

CONTENTS

摘要.....	1
Abstract.....	2
Chapter One Introduction.....	3
1.1 Background.....	3
1.2 Objectives and Significance of Study.....	4
1.3 Data Collection and Methodology.....	5
1.4 Structure of Thesis.....	5
Chapter Two Literature Review.....	7
2.1 Cosmetic Advertising Language.....	7
2.2 Previous Studies on Cosmetic Advertisements.....	9
2.3 Previous Studies on Time Orientation.....	10
Chapter Three Analysis from the Culture Perspective of Time Orientation.....	14
3.1 Circular and Linear Time Orientation.....	14
3.1.1 Difference between Circular and Linear Time Orientation.....	14
3.1.2 Circular Time Orientation and Examples of Female Cosmetics Advertisement.....	15
3.1.3 Linear Time Orientation and Examples of Male Cosmetics Advertisement.....	16
3.2 Past and Future Time Orientation.....	16
3.2.1 Difference between Past and Future Time Orientation.....	17
3.2.2 Future Time Orientation and Examples of Female and Male Cosmetics Advertisement.....	18
3.3 Mono-chronic and Poly-chronic Time Orientation.....	19
3.3.1 Difference between Mono-chronic and Poly-chronic Time Orientation	19
3.3.2 Mono-chronic Time Orientation and Examples of Female Cosmetics Advertisement.....	20
3.3.3 Poly-chronic Time Orientation and Examples of Male Cosmetics Advertisement.....	21
Chapter Four Conclusion.....	22
Reference.....	26
Acknowledgement.....	24

摘要

近些年来，化妆品成为一个新的消费热点，化妆品广告语言也在人们日常生活中扮演者愈来愈重要的角色。作为一种劝说性文体，化妆品广告的功能是针对目标受众诉求传递产品信息，引起潜在消费者注意，诱发其购买欲望，促成消费，最终达到盈利目的。随着社会对美的追求，化妆品消费群体不断扩大增长，无论男士还是女士，都认为化妆品是品质生活的象征。化妆品广告应运而生，且以其独特的艺术魅力成为众多广告语中靓丽的风景线。

本文采取时间取向这一文化视角对英文男性与女性广告语进行分析，从过去-未来时间取向、环形-线形时间取向以及单向-多向时间取向这三个角度来探讨英语语境下男女化妆品广告语在时间取向这一深层文化内涵角度下的差异。本研究语料收集来自妮维雅官方网站自2010年发布的14条具有代表性的男女化妆品广告语。本文主要发现为：英语语境下，男性化妆品广告语倾向于采用线形、未来和单向时间取向，女性化妆品广告语倾向于采用环形、未来和多向时间取向。本研究具有一定的实际意义，一方面可为以后的有关英文化妆品广告语的性别差异研究提供一些启发，另一方面可以引导广告商创作出更多更好地有针对性的吸引男女注意的、经久不衰的广告语言。

关键词：性别差异，化妆品广告语，时间取向

Abstract

In recent years, with cosmetics becoming a new consumption hotspot, cosmetics advertising language has been playing increasingly important role in human life. As a persuasive genre, with the function of transmitting information of products, cosmetic advertisements are aimed at the appeal of the targeted audiences to attract potential consumers' attention, to induce the purchasing desires, to facilitate consumption and to gain profits eventually. With the increasing pursuit of beauty in society, cosmetics consumer groups continue to expand and grow. Both men and women believe that cosmetics are a symbol of quality life. Cosmetic advertising emerged as the times require, and with its unique artistic charm has become a beautiful scenery shining through other advertisements.

This paper adopts the cultural perspective of time orientation to analyze English male and female cosmetics advertisements, and explores the differences in the context of English from three perspectives: past and future time orientation, circular and linear time orientation and mono-chronic and poly-chronic time orientation. The corpus of this study was collected from 14 representative cosmetics advertisements for men and women published on NIVEA's official website since 2010. The major findings are as follows: in English context, male cosmetic advertisements tend to adopt linear, future and mono-chronic time orientation, while female cosmetic advertisements tend to adopt circular, future and poly-chronic time orientation. This study is of practical significance. On one hand, it can provide some enlightenment for future research on gender differences in English cosmetic advertising language. On the other hand, it can guide advertisers to create more and better advertisements that attracts attention of men and women.

Key words: gender difference, cosmetics advertisements, time orientation

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/196050010005011005>