ABSTRACT

Murnadiputra, Fariz F. *The Comparison of the Modes Used in TV Advertisements for Males and Females: A Case Study on Pond's Advertising*. Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga Surabaya.

Commercial advertisements are produced to persuade people to buy certain products. The message of the advertisement consists of two modes which can be categorized into linguistic features and non-linguistic features. This research is aimed to determine the similarities and differences in the use of multimodality in males and females commercial advertisement. The advertisements analyzed in this research are *Pond's Men Energy Charge Face Wash* and *Pond's White Beauty Lightening Facial Foam.* The theory used is the multimodality concept by Kress and van Leeuwen (2006) and language and gender by Lakoff (1975). The result of this research in linguistic features, both advertisements used different specific words in the advertisement. The specific words of males are *Pond's, Energi, Charge, Cerah* and *Wajah* and it indicating as a battery because of the activity male has. For the specific words of females are *Pond's, Sel, Kulit* and *Merona* and indicating as women face. As for the non-linguistic features both advertisement used different kind of type of shots, colors and gestures to indicating the gender difference in the advertisements. Male used long shots, female used close ups and medium shots. For colors male more colorful than female advertisement, the most frequent color is black is for male and white for female.

Keywords: *Commercial advertisements, multimodality, language and gender.*