pair or series of related words, phrases, or clauses.

**Example:** The electric typewriter product advertisement headline Smith Corona “It catches your mistake. Find it, Erase it. Even helps you to spell IT. (Leight,1994)

## 6. Asyndeton

Asyndeton is to cut the link between the two sentences out by the thematic remains unchanged.

**Example:** The headlines De Mexico. This advertisement Torismo “Come Feel the warmth of Mexico.” (Leigh, 1994), from the headline, This can be seen that the cuts connected between cut off during the *come* and *feel* words for the compact sentence.

## 7. Ellipsis

Ellipsis is an omission of the word in a phrase.

**Example:** The phrase “Do you have...”, Sensitive, dry, or cracked skin?

This question omitted the phrase “Do you have” to avoid too many words, so it could make a quick and fast impact on readers. It also implies that with the product, your skin will not be sensitive, dry, or cracked. (McQuarrie & Mick, 1996)

## 8. Parenthesis

Parenthesis refers to inserting some more words between normal sentence structures.

**Example:** Tylenol headlines, “Creates pain relief (and without aspirin complication). Tylenol Extra-Strength Capsules” (Leigh, 1994), has inserted the word up very clearly in parenthesis.

## 9. Polysyndeton

Polysyndeton means intentional use of conjunction of several words.

**Example:** Headline Copier Panasonic “Panasonic also gets you to read with blue or brown or green.” (Leigh,1994) This headline conjunction “also” and “or” repeatedly demonstrate various features of the copier.

## 10. Alliteration

Alliteration is the use of the same sound or sound at the beginning of several words that are close together.

**Example:** “Keep Eye Contours, Face & Neck Finer & Firmer” (McQuarrie & Mick, 1996)

The alliteration in this advertisement is the letter “F”, for face, finer and firmer, and the advertisement also uses alliteration. The similarity in sound between



syllables is close together, created by the same vowels but different consonants; finer and firmer. Every woman needs a face and neck that look good and young. Using “Finer” and “Firmer” in the advertisements stresses what women desire.

### 11. Anadiplosis

Anadiplosis refers to the last words of the sentence that comes to repeat the next sentence in a salutation.

**Example:** Shaving gel Edge “A shave this close used to take guts. Today it takes gel. Gel makes a difference.” (Leigh, 1994). To use the word *gel* repeat.

### 12. Anaphora

Anaphora is the repetition of words or phrases at the beginning of successive phrases, clauses, or lines.

**Example:** "It is too rash, too unadvised, too sudden, too like the lightning." Shakespeare, Romeo, and Juliet .(Leigh, 1994)

The advertiser uses the repetition of the word too. This advertisement is telling readers that everything is too much.

### 13. Antimetabole

Antimetabole is repeating two words or phrases in the reversed order to contrast to stress the idea. This is an “antimetabole” technique.

**Example:** "I know what I like, and I like what I know". One should eat to live, not live to eat. –Moliere, L’Avare. (Leigh,1994)

### 14. Assonance

Assonance is the repetition of similar vowel sounds, preceded and followed by different consonants, in the stressed syllables of adjacent words.

**Example:** The headline advertisement car rental service Avis “I hate to wait!” (Leigh, 1994) from this headline, it is the overlap of vowels from the term “hate” and “wait”

### 15. Epanalepsis

Epanalepsis is a repetition of a word or a phrase with intervening words setting off the repetition, sometimes occurring with a phrase using both at the beginning and end of a sentence, as in *Only the poor know what it is to suffer; only the poor.*

**Example:** Headline advertisement KitchenAid "Cooks like the best chef cook." (Leigh, 1994) use the term cook, together two times in the first and the last word.

### 16. Epistrophe

Epistrophe is a repetition of words at the end of successive phrases, clauses, or sentences.

**Example:** "Choose to be your most beautiful. Treatment beautiful". (Leigh, 1994), "Beautiful" in the advertisements above is an epistrophe. The advertisements tell if you want to be most beautiful then just come and get treatment from the advertiser.

### 17. Polypoton

Polypoton is a rhetorical repetition of the same root word. However, each time the word is repeated in a different way, such as the words Iuppiter, Iovi, Iovis, and Iovem are derived from the root word "Iove."

**Example:** The headline advertisement General Electric "Get your money's worth. Or your money back." (Leigh, 1994) from a sample, this use of repetition of words meaning and mean the same about the money to confirm the satisfaction that consumers will benefit from purchasing goods with the money.

### 18. Repetition

Repetition is a way to use sound, words, or phrases to emphasize or literary device that repeats the same words or phrases a few times to make an idea clearer and more memorable.

**Example:** The refugees were crossing into the neighboring country when they saw **blood** all around — **blood** on the passageways, **blood** on the fields, **blood** on the way. (Leigh, 1994)

### 19. End rhyme

End rhyme is defined as when a poem has lines ending with words that sound the same.

**Example:** "Look Fresh, Feel Fresh, Sleep Fresh" (Leigh, 1994)

The advertiser uses the repetition of the word “fresh” to stress the advantages of the product which will keep the readers feel fresh and look fresh until sleep.

## **20. Internal rhyme**

Internal rhyme is a rhyme between a word within a line and another word either at the end of the same line or within another line.

**Example:** The headline advertisement production companies in the United States Wigwam Mills socks "7 - Footer. High and dry for those who sky" (Leigh, 1994) From examples of this headline, there is the sound of the word-to-word repetitions of the terms "high." "dry" and "sky" are internal rhymes.

For this study, the researcher uses the term “rhetorical figures” as an umbrella term to cover the terms “scheme”, “tropes” and “figures of speech”.

## **Printed advertisements**

The previous section provides definitions and types of rhetorical figures. This section discusses the significance of rhetorical figures in printed advertisements. It begins with the definitions of printed advertisements. Then, it highlights how rhetorical figures have been used in printed advertisements. Finally, it explores related studies on rhetorical figures in advertisements.

### **Definitions of printed advertisements**

“Printed advertisements” refers to printed media in various forms such as newspapers, brochures, magazines, catalogs, billboards, or direct mails. All of these printed advertisements are available in most public places such as shops, department stores, hospitals, airports, banks, etc. Their main function is to convey information and/or to persuade the readers to act in certain ways such as buying a product or service.

Wongbiasaj (2000) explains that printed advertisements are an art. Graphic design, photography, graphic language, and communication come together which influences persuade the consumer. As a result, the print advertisement may help us to understand and make the decision to buy products easily.

### **Types of printed advertisements**

There are many types of printed advertisements used for different communication purposes. For instance, newspaper advertisements can reach a large percentage of the reading public. Nevertheless, because of the broad demographic reach of most newspapers, it is difficult to target a specific audience. However, newspapers are effective in increasing awareness of a business's products and services in a specific geographical area. (Addis, 1999)

The magazine is a popular media for printed advertisements. The quality of paper used for magazines is superior to newspapers. Therefore, better visual effects can be created, but the price of magazines is generally high. Furthermore, magazines are becoming less popular. (Mills, 1999)

Another type of printed advertisement is direct mails that are sent to recipients at homes or workplaces through postal services. However, this type of advertisement is considered “junk mail” because they are most unwelcome. (Addis, 1999)

Brochures are printed advertisements that companies use as a part of business or product promotion. This tool is especially important for small businesses due to its usefulness. Brochures can reach customers easily everywhere and help them make the decision more easily (Kokemuller, 2007). The brochure is mainly used to promote products under marketing strategy. It is the most useful tool for businesses to update customers on their products or services. Consider it as a great market tool and have that one-on-one communication. If comparing the cost of products that use a brochure with the cost of other promotional activities, it will easily understand that a brochure is cheaper than another channel. It consists of design, colors, and materials that are economical and best for business.

Based on the review above as well as the researcher mentioned in Chapter 1, this study focuses on rhetorical figures appearing in brochures because this type of printed advertisement seems to be one of the most effective tools for advertisement

### **The rhetorical figure in printed brochure advertisements in beauty clinics.**

This study focuses on rhetorical figures in English texts on brochures of selected beauty clinics and it examines the extent to which rhetorical figures are used

in brochures advertisements, especially brochures and identifies the types of rhetorical figures used in the advertisements.

The examples of these rhetorical figures in printed brochures advertisements in beauty clinics are presented below.

### **Imagery**

**Example:** The headline advertisement hair color change liquid. "Make your hair glimmer, shimmer or simply glow." (Leigh, 1994) to create for readers makes readers know that it feels pretty shiny if readers use this product.

### **Alliteration**

**Example:** "Keep Eye Contours, Face & Neck, Finer & Firmer." (McQuarrie & Mick, 1996) The alliteration in this advertisement is the letter "F", for face, finer and firmer in the advertisements also use alliteration. The similarity in sound between syllables that are close together.

### **Hyperbole**

**Example:** "Lighten Acne Scars in 1 Night" (McQuarrie & Mick, 1996) Hyperbole in this advertisement claims that you can lighten acne scars just in one night, which is almost impossible, but it can gain attention from readers who wonder how it can happen.

### **Parallelism**

**Example:** "100% Natural 100% Clearly." (McQuarrie & Mick, 1996) The advertiser says that nature and clearness are the same important. If you use the product, you will get 100% results of both.

## **Related studies of rhetorical figures in the advertisement**

This section presents the studies that have investigated rhetorical figures in the advertisement. Rhetorical figures are important tools in the advertisement for promoting products and/or services.

The scholar's study about rhetorical figures which have the importance and relevance of rhetorical figures into two main factors.

The first is about the power of advertisement and the rhetorical figures to motivate the potential reader according to Leech (1966). Leech said that rhetorical figures are the power of communication that contain or show emotions to desiring

beauty in the consumer. Chuandao (2005) agreed with the previous idea that the power of advertisements in saying that advertisement can focus people's attention on products and influence them to use them and she mentioned that advertiser needs to pay attention to many elements including images, layout, and words especially figures of speech, or rhetorical figures because these devices can turn a common advertisement into an attractive advertisement.

There are relatively few historical studies in the area of rhetorical figures in cosmetics advertisements. Leach and Mudry (1998) mention that the benefits of rhetorical figures as "the effects of the use of figurative language is to motivate the potential reader to continue reading the rest of the advertisements because the figurative language in advertisements tends to be incongruous is arrested the reader's attention and creates a potential consumer." They found that hyperbole, personification, and metonymy were commonly used in cosmetics advertisements.

The report from research on the use of rhetorical devices in the advertisement was done by Anmarie Eves (1999). Eves studied the effectiveness of advertisements by comparing advertisements that used rhetorical figures with advertisements. The findings indicated that advertisements that used rhetorical figures gained persuasive power and attracted higher reader recall. Eves took information about rhetorical figures in advertisements mainly from McQuarrie and Mick's work in 1996. The data for her research was taken from the sixth, seventh, and eighth editions of *Ad Pulled Best*. In each edition, forty pairs of advertisements were presented and each pair of advertisements represented brands within the same product category. Two measurements were provided: reader recall, and persuasion-buying attitude. The total data for the study was 120 pairs of advertisements. Each pair of advertisements was grouped as using or not using a rhetorical figure. The results revealed that forty-five percent (54 of 120) of the selected advertisements that used rhetorical figures were more effective for both measurements of recall and persuasion.

Another research on the use of rhetorical figures by Toncar and Munch (2001) findings suggests that managerial figures can be strategically used to create the desired attitude toward the brand. Our results suggest that rhetorical pictures and rhetorical headlines are additional executive tools that advertisers can easily employ in advertisement creation to convince consumers. Consistent with the predictions of

Toncar and Munch (2001) the results indicate that involvement has a moderating effect on the relationship between figures of rhetoric and the attitude toward the advertisement. In addition, Chetia (2015) mentions that rhetorical figures are a critical part of English advertisement. It is a key component for the accomplishment of advertisement and appeals to more readers. It might be said that the achievement of English advertisement is the effective use of rhetorical figures in the promotion of products.

The second main relevant study to rhetorical figures is the rhetorical figure common use in headlines of printed advertisement studied by McQuarrie and Mick (1992). McQuarrie and Mick analyzed rhetorical figures in headlines and sub-headlines of 154 full-page advertisements from the magazine. The result of the research shows that 86 % of full-page print advertisements (132 of 154 advertisements) used rhetorical figures in the headlines or sub headlines because they were the most significant part of the printed advertisement used to attract the readers' attention. Over 60 % of the advertisement used only trope figures, almost 20% used only schemes and almost 20% used both tropes and schemes in headlines.

Previous research findings into rhetorical figures have been inconsistent and contradictory McQuarrie and Mick (1992) researched rhetorical figures in contemporary magazine advertisements, which used People magazine as a subject. The study discussed the relevance of figurative language to customer advertising research and research about the frequency and function of figurative language. The researcher found that the pun in the trope category is found the most. Metaphor is the second most found in this study. For the scheme category, the most common is alliteration. As mentioned, this study investigates overall consumer advertising. If the researcher is conducted on specific types of product advertising, the result on the use of figurative language might be different.

Leigh (1994) is one of the leading researchers in the field of rhetorical figures used in print advertisements. Leigh investigated the frequency of the use of figurative language in print advertising headlines. It shows each category of figures of speech used in advertising headlines and examines which factors relate to their use. The research emphasizes sports, finance, special interest, and lifestyle magazines. The result of the study revealed alliteration, assonance, and puns are widely used in

advertising headlines. The result also revealed that different kinds of figures of speech tended to be used in different types of magazines for different product categories. Thus, investigating more on the use of the figure of speech in the individual type of magazine should help support previous research.

The literature on figures of speech is highlighted by Djafarova (2008). Djafarova investigates figures of speech in the field of tourism advertisements; and this research engages a detailed analysis of how figurative language metaphor, pun, and alliteration related in creating perceptual images of tourism in print advertising. The samples were 600 tourism advertising headlines and slogans which were collected from tour operators, brochures, newspapers, and magazines. The research focuses on studying and analyzing the common patterns of figurative languages taken place in 1970-1980 and 2000-2008, the interpretation of advertising language together with the relationship between types of products and those of figurative languages. The findings revealed that each figure of speech has many different impacts on readers' understanding of tourism service. After 2005, the language use of tourism advertisements has become more complicated, and the role of content interpretation was transferred to readers. Moreover, metaphor, pun, and alliteration were applied for different purposes i.e., metaphors were successfully used for creating an image of a new destination; the complicated meaning of puns was the tool to display the misunderstanding and ambiguity towards advertisements, but Alliteration was the easy language for readers to understand the message without the interpretation of its complexity.

Djafarova (2017) investigated how figurative language, namely metaphor, and pun, represented the image of tourism services. The research pointed out that metaphors are capable of generating and engaging visually to the readers and were usually applied to decrease the level of destination unfamiliarity among the reader. The metaphor was usually applied to decrease the level of the destination so that the reader could make an association and perceive the characteristics of the destination. The pun is regarded as a humorous expression that can easily grab readers' attention. Moreover, pun is capable of recalling a text because the reader has been involved with the process of interpretation before. However, the ability for interpreting the meaning of a metaphor and a pun is varied depending on an individual's opinion and



background knowledge. For this reason, the term of ambiguity was proposed and should be considered when using these two types of figurative language.

Jalilifar (2010) has studied the subject of rhetorical figures in Persian and English. That purpose to study rhetorical figures advertisement and normal advertisement between both languages is by sampling products and service advertisement 300 samples. English advertisement 100 samples, Persia advertisement 100 samples and both languages 100 samples which have 300 samples are collected from advertisements of 6 newspapers and publications in Dubai and Emirate from Jan 2007 to May 2008. The analysis of rhetorical figures in Clark (1998) points that have rhetorical figures technique 78 types. This research uses only 24 types to study, but advertisement structure analysis uses Haixin (2003) model to analyze. This research has analyzed headlines, content, slogan, picture layout, and symbol. That does not use color and size of advertisement in studying scope. The research found the most rhetorical figure used in English and Persia is imagery. That can split into each category. Group1 the rhetorical figures of English advertisement are 22.06% from 100 samples. Group2 the rhetorical figures of Persia advertisement are 25.06% from 100 samples. Group 3 the imagery rhetorical figures of English-Persia advertisement is 30.18% from 100 samples. The reason why Imagery is the most cause of messages can persuade the consumer to imagine the following messenger needs. Maybe the first thing of messenger wants. That happens like this because the rhetorical figures usage is different depending on the environment such as the most rhetorical figures use in one advertisement language not useful for another advertisement language.

There is a relatively small body of literature that is concerned with printed advertising of food publications. Chaysin (2011) study used four areas: (1) overall type, (2) frequency of usage, (3) relationship between the kind of products and the figures of speech, and (4) relationship between each element of advertisement and its use of figures of speech. The research collected all 116 samples from the magazine's operations including *Food Network* magazine published in 2010. The finding revealed that there was at least one figure of speech in each advertisement. Alliteration and repetition shared the most frequently used figurative language. Rhetorical question, hyperbole, and rhyme were the main figures of speech frequently appearing in the advertisement as well. Moreover, genres of food products related to the use of specific

figures of speech. While the headline and the copy were related and the copy and the slogan were related, the headline and the slogan were not due to a long distance in the layout. The summary of their research has some parts related to Leigh's (1994) and McQuarrie and Mick's (1996) research because the results show the most kind of rhetoric is repetition. The repetition of words technique is a well-known technique that is easy to use and easy to communicate in the advertisement.

Nugraha (201) aimed to describe the kinds of figurative language and the meaning of slogan advertisements of the Jakarta Post from November to December 2013. The researcher employed the figurative language as the theories in this study which consisted of eight categories of the figure of speech: they are hyperbole, alliteration, personification, metonymy, ellipsis, metaphor, simile, paradox. The objective of the research is: (1) to determine what kind of figure of speech are mostly used by the slogan advertisement (2) To describe the meaning of the figurative language contained in the advertisement slogan. This study uses a qualitative method to analyze data. The researcher also explains some related theories to figurative language, and then collects the data from the Jakarta Post newspaper. Based on the theories, the collected samples of this study are slogan advertisements containing figures of speech, and the researcher analyzes them one by one in detail to determine the figure of speech used. As the result of analysis, this study shows that of the four kinds of figures of speech on the collected data the first is hyperbole.

To sum up, the researcher found that there is a gap in other researches. Most research investigates and analyzes rhetorical figures in different channels other than brochures. Examples are magazines, websites, and newspapers, but they do not explore the printed brochures in beauty clinics. In this chapter, the researcher reviews the literature regarding rhetorical figure usefulness to convey a meaning which influences and persuades consumers. As a result, the printed advertisement may help us to understand and make the decision to buy products and rhetorical figures are important for advertisements as they have power in motivating readers. They can add literary flavors to the texts as well as create the desired attitude in the consumers.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter illustrates all the major components of the research methodology employed to fulfill the objectives of this study and to answer the following research questions: (1) to what extent do rhetorical figures appear in the brochures of the selected beauty clinics? (RQ1); and (2) what are the types of rhetorical figures appearing in the brochures? (RQ2). The outline of this chapter is as follow:

#### **Data collection**

##### **Stimuli**

The stimuli for this study are drawn from eight beauty clinics in Chon Buri province. The determined brochures are either bilingual -- i.e., Thai and English -- or monolingual English.

##### **Method of data collection**

The researcher collected brochures available at the selected clinics at the end of each month from May to December 2018. Each clinic normally produces two brochures per month. Thus, after four months of data collection, the researcher has classified printed brochures of each beauty clinics' rhetorical figures. However, some clinics have two branches and use the same brochures. The researcher removed the redundant printed brochure. Finally, there were 85 brochures to be analyzed from the following clinics namely Nitipon Clinic, Rajdhevee Clinic, Pornkasem Clinic, Romrawin Clinic, Tanaporn Clinic, Pongsak Clinic, and Siam Laser Clinic, and The Klinique Clinic. The basic criterion of selecting the samples of the clinics is due to their popularity, reliability as well as high quality. The researcher chose these mentioned clinics because they are the leading beauty clinics in Thailand as mentioned in Chapter 1. Moreover, the samples were chosen for data collection mainly using convenience criteria for data collection or convenience sampling criteria.

## Data analysis

To answer RQ1, the researcher selected only the brochures that contain rhetorical figures in the headlines and subheadlines. Then, the researcher analyzed the percentage of the number of the brochures that contain rhetorical figures using the following formula:

$$P = \frac{X \times 100}{N}$$

Where

P = percentage

X = frequency

N = number of samples

To answer RQ 2, the researcher applied content analysis as an instrument to explore the types of rhetorical figures that are used in the brochures.

The content analysis consists of both quantitative and qualitative aspects. For the qualitative one, data is represented in words rather than numbers such as identifying each type of rhetorical figure and interpreting the meaning of the content of the textual data (Han & Shavitz, 1994).

Regarding the quantitative aspect, Neuendorf (2002) defines content analysis as a quantitative analysis of message characteristics systematically. Krippendorff (2002) mentions that content analysis is a technique for analyzing research from texts to contexts that focuses on key features of the content. His definition also stresses the relationship between content and context based on the purpose of the research.

To conclude, content analysis is a combination of qualitative and quantitative research paradigms. This study has an intersection of qualitative and quantitative methods. The quantitative component of my research explored the percentage of the number of brochures that contain rhetorical figures while the qualitative component explored the types of rhetorical figures that are used in the brochures.

### Method of data analysis

Firstly, the researcher entered information regarding the date of collection, clinics, the headline, and sub-headlines that appeared on brochures on MS Words document (see Table 1) and identified the type(s) of the rhetorical figure.

Table 1 below was designed to contain five columns which are 1) item 2) clinics 3) headlines and sub-headlines 4) types of rhetorical figures respectively.

Table 1 Rhetorical figures used in brochures

Item	Clinics	Headlines & Sub-headlines	Types of rhetorical figures	
			Tropes	Schemes
1				
2				
3				
4				
5				
6				
7				

Second, the analysis of rhetorical figures of each type was formulated more than one time to ensure the accuracy and trustworthiness of the identification process. In addition, the researcher asked the expert from the Department of Western Languages in the Faculty of Humanities and Social Sciences of Burapha University to verify the accuracy of the categorization of rhetorical figures.

## CHAPTER 4

### RESULTS

This chapter presents the findings from an analysis of printed brochure advertisements of beauty clinics based on the rhetorical figure theory of Leigh (1994). The chapter is divided into two parts. First, it deals with the general characteristics of the stimuli and presentation of the extent to which the rhetorical figures appear in the brochures. Next, it presents the frequency of rhetorical figures found in the brochures.

#### **The extent to which the rhetorical figures appear in the brochures**

The stimuli of this study are drawn from the collected brochures of eight beauty clinics in Chon Buri province. The researcher's selected brochures are either bilingual -- i.e., Thai and English -- or monolingual English. The printed brochures were issued from May to December 2018. The total number of printed brochures collected is 85 brochures. The researcher classified the printed brochures of each beauty clinic and found that 48 brochures out of 85 contain rhetorical figures, accounting for 56 percent as shown in Figure 1.

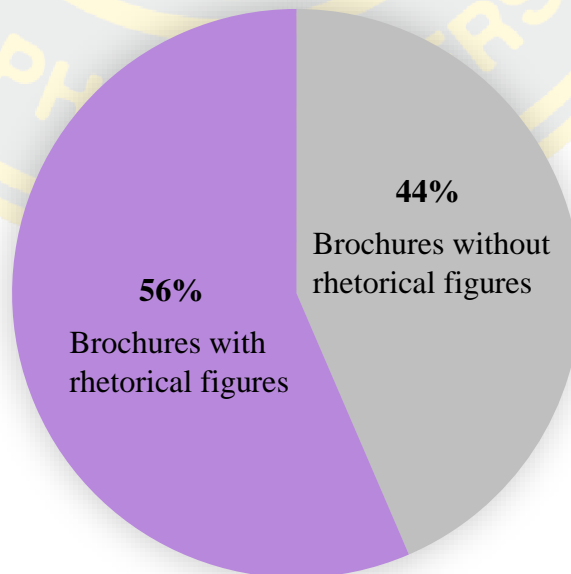


Figure 1 The extent to which the rhetorical figures appear in the brochures

### The types of rhetorical figures appear in the brochures

Based on content analysis, the researcher's classifications of the categories of rhetorical figures used in the headlines and sub-headlines of the brochures can be seen in Table 2 below.

Table 2 The percentage and frequency of occurrences of each 12 types of rhetorical figures

Item	Types of rhetorical figures appear in the headlines and sub-headlines	Frequency of occurrences	Percentages (%)
1	Imagery	17	26.15
2	Alliteration	13	20.00
3	Hyperbole	11	16.92
4	Pun	7	10.77
5	Allusion	5	7.69
6	Assonance	4	6.15
7	Metaphor	3	4.62
8	Personification	1	1.54
9	Metonymy	1	1.54
10	Repetition	1	1.54
11	Parallelism	1	1.54
12	Asyndeton	1	1.54
	<b>Total</b>	<b>65</b>	<b>100</b>

The results, as shown in Table 2, indicate that there are 12 types of rhetorical figures which appeared in the headlines and sub-headlines. They are divided into tropes and schemes which will be presented and described below.

Tropes refer to a word or expression used in a figurative sense of the word to have a meaning that is different from the literal meaning. Schemes refer to changes in the spelling or sound of a word by adding or subtracting a letter or syllable at the

beginning, middle, or end of a word or exchanging sound. The percentage of tropes and schemes can be seen in Table 3 below.

Table 3 The percentage of tropes found in printed brochure advertisements of beauty clinics

<b>Item</b>	<b>Types of tropes in headlines and sub-headlines</b>	<b>Percentages (%)</b>
1	Imagery	26.15
2	Hyperbole	16.92
3	Pun	10.77
4	Allusion	7.69
5	Metaphor	4.62
6	Metonymy	1.54
7	Personification	1.54

The result as shown in Table 3 revealed that the highest percentage of tropes found was imagery at 26.15 %. followed by hyperbole at 16.92 %, pun at 10.77 %, allusion at 7.69 %, metaphor at 4.62 %, and metonymy, personification which share the same percentage at 1.54 %.



The highest percentage of tropes found was imagery (26.15%). For example, as seen in Figure 2, “Fear no mirror” in this phrase, the advertiser may use the word “fear” to catch the readers’ attention. When customers see a mirror, they are not afraid to look in the mirror and feel confident in the service of this program.



Figure 2 An example u sage of imagery (Fear no mirror)

The second most percentage of tropes found was hyperbole (11.00 %). A hyperbole means the use of exaggerated terms for emphasizing or heightening effect (Leigh,1994). The phrase “baby face” that appeared in the brochure shown in Figure 3 is an example of hyperbole. The phrase refers to the face having a youthful appearance such as being young. As time passes, old skin cannot return to youthfulness. The claim is hardly believable.

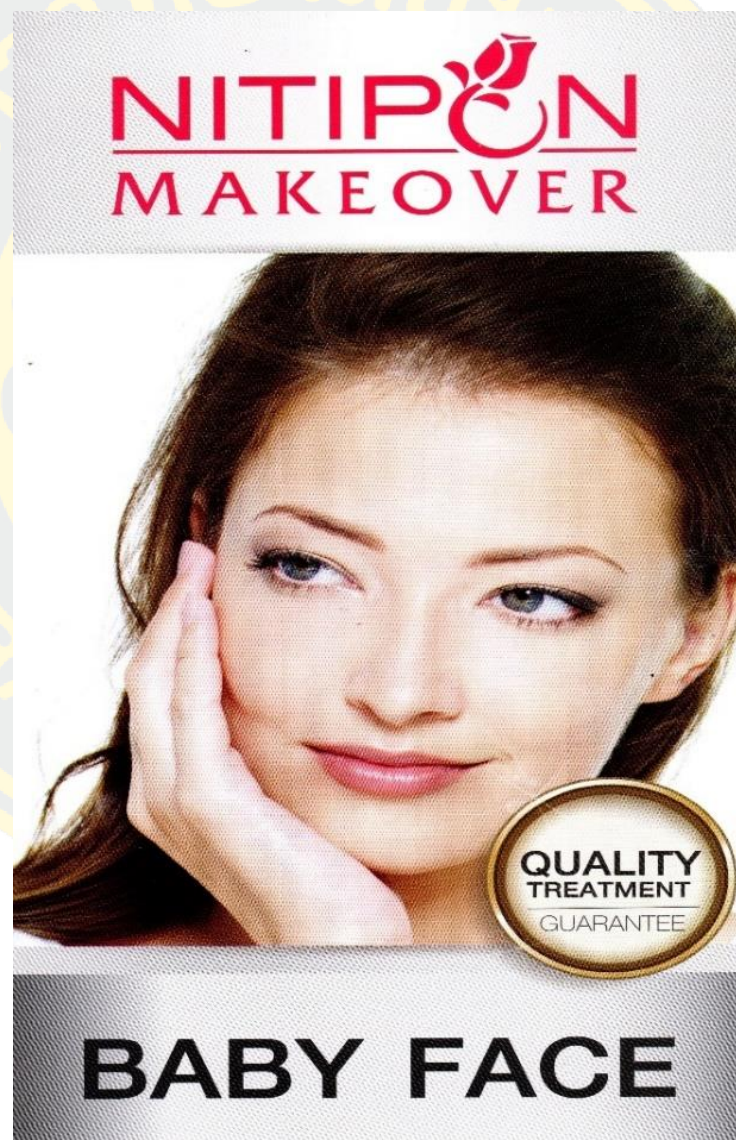


Figure 3 An example usage of hyperbole (Baby face)

The third most used percentage of tropes found was a pun (10.77 %). Pun means a form of wordplay that exploits multiple meanings of a term, or of similar-sounding words, for an intended humorous or rhetorical effect (Leigh,1994). This headline is “Acculift phenomenon” that the advertiser possibly uses as the two words “accurate and lift” which is “accurate” means using the tool to cure the correct spot on the face exactly, and “lift” refers to retrieving the face up with the wavelength laser. It helps collagen reproduction in the layer of skin dermis and fat for elasticity.

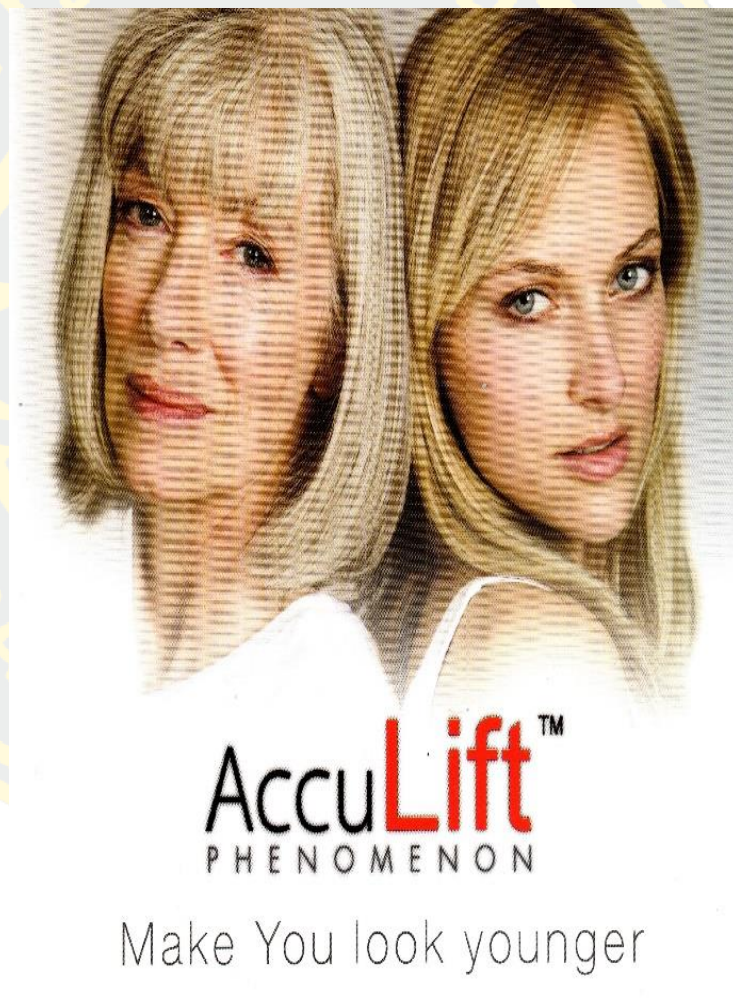


Figure 4 An example usage of pun (Acculift phenomenon)

The fourth most frequent usage of tropes found was allusion (7.69%). An allusion is a rhetorical figure that refers to a place, person, thing or event, but does not describe in detail the place and thing to which it refers (Leigh,1994). In the case of this study, most of the studied brochures refer to specific places and/or technology in the headlines. For example, as seen in Figure 5, “Korea silk lift”.



Figure 5 An example usage of allusion (Korea silk lift)

The fifth most frequent use of tropes was a metaphor or (4.62%). Metaphor is a rhetorical figure that compares two unlike objects, ideas, thoughts, or feelings to provide a clearer description without the words *like* or *as* (Leigh,1994). For example, as seen in Figure 6, “Crystal white”. This headline uses the word “crystal” to suggest that after receiving this service, the customer will have a whiteface that resembles crystal.



Figure 6 An example usage of metaphor (Crystal white)

The least occurred types of tropes are metonymy and personification which only account for 1.54% each. The metonymy means “change of name”. As a literary device, it is the way of replacing an object or idea with something related to it instead of stating what is actually meant. Metonymy enables writers to express a thought differently by using a closely related word (Leigh,1994). Therefore, this is a method for writers to vary their expression and produce an effect for the reader. For example, as seen in Figure 7, the word “Hollywood laser peel.”

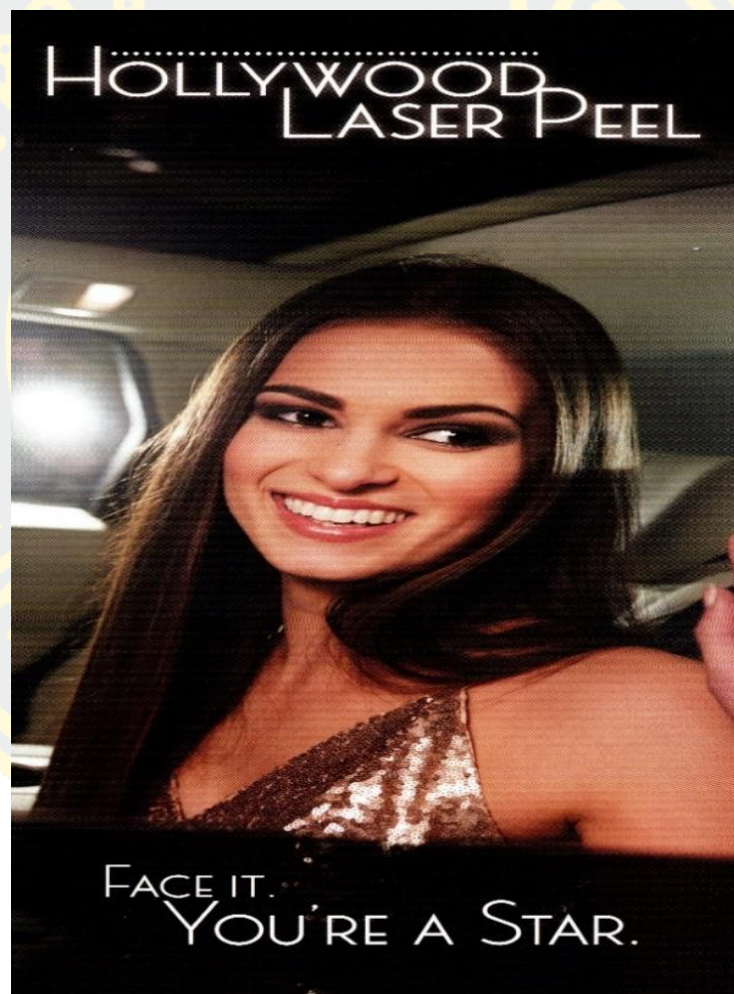


Figure 7 An example usage of metonymy (Hollywood laser peel)

Personification is a kind of rhetorical figure that describes an inanimate object, abstract things, or non-human beings in human terms. It is used to create more interesting and engaging scenes or characters. For example, as seen in Figure 8, “Fat killer”. The word “kill” is usually used on people or animals, but in this case, the word “kill” is an action of the program that “kills” or rid of fat from the body as if it is a killer of fat.



Figure 8 An example use of personification (Fat killer)

Another type of rhetorical figure is the scheme. A scheme involves a deviation from the ordinary pattern or arrangement of words (Corbett, 1990, p. 424).

Table 4 The percentage of schemes found in printed brochures advertisements of beauty clinics

Item	Types of schemes in headlines and sub-headlines	Percentages (%)
1	Alliteration	20.00
2	Assonance	6.15
3	Asyndeton	1.54
4	Parallelism	1.54
5	Repetition	1.54

The highest percentage of schemes found was alliteration (20.00 %) followed by assonance (6.15 %) and asyndeton, parallelism, repetition which share the same percentage of occurrence (1.54 %).

A headline that utilizes alliteration is, for instance, “lift & lock rejuvenation” which is the repeated use of the “l” sound of “life” and “lock” (Figure 9). It is apparent that there is the use of the same consonant at the beginning of each word because the repetition of consonant sounds at the beginning of words allows rhythm and musicality. It also makes a phrase easy to memorize and fun to read or say out loud. (Literary & Terms, 2015)

PONGSAK CLINIC

สาขา Central ชล  
Tel. 038-053550

LOCK UP  
THE  
YOUTH

ยกกระชับผิว  
และล็อคความอ่อนเยาว์ไว้กับคุณ

**LIFT & LOCK REJUVATION**

Figure 9 An example use of alliteration (Lift & lock rejuvenation)



The second most percentage of schemes found was assonance (6.15 %). In the example phrase which is “Put your face best forward.” The use of assonance is pinpointed in the words “face” and “best” which may imply that by doing this treatment, the customer’s face will appear beautiful and in the best condition since they make use of the same vowel sounds with the purpose of making the advertisement more recognizable while reading. The sounds of “face” and “best” have a significant impact on the readers as shown in Figure 10.

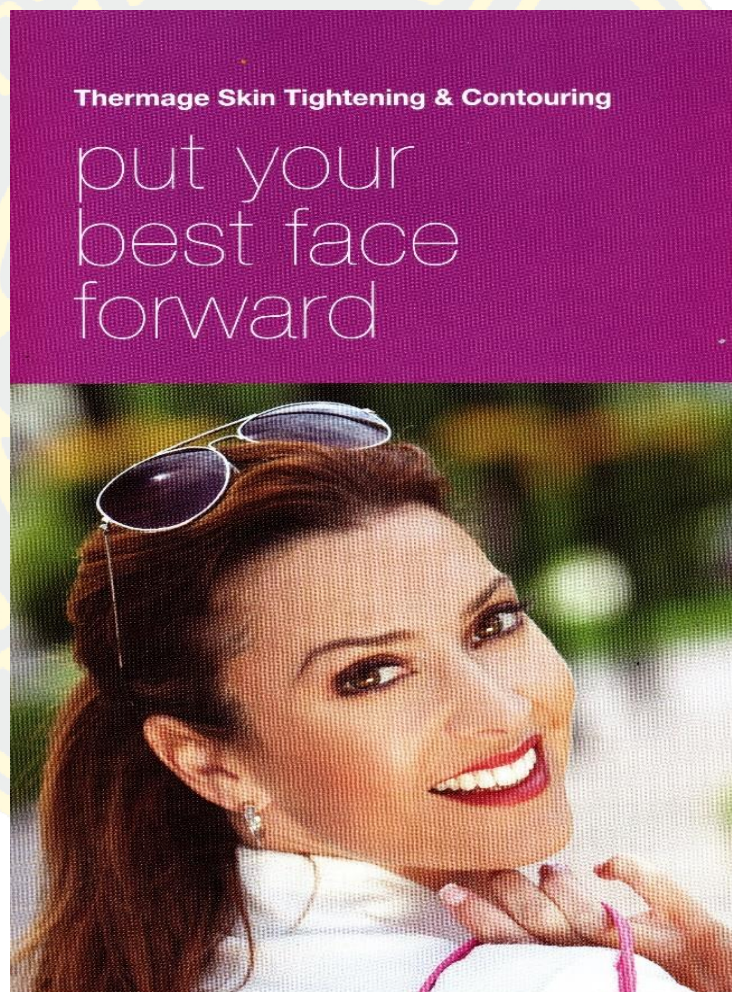


Figure 10 An example use of assonance (Put your face best forward)

The least occurring types of schemes are asyndeton, parallelism, repetition which were equally found at 1.54%. An example phrase of asyndeton is “science, result, trust” as shown in Figure 11. This advertisement uses three words: “science”, “result” and “trust” to possibly make customers realize that the clinic uses scientific processes that have been proven, and the program has provided good result to establish trust, and the advertiser may use asyndeton omitted the word "and" in front of the word trust.

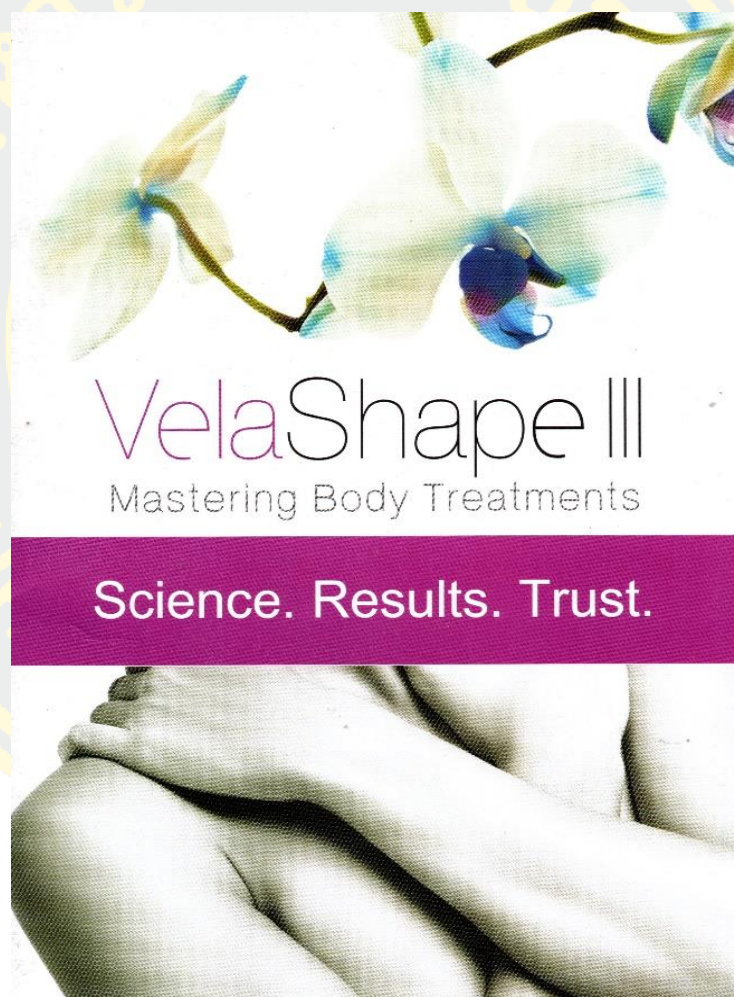


Figure 11 An example use of asyndeton (Science, result, trust)

Parallelism refers to the similarity of structure in a pair or series of related words, phrases, or clauses. For example, as seen in Figure 12, “Look and feel Beautiful Inside and Out”, in this phrase there is the use of parallelism in the words “and” which links the word “look and feel” and “inside and out”.



Figure 12 An example use of parallelism (Look and feel beautiful inside and out)

For repetition, it was produced via the statement: “reju & revi 3c solution program” as can be seen in Figure 13. It is a play with the double-use of the words “re-” at the beginning of words in the same short phrase. This headline uses the same word a few times in which repetition has historically been an important technique for oral tradition, as it helps storytellers remember details and lines that may have otherwise been difficult to repeat (Literary & Terms, 2015).

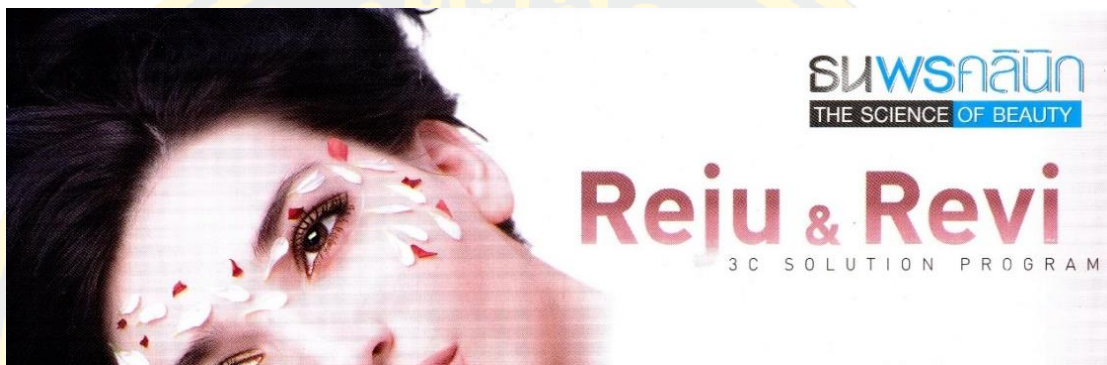


Figure 13 An example use of repetition (Reju & revi 3c solution program)

In sum, this chapter presents the results of a content analysis of rhetorical figures used in printed brochure advertisements of beauty clinics. The study found that more than half (56.47 %) of the brochures contain rhetorical figures. Then, the researcher classified these rhetorical figures into two types which are tropes and schemes. The most found trope is imagery (26.15 %) while alliteration is the most frequently found scheme (20.00 %). The researcher will discuss these results in the next chapter.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

This chapter presents a discussion regarding the use of rhetorical figures in the studied printed brochure advertisements of the selected beauty clinics. Then, it provides a summary of the main findings of this study. Finally, it will conclude with the contribution of this study and the limitations of the study before offering recommendations for further research.

#### **Discussion**

##### **The use of rhetorical figures in printed brochures**

This study sets out to explore the use of rhetorical figures in brochure advertisement because rhetorical figures are the persuasive device used in many kinds of media and advertising (Chaysin, 2011; Chuandao, 2005; Djafarova, 2008; Leigh, 1994; McQuarrie & Mick, 1996). As beauty clinics have been blossoming in Thailand, the researcher expected to find the use of rhetorical figures in this type of printed advertisement too. The results of the analysis revealed that over half (56%) of the collected brochures contained rhetorical figures. These rhetorical figures were used possibly to motivate the potential readers. According to Leech (1966), rhetorical figures are the power of communication that contain or show emotion desiring beauty to present the product to the consumer. The power of rhetorical figures can focus people's attention on products and influence readers to use them and in the same idea Chuandao (2005). Leach and Mudry (1998) mention that rhetorical figures in cosmetics advertisements state the benefits of rhetorical figures as "the effects of the use of figurative language is to motivate the potential reader to continue reading the rest of the advertisements because the figurative language in advertisements tends to be incongruous, this arrests the reader's attention and creates a potential consumer."

Regarding the types of rhetorical figures, tropes were found the most in the studied brochures. This is possible because they involve a deviation from the ordinary and principal significance of words (Corbett, 1990). The highest percentage of tropes found was imagery. This might be because the imagery is a rhetorical figure that

creates imagination (Jalilifar, 2010). It is the descriptive language used to appeal to a reader's senses, including touch, taste, smell, sound, and sight. By adding these details, it makes the writing more interesting. Moreover, this might be because the imagery is the language used by poets, novelists, and other writers to create images in the mind of the reader (Leigh, 1994). Readers can imagine the images clearly when reading the text and make it easier to see the text and invite them to receive that service which is consistent with the results of this study, it also reflects those of Jalilifar (2010) who also found that the most rhetorical figures used in English and Persia are imagery. The researcher studied the rhetorical figures in Persian and English from advertisements in newspapers. The imagery is a type of tropes that enables readers to imagine the images clearly when reading the text, and it allows readers to directly sympathize with characters and narrators as they imagine having the same sense experiences (Literary & Terms, 2015).

Another type of tropes found was hyperbole. A hyperbole means the use of exaggerated terms for emphasizing or heightening effect (Leigh, 1994). For example, the advertiser uses the word "baby face" that might aim to please and persuade the customers to use this course by comparing the final result with a baby's skin. Hyperbole is the second most percentage of the trope of this study but the result of Nugraha (201) studied the meaning of figurative language in advertisement columns of Jakarta. The author analyzed the type the most frequently used of figures' speech in slogan advertisements and also the meaning of the figurative language contained in the advertisements of the Jakarta Post. The result is firstly hyperbole.

It is interesting to point out that in allusion and metonymy which are types of tropes, some advertisements used allusions with the word like "Korean" to refer to the country which is the most famous country in the field of cosmetic surgery. The reference to Korea might enable the target readers to think about the results of the program that could make them as beautiful as Korean women who have white and youthful skin, v shape face, round eyes, a prominent nose, luscious mouth, and so on. The whole of Asia is jealous of them, and Korean are proud of that. Another type is metonymy. The advertiser uses the word "Hollywood" to refer to superstars who are gorgeous, glamorous, and have glowing skin. These Hollywood stars are popular and well-known in society. The advertiser may use "Hollywood" to convince the

customers that after using this treatment, they would feel and look glamorous like one of those Hollywood stars.

On the other hand, a scheme involves a deviation from the ordinary pattern or arrangement of words (Corbett, 1990, p. 424) The highest percentage of scheme identified was alliteration. The advertisers might use the same consonant at the beginning of each word because the repetition of consonant sounds at the beginning of words allows rhythm and musicality. It also makes a phrase easy to memorize and fun to read or say out loud (Literary & Terms, 2015). This finding is consistent with that of the literature, e.g., James H. Leigh (1994) who found that the highest frequency of scheme is alliteration. Leigh investigated the frequency of the use of figurative language in printed advertising headlines in sports, finance, special interest, and lifestyle magazines. The result of the study revealed alliteration is widely used in advertising headlines. Thus, in this point, the use of rhetorical figures in the individual type of magazine and printed brochures help emphasize the product and make it easier for readers to memorize it. Alliteration is the type that is less complex and can convey the message more easily than other types of rhetorical figures and it is the use of the same consonant sounds or the sound at the beginning of several words that are close together (Leigh, 1994). This finding accords with the research of Djafavora on the use of figures of speech in the mixed source of print advertising in the field of tourism as well as the study of McQuarrie and Mick on advertising headlines, and their use of the figure of speech which reveals that alliteration more frequently appeared in modern magazines than other devices in the group of word arrangement (McQuarrie & Mick, 1993). Moreover, previous research showed that alliteration is simply understood as it generates a straightforward meaning (Djafarova, 2008).

Finally, this study used seven types of tropes found in the printed brochures, accounting for 69.23 % of all rhetorical figures. While there were five types of schemes used in the printed brochures accounting for 30.77 % of all rhetorical figures. All findings of this study indicate that the use of trope is higher than that of schemes which is consistent with the study of McQuarrie and Mick (1992). They analyzed the rhetorical figures in headlines and sub-headlines which were regarded as the most significant part of the printed advertisement used to attract the readers' attention and found over 60 % of the advertisement used only trope figures.

It seems that very few metonymies, personification, parallelism, repetition, and asyndeton are found in this type of printed advertisement. There is a percentage of rhetorical used in printed brochures at 1.54 % at all items of rhetorical figures. It may be so because metonymy, personification, parallelism, repetition, and asyndeton are more complicated to be understood by general people (Djafarova, 2008).

## **Conclusion**

### **Summary of the study**

This study aimed to explore the extent to which rhetorical figures are used as a persuasive device in the brochures of the selected beauty clinics and to identify types of rhetorical figures presented in the brochures.

The data of this study was drawn from 85 brochures available at the selected clinics from May to December 2018. The researcher used convenience criteria sampling for collecting printed brochure advertisements before analyzing the occurrence of rhetorical figures by using content analysis as an instrument. Finally, the researcher asked an expert from the Department of Western Languages in the Faculty of Humanities and Social Sciences of Burapha University to verify the accuracy of the categorization of rhetorical figures for the reliability of the analysis.

The findings of this study revealed that, for RQ1, among the 85 collected printed brochures, more than half or 48 of them contain rhetorical figures (56.47 %).

Regarding the types of rhetorical figures used (RQ2), it was found that there were 12 types of rhetorical figures. They are divided into tropes and schemes. The highest percentage of tropes found was imagery at 26.15 % followed by hyperbole at 16.92 % and pun at 10.77 %. The highest percentage of the scheme found was alliteration at 20.00 % followed by assonance at 6.15 %. The least percentage found schemes were parallelism, repetition, asyndeton at 1.54 % each.

The study contributes to an additional understanding of rhetorical figures in printed brochures. In particular, this study is the first study that explored the extent to which rhetorical figures are used as a persuasive device in the brochures of the selected beauty clinics. Based on the findings, the content of these brochures targeted skin face. The language used all refer to the pleasantness and positive effects of offered programs such as the senses of “magic”, “glamor”, “glow”, “freshness”,



“youth”, “happiness”, and many more to make the target customers feel satisfied and hopeful with the offered services or program.

The persuasive devices such as tropes and schemes lend power to these advertisements as they attract the audience to pay attention and to feel and visualize vividly the character of the programs (Chaysin, 2011). As advertisements are one of the most powerful mediums of mass communication, and when authentic and unbiased messages are delivered through this medium, the products get an instant positive response in the market. Therefore, future research should study and emphasize the awareness of the use of language for advertisements that may have an impact on the audiences.

### **Limitation of the study**

The data selected for this research included only 85 pieces of printed advertisement which might not effectively represent the whole range of printed brochures advertisement of beauty clinics in Thailand.

All samples were collected from printed brochures advertisements of beauty clinics during the recent year 2018 and collected only in Chon Buri province. Examination of the advertising over numerous years may illustrate more applied genres and the changing trends of rhetorical figures in the printed.

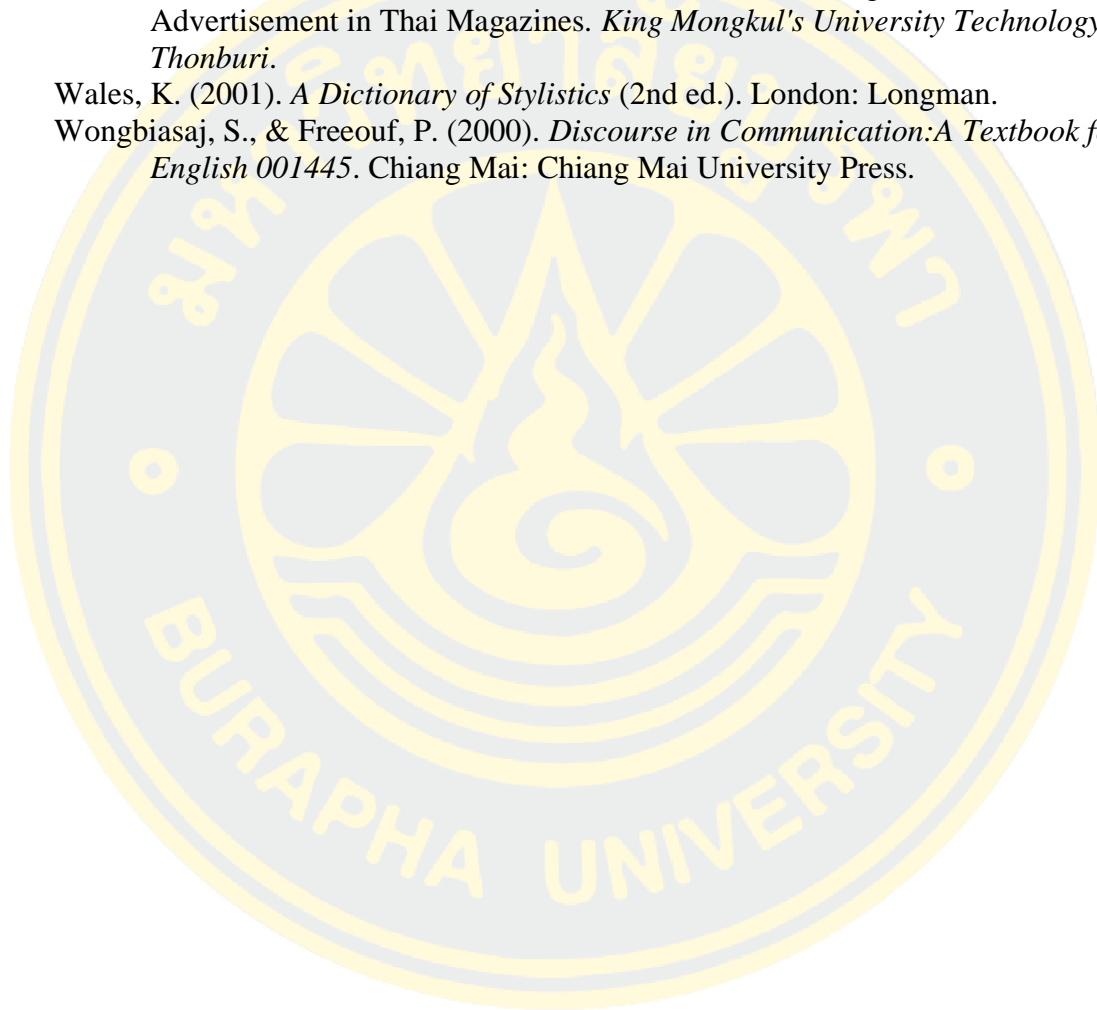
### **Recommendations for further research**

Based on the findings and conclusion of this study, the following recommendations are made for future research. Future research should study online website brochures at beauty clinics with a longer period of the issue to see the exact technique of using rhetorical figures. Future research should study other types of advertising, for example, business advertising, and advertising from the coffee shop or airline industry to see the differences in each type and should study the awareness of the use of language for advertisement that may have an impact on the audiences. The researcher suggests that the study should include deep interviews with the advertiser that are the reason why they do not use rhetorical figures in some brochures of beauty clinics.

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**APPENDICES**



**APPENDIX A**

Analysis rhetorical figures tables

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
1	NP1	KOREA SILK LIFT	Allusion		The word “KOREA SILK” is intentionally used in this phrase to refer to a place (Korea Country) which is the most famous country for cosmetic surgery as well as the softness represented by the use of the texture of <i>silk</i> . It appeals to the readers’ imagination of a technique that is skin-like as silk with features that are smooth and pleasant to the touch.
2	NP2	Cinderella Blink Plus	Allusion		This headline uses the word “Cinderella” who is a well-known beautiful cartoon character to convince customers when seeing this program.
3	NP3	FOREVER YOUNG	Hyperbole		This headline mentions that everyone cannot still be young, and no beauty technology cannot help maintain the young look forever.
4	NP4	BABYFACE	Hyperbole & Metaphor		This headline refers to a face having a bland babyish or childish appearance, especially a plump one. Everyone who has old skin cannot go back to child skin. The claims are a lot exaggerated.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
5	NP5	DRAGON THREAD LIFT	Hyperbole & Imagery		This headline mentions that a treatment that lifts and tightens sagging skin tissue, and the threads in introducing them into the deeper layers of the skin like a spiral hook. The word <i>dragon</i> means dragon's scale which is strong and sticks on their face.
6	NP6	Derma Active White and firm	Imagery		The advertiser uses the Active White phase to show the customer to come to white quickly. This may be because the firm word shows the skin no wrinkle on the skin
7	NP7	Fast & Firm Lipo Lifting		Alliteration	This headline uses "F" and "L" to begin the word which are the same consonants to make the customer recognize it easier when seeing.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
8	NP8	ULTRA-DEEP LAYER	Imagery		The headlined use allusion “Ultra-deep layer” refers to a high-class treatment to let face radiant glow by removing the black discoloration. It penetrates deep into the skin. This headline uses imagery to make customers imagine that this treatment can go deeply into the skin.
9	RR1	LIFT & TIGHTEN THE FACE AND NECK WITH THE POWER OF ULTRASOUND	Imagery		This headline advertisement created for readers to make readers know that felt firm face and neck with the power of ultrasound.
10	RR2	A wide array of advanced technology and world-class service, for healthier and younger skin	Imagery	Assonance	This headline conveys to the reader the standard clinic in high level for service. The part of assonance has the repetition of similar vowel sounds of healthier and younger in the headline.



Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
11	RR3	Turbo bright	Hyperbole		This advertiser may use the word <i>turbo</i> which means that the treatment of skin has several steps. This headline refers to making a clear skin-like fast to persuade the readers that usually “turbo” is used with the engine-powered system.
12	RR4	Golden Depth	Hyperbole		The advertiser perhaps uses the golden depth treatment of Romrawin clinic in the same technology as laser treatments. The hyperbole is the word “gold” because gold implies the value thing when you see it. This program tightens surface loose skin, improves skin texture, tightens pores, and brightens skin.
13	RR5	Put your face best forward		Assonance & Alliteration	The advertiser possibly uses assonance as “face” and “best” words which are the same vowel sound to make the customers recognize easier when reading. Then the advertiser uses alliteration as “face” and “forward” words are the same consonant to make the customer recognize easier when reading it.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
14	RR6	Barbie Beauty	Metaphor	Alliteration	The advertiser uses metaphor maybe because the word “barbie” refers to “barbie doll”, a pretty doll which has big eyes, white skin, v shape face that prefer for women, and uses “B” to begin the word which is the same consonants to make the customers recognize easier when seeing it.
15	RR7	Celeb Lift	Allusion		The advertiser may use allusion as the “Celeb Lift” phase that “Celeb” refers to a well-known person or a famous person in society. The word “Celeb” makes a customer think about a program that can improve your facial good skin quickly like a celebrity person. “Celeb Lift” program of Romrawin is a facial skin rejuvenation program that has a very quick effect to restore facial skin to good condition.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
16	RR8	AC CLEAR	Pun		The advertiser may use the pun “AC” and “CLEAR” words that are the same “C” text to make the customer recognize it easier when seeing. The advertiser perhaps puns this headline “AC” refers to “Acne” it makes a quick and fast impact on readers.
17	RR9	Slim & Slender Pen		Alliteration	The headline uses Pun, Slim, and Slender which are the same consonant, and maybe use the word “Pen” to refer to the shape of a pen which refers to the slim body which is Metonymy.
18	RR10	Thermage Skin Tightening &Contouring		Assonance	The advertiser uses a pun as thermage which has occurred the word therma and age. The advertiser uses alliteration with “ing” which is “tightening “and contouring”. because words are the same consonant the customers recognize easier when seeing it.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
19	RR11	FEAR NO MIRROR	Imagery		The advertiser uses Imagery. FEAR NO MIRROR is used to stand in for another word before to make the customers confident to apply for this course. You do not have to worry anymore when you see yourself in the mirror.
20	RR12	Spa with us Spend happiness		Alliteration	This advertisement uses the letter “Sp” which are the same consonants because words are the same consonant, and the customer recognizes it easier when seeing it.
21	TP1	ACCULIFT PHENOMENON(H)	Pun		This headline possibly uses the mixed word “accurate and lift” that the laser is used to dissolve fat, which is then suctioned out using laser wavelength. It helps collagen reproduction in the layer of skin dermis and fat for elasticity.
		Make you look younger(S)	Imagery		Subheadline wants to convince the readers to imagine a rejuvenation of the face.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
22	TP2	Reju & Revi 3C Solution	Alliteration & Repetition		This headline plays with the double-use of the word “re” in the beginning of words in the same short phrase. This headline uses the same sounds and uses the word repeat “re” or phrases a few times to intrigue customers’ ideas more clearly and memorably.
23	TP3	R-CLEAR PROGRAM	Pun		This headline “R” stands for reducing. It means that the skin treatment is suitable for sensitive skin. It helps reduce redness from acne, rashes and nourishes the skin.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
24	TP4	CHARMING BRIGHT PROGRAM	Imagery		This is imagery because of its cut of the facial word to make a shorter sentence for the customers. The full sentence could be “Charming Bright Facial Treatment Program.”
25	RJ1	Collagen Bright	Imagery		This headline means that it is a combination of three treatments vitamin and vitamin C mask to increase the efficacy of skincare, resulting in radiant, soft, moist, and youthful skin.
26	RJ2	HOMEOSTATIC APPROACH EVERLASTING BEAUTY SKIN	Hyperbole		This advertiser uses A Homeostatic Approach to provide a modern approach to understand how the human body functions in health and disease for looking young, attractive, and healthy is becoming increasingly important to people of all ages.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
27	RJ3	Perfect Smooth	Hyperbole		The advertiser uses Perfect Smooth treatment to make the skin not tight or dry. It makes skin smooth and healthy-looking. They are cut off the skin word in the headline
28	RJ4	Sensitive Skin		Alliteration	The advertiser uses alliteration as “Sensitive” and “Skin” words are the same consonant to make the customers recognize easier when seeing.
29	RJ5	DERMACOOL	Pun & Imagery		The advertiser uses “DERMACOOL” which possibly implies that treatment helps restore moisture to the skin. It stimulates and revitalizes the skin to be a brighten skin. DERMACOOL words show the customer to get the skin is cool after doing this treatment

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
30	PK1	E MATRIX GENERATION 2 <sup>nd</sup> (E-Two)	Pun		This headline uses E –Two means that electronic matrix generation 2 <sup>nd</sup> is innovative, the wave energy radio frequency (RF) to make a fractional beam and releases the energy into the surface layer, suitable for the problem with scar acne.
31	PK2	E-LASE	Pun		E-lase means that E is electronic, and lase is laser technology. There is a way with lasers that emit short bursts of high-intensity yellow light that destroy the targeted tissue that has been optimized for the selective treatment of vascular lesions.



Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
32	PK3	Lite Clear	Pun		The advertiser uses the pun “Lite” of Pomkasem which possibly uses “lite” instead of “light.” Clinic refers to Lite Clear as IPL treatments can be used to help restore the skin’s youthful appearance through photorejuvenation.
33	PS1	LOCK THE YOUTH (H)	Hyperbole/ Imagery		This headline means that “lock the youth” that everyone cannot lock the young face by the innovation of beauty.
		LIFT & LOCK REJUVENATION (S)	Imagery	Alliteration	This advertisement uses the two letters “L” which are the same consonants, and this phrase can also imagine lifting and locking the face.

Item	Code	Headlines	Rhetorical figures		Description
			& Sub-headlines	Tropes Schemes	
34	PS2	TRANSFORMS YOUR SKIN TO BE AT ITS BEST (H)	Hyperbole		This headline uses the word ‘TRANSFORMS’ In fact, no one can change their skin. The time of the skin changes with age. Using this word seems like an exaggeration.
		THE WONDERS OF DEEP SKIN HYDRATION (S)	Imagery		The use of the word wonder gives a magical picture when injecting fillers deep under the skin to moisturize the skin.
35	PS3	Ultherapy SEE THE BEAUTY OF SOUND	Imagery		The advertiser uses the word ‘‘SOUND’’ to refer sound of technology of beauty that can transform beautiful skin and sound helps therapies good skin for customers.
36	SLC1	HOLLYWOOD LASER PEEL	Metonymy		The advertiser uses the word ‘‘Hollywood laser peel’’ This might be because the word ‘‘Hollywood’’ refers to a superstar who has gorgeous, glamorous, and glowing skin and is popular and well-known in society. The advertiser may use ‘‘Hollywood’’ to convince the customer to use this treatment before walking the red carpet as a Hollywood star.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
37	SLC2	FAT KILLER	Hyperbole & Personification		The word "kill" is usually used on people or animals, but in this case, the word kill is used with people who use this treatment program to clear up fat from the body as if it is a killer of fat because it uses non-living things to act like living things.
38	SLC3	Science, Result, Trust	Imagery	Asyndeton	This advertiser uses three words: science, result, and trust for customers to realize that we use scientific processes that have proven procedures and good results to lead to trust. The advertiser may be used asyndeton omitted the word "and" in front of the word trust.
39	SLC4	MAKEOVER YOUR SMILE	Imagery		The advertiser mentions that your smile is beautiful, and beautiful teeth will make you more beautiful.

Item	Code	Rhetorical figures		Description
		Headlines & Sub-headlines	Tropes Schemes	
40	SLC5	Clinical Care for youthful skin(H)	Alliteration	The advertiser mentions that Clinical and Care use the letter “c” which are the same consonants.
41	SLC6	Look good Fell great (S) Look and feel Beautiful Inside and out.	Alliteration Assonance & Parallelism	This sub-headline uses good and great letters “g” which are the same consonants. In this phrase, they use the same assonance because “feel” and “beau” are the same sound and in this phrase, the use of parallelism is the word “and” which links the word “look <u>and</u> feel” and “inside <u>and</u> out”.
42	SLC7	Be Primer For TIMELESS BEAUTY	Hyperbole	The advertiser uses the phrase “TIMELESS BEAUTY” as an exaggeration when time circulates. Beauty is unsustainable.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
43	KN1	Cleopatra's Gold Mask	Allusion		This headline mentions the person's name, Cleopatra. It's like the beauty of Cleopatra, who is the most beautiful in Egypt. If any customers mask treatment on their faces, they will be as beautiful as Cleopatra.
44	KN2	Fresh C Therapy	Allusion		This headline mentions that the letter C refers to "Vitamin C". It is widely used in beauty clinics because it helps to brighten the face.
45	KN3	Crystal White	Metaphor & Imagery		This headline uses the word "crystal" when customers come to choose this service. After receiving this service, the customer has a white face like glass but no word "as" or "like" in this headline.

Item	Code	Headlines & Sub-headlines	Rhetorical figures		Description
			Tropes	Schemes	
46	KN4	THE TOUCH NO RETOUCH	Imagery	Alliteration	This headline uses the word “TOUCH” with the same sounds and repeats “TOUCH” on the same phrase a few times to intrigue customers’ ideas more clearly and memorably.
47	KN5	INVEST IN YOUR SKIN		Alliteration	This headline uses “IN” which possibly implies that the advertiser uses puns to intrigue customers’ ideas more clearly and memorably.
48	KN6	Look Fabulous this fall Join us for an evening full of BEAUTY BOTOX & BUBBLY		Alliteration	This advertisement uses the letter “B” which are the same consonants to make the customer recognize easier when seeing or reading it.




**APPENDIX B**

Printed brochures of beauty clinics

**NITIPON**  
WELLNESS

**KOREA SILK**  
Lift

ร้อยไหม



NP1

**NITIPON**  
WELLNESS

*Cinderella Blink Plus*


เพยพิวขาวออร่า ยกกำลัง2

ครั้งละ 5,000.-      คอร์ส 20,000.-  
/ 5 ครั้ง



NP2

**NITIPON**  
MAKEOVER




QUALITY TREATMENT GUARANTEE

**FOREVER**  
YOUNG

NP3

**NITIPON**  
MAKEOVER



QUALITY TREATMENT GUARANTEE

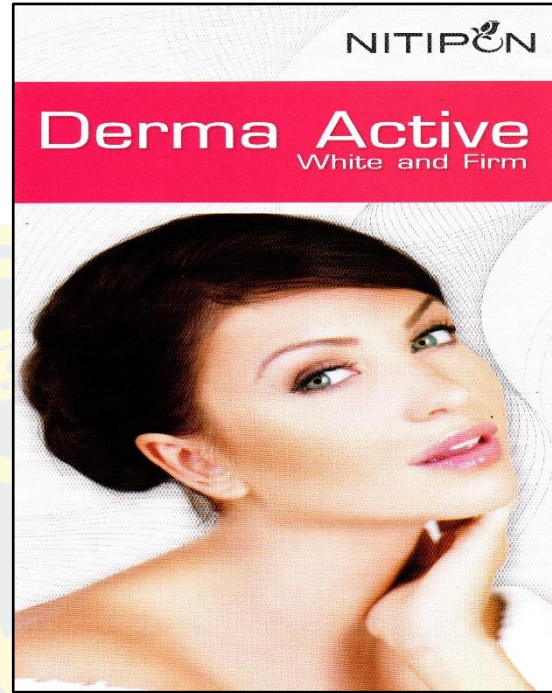
**BABY FACE**

NP4





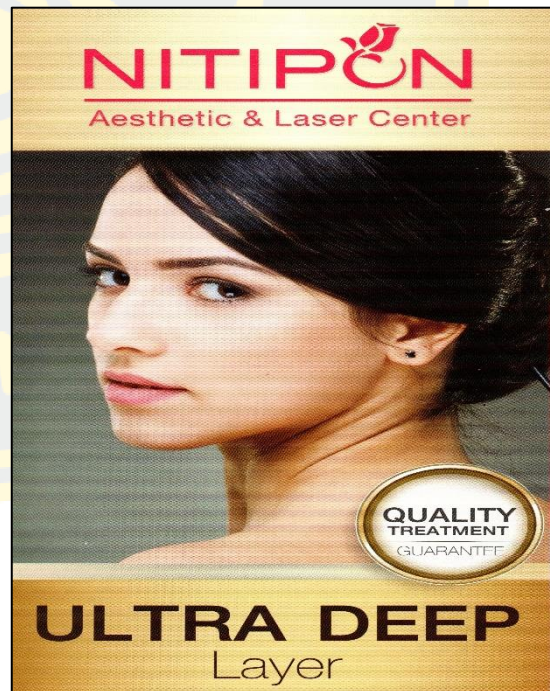
NP5



NP6



NP7



NP8

LIFT & TIGHTEN  
the face and neck with the power of ultrasound!

U.S. FDA CLEARED  
Approved Ultrasound with Thermal Effect

U  
SEE THE BEAUTY OF SOUND™

#สวยด้วยเสียง

RR1

333 99 ห้อง 405 ชั้น 4 อาคารศูนย์การค้า  
เซ็นทรัลพลาซ่าศรีราชา หมู่ 9 ต.หนองปรือ  
อ.บางละมุง จ.ชลบุรี โทร. 033-003545-6

**ROMRAWIN**

A wide array of advanced technology and world-class services, for healthier and younger skin.

RR2

Pomrawin CLINIC

Turbo Bright Program

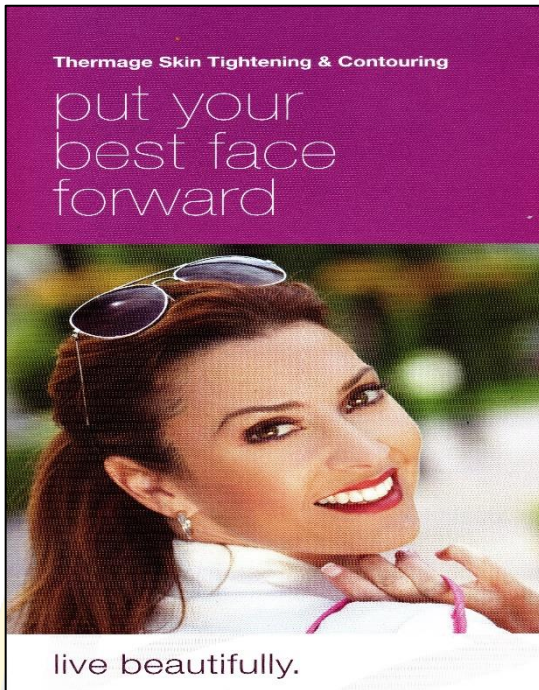
RR3

Pomrawin CLINIC

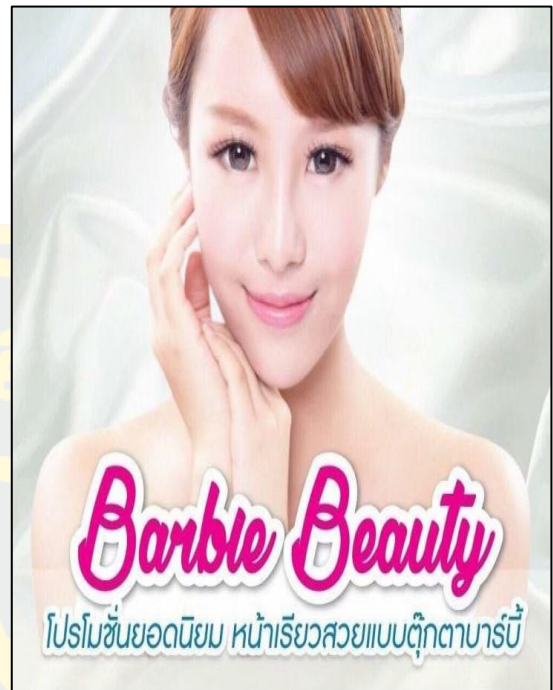
เทคโนโลยี  
ปรับโครงสร้างผิว  
ด้วย หัว Tip ทองคำ

Golden Depth

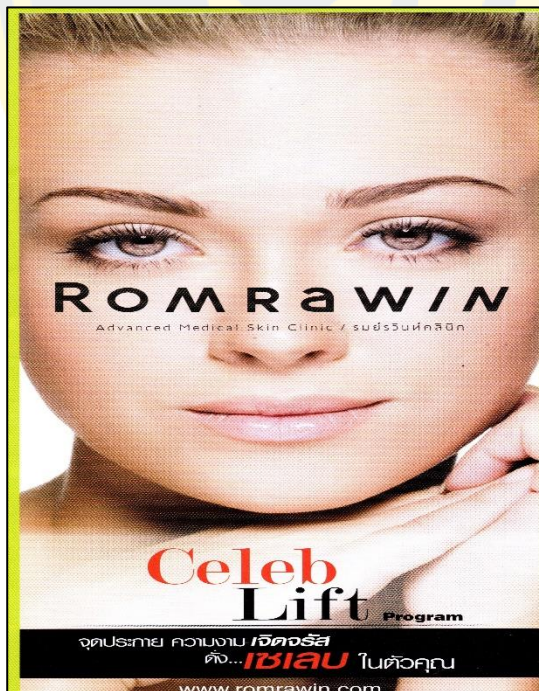
RR4



RR5



RR6



RR7



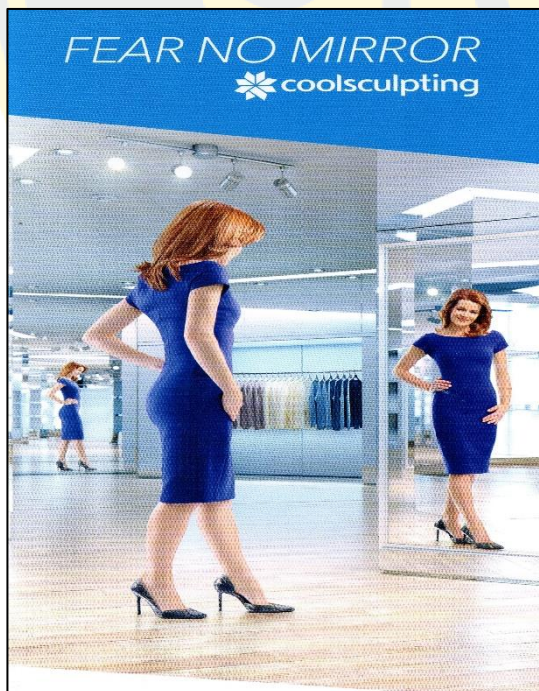
RR8



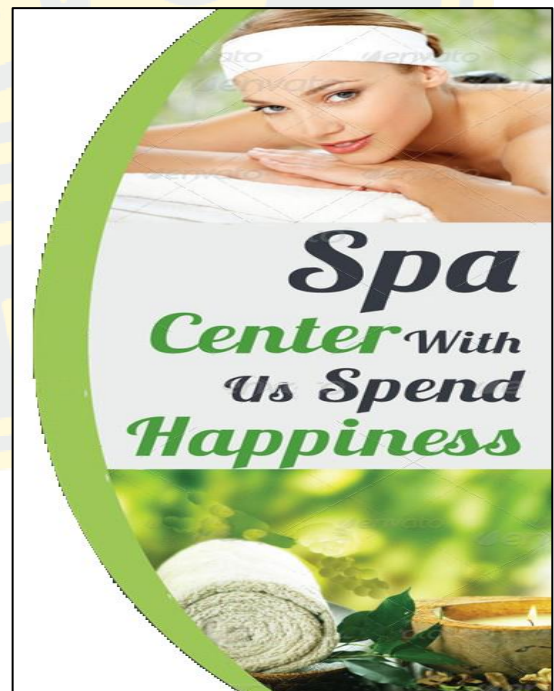
RR9



RR10



RR11



RR12

**AccuLift™**  
PHENOMENON

Make You look younger

อ่อนวัย...ให้คุณดูอ่อนเยาว์ยิ่งกว่าเดิม  
นวัตกรรมล่าสุดในการยกกระชับผิวหน้าโดยไม่มีต้องผ่าตัด

สาขาชลบุรี  
038-282958

บริการทางการแพทย์ด้วยเทคโนโลยีล่าสุดและนวัตกรรมได้ที่ สิวพรคลินิก  
ทั้ง 14 สาขา โทร 081-824-2103

Call Center  
02-704-7619

www.tanapornclinic.com

TANA  
PORN  
CLINIC

TP1

TNP-A5-2012-5-001

สิวพรคลินิก  
THE SCIENCE OF BEAUTY

**Reju & Revi**  
30 SOLUTION PROGRAM

บอกเล่า ฟ้ำ กระ  
ด้วยสุดยอด นวัตกรรม ที่  
สิวพรคลินิก

TP2

**R-CLEAR PROGRAM**

กระชับเนื้อลดเลือน  
รอยแดงสิว ฟันฟูผิวให้แข็งแรง  
เหมาะสำหรับผิวแพ้ง่าย

- ✓ ลดเลือนรอยแดงสิว
- ✓ ลดผดผื่นบนใบหน้า
- ✓ ฟันฟูให้ผิวแข็งแรงขึ้นกว่าเดิม
- ✓ เหมาะสำหรับผิวแพ้ง่าย

ดูรายละเอียด

TP3

สิวพรคลินิก  
**TANAPORN**  
CLINIC

**CHARMING BRIGHT PROGRAMS**

โปรแกรมหน้าใส  
กระชับบำรุงผิวหน้า ให้มีผิวกระจ่างใส สดชื่นขึ้น

TP4





**PONGSAK**

สาขา Central ชล  
Tel. 038-053550

**LOCK UP THE YOUTH**

ยกกระชับผิว และล็อคความอ่อนเยาว์ไว้กับคุณ

**LIFT & LOCK REJUVATION**

PS1

**GAIN**

*Restylane*

TRANSFORMS YOUR SKIN TO BE AT ITS BEST

**+ THE WONDERS OF DEEP SKIN HYDRATION**

PS2

**Ultherapy**<sup>®</sup>

SEE THE BEAUTY OF SOUND™

Единственная одобренная  
Управлением по контролю качества  
продуктов и лекарственных средств  
США (FDA) неинвазивная процедура  
подтяжки кожи

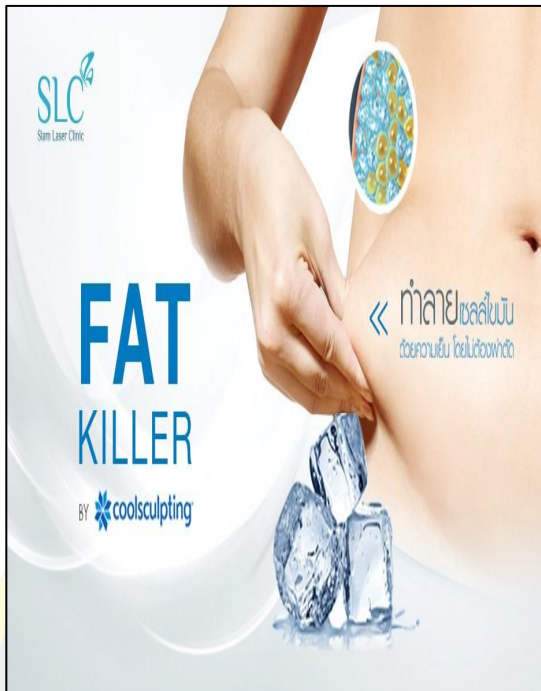
PS3

**HOLLYWOOD LASER PEEL**

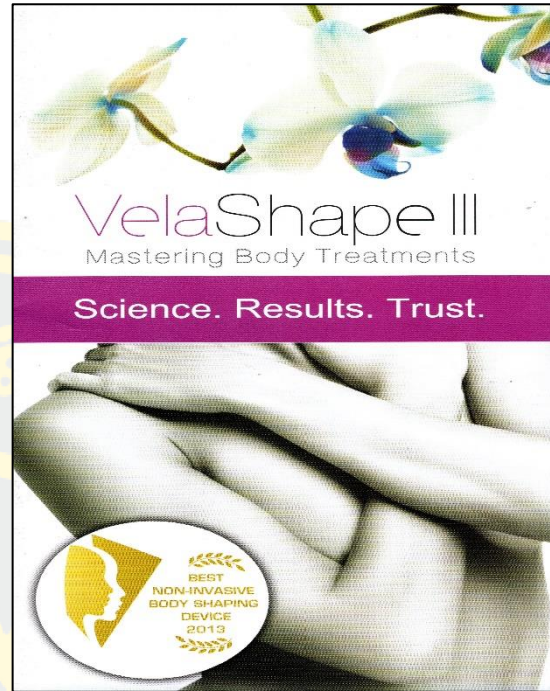
FACE IT. YOU'RE A STAR.

SLC1

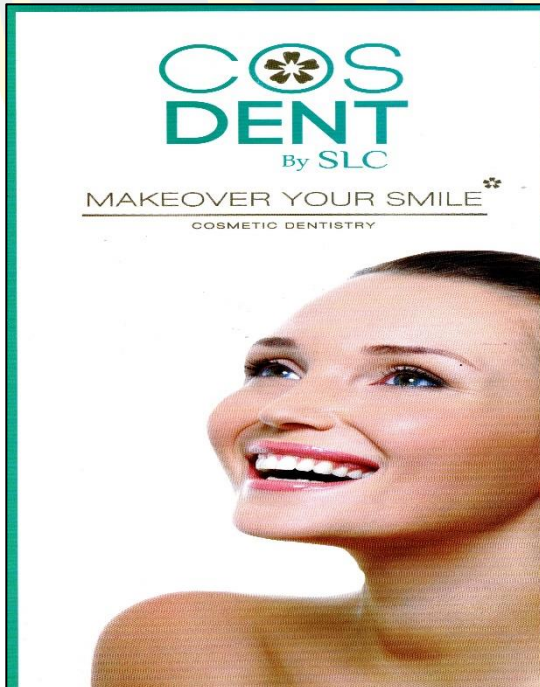




SLC2



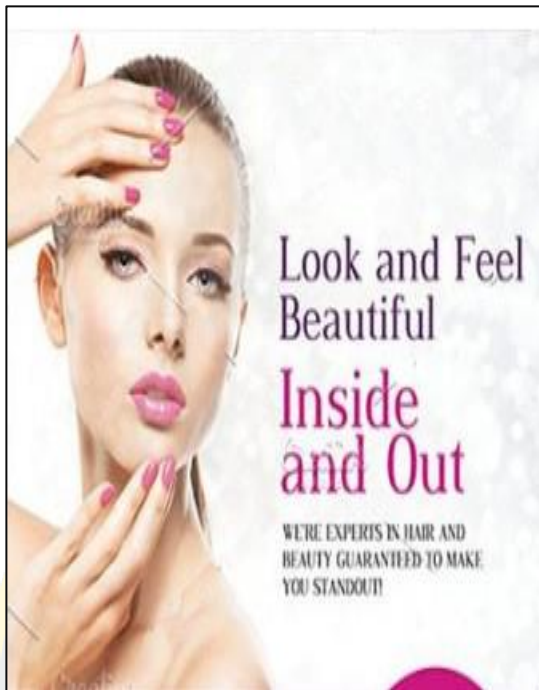
SLC3



SLC4



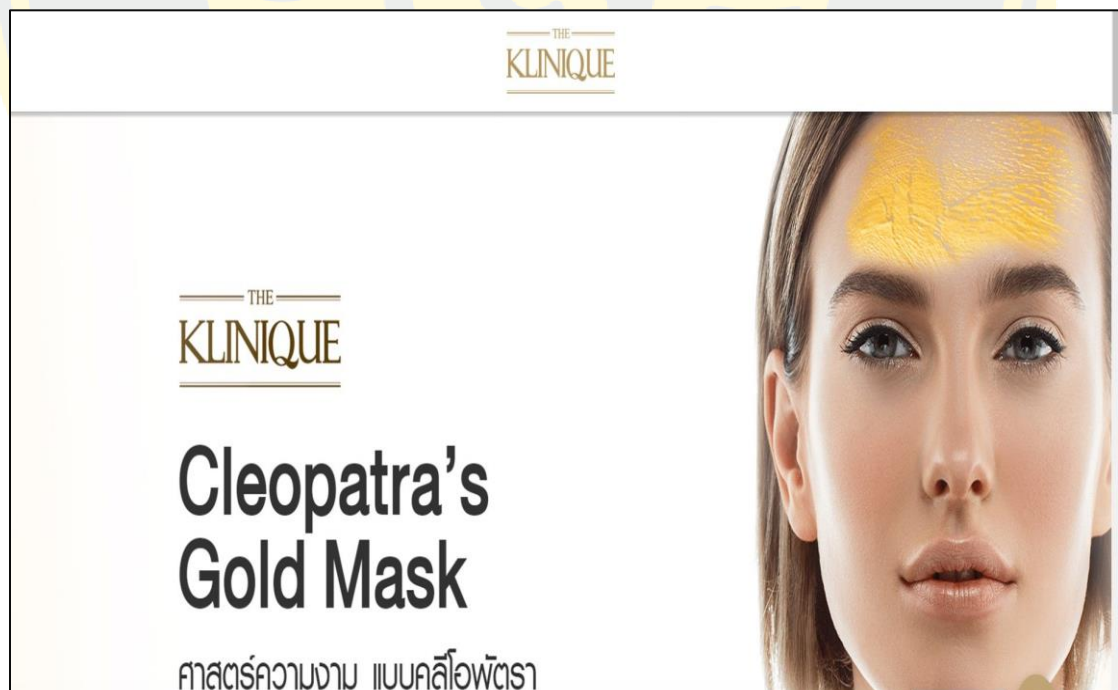
SLC5



SLC6



SLC7



KN1

THE  
KLINIQUE



THE  
KLINIQUE

## Fresh C Therapy

เติมความสดชื่น ลดความเหนียวล้ำ

KN2

THE  
KLINIQUE



THE  
KLINIQUE

## Crystal White

ปรับผิวขาว กระชับใส พ้นบำรุงคอลลาเจน

KN3



KN4

**INVEST IN  
YOUR SKIN.**

IT IS GOING TO  
REPRESENT  
YOU FOR A VERY  
**LONG TIME.**

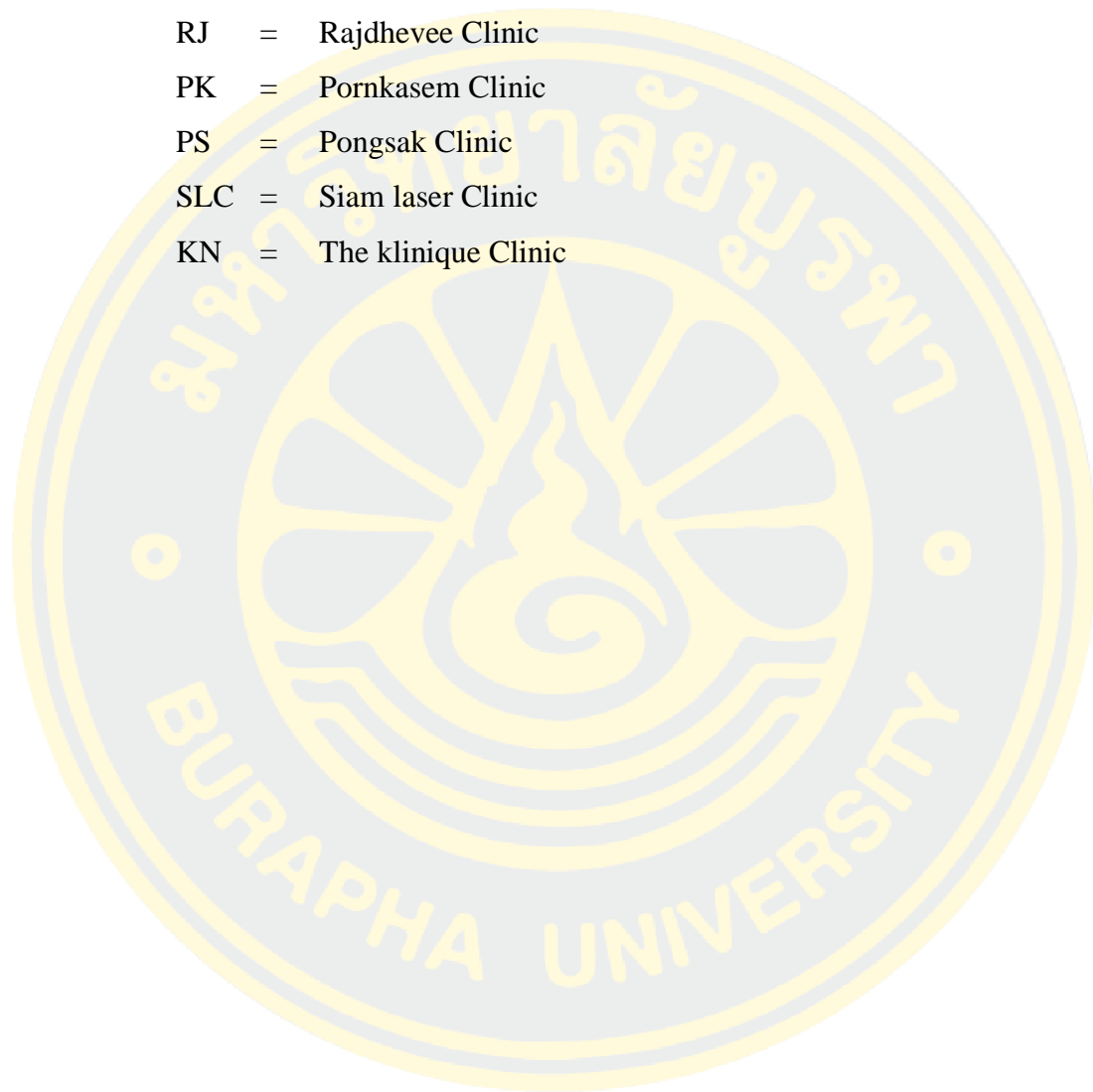
KN5



KN6

**Code of beauty clinic**

- NP = Nitipon Clinic
- RR = Romrawin Clinic
- TP = Tanaporn Clinic
- RJ = Rajdhevee Clinic
- PK = Pornkasem Clinic
- PS = Pongsak Clinic
- SLC = Siam laser Clinic
- KN = The klinique Clinic



## BIOGRAPHY

**NAME** Miss Phatthra Boonnidhee

**DATE OF BIRTH** 12 February 1985

**PLACE OF BIRTH** Nakhon Sawan

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Nakhon Sawan Province  
60170

**POSITION HELD** English tutor

**EDUCATION** 2003-2007 Bachelor of Arts (B.A.), Faculty of Humanities  
and Social Sciences, Nakhon Sawan Rajabhat University

2010-2012 Master of Education (M.Ed.), Faculty of  
Education, Ramkhamhaeng University

2016-2021 Master of Arts (M.A.), Faculty of Humanities  
and Social Sciences, Burapha University, Thailand