



The 15th National and International Conference

"Global Goals, Local Actions: Looking Back and Moving Forward 2022"

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essential factor for being able to contact other nations in terms of making use of their experience in different fields of knowledge (Elbiet & Shareef, 2018). In other words, the role of English language in career advancement is undeniable in the globalization (Clement & Murugavel, 2018). conducted a study that the role of the English language in career advancement in this era of globalization is undeniable. So mastering English can help us thrive in different aspects of life.

As we have seen its vital role in education, workplace and international communication, learners of English often found problems in writing. Boonyarattanasoontorn (2017), for example, investigated the difficulties in English writing made by Thai university students. The results confirm that Thai university students rated grammar as the most problematic issue. When considering writing advertisement English, non-native speakers of English may find it is very difficult because there are many modified and persuasive words to describe the products or services (Pelclová, 2018). One of their modified and persuasive language patterns is participle. In this sense, Participle has been defined in many forms and usage depending on perspectives of researchers (Gu, 2020). However, there are some angles on varieties of English participles in online skincare advertisements that have not been studied yet. As language learners, it is very interesting to investigate the advertising texts aiming to build more understanding and using the English Participles effectively in the product advertising strategy improvement.

Review of Related Literature

One of the problems may come from the complex structures when English learners deal with grammatical functions (Yang, 2022) and limited vocabulary size. For example, English language learners have difficulty in using participles. In terms of advertising, for non-native speakers of English like us, it is very difficult how to write persuasive in English. The catchy words should attract the customers' attention and describe commercial products (Linghong, 2006). This paper, therefore, aims to investigate the patterns of participles in online advertisements. To understand how to identify English participles, this section below describes its definition and two types of participles.



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1. Definition of participle

The term "participle" was introduced by the founders of the Stoic school. As a special part of speech (Ibragimova, 2020). English participle is often classified into present (-ing) and past (-ed) forms. These words were generally restricted to non-finite forms of a verb than the infinitive (Crystal, 1992, as cited in Cao, 2013).

1.1 Present Participle

The form of -ing is called the present participle. In today's English, gerund and present participle are derived from one and the same linguistic form the -ing (Duffley, 2006 as cited in Cao, 2013). The present participle acting as a free adjunct that modifies the main clause can have a noun or a pronoun in a position in front of it (Vidova, 2021). The form of -ing or present participle is used in the following three English constructions out of the other five ones, Lawler (2014): 1) as the next verb form after the "be" of the continuous or progressive aspect. 2) in adjectival clauses modifying noun phrases, which is equivalent to relative clause constructions. 3) as the head of an adverbial clause, often introduced by a subordinating conjunction, and usually without a subject; it can take "have" to indicate it happened in the past.

1.2 Past Participle

Laela (2016) stated that not all of these participles are formed in the same way, so they require a little more attention than the present participle. Some are the same as the past tense, but others are different. The past participle which can be used in both active and passive voices is commonly used in the following English constructions (Cao, 2013): 1) forming the perfect tense. 2) forming the passive voice. 3) modifying a noun, with active senses: *the fallen leaves*. 4) modifying a noun, with passive sense: *the injured worker*. 5) modifying a verb or sentence, with passive sense: *Given more time, we could have done it better*.

Objectives

The research objectives are listed in the following:

1. To analyze descriptive data for skincare advertisement texts.
2. To survey the frequency of English participles used in online skincare advertisements.



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Scope

This study focuses on the analysis of English participles as pre-modifier used in online skincare advertisements from 3 websites: All Beauty, ASOS and BeautyBay.

Methodology

1. Survey popular brands of skincare from 3 websites. The ranking used in this study was based on “*Best online beauty stores for make-up and skincare saviours*” (Young, 2021). The Independent is a British online newspaper which ranks 27 websites, as can be seen in Table 1.

Table 1 Best online beauty stores for make-up and skincare saviours by Sarah Young

<i>Best online beauty stores for make-up and skincare saviours</i>	
1. All Beauty	15. House of Fraser
2. ASOS	16. Look Fantastic
3. Beauty Bay	17. Love Lula
4. Beauty Pie	18. Lush
5. Benefit Cosmetics	19. Mac Cosmetics
6. Birchbox	20. Marks & Spencer
7. Boots	21. Net-a-Porter
8. Charlotte Tilbury	22. & Other Stories
9. Cult Beauty	23. Selfridges
10. Escentual	24. Space NK
11. Feel Unique	25. Superdrug
12. Fenty Beauty	26. The Body Shop
13. Glossier	27. Too Faced
14. Glossybox	



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2. Collect 1,020 advertisement texts from top-three websites.
3. Categorize data into 5 types of skincare products — cleanser, toner, serum, moisturizer and sunscreen by using Microsoft Excel.
4. Identify participles on each advertising text by using Microsoft Excel.
5. Classify both types of participles: present and past participles.
6. Summarizing frequency of participle.
7. Analyze language patterns by using AntConc (text analysis program) and identify English parts-of-speech by using TagAnt (tagging program)
8. Identify frequency of participle.
9. Summarize and report the results.

Results and Discussion

Descriptive data for skincare advertisement texts

Table 2 presents an overview of data used in this study, derived from 1,020 skincare advertising texts. The word tokens or the total number of words were 63,786 words, consisting of 3,775 different word types. There were 41,834 content words, 23,001 function words, and 2,388 instances of participles.

Table 2 Descriptive data for skincare advertisement texts

	Total No.
Texts	1,020
Word tokens	63,786
Word types	3,775
Content words	41,834
Function words	23,001
Instances of participles	2,388



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Frequency of English participles

1. Frequency of participles in each text

These results show 2,388 participles derived from 1,020 advertising texts. The highest frequency of participles was 10, found only in one advertising text. The least frequency of participles was found in 341 advertising texts, as can be seen in Table 3.

Table 3 Frequency of participles in each text

Freq.	No. of texts	Freq.	No. of texts
1	341	6	31
2	340	7	6
3	187	8	6
4	98	9	1
5	35	10	1
		Total	1,020

2. Frequency of participle types

The results report that there were 1,754 present participles and 364 past participles. The total number of the present participle was higher than the total number of the past participle, as shown in Table 4.



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4. Frequency of past participle (V-ed)

Table 6 reports 634 past participles in skincare advertising texts, showing that the highest frequencies concerned base (38, 15.70%), irritate (31, 12.81%) and advance (27, 12.81%), respectively

Table 6 Frequency of top 10 verb used of past participle (V-ed)

No.	Verb Used	Frequency	Proportion (%)
1	base	38	15.70
2	irritate	31	12.81
3	advance	27	11.16
4	tire	23	9.50
5	tint	22	9.09
6	unsing	22	9.09
7	dehydrate	21	8.68
8	infuse	20	8.26
9	cleanse	19	7.85
10	concentrate	19	7.85

Discussion and Conclusion

In addition to product descriptions, English participle plays a vital role in online advertisement. This paper investigated participles used in the specific advertisement texts so as to develop writing ability of the learners. The results of the study have found 1,754 present participles. The top-three categories were hydrate, cleanse, and moisturize. The total number



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of present participles was higher than the total number of past participles used in advertising texts. For past participles, there were 634 past participles in skincare advertising texts. The results of the study were consistent with Granger, et al. (1997), describing that non-finites and in particular participle clauses were found to figure prominently in some registers of English, notably narrative and academic writing in terms of stylistic features. In other words, this paper reported English participles and examples which were used frequently in online skincare advertising texts. The implications of the study may be useful for English language learners' perceptions in acquiring both reading and writing skills on writing business advertisement. The frequency existence of English participles found in the specific text of the study is the guideline for practicing language skills and beneficial for language learners as an advertising lexicon and a glossary of advertising terms on skincare.

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