

Studies on advertisement expressions with high appeal power for the beauty of women

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There are two purposes of this study. The first is to analyze the appeal expressions of commercials advertising cosmetics. The second purpose is to describe the expressions used to convey the "beauty" of women historically. "Beauty" has been evaluated in various ways such as features, figure, clothes, make-up and hairstyles. Over time, these methods of evaluation have been recognized as important and valuable. The sense of values of each time period has been reflected in the "beauty" of women and has formed a part of the culture. Similarly, the schema of a language affects our world view and cognition. The appeal of advertising expressions is that it uses this schema very well. However, it will become a new appealing when advertising expressions depart from schema.

This study investigated about 8. The first purpose achievements by creating the Database.

In this report, it further progress on my interim report. It analyzes "beauty" of Women from the viewpoint of Vocabulary, Idiomatic Expressions, Collocation, WAKA in "KOKA TAIKAN", SALES COPY and ADVERTISEMENT EXPRESSION.

The result indicates one of image schema of "beauty" of Women.