

RESEARCH ARTICLE

An Analysis the Popularity of Consuming Men in Chinese Cosmetics Advertisement

Yuxin Li

School of English for International Business, Guangdong University of Foreign Studies, Guangzhou, China.

Abstract: In the recent years, a phenomenon of “Consuming Men” gets more and more popular, for instance, in the year of 2019, there are 24 cosmetics companies whose target customers are female group signing contract with male stars to boost their sales volume. This presence takes place in today’s world for explainable reasons. Objective: In this article, the author illustrates this phenomenon from the theory of somaesthetics, feminism and symbolization. Methods: To achieve this research goal, the author takes a case study analysis of two cosmetic advertisement to explore the behind the reasons for this phenomenon. Results: The results shows that in female cosmetics advertisements, men’s images are always symbolized to cater to women consumers for the reason that the powers of body, women and media have a great effect on consumer society. Conclusion: In the consumer society, the significance of body couldn’t be ignored anymore. Loads of cosmetics industries realized this point and were rewarded huge profits. However, according to somaesthetics, as long as the relation of “seeing” and “being seen” exists, no matter whose party is despised or taken advantage of, equality will never be reached, which is not good for the balance of the whole society.

Keywords: *Consuming Men, Symbolization, somaesthetics, feminism.*

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Introduction

Two decades after the introduction of reform and opening up, people’s standard of living has been improved and Chinese society has experienced the accumulation of wealth and, which indicates a promising future of this nation. However, being confronted with the risk of overcapacity, new requirements are generated to promote the consumption. Thus, the concept of consumer society comes to people’ mind and gradually consumption grows into the leading motivation and ultimate goal for production. As a matter of fact, in this new age, value and the process of production are endowed with contemporary

implication which is intimately related to culture. In the past time of production-oriented civilization, with the social principal contradiction of the unbalance between people’s ever-growing demand for goods or services and the backward social productive forces, technology is utilized to make the most of limited resources and speed up the manufacturing rate in China. Nowadays, people are not likely to be satisfied with the result of consumption that meets the basic needs, the intention of consumption turns to something more ambitious. They appeal to higher level

of brand culture and the longing for a contentment of aesthetics. Taking clothes for example, the function of keeping body warm is seen as elemental, what determines consumer's final decision is concerned with people's identification constructed by the connotation that is represented by the goods itself. It suddenly strikes to people that a post-modern society is taking shape and only a more open mode of thinking could spot the essential secret of surviving in this consumer society.

Conservatively speaking, pursuit of higher productivity may still keep the company or organization operating for a period of time, while symbolizing consumption can truly exist as the core competence and sets an anchor in this fast-moving era.

Then how to draw the consumer's attention positioning in a world of dazzling commodity? That's from where the advertising is created. Advertisement, as a major method of publicity, takes a key role in the promotion of commodity. First and foremost, being the most impressive approach of information medium, advertising is competent to spread the value, specialty, functions and purchasing channel of goods or services in a fastest and widest way.

Besides, given that one of the objectives in the post-modern society is to encourage consumption, advertising provides a platform for suppliers to invent consumers' new needs and induce them to realize identification during the using of certain products.

With the background of people's recognition in Somaesthetics, female cosmetics industry has witnessed a sharp increase in the past 20 years and a promising future still unfolds ahead in China. At most cases, female stars are popularly invited to give an endorsement owing to the fact that consumers are likely to connect the beauty of those stars with the efficacy of the product spontaneously.

However, a trend of sending invitations to male stars in the promotion of cosmetics has become prominent in recent years, which turn out to be a successful strategy. It is estimated that 24 brands have signed a contract with male stars to boost sales volume in the year of 2019.

It is summarized that popular male stars between the age of 20 to 30 who are usually referred as "Fresh Meat" (handsome young boy) is deeply appreciated by cosmetics industry which actually targets consumers from female group. This phenomenon points out the tendency of "Consuming Men" in the consumer society. As a result, hot discussion about it is conducted around the whole society and it inspires people to explore the reasons behind it.

In the recent ten years, with the popularity of male's body being consumed in media, researchers develop an interest in the reason and causes for this "wonder" in consumer society. Generally speaking, articles on this topic are mostly written from several perspectives such as feminism, marketing, somaesthetics, discipline and also semiotics.

For feminism, there are two directions, one being that the phenomenon of "Consuming Men" is a signal of women's power or stance in the society [1-4] and the criticizing of the first point view [5-6]. Secondly, another group of research discusses about the relation between "Consuming Men" and marketing and also these researches stress the outside circumstance of consumer society [7-10].

Thirdly, considering that the consuming men is largely directed to men's body, theory of somaesthetics is used to illustrate this occurrence [2,-11]. Also, there are some people considering men's body consumption as symbol thus explaining it in semiotics. Lastly, two articles refer to the "discipline" of men's body in this consumer society which implies the truth that women's perceptions

and viewpoints in this society partly leads to this tendency [12-13].

For L' Oreal Paris, researchers in China consider it as a successful example of marketing. Hence, among those analysis, a large part are conducted with the theory of marketing and usually from the perspective of Intercultural Communication given that its multinationalism [14-17].

However, no research on L'Occitane has been done maybe it is because that this company entered Chinese market in 2005 and the marketing strategies have no difference from other cosmetics brands, according to the author's assumption.

L'Oreal Paris (ad.1) and L'Occitane's (ad. 2) marketing actions of choosing Chinese popular star Zhu Yilong share some similarity and both bring unexpected results. Also, few explorations has been carried out focusing on the factors of "Consuming Men" about these two advertisements. The author tries to fill this gap in this article.

Objective

In this study, the author picks advertisements of two cosmetics products from L' Oreal Paris and L' Occitane in which Chinese popular star Zhu Yilong speaks for them. In most cases, stars are not permitted to publicize for two similar commodities but L' Oreal is featured as make-ups while L' Occitane's aims to focus on face and body care.

By researching these two advertisements, the author will firstly analyze the process of the symbolization of the popular male star in advertisement by giving a description about the images of male in female cosmetics. And then, an investigation from the perspective of somaesthetics, marketing of fan economy and feminism in consumer society will be demonstrated. After this research, three questions will be answered:

- What are the features of male's image in

cosmetics advertisement?

- How does the body of male is symbolized in post-modern society?
- For what reason does this phenomenon exist?

Methods

Somaesthetics

The fashion of somaesthetics results from the change of people's attitude towards body in consumer society. To be specific, in consumer society, culture represents body culture, economy refers to body economy and also aesthetics equals somaesthetics. Body gains more and more attention and the consuming value of body becomes people's pursuit, which existing as a wonder in social background and deserves researcher's exploration. In this part, the author will encapsulate the association between somaesthetics and the social context and then explain the aestheticization of body in advertisement from the perspective of "seeing and being seen".

- The effect of Modernity and Desanctification

One of the most apparent characteristics of modern society is the mitigation of constraints and limitation from religion towards people [18]. This relief gives people the opportunity to free their bodies and from which people can actually see the value of body. As a matter fact, behaviour to some degree could reflect people's ideology in a certain period of time.

For instance, in ancient China, people's clothes are designed in a very complicated way with those decorations and accessories, which indicates that the feudalism of ancient Chinese society rigidly governs people and country. Nowadays, with the unfolding of modernity in different areas, the desanctification of the social context have been exacerbated [18].

The world develops into a people-oriented model and personal feelings obtain much more concern and respect than any other time in the history.

- Variation of Philosophy and Sociological Theory

In the point view of scholars from classical philosophy and sociology, binary method used in body research is preferred. Though body itself isn't totally neglected, it is just considered as a existence of abstract rather than being a entity. To be specific, a truth which is ignored by them says that our body is able to feel things by tasting, smelling and touching. By contrast, researchers of Current Sociology hold that body's embodiment plays a key rule when speaking of interpreting human behaviour and the functioning of society [18].

- Alteration of Economic Structures

Except from the changes in culture, alteration of economic structure has every reason to get people's attention. With the coming of consumer society, the third industry experiences an enormous advancement and there is a tendency that consumers are willing to spend money and time on service industry. This kind of situation happens mostly in big cities where culture and economy are more likely to be circled around "body".

Just name a few of them: industries concerned with exploring body potentials, managing the shape of body, beautifying body appearance, keeping and caring body in a good state, demonstrating body and even using body. In consumer society, the manifestation of their body helps people to construct self-identification, which makes the fact that huge investment is made in beauty industry unsurprising. To prove this, it is evaluated that "Face Score Economy" is becoming one of the major tendencies of consumption, which enumerates that the average time spent by women in skin care is 28 minutes in China.

In the last part, the reasons why aesthetics of human body is highlighted in consumer society are given. Once the activity of aesthetics is set, there must be a party of "seeing" and the other one of "being seen". Normally speaking, the interaction of seeing and being seen happens at the same time considering the reversibility of light.

However, when coming to the environment of advertisement, the group of audience will be given time and space to observe the other party in a comprehensive way while whoever in the position of this particular performance will have no idea about the audience's image, which causes the certainly of inequality.

Feminism

The Feminist Movement has started from 1791 when Olympe de Gouges announced the "*Declaration of the Rights of Woman*". Since then, feminism experiences continuous and diverse progress with the influence of feminist movements and develops into several different schools of theory: liberal feminism, radical feminism, cultural feminism, Marxist feminism, ecofeminism and post-feminist.

Those feminist theories, established in the background of different cultural context and combined with other theoretical perspectives, intend to discuss and explain the core issues about the rights of women. Despite all those variations, those theories share one common goal to reject all the inequality in the relationship of men and women and achieve the balance of human rights by reforming some social rules or norms.

Symbolization

According to Saussure, the symbol system of language contains two concepts: the signifier and the signified. In fact, there is no fixed relation between these two notions. And the reason why the so-called meaning of these symbols (of language or other systems) could be apprehended is that those interpretations

are from some “social norms or regulations” being shared by everyone. Nowadays, it has become a new tendency to consider the problem of body consumption from the theory of symbolization because body itself is like a text which is covered with loads of symbols.

In consumer society, the connotation of these symbols is not certain or stable, which is for the reason that those meaning are constructed by people in an arbitrary way. Once those meaning are constructed successfully, consumer could find their own identification during the process of consuming.

Results

The Symbolization of Zhu’s Image in Cosmetics Advertisement

- Face and Hairstyle

In these two advertisements, generally speaking, Zhu shows a temperament of femininity, which is a common tendency shared by those popular young male stars. The photographer gives some close-up shots to the character especially of the face and his hair. For the aspect of facial features, although being in the age of 31, Zhu’s face has no sign of skin problems. Not like other men in reality who are usually troubled with skin issues such as clogged pores, blackheads and pimples, Zhu’s skin is pale and delicate and looks moist and glossy under the shield of soft light. Even there is no light of pores around his skin with the effect of Filter, which makes him equal or even better than some women star’s state.

Also, Zhu’s eyelash is highlighted in ad.1 considering that his fan group like it very much for few people could have this kind of dense and curly eyelash. Zhu’s hairstyle in ad.1, being fluffy and well-shaped, don’t have much difference with his other photos on internet.

- Dress Collocation

In ad.1, Zhu wears a white suit without a

speck of dirt, which perfectly matches the color of his skin and makes her body figure look slender. While in ad.2, some variation is spotted that he changes into a set of casual clothing with black pants, dark-blue sweater and white sports shoes in a informal manner.

- Physical gestures and facial impressions

The proper physical gestures and facial impressions could help shorten the distance with audience thus Zhu’s gestures are well-designed in these two advertisements. Firstly, for physical gestures, in ad.1, he uses some property and makes some moves of his body to match the flowing of pictures. And in ad.2, he changes several different positions like sitting, walking, jumping, which creates a relaxing and easy atmosphere.

Secondly, Zhu’s facial impressions also plays an important part in these two advertisements. It could be easily noticed that Zhu’s eye light towards the products is firm and serious but is soft and tender to the virtual audience and potential consumers. Besides, the strategy of smiling is quite often wielded in advertisement.

The Symbolization of Zhu’s Images

- Friend

From these two advertisements, a conclusion could be drawn is that Zhu doesn’t act as an actor or a sales person but plays a role of friend or even boyfriend. For instance, in ad.2, he is always like a friend who reminds you to take care of yourself at any time of the day. In the morning, you may be sitting in front your working desk with your fingers tipping the keyboards.

Being affected by the radiation from the computer, it is very easy for your hands to get drier and looks bad. At that time, Zhu, as your protector, gives you the hand cream of L’Occitane whose main function is to keep your hands delicate and moist in the aid of shea nuts essence. In the evening, after a long-day rushing about, you must feel exhausted and your body will be stiff and

moistureless because of the dry climate of winter. It is just the time that you need someone to cope with your body caring problems when Zhu comes to your side, and hands you a jarful of scrub cream and a bottle of body lotion to make you relaxed.

As a result of Zhu's acting as a friend, the consumers are very likely to link the thoughtfulness of this particular "friend" to the quality of the product. While you are doing skin caring in the morning or at night, this product may let you feel the love from him.

- Professional

Sometimes, it is not enough to persuade the rational consumers just by being a friend who would like to take care of you. They anticipate for a type of goods with real values so it's significant to let the character to display the core competence of the product in the advertisement. Zhu's deduction in ad.1 achieves this purpose by being not a friend but a professional. He constructs an identity of quality inspector by taking on the white suit and holding a ruler that signifies the constraints and regulations of the process of production. While the eyes cream is coming out from the assembly line, Zhu pays attention to the quality of them and uses the ruler to measure some parameters from time to time to guarantee every one of them pass the test and could work well.

Zhu's role as a professional quality inspector makes a objective connection between the consumers and the supplier. It tells the virtual audience that this eyes cream is authorized by a third party and this third party not only keeps an eye on the production process for them but also looks young and attractive probably by using this product himself.

Reasons and Causes for the Symbolization of Zhu's Images

Some common features shared by those male stars included: young, handsome, popular

and also known by the audience for their own works (TV series, movies and songs). Actually, it has been a long time since the first male star started advertising for female cosmetics. In 1996, Japanese star Takuya Kimura received an invitation to speak for Kanebo's lipsticks and made a great success that the sales volume reached three times of the supplier's expectation. Since then, this marketing strategy has been imitated by many other brands. Apparently, this phenomenon takes place in this period of time for some reasons. In this part, the author will analyze this from three aspects.

- The Power of Body in Consumer Society

Based on the development of somaesthetics in consumer society, people more and more realize that our body contains so much value and couldn't be ignored. Hence, people don't purposely hide their own bodies from others and be ashamed of themselves any more. On the contrary, they hold a positive attitude toward body and demonstrate body's beauty and value to others with courage. In fact, the culture of consumption is partly a culture of body. The power of people's body is put into a important position in today's world.

Let's take product of L'Occitane for example, in last part, the author analyzes Zhu's images in this advertisement from face, hair to dress and gestures. All those elements and details are well-designed and the whole image of Zhu in the video has to be like or beyond what the audience or fans dream of.

Once this image makes it to connect with the audience, the consumer would feel comfortable with the advertisement and buy the product and that's one of the value or power of male's body in female cosmetics promotion.

Apparently, male's body works far better than female for this type of product and that's because the target consumer-women, are more probably attracted by men.

- The Power of Women

The presence of “consuming male’s body” in cosmetics advertisement reflects two points. On one hand, it implies that women have more economic power and take a crucial position in the economic industry. On the other hand, the relation between “seeing” and “being seen” overturns and nowadays a part of male group has to be observed and consumed by women.

For the first aspect, women have more power in society. In the traditional Chinese society, women are accessories of men and they are affiliated with their own father, husband and son. Being deprived of the rights of human and living as men’s appliance to headline the salience of them, women have no use except acting as a demonstration of men’s economic and purchasing power. In another word, they are properties of men.

However, with the development of society, women are given rights to receive education which assists them to better get to know about the world. After arming with knowledge, women’s awareness of self-dependence begins to influence their behaviors. They long for a life journey where they are given the chance to realize their own values and make some achievements to the world and society.

Thus, the traditional view of women job being “serving their husband and son at home” is broken and there are more and more women getting discourse power in the working environment. As a result, women’s consuming power experiences a upsurge which allures the suppliers to expand the women’s markets. For the second regard, women needn’t to be the only one who are detected any more. This out of balance relationship begins to deviate.

But in the history of Chinese, women are badly treated to cater to men. For example, women were forced to do foot-binding just for the reason that men like women with small feet more and that era when women are

supposed to act as men say has gone. In present, women have a say to watch and judge men. For this point, a typical case could make some complementary.

During some big event of contest show which boys are required to perform singing and dancing and whoever couldn’t get support and appreciation from the audience will be weeded out, girls take up the most part of audience and basically boys who couldn’t please them will lose the contest. To conclude, the truth is that women have more power in this consumer society than ever before thus it is unreasonable and risky for people to overlook or ignore them, which could be reflected in the advertisement of cosmetics.

The Power of Media

The author mentioned the imbalance of “seeing” and “being seen” before but then, what leads to this out-of-balance relationship? As it is known that the light is reversible so people must be seen at the time, they see others. While in consumer society, the evolution and pervasiveness of media make the process of watching possible and “watching” is gifted “meanings”.

Media offers an approach to publicizing everything to the audience and interprets all those information into images such as in magazines, advertisements, movies, TV series, fashion show and so on, which create a world full of seduction and allurements for people in consumer society.

More importantly, media facilitates the advancement of “fan economy” which grows into one of the most effective and influential marketing strategies. Chinese social network Weibo is the main battlefield where “fan economy” works.

Weibo brings lots of convenience and give the audience an access to see the world outside. One of the most typical features is that it lowers down the threshold of entering their idol’s life. Just by following your idol’s

account, you will be permitted to look through his or her homepage. Many merchants catch this advantage of social media and cooperate with popular stars to conduct advertisement on Weibo.

It maybe because female fans occupy the most in group that male stars usually are paid to speak for cosmetics. For instance, Zhu has been doing advertisements since he went popular after his stage craft was recognized by the audience and his appearances was adored by young girls between the age of 18 to 30. Not surprisingly, those promotion all make huge profits [19-22].

Conclusion

This study investigates the phenomenon of “Consuming Men” using Zhu’s two advertisements of L’Oreal Paris and L’Occitan as data from the theory of somaesthetics, feminism and fan economy, which proves that it is reasonable and explainable for the prevalence of this phenomenon in consumer society. After the research, the author makes the following observations:

First and foremost, the two targeted advertisements from L’Oreal Paris and L’Occitan describes us a prototype of men’s image in cosmetics promotion. The male stars are usually packaged from the aspect of face, skin, hair, dress and body language, which could make construct the male image of youth, beauty and success when successfully done.

Secondly, the reason why the strategies of “Consuming Men” work is that those images are symbolized. For instance, Zhu Yilong’s images are very often symbolized as potential consumer’s friend or professional, who not only is caring enough to comfort you but also are able to provide some valuable information about products.

Thirdly, “Consuming Men” exists for the power of body, women and media. Body gains

a high position in consumer society, which reminds people of the value and meaning that could be transferred by body. And the standing up of women in modern society makes sure that they have the ability to affect the tendency and strategies of the marketing in which “Consuming Men” is a successful case. Also, the above factors could play a part based on the advancement of media which offers a huge platform to guarantee the possibility of those operation.

In the consumer society, the significance of body couldn’t be ignored anymore. Loads of cosmetics industries realized this point and were rewarded huge profits. However, according to somaesthetics, as long as the relation of “seeing” and “being seen” exists, no matter whose party is despised or taken advantage of, equality will never be reached, which is not good for the balance of the whole society.

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