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The Use of Women Beauty as Advertising Attraction: Semiological Analysis of Three Magazine Advertising

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Abstract

Emotional attractiveness is used more in advertising than other attractiveness. In particular, the use of beauty attractiveness in advertising can increase the effectiveness and persuasion power of advertising. In this study, it has been tried to show how advertising attractiveness is made more effective by using female beauty. The aim of the research is to determine how the use of women's beauty as an element of attraction in advertising affects advertising attractiveness. Generally, women are examined in terms of sexual attraction in advertising. In this study, women were examined in terms of beauty attractiveness, not sexual attraction. It is focused on how beauty attractiveness is presented in advertising and how it makes advertising attractiveness more effective. Semiological analysis method was used in the research. Three magazine advertisements in Mag and Elle magazines of 2019 were analyzed by semiological analysis method. As a result of the analysis, it has been determined that the use of women's beauty in advertising has a positive effect on advertising attractiveness.

Key Words: Beauty, Women, Advertising attractiveness, Beauty attractiveness.

Introduction

The concept of attractiveness of advertising is one of the important advertising variables that have been researched especially in recent years. The persuasive power of advertisements has a big effect on the consumer to buy or prefer products and services. Especially the source of advertising is the most effective actor in the persuasion process. It is frequently used by advertisers and advertisers to have personal characteristics such as reputation, credibility or expertise of the source, as well as physical properties such as beauty and charm. It is

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indispensable for all ads to be beautiful / handsome of women, men and children who play in ads from past to present. It is thought that the good looking of the source by the advertisers increases the persuasion power of the advertisement by increasing the attractiveness of the message, its persistence in mind and providing positive emotions to the brand. Today, the use of young and beautiful women as a source of advertising is quite common. But in general, these women, who are the source of advertising, have been the subject of research through advertisements used to create sexual attraction (Soley and Kurzbard, 1986; Reid et al, 1987; Dudley, 1999; LaTour and Henthorne, 1994; Reichert, 2002; Reichert and Fosu, 2005; Reichert et al, 2007). In this study, women were examined in terms of beauty attractiveness, not sexual attractiveness. In this study, it has been tried to explain how to making advertising attractiveness more effective by using beauty attraction in advertising. The semiotic analysis of three advertisements that used women's beauty published in various journals tried to reveal how women's beauty affected advertising attractiveness.

The Concept Of Beauty And Determinants Of Physical Beauty

Beauty is a concept that has been studied by many thinkers throughout history. There is no definite conclusion about the fulcrum of beauty judgment. There is wide variety of views about whether the judgment about the beauty of an object or a person is objective or subjective. On one side there is the idea that if something is good, it can be clearly seen by the person looking at it. On the other hand, it is remarkable that beauty is not independent of human values and attitudes, and that beauty judgment is related to the belief and moral values of the person who cares (Eaton, 1999: 11). Although beauty often suggests the beauty of physical appearance, inner beauty has also been discussed by many thinkers. In general, beauty, philosophy and aesthetics have been evaluated in the literature. According to some researchers, physical beauty is a static attribute. Face and body beauty, skin color, body shape, height, weight and so on are among these qualities. According to researchers who argue that physical attractiveness cannot be defined only by static properties, physical attractiveness has both dynamic and static dimensions (Bakır, 2017: 68). Physical attraction is a combination of static / static parts or moving, dynamic elements (makeup, clothing, body language, tone of voice, gestures and facial expressions, personal abilities). The static elements of beauty can be expressed as facial beauty, skin color, body shape, height and weight. Today, when it comes to facial beauty, full lips, prominent cheekbones, delicate and small chin, big eyes, raised and tiny nose, thin eyebrows and shiny hair are the features that enhance women's attractiveness (Levi, 2014: 95). According to Levi (2014: 93), it can be said that white skin is the element of

beauty in Western societies, especially in America. Bonafini and Pozzilli (2010: 62-64) state that the curved body lines have lost their importance in the female body and that women's body lines shift from a curved structure to a more linear structure and become a masculine form. In addition, beauty today is the result of extreme weakness is a delicacy and a woman with perfect body is "0 size" body and is expected to be tall (Dedeoglu and Savaşçı, 2005: 80). The variables of beauty are makeup, clothes, accessories, body language, tone of voice, gestures and facial expressions. Makeup is the art of using cosmetics for the purpose of revealing the beautiful sides by hiding the imperfect sides on the face (Arslan, 2011: 149). In this study, Buckley presented the same model to the voting of the subjects in different clothes and obtained different results according to the different clothes related to the level of physical attraction (Bakır, 2017: 90). Accessories which are considered as completing the clothing, decorate the body and clothes of the people, but also give various clues about the environment around the person (Gürüz and Eğinli, 2008: 142). How the person's body shape, what is the expression of the face, what the tone is like elements also serve the formation of beauty perception. For example; A smiling facial expression has a positive effect on physical attractiveness and positive approaches from other people. According to Reis et al. (1990: 259–267), smiling is part of attractiveness and lies at the basis of the judgment that 'beautiful is good'.

The Use of Beauty Attractiveness in Advertising

The attitude towards advertising is about whether the consumer will tend to buy the product or brand when the product or brand is promoted through advertisements. The consumer develops a liking or a disliking situation towards the advertisement he is exposed to, and as a result of this feeling he shows a positive or negative tendency to buy the product, this tendency constitutes the consumer's attitude towards advertisement. Attractive models increase the value of product-related features (Levi, 2014: 187). It also positively affects the attitude towards products and advertisements (Caballero and Pride, 1984). It is also claimed that attractive models are more effective in selling products than non-attractive models. The reason for this is that attractive models are matched with positive features, while non-attractive models can be explained as matching with negative features (Downs and Harrison, 1985: 9). Because people with physical charm / beauty are perceived as more charming, smart, good, talented, successful, the use of beauty in advertising creates a halo effect. Message sources with physical appeal and beauty convey the advertising itself to many positive features related to the brand being advertised (Baker and Churchill, 1977: 538). Till

and Busler (2000: 1-13) in their research using physical attractiveness of famous models, cologne and fountain pen advertising tried to measure the reaction of the subjects. As a result of the research, they revealed that physical attractiveness has a positive effects on creating positive attitude towards a brand and increasing purchasing tendency.

Method

The use of female beauty in advertising has existed since the beginning of advertising activities. In this study, it has been tried to show how advertising attractiveness is made more effective by using female beauty. In general, women are examined in terms of sexual attractiveness in advertising. In this study, women were examined in terms of beauty attractiveness, not sexual attraction. It has been emphasized how beauty attractiveness is presented in advertising and how it makes advertising appeal more effective. The hypothesis of the research is that beauty attractiveness used in women's magazines positively affects advertising attractiveness. The universe of the research consists of magazine ads. The research was limited to 3 magazine advertisements in 2019 Mag and Elle magazines. The reason for choosing these magazines is that they are the most widely read women's magazine in Turkey. They are also easily accessible from the virtual environment. Purposeful sampling method was used in this selection. These three advertisements were determined by drawing lots.

Semiological analysis was used as a method in the research. During the analysis of semiotic science, firstly the visual expression of the advertisement was made. Then, the determined indicators are explained on the relationship between showings. The index-syntax and metonymical relationships of the images in the advertisement were established. Finally, the beauties of women were examined within the framework of dynamic and static beauty elements. Its contribution to advertising attractiveness was tried to be determined.

Findings

In this section, three advertisements selected from journals are analyzed. In this part of the study, semiotic analysis of magazine advertisements was done. Then the advertisements were examined in terms of beauty elements. At the end of the study, advertising images were included.

The Semiological Analysis of “Koton” Advertisement in Elle Magazine's April 2019 Issue



Image 1. Koton Advertisement

Visual expression of advertising

The place where the advertisement is pictured is probably the bedroom of a mansion. The details of the photograph in terms of illustration give the impression that the space is quite luxurious. The chandeliers of the hall, wall lamps, white columns and walls covered with unobtrusive wood and the leaf decorations on the wall are references to the luxury of the hall. At the center of the photo is a young woman in her twenties who can be regarded as quite tall in terms of the beauty of her face and body. Young woman's hair is black, her nails are painted with a fuchsia nail polish of the same color as her shoes. The young woman has clothes that can be worn in the spring and summer. It has a classic, but elegant and dynamic look with its pastel-tone trousers and shirt duo, open and lively mid-heel, closed toe and sequined front slippers. In addition, the young woman's golden earrings, a ring on her thumb and a key-shaped necklace around her neck have created a combination that is quite compatible with her clothes. Young woman standing confident in an upright posture. She holds a desk phone in his left hand while holding his right hand as if touching his hair at the neck. Young woman faces and stares directly at the camera. Behind the young woman there is a wooden sofa covered with bright baby blue velvet fabric in classic structure and white hollow and scattered shopping boxes around the sofa carrying the emblem of Koton brand. On the left back of the young woman, there are evening dress costumes in bright colors and bright colors that can be worn by an Ottoman palace woman hanged on a hanger. On the ground, there is a burgundy, antique oriental hand-woven carpet that is large enough to cover the hall. At the top of the advertisement, the phrase " take, ask cotton", " take, ask Bensu", which

rhyme with the surname of Bensu Soral, the 2019 advertising face of Koton brand, was written as the slogan of the brand. This slogan is mainly used in the advertising film of the brand. In the advertising film of the brand, Bensu Soral seeks answers to the consumer's question. How to wear pants? While searching to questions with loud music rhythm, while the brand says "take, ask cotton", "take, ask Bensu", They invites the consumer to jeans for the most fashionable trousers and other clothes of the season. At the bottom of the advertisement, the brand name is written.

Semiological Analysis

Table 1. Semiotic Analysis of Koton Magazine Advertisement

Sign	Signifier	Signified
Human	Woman	Beauty, Attractiveness, Buoyancy, Elegance and nobility, Elegance that integrates past and present
Color	Pastel and soil colors,	Nostalgia, Link to the past
Color	Light and vivid colors	Youth, vitality, Link to today
Place	Bedroom of a historic mansion	Wealth, pretension, luxury, connection with the past
Furniture and home accessories	Chandelier, wall lamps, hand-woven oriental rug, velvet covered wooden sofa with leaf and wood veneer walls and columns	Nostalgia, classic style, luxury, palace life, connection with the past
Object	Spring summer exclusive vintage women's creation	Women's beauty, charm, in spring and summer seasonal adjustment, nostalgia, connection with the past

Meaning Of Indicators

In the advertisement on Elle Page 21 of the April 2019 issue of Elle magazine, actor Bensu Soral, who was the face of 2019 advertising of Koton clothing brand, took part. Pretty young and beautiful, Bensu Soral is also an indication of the target group the brand is targeting. With this advertising image, the brand addresses the target group of young women and promises beauty to them in addition to their youth to prefer cotton creations. Bensu Soral is dressed in a trendy, pastel tone and vintage style trousers and shirt and completed with an elegant slippers with a vibrant color and gold-colored jewelery. Bensu Soral is in a classic, elegant and

dynamic combination. Bensu Soral's youth and attractiveness to the present; The fact that he held the fixed phone instead of the mobile phone in his hand, the vintage clothes he wore, the furnishing and the accessories of the space as a reference to the past, emphasized the fashion's ability to maintain the connection between the past and the present. This also makes lifestyle orientation. A young and beautiful woman with a confident stance and a physical structure in a European atmosphere is also traditional with her living space. The Koton woman depicted in the waterside culture, which is a part of the aristocratic and bourgeois lifestyle of Istanbul, is actually an indication of the brand's style and status.

Index- Syntax

Spring Summer Autumn-Winter	Pastel, vivid and bright colors - dark colors
Beauty-ugliness	Classic / vintage-modern
Zero size-high size	Exclusive-ordinary
Youth-old age	Now-past

Metonomi

Sun, sea, blue, bikini and straw hat are words that evoke holiday. The first question that comes to mind when it comes to holiday is whether or not you are ready for a physical appearance. Vibrant and radiant skin, a body with fine and smooth lines and a smooth skin free of hair are ideal physical appearance elements for the sea and beach season. For those who do not carry these physical elements, the summer season becomes a worrying and disturbing season. The advertising image promises that any physical defects that may prevent the enjoyment of the summer will be solved by the service provided.

Beauty Elements of The Source In Advertising

Stationary elements

Facial beauty

The advertisement is pictured from the left profile according to the young female reader whose source of advertising is in the image. With its smooth bronze skin, medium pink lips, pointed nose, long face and chin structure, it looks beautiful and attractive to the eye even if it does not fully meet today's sense of beauty. This positively contributes to advertising attractiveness.

Skin color

The young woman in the advertisement image has a bronze skin. Bronze skin creates a distinct charm because it evokes sensual feelings. It can be seen that this situation positively affects advertising attractiveness.

Body shape

The advertised young woman's body was blurred to the level of her waist and to the level of her chest, which was not fully shown. Within these limits, it can be understood from the delicate arms, elegant wrist-shaped hands and thin fingers that the woman has a thin body.

Weight and height

Since the height of the young woman in the advertisement image is not given exactly, it cannot be made clear about the height, but it can be understood that the length and thinness of the arms of the woman are tall and weak.

Variable Features***Make-up***

There is no evidence other than lipstick that the young woman in the role of advertising is a make-up. However, the skin and skin of the young woman appear to be quite healthy and remarkable. From this point of view, it can be said that the advertising image gives the target audience the message that women will have a vivid and smooth skin and skin without the need for make-up.

Clothing

There is a close relationship between clothing and perceived physical attractiveness of individuals. The pants and shirt that fit the body with the outstanding lines of the advertising source, reveal the beauty of the body and increase the attractiveness of the source.

Accessories

As mentioned before, it is a known fact that accessories affect physical perception of beauty and charm. Gold jewelry was preferred for the advertisement source in the advertisement image, and it made it look cool and referred to luxury and richness. The preferred ring earrings for Bensusan establish a connection between the past and the present in accordance with the advertising concept in terms of the indispensability of women from the early ages to the present. In the advertisement image, Soral put his ring on his thumb. The

ring attached to the thumb expresses the devotion to freedom (Kılıç; 2017: 47). Soral's neck has a key-shaped pendant. "Key means new beginnings, new insights, a symbol of the beginning of a new era and the doors that that person will open with new knowledge" (<https://www.mistikdukkani.com>). Benu Soral became the advertising face of Koton in 2019. Therefore, Benu Soral was a new beginning for Koton, who previously worked with Fahriye Evcen. As a result, Koton woman in the advertising image is portrayed as a beautiful, cool, distinguished and self-indulgent woman, and the color, shape and usage of the jewelry used support this situation.

Body Language, Tone, Gesture and Mimics

The posture of the body in the advertisement, the expression of the face, the way the hands and arms are used serve the formation of beauty perception. A gentle expression on a beautiful face creates a feeling of kindness and sincerity in the environment, while an upright and relaxed posture draw the profile of a confident person standing on the ground. The beauty of the face of the advertising source in the examined advertising image and the shape of the body along with the shape it takes, increases the attractiveness of advertising by creating a self-confident, cool and noble woman image.

The Semiological Analysis of the Diamond Health Group "Advertisement in the March 2019 Issue of Mag Magazine



Image 2. Diamond Health Group Advertisement

Visual expression of advertising

The advertisement on page 297 of the March issue of 2019 was painted by a sea. There is no living space in the advertising image. The sea and sky shown as background are blurred. The focus of the advertising image is a young woman as the source of the message. Young woman wearing a pink straw hat and smiling. It is thought to support the hat from the back with his left hand, which is not fully shown, while holding it at one end of the hat with the help of the thumb and index fingers in his right hand. Young woman dressed in a white bikini top. The cut from the chest level of the young woman to her waist is blurred by a white color layer. The woman is not seen below the waist. The model is pictured from the side profile on the left edge of the advertising image according to the reader. The woman looks quite smooth and aesthetic. As seen from the side profile, she closed her eyes for happiness and showed a smile that left her teeth exposed. Dark hair has a natural appearance and has been left scattered. The open air in the back fund is spacious and the blue color that dominates the advertising image provides inner openness. The articles are in the upper right corner of the page. The articles which are shown in bold blue color and bold have the information of the advertiser and the kinds of services provided. This information is exactly at the level of the woman's head and elbow. On the lower left side of the advertising image are the brand's contact information and on the right side the slogan and campaign information.

Table 2. Semiotic Analysis of Diamond Health Group Advertisement

Sign	Signifier	Signified
Human	Women	Beauty, charm
Image	Body, Skin	Perfection, delicacy, smoothness, vitality
Clothes	Bikini	Delicacy, self-confidence, sexiness
Color	White, pink, blue	Purity, naturalness, vitality, freedom
Environment	Seaside	Holiday, crowd, attention
Season	Summer	Hot, sea, bikini flawless body

Meaning of indicators

The idea that women should be beautiful from past to present has been dominant in societies. The beauties of women were graded and the characteristics of the perfect beauties were determined. These qualities include lively and beautiful skin and a slender and shaped body, as well as the need for female skin to be hairless and smooth. In fact, the necessity of women to be hairless, clean body and well-groomed has become a social norm. For this reason, women may feel more anxious in terms of external appearance, especially in the summer months when low-cut clothes are preferred, as well as wearing bikinis and swimsuits.

Advertising is the epilation of a health care facility. This advertising is made to describe the provision of services for women, such as regional slimming and skin treatments. “Are you ready for summer”? The brand, which refers to women's concerns with the question of the summer, tried to raise awareness by directing women to an internal assessment in terms of their skin structure, excess weight and hair. It can be said that an ideal female profile is shown in the advertisement image and if they receive the services, it is desired to create a perception that the target audience will be like her. The advertising source in the advertising image is a color that shows the preferred white bikini lines for the young woman and contrasts with the black feathers, thus showing the defect most easily. However, this color symbolizes purity, cleanliness and freshness.

Index- Syntax

Beautiful ugly Open-secret / hidden

Weak-overweight Brave timid

Shiny-pale Happy – Worried

Hairless-hairy Free – restricted

Jagged- smooth

Metonomi

Sun, sea, blue, bikini and straw hat are words that evoke holiday. The first question that comes to mind when it comes to holiday is whether or not you are ready for a physical appearance. Vibrant and radiant skin, a body with fine and smooth lines and a smooth skin free of hair are ideal physical appearance elements for the sea and the beach season. For those who do not carry these physical elements, the summer season becomes a worrying and

disturbing season. The advertisement image promises that any physical defects that may prevent the enjoyment of the summer will be solved by the service provided.

Beauty Elements Of The Source In Advertising

Stationary elements

Facial beauty

The young woman, who is the source of advertising in the advertisement image, is pictured from the left profile according to the reader. With its smooth bronze skin, medium pink lips, pointed nose, long face and chin structure, it looks beautiful and attractive to the eye even if it does not fully meet today's sense of beauty. This positively contributes to advertising attractiveness.

Skin color

The young woman in the advertisement image has a bronze skin. Bronze skin creates a distinct charm because it evokes sensual feelings. It can be seen that this situation positively affects advertising attractiveness.

Body shape

The body of the young woman in the ad is not shown exactly. It is given by blurring the waist up to the waist level of the woman's chest. Within these limits, it can be understood from the delicate arms, elegant wrist-shaped hands and thin fingers that the woman has a thin body.

Weight And Height

Since the height of the young woman in the advertisement image is not given exactly, there is no clear interpretation about her height. However, the length and thinness of the woman's arms can be understood to be tall and thin.

Variable Features

Make-up

There is no evidence other than lipstick that the young woman in the role of advertising is a make-up. However, the skin and skin of the young woman appear to be quite healthy and remarkable. From this point of view, it can be said that the advertising image gives the target audience the message that women will have a vivid and smooth skin and skin without the need for make-up.

Clothing

The young woman in the advertisement image preferred clothes for this environment because she was in summer and at the seaside. Wearing a white bikini and wearing a pink straw hat, the advertising source has a beautiful appearance and attractive appearance within this concept. Choosing white for a garment requires courage and self-confidence because white is a color that easily reveals body imperfections. However, the young woman in the advertising image has become impeccable with her services and can easily choose a white bikini.

Accessories

The message source in the advertising image is that the young woman has no accessories other than a straw summer hat. Accessories in general support the beauty of women. However, the use of hats can serve different purposes. Sometimes it can be preferred as a suitable complement to a stylish outfit. Sometimes it is preferable to avoid recognition or to conceal defects in the face or hair. Generally, hats are used to protect from cold in winter and from the sun in summer. The straw hat used by the young woman in the advertising image is not used for concealment, defect closure, but is used for protection from the sun completely. Because the skin of the young woman is lively, sparkling and smooth. In addition, the pink color of the hat indicates that it is desired to draw attention rather than to be hidden. As a result, the young woman in the advertising image enhances the attractiveness of advertising by giving a very cool and confident look with her pink hat.

The Semiological Analysis of the Advertising of “Parr Jewellery” Brand in Mag Magazine's January 2019 Issue

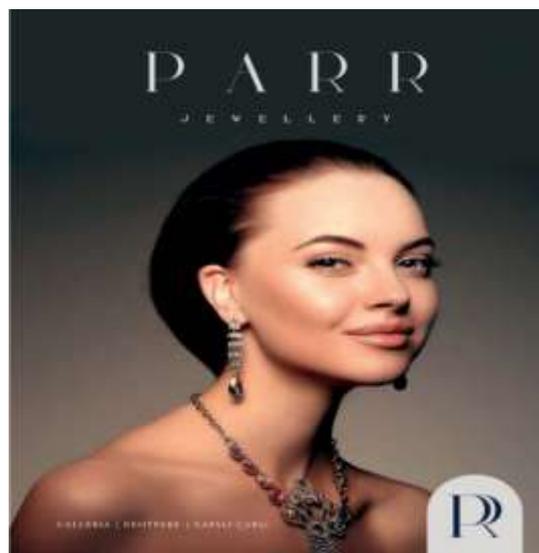


Image 3. Parr Jewellery Advertisement

Visual expression of advertising

In January 2019, the advertisement on page 79 of Mag magazine was prepared for a jewelry brand. The focus of the advertisement is a late, beautiful and charming woman as the source of the advertisement. The advertisement image covers the woman's head and neck, and the neck and shoulders of the young woman are open. Apart from a set of earrings and necklaces, there is no sign of clothing. This situation has brought to the fore that the advertisement is a jewelry advertisement. The young woman, whose hair is gathered to bring her ears and neck to the forefront, has a smile of happiness on her face. The background is selected as dark, which makes the image of the young woman more prominent. The name of the brand is located in the upper middle of the advertising image. In the lower right part of the image, the logo of the brand is displayed in black on the white background and in the lower left part the information about the places where the brand is located is given.

Semiological Analysis

Table 3. Semiotic Analysis of Parr Jewellery Advertisement

Sign	Signifier	Signified
Human	Woman	Beauty, elegance, fondness of jewelry
Accessory	Earrings, necklace	Luxury, wealth
Gestures	Smile	Happiness, satisfaction
Face	Phrase	Satisfaction

Meaning Of Indicators

Jewelry is usually designed for women. For this reason, the advertising source that will present the jewelry should be a woman who can describe her target audience and potential buyers. Therefore, the source of the message in the advertising image has been carefully selected by the woman. Natural beauty has been preserved by choosing a simple makeup for the young woman. The woman's facial features, skin structure, skin color, eyes and ears look so beautiful that they can be said to be perfect in the jewelry that the woman uses. Jewelry does not only support women's beauty, but also represents the social status and economic

power. It was explained that Perr brand jewelers are the choice of women who are both beautiful and economically strong with the advertisement image.

Index- Syntax

Light-Dark

Beautiful ugly

Flashy-simple

Natural-Artificial

Luxury -Simple

Metonomi

When the workmanship is considered more important than the product in the designs of the jewelry, the design of the product is considered important. When the construction of the product comes to the forefront, the material of the product is considered important. (Harbelioglu, 2016: 77). This advertisement draws attention to jewelry that can be considered important both in design and material. It is immediately understood that the non-ordinary earrings and necklace are not ordinary in terms of the material used. Parr jewelry is a luxury jewelry brand that brings together special and rare jewelry types with the motto "Diamond is precious but the style is priceless". Parr's products are made of precious stones such as rubies, emeralds and diamonds on gold (<https://www.magdergi.com>). The source of advertising is the ruby emerald and the like values of stones. The youth and beauty of the woman in the advertisement image made her valuable. But the jewelry he used, besides the value of youth and beauty, made him a style and made him invaluable.

Beauty Elements Of The Source In Advertising

Stationary elements

Facial beauty

Broad-forehead, vivid and smooth skin and complexion, full lips, prominent cheekbones, small chin, big blue eyes, inking nose, curling eyelashes, smooth ears, shaped eyebrows and dark shiny hair, the source of the message young woman today's facial beauty concept fully represents.

Skin color

The young woman, who is a brunette close to the bronze skin, enhances her advertising appeal by looking quite beautiful and attractive with her smooth skin.

Body shape

Since the advertisement image does not reflect the whole body of the message source, it cannot be concluded that the young woman has a smooth body shape from the head to the neck.

Weight And Height

Since the advertisement image does not reflect the whole body of the message source, it can be understood that the young woman is weak from the head to the back, although no definite interpretation can be made.

Variable Features***Make-up***

The young woman who is the source of advertising is almost without makeup. With the help of mascara, the woman's skin looks naturally vivid, her eyelashes and glances have been made remarkable, this part has been emphasized with the illuminator used on the cheekbones and the lips have been brought to the fore with a lip-colored lipstick without curling its natural beauty. As a result, with the help of natural make-up, the beauty of the advertising source has been supported, which has made a positive contribution to advertising attractiveness.

Clothing

There is no evidence of clothing in the displayed area of the message source. In the woman whose neck and shoulders are pictured naked, the attention of the readers was directed directly to the jewelry by not using the detail of the clothes. It can be said that this situation contributes to the advertising message to be delivered more effectively by preventing the advertisement from passing in front of the product.

Accessories

The message source in the advertisement image is the earring and necklace adorned with precious stones. In terms of design and the metals and precious stones used, the jewelry has made the young woman stylish and referred to luxury and wealth. The necklace and earrings

covered with such precious stones are presented to the consumer in the company of a beautiful woman.

Body language, tone, gesture and mimics

The posture of the young woman in the advertising image is reminiscent of the bust, which is called an art product that includes head, chest and sometimes shoulders in sculpture. Since the ancient ages of gods and goddesses such as mythological elements and beauty, courage, leadership in various aspects such as prominent people have been busts. The beauty and perfection of the woman in the advertising image seem to have come from the hands of a sculptor. This presentation has made the advertising image even more attractive

Results and Discussion

It uses a variety of methods to increase the impact of advertising on consumers. Advertising attractiveness is one of those methods that increases the advertising effect power on the consumer. Advertising attractiveness is used to attract the attention and attention of consumers and to influence their logic and feelings. Advertising attractiveness generally consists of two categories, rational and emotional. Rational appeal addresses the logic of the consumer. Emotional appeal caters to the feelings of consumers. Beauty attractiveness falls within the category of emotional attractiveness. Beauty attractiveness is mostly used in cosmetics, fashion industry. There are also other uses. Because beauty has been an element that can affect people in every period of history. It is used in the advertising sector that attracts attention of the beautiful and creates positive emotions in people. In particular, beautiful women were used in advertising. There is the idea that advertising sells beauty. The advertising industry has used beautiful women as a message source in advertising. Beautiful women are trying to be persuaded to buy consumers.

In this study, the hypothesis that the inclusion of female beauty in advertising positively affect advertising attractiveness was considered. For this purpose, three advertisements in Elle and Mag magazines were chosen as examples. Semiotic analysis was applied to these ads. As a result of the analysis, it has been concluded that the use of beauty attractiveness in advertising through the beauty of women positively affects advertising attractiveness. Thus, the hypothesis of the study was confirmed.

Suggestions

The effect of beauty on advertising has been studied less in Turkey. The contribution of beauty to advertising should be better explained. Therefore, in subsequent studies, the effects of the use of beauty appeal in advertising can be investigated.

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