

CHAPTER THREE

SEMIOTIC ANALYSIS OF FEMALE OBJECTIFICATION ON TWO FRAGRANCE ADVERTISEMENTS OF FAN DI FENDI AND VERSACE

In this chapter I would like to analyze two advertisements of perfume product from Fendi and Versace using a semiotic approach. The analysis of the advertisements is divided into two parts. The first one is the discussion of the first order system to find the denotative meaning and the second one is the discussion of the second order system to find the connotative meaning of the advertisement. The denotative meaning can be seen from the visual signs of the advertisement and the connotative meaning can be seen from the denotative sign.

3.1 The First Order System of Fan di Fendi Advertisement

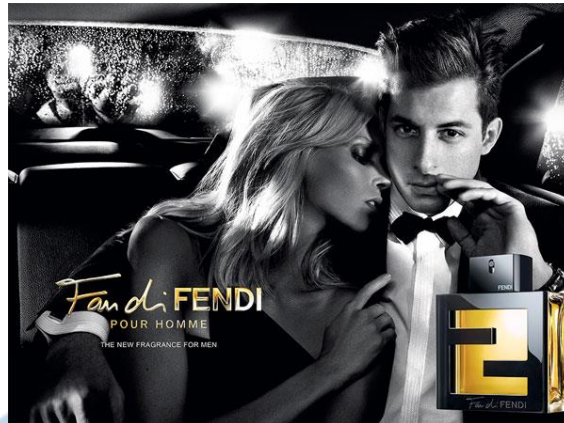


Figure 3.1.1 Fan di Fendi advertisement (Fan di Fendi Pour Homme)

Fendi is a famous luxury Italian fashion brand and is part of LVMH (LVMH Moët Hennessy Louis Vuitton SE); a French multinational luxury goods conglomerate. The advertisement (Fig. 3.1.1) is taken from Fendi's fragrance advertisement campaign of *Fan di Fendi Pour Homme* product. The product was introduced in the 2000s. This advertisement of Fendi's perfume product presents a picture of two models; a man and a woman sitting in a car while paparazzis are going after them and taking their pictures.

3.1.1 The Woman and the Man

The woman in the advertisement is Anja Rubik, a Polish model. According to Jones (par. 6), the writer of Dailymail, Anja has been a Fendi favourite and also acts as a muse of the boss, Karl Lagerfeld, the head designer and creative director of Fendi (Jones, DJ Mark Ronson turns playboy as he cosies up to model of the

moment Anja Rubik for glamorous new Fendi campaign, 2012). She has starred in numerous campaigns and catwalk shows for the label.

3.1.1.1 The Clothing of the Woman

In the advertisement, the woman wears an evening dress. According to Jane E. Hegland, a writer in *love to know* website; a website about beauty and fashion, an evening dress is a special form of dress that shows a woman's femininity. She also mentions that in general, the characteristics of an evening dress are low necklines, tightly-fitted bodices, and bared arms (Hegland). In the advertisement, the dress has the characteristics of an evening dress.

It is common for an evening dress to be worn on formal or semi-formal occasions or events. In other words, it should not be worn in ordinary events. Moreover, Revathy Jayanbabu, a fashion designer, says that evening dresses are associated with glamour and luxury (Jayanbabu, 2016). So, it is clear that an evening dress represents the concept of high class.



Figure 3.1.2 Evening Dress (Fancy Satin One Shoulder with Ruching A Line Evening Dress)

Sitting next to the woman is a man in a suit. The man in the advertisement is a famous celebrity, Mark Ronson. He is an English singer, DJ and music producer whose career started to rise in 2010 as his third studio album 'Record Collection' reached the second spot on the UK albums chart (Mark Ronson, 2015).

We notice that the man is looking straight directly at the readers. Kress and Leeuwen explain that looking directly at the readers actually acknowledges the readers as 'you' and is demanding a certain action from the viewers. Kress and Leeuwen say:

This visual configuration has two related functions. In the first place it creates a visual form of direct address. It acknowledges the viewers explicitly, addressing them with a visual 'you'. In the second place it constitutes an 'image act'. The producer uses the image to do something to the viewer. It is for this reason that we have called this kind of image a 'demand', following Halliday (1985): the participant's gaze (and the gesture, if present) demands something from the viewer, demands that the viewer enter into some kind of imaginary relation with him or her. (Kress & Leeuwen, 1996)

Basically, the image in this advertisement demands an action of purchasing from the viewers.

3.1.1.2 The Clothing of the Man

We know that the man is wearing a tuxedo. Not many people wear tuxedos and it should not be worn on ordinary occasions. According to Anne Hollander, a tuxedo is worn for formal evening dress (Hollander, 1993). Besides, I find out that a tuxedo is frequently worn for a groom in a wedding (Nicholson, 2015). Moreover, most celebrities wear tuxedos in gala celebrity events such as the Academy Awards, Met Gala and BAFTAs as seen in fig. 3.1.3 (Oscars 2016 Red Carpet Fashion: Men in Tuxes!, 2016). Thus, I am of the opinion that the man is a celebrity. This is supported by the fact that they seem to be followed by the paparazzi from the background. Hence, it is clear that the man is someone who is famous and a celebrity, as paparazzi usually go after celebrities.



Figure 3.1.3 Celebrities Wearing Tuxedos (Oscars 2016 Red Carpet Fashion: Men in Tuxes!, 2016)

People of all kinds, including celebrities, politicians and presidents wear tuxedos when attending many formal or official state events. As it is quoted from

Hank Berrien, a writer in the *Dailywire* website, a website about politics and economy business, “As Obama tweeted to the nation a picture of himself getting dressed for the event, telling Americans to *Suit up*, you lucky Americans can feel like your’re part of the elite crowd at the White House...” (Berrien, 2015). Another article that is written by Peter Marshall in *The Black Tie Guide* website, a website about men’s evening wear mentions that President Obama wears a tuxedo in attending many official state events during his time as senator or as president (Marshall, 2014).



Figure 3.1.4 Barrack Obama in Tuxedo (Evans, 2013)

It is not only Obama as the head of state of America who wears a tuxedo. There are other heads of states who wear tuxedos as seen in the pictures below (fig. 3.1.5).

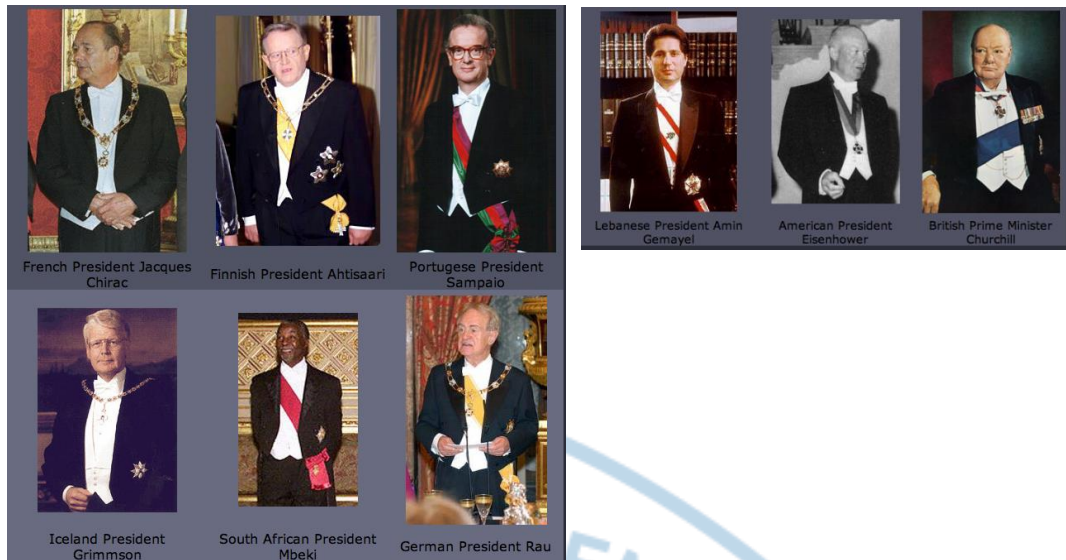


Figure 3.1.5 Other Presidents in Tuxedos (Formal Wear)

Thus, I am of the opinion that tuxedos are meant for high class people. This is supported by the fact that celebrities and heads of states are seen to be wearing tuxedos as seen in the pictures (fig. 3.1.3-3.1.5).

3.1.2 Background

We can also sense a high class feeling from the use of the black and white colour as the background and the car. The man and the woman are sitting in a car; a limousine. The car is a limousine as it is mentioned in *dailymail* website, a tabloid magazine website that in that advertisement, the two models are sitting in the back of a limo car (Jones, 2012). It is common knowledge that a limousine is for high class people for it is expensive. Thus, the advertisement uses black and white colour as the background which Milla Rezanova, a prominent interior designer, says create wealth and a high standard atmosphere (Rezanova, 2011).

3.1.3 Size and Position

If we take a look at the advertisement, we know the two models are bigger than the other objects in the advertisement. This shows that they are the important and dominant figures. They are the key to the message that Fendi wants to deliver.

Besides the size of the two models, I notice that the position of the woman is on the left side, while the man is on the right side. The elements which are placed on the left are called *Given*, which represents something that the viewers have already known. The elements which are placed on the right are called *New*, which represents something to which the viewers must pay special attention (Kress & Leeuwen, 1996).

In other words, the left side is for something which is common or something that is not new. The fact that it is not new can make people overlook the information. Basically, the left side can be said to be not as important as the right side. Consequently, as the advertisement is meant for men, as the main figure is the man which is placed on the right side.

3.1.4 The Verbal Text of *Fan di Fendi, Pour Homme, and the New Fragrance for Men* and the Product

The text *Fendi, Pour Homme, and The New Fragrance for Men* use Sans Serif fonts. A tall thin condensed style of Serif style represents masculinity (Cousins, Design Stereotypes: Masculine and Feminine Design Techniques, 2012). On the other hand, the *Fan di* text uses Script font style which represents femininity (Cousins, Design Stereotypes: Masculine and Feminine Design

Techniques, 2012). There are no clear reasons why Fendi uses these font styles. However, it may relate to the message of the perfume that once a man wears this perfume, a woman will come to you, especially the text *Fan di* that is using Script and *Fendi* that is using Sans Serif is put side to side as seen in fig. 3.1.8.



Figure 3.1.6 Sans Serif (Mirko, 2009)



Figure 3.1.7 Script (Leuschke)



Figure 3.1.8 Fan di Fendi text

The text *The New Fragrance for Men* uses English. We know that English is the language of international communication. Markets always continue to expand their businesses whether it is nationally or internationally and communication plays role in here. Therefore, English is used to communicate with international markets as English is an international language (Hornikx, Meurs, & Boer, 2010). I am of the opinion that the use of English in the advertisement is to reach international markets, while the use of the text *The New Fragrance for Men* indicates the product is for men. Basically, it gives a statement that this product is specifically for men. However, this is not related at all to the concept that is evoked from the advertisement.

The text *Fan di Fendi* shows the brand name of the product. *Pour home* is French language and it means for men. Although the product comes from Rome, Italy, it still uses French. Country of Origin website mentions that brand image, personality, associations can influence how people perceive the quality of a brand. Somewhere in our minds, products are associated with particular countries owing to their legacy or culture or lifestyle, which then will automatically lead people to perceive the products as “premium”. This is what we call, country of origin effect (COE) (Country of origin effect, 2013).

France is renowned for its perfume industry. COE effect has said that people care about the history of a country that is related to the product. As a result, people think that the product is good, and has a high quality because they know about the history of France as a result of COE effect. People will see the product as something “premium”. This is the reason why the advertisement uses French, *Pour Homme*, so as to make the product look more sophisticated.

Both texts *Fan di Fendi* and *Pour homme* use gold colour as a matching colour with the product’s colour. Based on *Color Psychology* website, a website about the meaning of colour, gold represents masculine; a trait of a man. Basically it wants to offer masculinity to the reader (The Color Gold). The text *The New Fragrance for Men* uses white colour to contrast with the darker colour background. This is supported by Bob Pairan in *The Effects of Color in Your Advertising Using Four Color Process Printing* (par. 20) that white text is used typically because something has a darker background colour. There is no clear meaning for using white colour aside to making it easier to be seen.

Besides the text, the product also shows masculinity from the gold colour of the liquid of the perfume and the shape of the bottle which is square. Carrie Cousins (para. 29-32) in *Design stereotypes: Masculine and Feminine Design Techniques* says that squares or something that has hard corners and edges represent masculinity (Cousins, 2012). Hence, all the text and the product itself are telling the readers that the product is intended for men.



Figure 3.1.9 Fan di Fendi Pour Homme Perfume

From the size of the text, the text *Fan di Fendi* is bigger than the other texts as seen in fig. 3.1.10. It means that the text is important to show the brand name. It is *Fendi*'s brand. While the product is bigger than the text, it is still smaller than the two models. The reason is the models are the main elements in the advertisement while the product is the supporting element but still important because everything that happen in the advertisement is because of the product itself.



Figure 3.1.10 Fan di Fendi Text

Having analyzed the signifiers of the advertisement in the first order system, I find out that the signification of the advertisement is a perfume for high class men.

3.2 The Second Order System of Fan di Fendi Advertisement

Traditionally, there are certain gender roles for men and women. A man has always been known as someone who is dominant, masculine, and independent; on the other hand, a woman is seen as someone who is weak, sensitive, and dependent (Basow, 1986, as cited in McKay, 2013). He also mentions that gender roles are the evaluation of behaviour (masculine or feminine) conducted by society. Masculinity is associated with competence, instrumentality, and activity; men should be strong, rational and aggressive. Meanwhile, femininity is associated with warmth, expressiveness and nurturance; women are socialized to be weak, emotionally submissive, passive, easily influenced, and gentle. Based on this thinking, female objectification is born.

This perception has been engrossed in the people's mind since a long time ago so it is not easy to change this particular perception overnight. Despite the fact

that women's right movement has been established since the nineteenth century, female objectification and self-objectification are still there until now.

I will continue my analysis to the second order system which will be based on the female objectification theory. There is one major concept which evokes from this advertisement and that is objectification of women; women are seen as objects.

In the advertisement we see a man and a woman sitting in a car while being chased by paparazzis. We know that the man's gaze is directed to the readers not the woman. The man is basically ignoring the presence of the woman and paparazzis. When someone sees 'eye to eye' with another person, a real communication can be established (Barbara and Pease, 2004). If a communication happens, that means someone is interested in you. In fact, in this advertisement there is an absence of eye-contact between the two models. Consequently, the absence of eye-contact with the woman indicates that the man is not interested in the woman.

The act of ignoring can also be seen from the position of both of his hands which are actually not doing anything. They do not convey anything, neither sexual nor interest. His hands are just there and the woman is the one who throws herself at him. Besides the position of the man's hands, the position of his body can also be an act of ignoring the woman. According to Elizabeth Narins, the editor of cosmopolitan magazine website, if a man is interested in a woman, he will lean towards the woman (Narins, 2015). In the advertisement, we notice that

the man is sitting straight not leaning to the woman. However, although he ignores both the woman and the paparazzis, his charm draws them to him anyway.

Thus, I believe the man is doing one of the five features of objectification as said by Nussbaum. Nussbaum says that when a person's feelings are not taken into account, it means he is doing denial of subjectivity. The picture shows exactly that. To the man, the woman is not important.

From the advertisement, the woman can be seen as submitting herself to the man and also trying to get his attention from her gesture and the way she looks. From the gesture of her body, she tilts her head sideways towards one shoulder, exposing her bare neck. According to Dr. Albert Scheflen, one of the attraction processes that a woman does when she wants to attract a man is preening. Preening is tilting her head and exposing her bare neck (Scheflen). This is supported by Allan and Barbara Pease in their book *The Definitive Book of Body Language* that women use this tilting head's gesture to show interest in men and submission. A submissive woman looks attractive in a man's eyes. The example of this gesture can be seen from Marilyn Monroe's pose in fig.3.2.2 (Pease & Pease, 2004). This gesture is considered a sexual gesture as it is said, "Lowering the eyelids... and slightly parting the lips is a cluster that has been used by women for centuries to show sexual submissiveness" (Pease & Pease, 2004, p. 174). Furthermore, the way the woman's finger stretches out is also sexual. She stretches her index finger out to him and softly touches his chest. Chest is considered to be an erogenous zone of man (Gueren, 2013). The fact that chest is

an erogenous zone of man clearly shows that the woman is trying to seduce the man. She is making a sexual move to the man.



Figure 3.2.1 Lowering Eye and Parting Lips (Kripss, 2012)

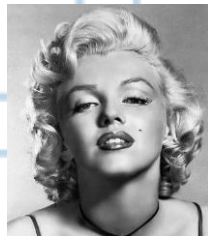


Figure 3.2.2 Marilyn Monroe's pose (Staff, 2014)

From the woman's looks, she can be said as a sexy woman. Samantha Daniels, a well-known professional matchmaking and dating expert, says in her article in *The Huffington Post* that men love sexy women (Daniels, 2015). As the woman wants to attract the man, she makes herself look sexy. She uses sexy look to charm him. The sexiness in her can be seen from her hair, her face, and her dress.

First, she has collarbone hair length which means she has long hair. Based on hairfinder website, anything that below shoulder length is considered to be long hair (Hair Lengths). According to Cooper (1971, as cited in Synott, 1993, p. 105),

men prefer women with long hair because it is sexier. Hence, I conclude that she has long hair as she wants to look attractive to the man.

Second, she is considered young as she does not have any wrinkles. *The Huffington Post* mentions that men prefer young women. Miriam Lowe also states that when women reach forty, their sexuality ends so they cannot be viewed as sexy (Lowe, 2007). Hence, as she does not have wrinkles, she looks sexy.

Third, she wears one shoulder evening dress (fig. 3.2.3). Nicoleta Parascan, who is the author of *Fashionising* website; a website about fashion, mentions that exposing the shoulders is the new definition of sexy. She also says that the off-shoulder or one-shoulder clothing definitely fits for a sexy night-out and give a chic feeling and sexy interpretation (Parascan).



Figure 3.2.3 One-Shoulder Clothing (Juliana, 2012)

“Evening dress draws attention to a woman’s body and serves to define her gender, establishing her as an object to be gazed upon by her audience” (Hegland, para.9). Moreover, men love to see a bit of shoulder which is considered as a very sexy area of a woman (Reed, 2013). Hence, all the findings are showing sexual submissiveness of the woman to the man and the way she tries to get his attention

by using her sexiness. Thus, the woman in the advertisement clearly shows self-objectification. The reasons are as follows:

First is her gesture. As mentioned before, the woman objectifies herself as a sexual object as seen from her gesture. Her gesture is showing that she is making a sexual move on the man. She is lowering her eyes, parting her lips, and tilting her head. It has been said that making those moves is the same as making a sexual submissiveness (Pease & Pease, 2004). In other words, she makes herself a sexual object of the man. This is supported by the self-objectification theory in Chapter Two, that women are sexually objectified and treated as an object by men (Fredrickson & Roberts, 1997, as cited in Szymanski, Moffitt, and Carr, 2011). Moreover, women have been conditioned to view themselves through the perspective of an observer (Calogero, 2013, as cited in McKay, 2013).

The advertisement shows the woman preening at the man despite her being ignored by the man. The condition of being ignored is what we call being treated as an object by men. Therefore, as it is said that women have been conditioned to view themselves through the observer's perspective, the woman in the advertisement sees herself through the perspective of men, which is an object. In other words, she thinks herself as an object too. Hence, by lowering her eyes and parting her lips which are considered sexy and which men like, she is practising self-objectification.

Second is her dress. The woman is wearing a one shoulder evening dress exposing her shoulder. This kind of clothing is what men love to see in a woman as she looks sexy in it. Women tend to please men and want to be desirable

(Bartky, as cited in Szymanski, Moffitt, and Carr, 2011). It is mentioned before by Jane E. Hegland that an evening dress draws attention to a woman's body, and is establishing her as an object to be gazed upon by her audience (Hegland). So, wearing revealing clothing to emphasize their body parts as a decoration is something that women do to attract men. This is also part of self-objectification.

Third is the way the woman looks, especially her hair and her face. She has long hair which is according to Anthony Synnott, is considered sexually attractive to men (Synnott, 1993). Naturally, women want to have the appearance which can attract men's attention. It is mentioned in the first order system that men find women with long hair sexy. In short, men prefer women with long hair as it is sexier. With the woman in the advertisement having long hair, she actually objectifies herself because she wants to attract the man in accordance with men's preferences. It is supported in Chapter Two, that women are encouraged to accommodate male needs (Sanchez & Broccoli, The romance of self-objectification: Does priming romantic relationships induce states of self-objectification). Thus, having long hair in this advertisement shows self-objectification.

The model also has wrinkle-free skin. A woman's body is seen as an ornamented surface. Women also see themselves as men's ideal. Men prefer a woman who has hairless wrinkle-free skin. Men consider such a woman sexy. In the advertisement, we can see that the woman has hairless wrinkle-free skin. Thus, she has objectified herself when she has made herself a sexually attractive object for men. She makes herself look the way men love. She is degrading herself. As

mentioned in the self-objectification theory that women develop a male authority so they must model themselves in the ideal of a woman as defined by men. Therefore, the advertisement may lead to self-objectification if it is seen through the woman.

Furthermore, on the previous discussion about the position of the model, it is said that the woman is placed on the left side which represents something that the viewers have already known. Thus, the fact that it is not new can make people overlook the information. Basically, the left side of the woman can be said to be not as important as the right side or the man. This is also part of objectification.

The advertisement of *Fan di Fendi* Fragrance shows female objectification. The fact that the woman in the advertisement is made to look cheap, it has already led to the female objectification. This is mentioned in Chapter Two, that female objectification can happen because objectification that is done by men to women and to women by themselves.

Therefore, all the signifiers above support the second concept of the connotative meanings. The concept is female objectification. It can be seen from the male and the woman. First, the man ignores the presence of the woman. Second, the woman makes her body as an object to fulfill men's desire when she makes sexual gestures such as stretching her index finger out to softly touch the man's chest, and tilting her head. Chest is considered to be erogenous zone of man. Hence, she is actually making a sexual move to the man. Moreover, she is also partly closing her eyes and opening her lips. Third, the woman makes herself a tool for men's pleasure when she tries to be sexually attractive to men by wearing

one shoulder dress/shirt which exposes her shoulder. Fourth, the woman also makes herself an object because she has fulfilled men's desire when she is considered sexually attractive by having physical appearance that is considered ideal for men such as having long hair, and a wrinkle-free face. Fifth, the fact the woman is placed on the left which is less important than the man.

The relation between the denotative meaning and the connotative meaning can be seen from the chart below:


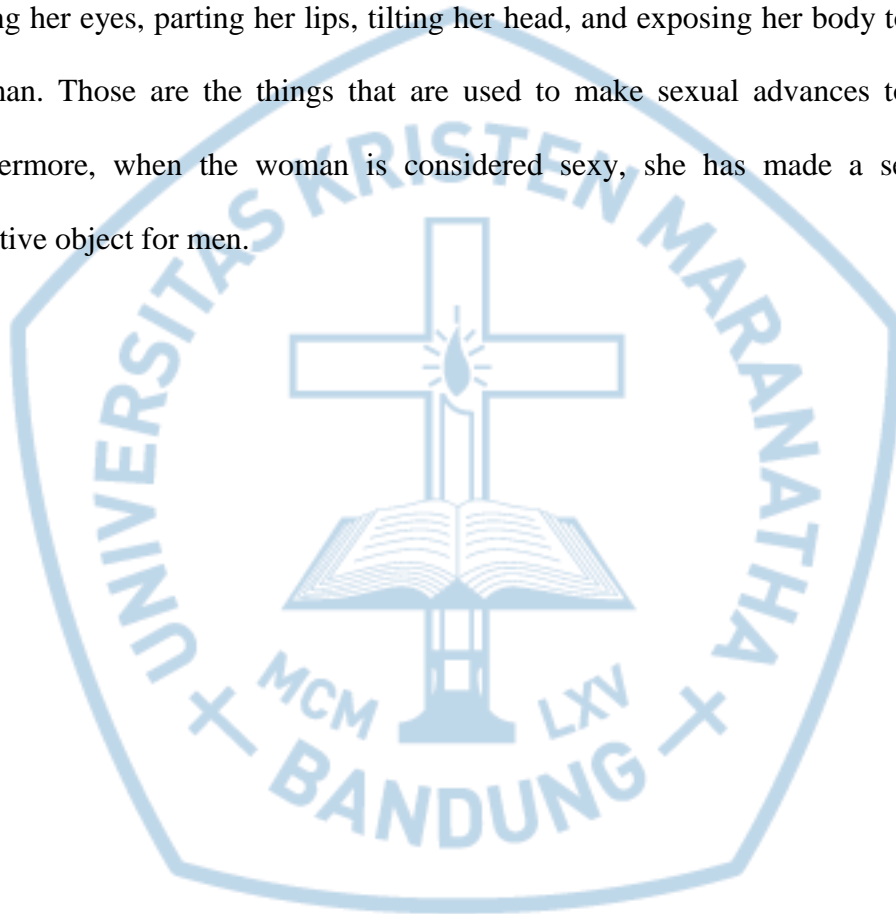
<p>DENOTATIVE SIGNIFIER</p> 	<p>DENOTATIVE SIGNIFIED</p> <p>The concept of high class</p>
<p>DENOTATIVE SIGN (CONNOTATIVE SIGNIFIER)</p> <p>The concept of high class</p>	<p>CONNOTATIVE SIGNIFIED</p> <p>Female objectification</p>

Figure 3.2.4 Barthes' Chart of Fan di Fendi Advertisement

The denotative signifier is the picture of the advertisement while the denotative signified is high class. The denotative sign is formed from the denotative signifier and signified. This sign becomes the connotative signifier and

leads the connotative signified. The concept that is evoked from it is female objectification.

When the man objectifies the woman and the woman makes sexual gestures to attract man's attention, they are actually showing female objectification. The reason is he considers the woman to be not important. The other reason is she is closing her eyes, parting her lips, tilting her head, and exposing her body towards the man. Those are the things that are used to make sexual advances to men. Furthermore, when the woman is considered sexy, she has made a sexually attractive object for men.



3.3 The First Order System of Versace Advertisement



Figure 3.3.1 Versace advertisement (Versace Pour Homme)

Versace is one of the most prestigious Italian fashion brands. According to Versace official website, the center ideas of Versace products are all about world fashion, glamour, and sexiness (Versace). The brand was created by the founder, Gianni Versace in 1978. The advertisement (Fig. 3.3.1) is taken from Versace's fragrance advertisement campaign, and was introduced in 2008. This new fragrance conveys self confidence, power, passion, and modernity (Versace). This advertisement of Versace's perfume product presents a picture of two main models; a man and a woman who look as if they are about to kiss or about to have sex.

3.3.1 The Woman and the Man

Both the woman and the man in the advertisement look as if they are about to kiss or about to have sex.

3.3.1.1 The Clothing of the Man

The man is sitting next to the woman. He can be seen as wearing a suit or tuxedo, and looks as if he is going to kiss her. It is not clear whether he is wearing a suit or a tuxedo because his position in the advertisement does not clearly show what he is wearing.

Fraquoh and Franchomme mention in attire club website; a fashion website, that suits are the symbol of the rich and powerful. They further say that suit is the outfit that is associated with masculinity and manhood (Fraquoh & Franchomme, 2014). Margaret Andersen and Howard Taylor say that high class or upper class people are commonly rich and powerful. She says, “The upper class in modern societies is often considered...to be the social class composed of the wealthiest members of society, who also wield the greatest political power.” (Anderson & Taylor, 2008). It means, a suit clearly shows a high class concept. Also, in the prior discussion about tuxedos, a tuxedo is not normally worn on ordinary occasions, but it is usually worn in formal event. Moreover, not many people wear tuxedos.

Basically, the suit or the tuxedo that the man is wearing in the advertisement represents the concept of high class.

3.3.1.2 The Position of the Man's Hands

We can notice from the advertisement that the position of the man's hands and the way his mouth is slightly open which gives a hint to the readers that he looks as if he is ready to give her a kiss. However, we cannot be sure whether he

is really going to give her a kiss because his mouth is still not touching the lips of the woman.

We also notice that the man's eyes do not make an eye contact with the woman. Instead, he is making an eye contact with the viewers. In the discussion about the first advertisement, it is said that the action of making an eye contact with the viewers creates a visual form of direct address. It acknowledges the viewers and it gives an 'image act.' It demands the viewer to enter into some kind of imaginary relation with the model in the advertisement (Kress & Leeuwen, 1996).

Thus, the image in this advertisement wants something from the viewers; it demands an action from the viewers

Next is the analysis of the woman. The woman is naked and is embracing the man as she wants to kiss the man or wants to have sex. She wears jewelry, which is a ring on her finger. It is not clear whether she wears a white pearl or a white gem stone ring. However, both pearl and white gem stone are considered to be expensive as it is said in *kamajojewelry* website, a website about jewelry (The Modern Precious Stones List, 2015). The woman represents the high class concept only from the ring that she wears, but other than that she can only be seen as a naked woman.

From the advertisement, we notice that the man is able to attract the woman. Although she knows that the man still keeps his clothes on, she still gets naked. In short, she is being charmed by the man. Despite being charmed by the man, she is also trying to seduce him by making herself look sexy.

3.3.1.3 Size and Position of the Model

From the size of the two models, we know that they are bigger than the other objects in the advertisement. They are dominating the advertisement. Therefore, it is clear that they are important. They are the key to the message that the advertisement wants to deliver.

If we take a look at the advertisement, we see that the position of the woman is on the left side, while the man is on the right side. It is mentioned before by Kress and Leeuwen that the elements which are placed on the left are called *Given*, which represents something that the viewers have already known. The elements which are placed on the right are called *New*, which represents something to which the viewers must pay special attention (Kress & Leeuwen, 1996).

In other words, the left side is for something which is common or something that is not new. The fact that it is not new can make people overlook the information. Basically, the left side can be said to be not as important as the right side. Consequently, as the advertisement is meant for men, the main figure is the man which is placed on the right side.

3.3.2 Background

I notice that this advertisement is intended for high class men. The sense of high class comes from the glamorous minimalist modern design of the room in the advertisement. We notice that the advertisement has a harmonious design. Everything blends well with other things. I am of the opinion that it is well designed and is not something cheap. Ada Ivanoff, an expert in IT and web

entrepreneur, mentions that minimalism is a style of the super-rich (Ivanoff, 2014). She further says, “It is simple in form and function, devoid of pointless decorations, yet expensive. You would never say minimalism is a cheap option” (Ivanoff, 2014). In short, it is expensive so not many people can pull off a minimalist design.



Figure 3.3.2 Minimalist Design (67 Luxury Living Room Design Ideas, 2015)

According to Shelley Little, a writer in *Freshome* website; a website about architecture and interior design, minimalist design is all about clean lines. We can see clean lines design from modern homes (Little, 2015). Clean lines means that there is no complicated design, avoiding clutter, and keeping the furnishings simple, but still modern.

Also, one characteristic of a minimalist design as it is said in *distrohome* website; a website about interior design, is having only few pieces of furniture and objects. For example you may only find a unit of furniture or object that is divided into three parts; a set of tables and chairs, a decorative element such as lamps (The Characteristics and Advantages of a Minimalist Home Design, 2013).

Another thing about minimalist design is said by Justin Wolf, an expert in art, that minimalist design uses primary colour, mostly black and white (Wolf). Those colours are also considered to be a modern colour. It is mentioned in *imatchdesigners* website; a design management company website that modern design embraces pure colour, such as black, white, and neutrals with vibrant primary colours (Modern Design: Discover the Joy of Simple, Clean, Uncluttered Space, 2011).

In the advertisement, we notice that there is a set of black sofa with a glass table, and a few lamps. Also, the colour that is used in the colour is considered to be primary colour. It means the room is in minimalist design.

The lamp on the wall also supports the concept of high class. It is made out of crystal. Jessica, another writer in *Freshome* website; a website about architecture and interior design, says that cut crystal can be the item for shiny things to represent glamour (Jessica, 2013).

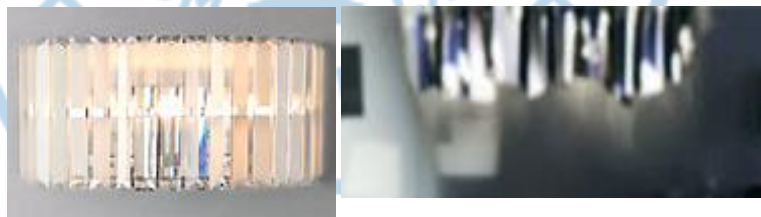


Figure 3.3.3 Glamorous Lamp (Wall Lighting)

Thus, all the findings about the background support the concept of high class, which is the concept that the advertisement wants to convey.

3.3.3 The Verbal Text of *Versace, Pour Homme, and The New Fragrance for Men* and The Product

The text *Versace, Pour Homme, and The New Fragrance for Men* use Sans Serif fonts that has a tall thin condensed style. This style represents masculinity (Cousins, 2012).



Figure 3.3.4 Sans Serif (Mirko, 2009)

The text *The New Fragrance for Men* uses English. In our prior discussion about the use of English in the advertisement one, English is the language of international communication. Markets always continue to expand their businesses whether it is nationally or internationally and communication plays a role in here. So, English is used to communicate with international markets as English is an international language (Hornikx, Meurs, & Boer, 2010). Therefore, I am of the opinion that the use of English in the advertisement is to reach international markets. While the use of the text *The New Fragrance for Men* indicates the product is for men. Basically, it gives a statement that this product is specifically for men. However, it is not related to the concept of high class that is evoked from the advertisement.

The text *Versace* shows the brand name of the product. This is mentioned before that Versace is an Italian fashion brand. However, the advertisement uses *Pour homme* which is in French. *Pour homme* means for men. In the prior

discussion, I have stated that France is famous for its perfume industry. People usually keep in mind about the brand image and personality which can influence how people perceive the quality of a brand as a result of COE effect. Somewhere in our minds, products are associated with particular countries owing to their legacy or culture or lifestyle, which then will automatically lead people to perceive the products as “premium” (Country of origin effect , 2013).

As France is renowned for its perfume industry, it makes people think that the product has premium quality. This is the reason why the advertisement uses French, *Pour Homme*, as to make the product looks more sophisticated. *The New Fragrance for Men* indicates the product is for men. Thus, *Pour homme* and *The New Fragrance for Men* give a statement that this product is specifically for men.

All the texts use white colour to contrast with the darker colour background. It is said before that white text is used typically because something has a darker background colour (Pairan, 2010). So, there is no clear reason as to use the white colour for the text except to make it clearer.

We can also see the masculinity of the product from the shape of the bottle. It has a square shape. Carrie Cousins (para. 29-32) in *Design stereotypes: Masculine and Feminine Design Techniques* said that squares or something that has hard corners and edges represented masculinity (Cousins, 2012). So, all the text and the product itself are telling the readers that the product is intended for men.



Figure 3.3.5 Versace Pour Homme Perfume

The colour of the liquid of the product is blue. Blue colour represents confidence as mentioned in *Color Psychology* website, a website about the meaning of colour (The Color Blue). This actually supports the message of the perfume that is said by Versace official website. This new fragrance conveys self confidence, power, passion, and modernity (Versace). Besides, a man is perceived by many people to be confident. People are said to be attracted to a confident man as said in one of the articles in the Art of Manliness, a website that teaches people to be manly (Increase Your Manly Confidence Overnight, 2008). So, it can be said that confidence is a trait of a man and something that is wanted by men.

The silver colour that is in the product represents glamour, modern, wealth, elegance, and sophistication. This is supported by Jennifer Bourn, the founder and the creative director of Bourn Creativity; a website about design, silver represents glamour, modern, wealth, elegance, and sophistication (Bourn, 2010). Hence, the silver colour actually gives a sense of high class.

All the text and the product itself are telling the readers that the product is intended for men. Also, it gives a sense of high class.

From the size of the text, the text *Versace* is bigger than the other texts. It means that the text is important to show the brand name. It is *Versace's* brand. While the product is bigger than the text, it is still smaller than the two models. The reason is the models are the main elements in the advertisement while the product is the supporting element but still important because everything that happen in the advertisement is because of the product itself.

Having analyzed the signifiers of the advertisement in the first order system, I find out that the signification of the advertisement is a perfume for high class men.

3.4 The Second Order System of Versace Advertisement

In the prior discussion, it is said that society has a certain kind of perception about men and women which then lead to female objectification and self-objectification. A man has always been known as someone who is dominant, strong, masculine, and independent; on the other hand, a woman is seen as someone who is weak, sensitive, submissive, easily influence and dependent (Basow, 1986, as cited in McKay, 2013). As this perception has been known since a long time ago, it is hard to change people's mind despite women's right movement has been established. Therefore, until now female objectification and self-objectification are there in the society.

Now, I will continue my analysis to the second order system which will be based on the female objectification theory. There is one major concept which evokes from this advertisement and that is, again, an objectification of women; women are seen as objects.

In the advertisement we see a man and a woman on a sofa in a luxurious room. We notice that the man's gaze is directed to the readers not the woman. There is an absence of eye-contact between the two models. It is mentioned in the prior discussion about eye-contact that a communication can only happen when someone is making an eye contact which means he is interested in you and is paying attention to you.

As the advertisement does not show this kind of action, it can be said that the man is not paying attention to the woman. He is ignoring her invitation to have sex. This absence of eye-contact with the woman as mentioned before indicates that the man is not interested in the woman.

Another act of ignoring the woman from the man can be seen from the fact that he is still wearing his clothes. From the advertisement, we notice that the woman is initiating to have sex as it can be seen that the only one who is undressed or naked is the woman. It is common knowledge that if someone wants to have sex, both have to be naked. So, the fact that he is still wearing his suit or tuxedo is also an act of ignoring the woman.

I believe the man is doing one of the five features of objectification as said by Nussbaum. Nussbaum says that when a person's feelings are not taken into account, it means he is doing denial of subjectivity. The picture shows that. To the man, the woman is not important. Hence, he is doing one of the five features of objectification, which is part of female objectification, and which then will lead to the self-objectification.

In the second advertisement, we notice that the woman looks so seductive. We can see that she looks sexy, and also she makes sexual advances on the man. First, the advertisement shows that the woman looks as if she is initiating to have sex. The position of her body that leans more to the man indicates that she is the one who makes sexual move on the man. Moreover, it is almost certain that she is nude. It is common knowledge when people want to have sex, they need to be naked. Therefore, we can conclude that the female woman is initiating to have sex.

Second, she can be seen as preening the man and making sexual gesture. This is mentioned before that preening is tilting her head and exposing her bare neck (Scheflen, 1972). Preening is an act of submitting herself to the man and also an act of trying to get the attention of the man. The woman in the advertisement is tilting her head, exposing her bare neck, lowering eyes, and slightly opening her mouth. This gesture is considered a sexual gesture as it is said, “Lowering the eyelids... and slightly parting the lips is a cluster that has been used by women for centuries to show sexual submissiveness” (Pease & Pease, 2004, p. 174). Thus, she is making a sexual gesture to the man.



Figure 3.4.1 Lowering Eye and Parting Lips (Kripss, 2012)

Third, the position of her hand that is touching the neck of the man. Neck is considered to be an erogenous zone of man (Gueren, 2013). The fact that the neck is an erogenous zone of man shows that she is making a sexual advance to the man by trying to arouse him. Fourth, she is slim. We can notice from the flat stomach that she has. Lowe says that media always portrays women as sexy if they have flat stomach (Lowe, 2007). So, having a flat stomach is considered sexy.

Basically, the woman in the second advertisement is doing self-objectification. The reasons are as follows:

Firstly, she is naked. In Chapter Two, self-objectification forms point five, I have mentioned that according to APA's (2007b, as cited in Szymanski, Moffitt, and Carr, 2011), media shows women in sexualized and objectified manners, for example: wearing revealing clothing, portraying women in ways that emphasize their body parts and sexual readiness, serving as decorative objects. As self-objectification is the stem of sexual objectification, sometimes most women tend to wear provocative and revealing clothing just to attract men. In the advertisement, the female is clearly not wearing anything which is really provocative. She gets naked only to attract the man's attention.

Secondly, she is preening. She is making a sexual move on the man. She is lowering her eyes, parting her lips, and tilting her head. Those moves are the same as making a sexual submissiveness. Fredrickson & Roberts (1997) as cited in Szymanski, Moffitt, and Carr say that women are sexually objectified and treated as an object by men (Szymanski, Moffitt, and Carr, 2011). Moreover, women

have been conditioned to view themselves through the perspective of an observer (Calogero, 2013, as cited in McKay. 2013).

In the advertisement, the woman is the one who is initiating to have sex for she is naked and preening. However, she is being ignored by the man for he does not answer or response to her invitation. So, she is treated as an object. It is said that women view themselves through the perspective of an observer. In the advertisement, the observer is the man. In short, the woman sees herself from the man's perspective, which is as an object. Hence, by lowering her eyes and parting her lips which are considered sexy and loved by men, she is practising self-objectification.

Thirdly, the way the woman looks. She has wrinkle-free skin and slim body. A woman's body is seen as an ornamented surface. According to Sanchez and Broccoli, self objectifying women believe that they have to "monitor and enhance their physical appearance towards making themselves acceptable and desirable to men" (Sanchez & Broccoli). Women also see themselves as men's ideal. Men prefer a woman who has hairless wrinkle-free skin. Men consider such woman sexy. Also, being slim is considered to be sexy (Lowe, 2007). In the advertisement, we can see that the woman has hairless wrinkle-free skin. Thus, she has objectified herself when she has made herself a sexually attractive object for men. She makes herself look the way men love. She is degrading herself. As mentioned in the self-objectification theory that women develop a male authority so they must model themselves in the ideal of a woman as defined by men.

Therefore, the advertisement may lead to self-objectification if it is seen through the woman.

Moreover, on the previous discussion about the position of the model, it is said that the woman is placed on the left side which represents something that the viewers have already known. Thus, the fact that it is not new can make people overlook the information. Basically, the left side or the woman can be said to be not as important as the right side or the man. This is also part of objectification.

Hence, all the signifiers above support the second concept of the connotative meanings. The concept is female objectification. It can be seen from the male and the woman. First, the man ignores the presence of the woman and thinks that he is above the woman. Second, the woman makes her body as an object to fulfill men's desire when she makes sexual move on the man by tilting her head, closing her eyes, and opening her lips. Third, the woman makes herself as a tool for men's pleasure when she tries to be sexually attractive to men by getting naked. Fourth, the woman also makes herself an object because she has fulfilled men's desire when she is considered sexually attractive by having physical appearance that is considered ideal for men such as having a wrinkle-free face and a slim body. Fifth, the fact the woman is placed on the left which is less important than the man.

The relation between the denotative meaning and the connotative meaning can be seen from the chart below:


<p>DENOTATIVE SIGNIFIER</p> 	<p>DENOTATIVE SIGNIFIED</p> <p>The concept of high class</p>
<p>DENOTATIVE SIGN (CONNOTATIVE SIGNIFIER)</p> <p>The concept of high class</p>	<p>CONNOTATIVE SIGNIFIED</p> <p>Female objectification</p>

Figure 3.4.2 Barthes' Chart of Versace Advertisement

The denotative signifier is the picture of the advertisement while the denotative signified is high class. The denotative sign is formed from the denotative signifier and signified. This sign becomes the connotative signifier and leads the connotative signified. The concept that is evoked from it is female objectification.

When the man objectifies the woman and the woman makes sexual gestures to attract man's attention, they are actually showing female objectification. The reason is he treats the woman as an object. The other reason is she is preening and exposing her body towards the man. Those are the things that are used to make sexual advances to men. Furthermore, when the woman is considered sexy, she has made a sexually attractive object for men. **(words: 7844)**