

Roles of English in Facial Cosmetic Advertisement in Thai Magazines

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Advertisement is one of the communication tools that product owners commonly produce to persuade potential customers to buy their products. To do so, the use of language in advertisement can be crucial. Not only to convey messages to customers, but also to play some other roles. In this globalization era, English is very influential worldwide and thus it can be a usual choice for advertisement. The inclusion of English in advertisement might not be necessary in terms of meaning transfer when the target audience do not truly use the language. However, it can be observed that in a non-English speaking country like Thailand, English regularly appears along with the local language, Thai, in print advertisement, even for Thai products. To understand more about the roles of English in print advertisement in Thailand, this study analyses the language use in 100 facial cosmetic advertisements available in Thai magazines. The findings reveal that English is not really used for presenting meaning. In fact, it functions as a tool for getting attention, enhancing product's image and value, and denoting modernization.

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