

Candidates must complete this page and then give this cover and their final version of the extended essay to their supervisor.

Candidate session number

Candidate name

School number

School name

Examination session (May or November)

MAY

Year

2012

Diploma Programme subject in which this extended essay is registered: ENGLISH GROUP 2

(For an extended essay in the area of languages, state the language and whether it is group 1 or group 2.)

Title of the extended essay: Chin up, Chest up: How do cosmetic surgery advertisements in the woman's magazine GLAMOUR entice people to seek physical changes?

Candidate's declaration

This declaration must be signed by the candidate; otherwise a grade may not be issued.

The extended essay I am submitting is my own work (apart from guidance allowed by the International Baccalaureate).

I have acknowledged each use of the words, graphics or ideas of another person, whether written, oral or visual.

I am aware that the word limit for all extended essays is 4000 words and that examiners are not required to read beyond this limit.

This is the final version of my extended essay.

Candidate's signature: _____

Date: 17.01.12

Supervisor's report and declaration

The supervisor must complete this report, sign the declaration and then give the final version of the extended essay, with this cover attached, to the Diploma Programme coordinator.

Name of supervisor (CAPITAL letters) _____

Please comment, as appropriate, on the candidate's performance, the context in which the candidate undertook the research for the extended essay, any difficulties encountered and how these were overcome (see page 13 of the extended essay guide). The concluding interview (viva voce) may provide useful information. These comments can help the examiner award a level for criterion K (holistic judgment). Do not comment on any adverse personal circumstances that may have affected the candidate. If the amount of time spent with the candidate was zero, you must explain this, in particular how it was then possible to authenticate the essay as the candidate's own work. You may attach an additional sheet if there is insufficient space here.

began her research early and consistently refined her focus. Her excellent work ethic benefitted her, as did her passion for the subject matter.

feels strongly about how women perceive themselves in western society and the influence that media outlets have over this perception. She approached her research with an open mind looking for links between magazine content and plastic surgery marketing.

Perhaps her greatest strength was her overall commitment to having an essay that she could be proud of. She never just wanted to finish the essay, but was always more concerned with her actual research and learning. I have been very proud to see her tackle an in-depth premise and then see it through to completion. Her organization in her research with a solid plan of how to complete goals in a timely manner has made her process an exceptionally successful one.

This declaration must be signed by the supervisor; otherwise a grade may not be issued.

I have read the final version of the extended essay that will be submitted to the examiner.

To the best of my knowledge, the extended essay is the authentic work of the candidate.

I spent hours with the candidate discussing the progress of the extended essay.

Supervisor's signature: _____

Date: 12/03/12

Assessment form (for examiner use only)

Candidate session number

Achievement level

Criteria

	Examiner 1	maximum	Examiner 2	maximum	Examiner 3
A research question	2	2		2	
B introduction	2	2		2	
C investigation	4	4		4	
D knowledge and understanding	4	4		4	
E reasoned argument	4	4		4	
F analysis and evaluation	4	4		4	
G use of subject language	4	4		4	
H conclusion	2	2		2	
I formal presentation	4	4		4	
J abstract	2	2		2	
K holistic judgment	4	4		4	
Total out of 36	36				

Name of examiner 1: _____
(CAPITAL letters)

Examiner number: _____

Name of examiner 2: _____
(CAPITAL letters)

Examiner number: _____

Name of examiner 3: _____
(CAPITAL letters)

Examiner number: _____

IB Cardiff use only: B:

IB Cardiff use only: A: 105273

Date: 15/05/12

Chin Up, Chest Up:

How do cosmetic surgery advertisements in the woman's magazine *GLAMOUR* entice people to seek physical changes?

Candidate number:

November 16, 2011

Word Count: 3876

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Abstract

UK GLAMOUR is the number one women's magazine in the United Kingdom, targeted at women aged 18-49 ("Glamour (magazine) – ArticleWorld"). The magazine informs readers of celebrity gossip, fashion trends, relationship advice, and how to feel confident. Although many messages *GLAMOUR* sends are empowering, some seem to enforce a notion of change as they suggest altering one's appearance increases male attention and feeds a need for approval. These notions create insecurities and a desire to change. Full page cosmetic surgery advertisements in the back of the magazine entice women to purchase cosmetic surgery, and the method of how they do so is investigated in this analysis. RA

The focus will be on the images and language used in cosmetic surgery advertisements to tempt women to seek physical change. Four issues of *GLAMOUR* published between August 2009 and April 2011 will be analyzed and the link between the advertisements and the contextual placement is considered in an attempt to find how *GLAMOUR* supports and conveys notions of change. The similarities found across advertising groups show how they strive to build trust between consumer and service and create the assumption that confidence, happiness, and love can be reached through physical alteration. In this essay cosmetic surgery is referred to meaning surgery that is utilized in order to improve one's appearance without there being a dysfunction present caused by accident or birth defect ("Cosmetic Surgery – definition of Cosmetic Surgery in the Medical dictionary – by the Free Online Medical Dictionary, Thesaurus and Encyclopedia"). OK

Cosmetic surgery advertisements entice women to seek physical changes through identifying a relevant market and placing ads where readers have a felt need to alter their appearance. Physically altering one's body is portrayed as a culturally acceptable and normal way to go about solving perceived problems, creating a vulnerable market of women that are persuaded to believe cosmetic surgery offers a solution. total
get

(287 words)

Section 7/16?

UK GLAMOUR is the number one woman's magazine in the United Kingdom directed at British women who seek advice on everything from love, fashion, and fitness. The magazine had 500,591 copies circulating in 2010 (Dowell, Ben). Not only does *GLAMOUR* reflect culture in the UK it also helps define it. *GLAMOUR*'s target age group is women aged 18-49 ("Glamour (magazine) - ArticleWorld") and the magazine features fashion recommendations, advice regarding men and celebrity gossip. Although much of "*Glamour* has an extremely positive and empowering message, articles about positive body image are contradicted by adverts for plastic surgery in the back pages" ("Pure Glamour: a magazine review | We Review Anything"). These cosmetic surgery advertisements are targeted at young women, intending to convince them they need to change themselves. According to a UK survey completed by 3,000 women more than two-thirds said they would have surgery in order to achieve "the perfect celebrity look", (Elliott, 60) which indicates the effect magazines like *GLAMOUR* have on women's body image. The cosmetic surgery advertisements in the back of *GLAMOUR* subtly suggests the need to alter ones physical appearance by portraying confident women with sought after attributes, and *GLAMOUR*'s content enforces this notion of change. The advertisements in the magazine convey a need to change, suggesting it results in success and happiness. How cosmetic surgery advertisements entice women to seek changes will be explored through the analysis of four issues of *UK GLAMOUR* published between August 2009 and April 2011. The reason "people turn to surgical culture in an effort to reinvent themselves and improve their life prospects" (Elliott) is influenced by the persuasive language and images used in cosmetic surgery advertisements, as well as the context they are placed. A challenge faced by all marketers is how to influence the purchase behavior of consumers in favor of the service (Belch, 111), and what better way to influence the behavior than to place advertisements towards the end of a magazine that portrays the same sought after physical attributes the ad service wished to sell.

One of the things that makes *GLAMOUR* a popular magazine is the celebrity culture it portrays, and "what helps to found celebrity culture is the desire to imitate or copy" (Elliott, 64) which cosmetic surgery ads make possible. Confident and thin celebrities are found on each cover of the four issues of *GLAMOUR*. Blake Lively, a celebrity actress admired for her appearance, models for the August 2009 cover. The caption "The sexy stomach (and bum and thighs) plan" is in line with her body which shows how *GLAMOUR* suggests changing ones

appearance could result in a body like Blake Lively's. "Men's all-new sex secrets" is another caption on the cover, which highlights the importance of having a man in your life. Combining the celebrities featured in *GLAMOUR* with cosmetic surgery advertisements promising the possibility of perfection builds a want for change as "Celebrity and aesthetic value go hand in hand"(Elliott, 65). In the July 2010 issue featuring Zoe Saldana on the cover, an article about celebrity Katie Price (a.k.a Jordan) documents the effect of changing ones appearance in order to look like a cosmetically enhanced "Jordanista". The article supports the notion of change as it mentions using "fake"(Seal, 70) beauty enhancements and provides positive grounds for wanting change stating there is "nothing unusual about the artificial"(Seal, 76). Psychologist Dr Anuradha Sayal-Bennett "agrees that it can be about needing attention... it can be appealing to be both visible and invisible at the same time... this feeds (women's) complex for approval" (qtd. in Seal, 75-76) especially in regard to men.

Multiple issues of *GLAMOUR* give advice concerning men and sex, and the article about Katie Price highlights how changing ones appearance is "enhancing (women's) sex appeal" and gets "a lot of attention from men..." (Seal, 74-76) encouraging change in order to cure low self-esteem. This article coincides with the cosmetic surgery advertisements as both convey the idea that change is necessary to be confident and attractive. Jeanette Winterson comments, "what is weird is that we don't say, "This is all totally fake and added and sprayed- we pretend it's real" (qtd. in Seal, 76). This directly relates to the cosmetic surgery ads in the back of *GLAMOUR* as many marketers use a technique called buzz marketing "whereby consumers themselves (who look like average women) are recruited to spread the message" (Belch, 151) in order to be convincing and banish skepticism. In the April 2011 issue an article in the "Men, sex & love" section discussed what guys "really think about make-up" which conveys the importance of being physically appealing to attract men. Tim Bradley comments "we'll tell you that you look beautiful-but we think you look better when you put your face on" ("What guys really think about make up", 48). This justifies a need to change ones appearance because men "think you look better" " ("What guys really think about make up", 48) after altering your appearance. The information offered in the pages of *GLAMOUR* suggests change is required to get attention from men.

The success of cosmetic surgery advertisements is due to the context in which the ad is placed as motives for purchasing have been created. Marketers explore the relationship between target consumers and the service to create effective marketing strategies, and since women who read *GLAMOUR* absorb messages the magazine sends marketers know what factors influence purchase decision (Belch, 110). Motives for undergoing cosmetic surgery are created as marketers have a platform on which they can build a want, as the magazine shapes knowledge, opinion, and conveys an accepted culture to the reader. Another advantage marketers have is the dissatisfaction readers may discover concerning their appearance. Problem recognition takes place due to the perceived need for change that the information and images in *GLAMOUR* convey, making ads enticing as they help consumers recognize problems. The language of the advertisements “initiates the subsequent decision processes...caused by difference between consumer’s *ideal state* and *actual state*” (Belch, 113) where the opinion of an ideal state and appearance is formed through the context of *GLAMOUR*. The technique of buzz marketing “whereby consumers themselves are recruited to spread the message” (Belch, 151) is useful in enticing women to seek change as the models used in cosmetic surgery ads become relatable to the reader. This is clearly utilized by all the cosmetic surgery ad companies analyzed in *GLAMOUR* as the ads depict “patients” modeling the service.

any evidence ex. amply?

Show ex. amply directly

The Hospital Group

Images and language used in advertisements play a large role in conveying messages, as does the name of a company offering their service. The Hospital Group is a prominent advertising group in all four issues analyzed of *GLAMOUR*. The Hospital Group’s use of a cherry in place of the “o” in “hospital” signifies sexuality but also virginity. The semiotic aspect of the cherry conveys innocence and youth, which is associated with The Hospital Group. In the August 2009 issue a cosmetic surgery ad for The Hospital Group takes up a full page. The name of the company alone says a lot, as the word “hospital” (The Hospital Group, 243, Appendix A) is familiar and creates a sense of legitimacy and trust. It is also associated with hygiene and safety, promoting the professionalism of the group. The Hospital group advertisement utilizes the technique of buzz marketing as “I love my new look”(The Hospital Group, 243) is a quote given from patient Kelly Simpson, who has undergone a breast enlargement and cosmetic dentistry. The quote does not convey any form of the risk, only the upside of loving the way you look. The

fact that it is still “my new look” is important as this doesn’t convey fake-ness, simply a reinvented self which is loved by the patient. This quote is enticing as it conveys the satisfaction the patient has had with the service offered, and suggests Kelly has achieved her “ideal state” (Belch, 113). Before and after pictures of Kelly are shown to help support improvements made. The before photo is small and it is unclear what her breasts and teeth looked like. The image in focus is larger and appears to be taken in a studio, where you can clearly see the whiteness of the teeth and how large her breasts are. Before and after weight loss photos are shown for another patient, and the after photo shows the patient in a wedding dress. This is important as the symbolic value of the dress sends the message of success, since the patient has found happiness and love after having surgery. It also appeals to women who read *GLAMOUR* for the advice given regarding men. It suggests being attractive and slim is required to be happy. Both women are average looking, and appear to be 20 to 30 years old, which make them identifiable to *GLAMOUR*’s target age group. The use of images containing average women suggest anyone should consider changing themselves, as it will lead to more confidence and happiness. The use of words connoting a positive experience includes “reshaping”, “uplifting” and “rejuvenation” which convey a positive form of change.

The Hospital Group’s ad in the July 2010 issue which is the same ad for January, uses words which connote a reinvented self “cosmetic surgery for a whole new you (The Hospital Group, 310, Appendix B) which is direct and personal. The need to reinvent oneself is created through reading the magazine and admiring photos of perfect celebrities who we “take as objects of knowledge” (Elliott, 65) and compare ourselves to. The word “whole” could suggest that after having cosmetic surgery one feels complete and “whole” as a person since there is no longer physical dissatisfaction. A quote from Mr. Mario Russo, Medical Director of Aesthetic Surgery is given “It is very simply our mission to provide an excellent experience and result for all our patients. My team is committed to driving industry-leading standards to really set The Hospital Group apart”(The Hospital Group, 310) and set the group apart is something the ad certainly does. Varying from The Hospital Groups other ads in *GLAMOUR*, this one doesn’t portray female patients, and instead shows a man we assume to be Mr. Mario Russo. His white lab coat accompanied by the tie and watch convey his professional character. The uniform represents good hygiene, and symbolizes a medical profession which relates to the title of the group. The use of Mr. Russo’s word “mission” conveys the importance of satisfying the client and providing

Good academic register

an “excellent experience”(The Hospital Group, 310) although in reality; cosmetic surgery is a painful procedure which few would describe as excellent. “Commitment” is a key term in this ad as it conveys trust, and confirms the group’s dedication to “set The Hospital Group apart” and provide a good experience for the client.

Furthermore, in the April 2011 issue The Hospital Groups slogan “Cosmetic Surgery with a Lifetime of Aftercare”(The Hospital Group, 368, Appendix C) gives an impression of help and comfort, and provides reassurance for those who may be cautious. The ad speaks directly to us, using the words “you” and “your” when discussing the aftercare process. The ad is assuming the reader will undergo surgery, which entices the reader as it conveys cosmetic surgery as a need. The language of the ad provides reassurance as it states “For your complete peace of mind our Lifetime Advantage Aftercare scheme allows you to show off your new look, confident in the knowledge that your cosmetic surgery aftercare requirements are covered”(The Hospital Group, 368). This appeals to clients’ dissatisfaction with current affairs, and builds trust and reassurance. The language entices readers to seek change as it makes surgery seem risk free. The image shows a model who is assumed to be a patient of the group. The expression on her face supports the symbolic value of the cherry logo as she is looking innocently yet seductively at the camera. Her body language suggests she is attempting to cover up, yet she is not clothed. The image of the model draws readers in, as her innocent expression and covered chest juxtapose the exposure of her nude figure and cosmetically enhanced body. It is assumed she has undergone surgery as her waist is small, her lips plump and her chest looks enlarged. The image promotes being sexually attractive and as the model appears to be between 20 and 30 years old, the group appeals to *GLAMOUR*’s target age group. The group creates reassurance, promising post-surgery patients will be taken good care of which builds trust. The cherry logo serves as an enticing tool, since it will be associated with the group whenever it is seen, reminding potential patients of the possibility to undergo physical change. As many women seek attention from the opposite gender this ad would most certainly appeal and entice them to seek altercations.

The Harley Medical Group

The Harley Medical Group, another major advertiser in *GLAMOUR*, has a name that conveys a safe, hygienic and medical nature that provides reassurance to the reader. In the August 2009 issue the groups headline “Cosmetic surgery confidence” (The Harley Medical

Group, 244, Appendix D) captivates reader's attention, as confidence is something many women seek. Alliteration is used to make the slogan catchy and poetic. This ad shows a patient, Hannah, but does not identify the procedures she has undergone. This is because the focus of the headline is on "cosmetic surgery confidence" (The Harley Medical Group, 244) and not the actual physical alterations. As the slogan suggests, confidence is something the model Hannah exudes. She appears a happy, healthy young woman, whose body language conveys her confidence as her shoulders are back and she is making direct eye contact with the photographer. The company offers breast, body, and facial surgery which Hannah appears to have had all three of. This confidence is "Inspired by the Harley Medical Group", which has had "cosmetic surgery excellence since 1983" (The Harley Medical Group, 244) giving the impression of an experienced group that can be trusted. According to their website they have had over 500,000 patients ("Plastic and Cosmetic Surgery UK - The Harley Medical Group."), which shows their success in enticing women to seek physical change. The ad is simple and the main message is that cosmetic surgery can provide a solution for low self-confidence. This is enticing as it suggests surgery not only helps you look better, it can make you feel better and also coincides with *GLAMOUR*'s articles that suggest change can increase physical appeal. The photo takes up the entire page, with Hannah in focus and the text framing her figure. Hannah is a white female whose flawless teeth indicate success and a higher class. The same model is used in the January 2010 issue except Hannah wears a fancy top and the background has glittery lights which conveys the theme of a New Year's Party. This supports the group's offer of a "non-surgical PARTY SKIN PACKAGE" (The Harley Medical Group, 243, Appendix E), which is in coherence with the context of the ad as the issue is from January, and New Years has just passed. The slogan of the ad is similar to the August issue and "Cosmetic Surgery Inspiring confidence in you" (The Harley Medical Group, 243) is direct and personal. It conveys a feeling of wellness and confidence, and causes the reader to appreciate the group as they are "inspiring confidence" (The Harley Medical Group, 243). Hannah poses with a hand on her hip in both ads, a pose which exudes confidence. The choice of words creates hope and emotion which Dan Hill states are "shown to play major role (as they) establish trust and overcoming fear of being sold" (qtd. in Belch, 109). Using Hannah in multiple ads is beneficial, as readers of *GLAMOUR* will recognize her, creating a sense of trust between consumer and advertiser.

Very well supported

The Harley Medical Group appeals to an international woman in the July 2010 issue as the slogan states they're "Inspiring women everywhere with cosmetic surgery" (The Harley Medical group, 311, Appendix F) and the image depicts three women who appear to have varying ethnicities. There is an African American woman and two other white women, all three of which are smiling and portraying friendship. The slogan refers to women "everywhere" being inspired by cosmetic surgery, and therefore using multi-racial women support the groups attempt to convince readers all women undergo change. This could create a felt need to conform. The women appear young and have attractive features and figures. They do not appear fake; they have a natural beauty that indicates even average women require surgery to be happy. The use of soft pastel colors, provide a calm and relaxed feel and don't draw attention away from the women's faces or the slogan of the group. The use of the word "inspiring" (The Harley Medical group, 311) could mean being inspired to making new friends, as the image shows three woman with their arms around one another. It also suggests surgery provides enough confidence to associate with other good-looking women. This ad echo's the content of *GLAMOUR*'s July 2010 issue as it was "The Women of the year issue". The ad appeals to reader's emotions, conveying a feeling of love, happiness, confidence and inspiration. It feeds our need for approval from others, and suggests cosmetic surgery will provide the confidence to make new friends and inspire success.

Likewise The Harley Medical Group's ad in the April 2011 issue suggests "Confidence that speaks for itself"(The Harley Medical Group, 370, Appendix G) which consumers are able to find "with Cosmetic Surgery at The Harley Medical Group" issue (The Harley Medical Group, 370). Confidence is the theme of this ad and is shown through the models body language. We are shown two sets of before and after pictures. The changes in the patients are enticing as they show both bodily changes as well as the "confidence" change they have undergone. Both patients have their heads held higher in the after photos and are smiling larger than in their before picture. They look happier in their "after" shots, which appear to be taken with a professional camera suggesting they could be models. Confidence is the main focus of this groups advertisements, which is clear from the slogan and the images. They personify confidence stating it "speaks for itself"(The Harley Medical Group, 370). The confidence is connected to physical attributes, and this ad suggests your looks "speak for" you. The young model appears self-assured and looks as if she is showing off her appearance. The silhouette of

her chest is accentuated, and is in line with the patients before and after photos. The alignment between the two brings the focus to the models chest. This ad entices the reader through the use of before and after pictures as they show the effectiveness of the service and conveys the “difference between consumer’s *ideal state* and *actual state*” (Belch, 113), which initiates the decision to undergo physical change.

good balance
of description
& analysis

Transform Cosmetic Surgery Group

As seen in the previous advertising groups, confidence plays a large role in conveying the importance of cosmetic surgery. This is true for Transform Cosmetic Surgery Group as well, and both “love” and confidence is suggested in their ads. In the August 2009 issue the slogan “Love your bikini love no. 1” (Transform Cosmetic Surgery Group, 245, Appendix H) incorporates the season the magazine is sold in appealing to women that wish to change themselves in order to have a nice bikini body that they can love. The model and patient “Hannah” poses in a bikini, and is characterized as a “mother of one, (who has undergone a) breast augmentation”. Her body language radiates confidence as the picture is taken from a low angle, making Hannah appear tall and proud. She is wearing a wedding ring, implying that surgery results in the confidence and appearance needed to attract a husband. The ad mentions she is “mother of one, breast augmentation” indicating any mother who has breasts which show the signs of child bearing can turn to cosmetic surgery to reinvent themselves. Hannah’s body does not show signs of pregnancy, as her stomach and chest are firm. The group’s slogan “Love your bikini” (Transform Cosmetic Surgery Group, 245) provides a solution for post-surgery moms who want their bodies to be bikini ready after child bearing. The promise that you can “Love your bikini” (Transform Cosmetic Surgery Group, 245) suggests confidence and comfort with one’s body. Trust is built between the reader and group as even though there are “competitive prices, (they are) never compromising care” (Transform Cosmetic Surgery Group, 245). Through the word choice, the group conveys themselves as caring and reasonably priced. They entice readers by appealing to the desire of self-confidence, suggesting surgery can make you love yourself. The text at the bottom of the ad reads “Clinical Excellence Since 1975” (Transform Cosmetic Surgery Group, 245) and gives a final impression of experience and quality that the procedures and surgeons seem to possess.

In the January 2010 issue the same thematic message of love is used, as the heading of the group reads “Love your shape, Love No. 1” (Transform Cosmetic Surgery Group, 242, Appendix I). The language is personal and addresses the reader directly, suggesting the possibility to “love your shape” (Transform Cosmetic Surgery Group, 242) after altering it. The model from the previous ad is depicted, except she is clothed in a tight top which flatters her figure rather than a bikini. This ad conveys the possibility surgery gives to “love your shape” (Transform Cosmetic Surgery Group, 242) as Hannah looks slim and has a firm chest and appears to love her shape, judging from her confident pose and smile. The wedding ring symbolizes that someone else loves her shape as well. The repetition of the word “love” creates a positive impression in the reader’s mind. The language suggests you can “love your shape” (Transform Cosmetic Surgery Group, 242) after cosmetic surgery, and that loving yourself results in confidence and happiness. The reader is enticed by the language and the emotion the ad conveys through the symbolic value of the ring on Hannah's finger and the confidence she exudes. Transform cosmetic surgery group manipulates readers to believe that cosmetic surgery and change are necessary in order to love yourself.

Through the use of images and language, cosmetic surgery advertisements are able to suggest that change is necessary to be confident and have love for yourself. The various ads all have the same underlying meaning, that confidence can be obtained through cosmetic surgery, thereby enticing women to seek change as they are manipulated to believe change provides happiness. The ads exaggerate the results of the product by suggesting love can be found after having had cosmetic surgery. This can be seen in the images of Transform Cosmetic Surgery group’s model Hannah who bears a wedding ring (Appendix H and I) and is present in The Hospital Groups ad from the August 2009 issue where a woman is shown wearing a wedding dress in her “after” picture (Appendix A).

There were a total of 32, 859 cosmetic procedures undergone by women in 2009 in the UK and 34, 413 in 2010. For each of these years, breast augmentation was the most popular procedure (Rogers, Simon). These numbers show, to a certain extent, how cosmetic surgery advertisements are successful at enticing women to seek change and how a culture of cosmetic surgery is growing larger. Marketers utilize the content and notions of change that *GLAMOUR* suggests to sell their service, as the opinions formed while reading *GLAMOUR* results in the

conclusion?

got
was it ad
only?

longing for a man and “the desire to imitate or copy” (Elliott, 64) the featured celebrity culture. Concerns regarding this need for change include “manipulating consumers to buy things they do not really need... suggesting (they) will lead to greater social acceptance, popularity, sex appeal, and so on” (Belch, 749). A lot of critics believe that advertising, “which plays on consumers emotions, anxieties, and psychological needs and desires such as status, self-esteem, and attractiveness” (Belch, 751) is not acceptable. Cosmetic surgery groups appeal to a susceptible target audience, as *GLAMOUR*'s content induces problem recognition “creating insecurities that consumers can resolve through the use... of products” (Belch, 114) featured in the back pages. It can be concluded that through the use of images and language, cosmetic surgery advertisements convey that changing ones physical appearance results in love, happiness, confidence, and sex appeal, thereby enticing women to seek physical change. Constant physical change is portrayed as part of a normal cultural aspect in the UK, as much of *GLAMOUR*'s content centralizes around the importance of appearance and the positive effect changing oneself can have.

A very thorough, academic approach to the subject.
These are well chosen examples and the
argument is clear and appropriate.
Excellent work.

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Candidate number: 000862-012
Extended Essay, English A2 HL

*make
Alpha
order*

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12. The Hospital Group. Advertisement. *UK GLAMOUR* July 2010: 310. Print.

13. The Hospital Group. Advertisement. *UK GLAMOUR* Apr. 2011: 368. Print.

14. The Harley Medical Group. Advertisement. *UK GLAMOUR* Aug. 2009: 244. Print.

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17. The Harley Medical Group. Advertisement. *UK GLAMOUR* Apr. 2011: 370. Print.

18. Transform Cosmetic Surgery Group. Advertisement. *UK GLAMOUR* Aug. 2009: 245. Print.

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Appendix A

The Hospital Group. Advertisement. UK *GLAMOUR* Aug. 2009: 243. Print

Skincare & Beauty Facial Rejuvenation Cosmetic Dentistry Weight Loss Surgery Non-surgical Treatments



the hospital group

'I love my new look'
Kelly Simpson, Breast Enlargement and Cosmetic Dentistry Patient.



Cosmetic Surgery Experts



Procedures include:

- » Facial Rejuvenation » Chin Reshaping
- » Breast Enlargement » Ear Reshaping
- » Genital Reshaping » Liposculpture
- » Breast Reduction » Tummy Tuck
- » Eye Rejuvenation » Breast Uplift
- » Nose Reshaping » Arm Lifting

£400 OFF

COSMETIC SURGERY*

The UK's Number 1 Weight Loss Surgery Provider

Procedures include:

- » Gastric Balloon Programme
- » Adjustable Gastric Banding
- » Gastric Bypass/Steve




* Before & after gastric band - weight loss 6st

Cosmetic Dentistry

Consultation only £25
(usually £149)

Consultations include:

- Dental Exam • Impressions
- X-Ray available if required
- Smile Consultation Examination
- Examination by Cosmetic Dentist



Save **£400*** off ANY cosmetic surgery procedures carried out before **31st August 2009**

SAVE £400

*Save £400 on ALL cosmetic surgery procedures. To take advantage of this offer, please present this voucher during your consultation with a Patient Care Co-ordinator. Procedures must be carried out before 31st August 2009. This offer is subject to availability and may not be combined with any other promotion/discount/season. Call now or complete our contact form to arrange your priority consultation.

For one-to-one advice call: 08457 626 727 www.thehospitalgroup.org

The Hospital Group has clinics throughout the UK & Ireland:

Birmingham, Bristol, Cambridge, Cardiff, Exeter, Glasgow, Leeds, Liverpool, London, Manchester, Newcastle, Norwich, Nottingham, Sheffield, Southampton, Belfast, Cork, Dublin, Galway.

UK: 08457 626 727
Ireland: 1850 20 40 90

Visit us at : www.thehospitalgroup.org

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Advertisers should contact 020 7499 9080 ext. 3705

Extended Essay, English A2 HL

Appendix B

The Hospital Group. Advertisement. *UK GLAMOUR* July 2010: 310. Print

Cosmetic Surgery for a whole new you

"It is very simply our mission to provide an excellent experience and result for all our patients. My team is committed to driving industry-leading standards to really set The Hospital Group apart".

Mr Mario Russo, Medical Director of Aesthetic Surgery

PROCEDURES: Breast Enlargement from £3655*, Nose Reshaping from £3595*, Liposculpture from £2195*, Breast Reduction, Breast lift, Tummy Tuck, Facial Rejuvenation, Ear Reshaping, Eye Rejuvenation, Thigh/Arm lifting, Hair Restoration, Weight loss Surgery and Cosmetic Dentistry.

the
hospital
group

Call: 08457 626 727

For Ireland call: 1850 20 40 90

CLINICS: Leeds, Sheffield, Glasgow, Newcastle, Bristol, Norwich, London, Manchester, Liverpool, Cardiff, Nottingham, Bromsgrove, Cambridge, Southampton, Exeter, Dublin, Cork, Belfast and Galway.

*Prices correct at time of publication

visit us at: www.thehospitalgroup.org

Introducing THE PLATINUM CHOICE

Our tailor made bespoke surgery includes:

- The world's top surgeons, hand-picked for their exceptional skill & technical ability
- Leaders in their field, with their own innovative, newly developed techniques
- Customised service for the most demanding clientele

Indicative pricing:

- Facial transformation £20,000¹
- Specialised rhinoplasty & nasal reshaping £12,000¹
- Body makeover £18,000¹

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group

LONDON

BEVERLY HILLS

BARCELONA

Telephone: 0845 124 9238

Web: www.platinumcosmeticsurgery.com

Appendix C

The Hospital Group. Advertisement. *UK GLAMOUR* Apr. 2011: 368. Print.

Weight Loss Management | Hair Restoration | Cosmetic Dentistry | Non-surgical Treatments | Cosmetic Surgery

Cosmetic Surgery with a **Lifetime** of **Aftercare**

For your complete peace of mind our **Lifetime Advantage Aftercare** scheme allows you to show off your new look, confident in the knowledge that your **cosmetic surgery** aftercare requirements are covered.

COSMETIC SURGERY including

Lifetime Advantage Aftercare

Breast Enlargement, Breast Reduction,
Breast Lift, Facial Rejuvenation, Nose Reshaping,
Liposculpture, Hair Restoration, Tummy Tuck,
Ear Reshaping, Eye Rejuvenation, Genital Reshaping,
Thigh and Arm Uplift.

WEIGHT LOSS SURGERY

Gastric Banding, Gastric Bypass, Gastric Sleeve and
The Balloon Programme.

COSMETIC DENTISTRY

Veneers, Invisible Braces, Teeth Whitening and more.

ANTI-AGING PROCEDURES

Wrinkle Reduction and Skin Treatments.

FREE
Consultation
with a cosmetic
surgeon



the
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group

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www.thehospitalgroup.org

UK: Belfast, Birmingham, Bristol, Cambridge,
Cardiff, Exeter, Glasgow, Leeds, Liverpool,
London, Manchester, Newcastle, Norwich,
Nottingham, Sheffield and Southampton.
Ireland: Cork, Dublin and Galway

Appendix D

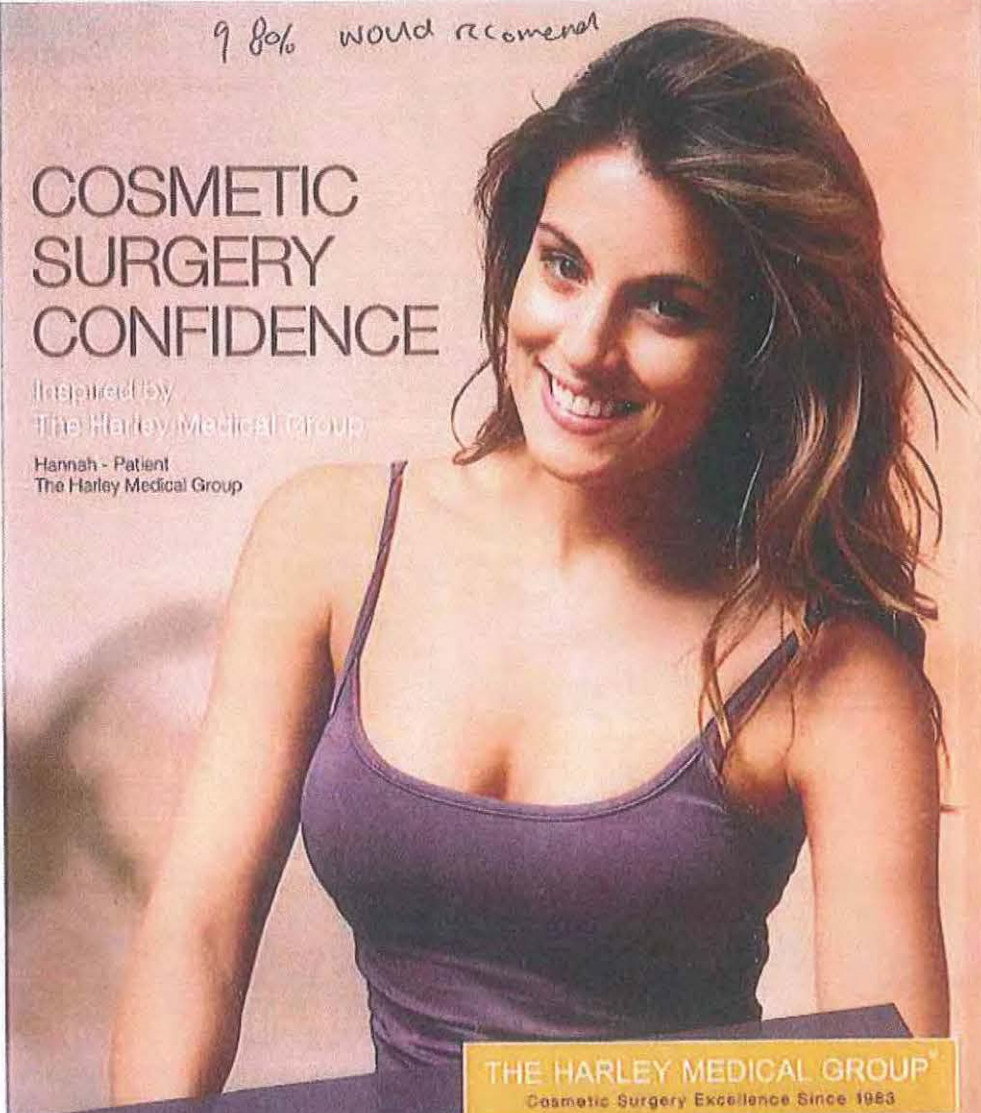
The Harley Medical Group. Advertisement. *UK GLAMOUR* Aug. 2009: 244. Print

98% would recommend

COSMETIC SURGERY CONFIDENCE

Inspired by
The Harley Medical Group

Hannah - Patient
The Harley Medical Group



THE HARLEY MEDICAL GROUP
Cosmetic Surgery Excellence Since 1983

BREAST SURGERY	BODY SURGERY	FACIAL SURGERY	NON SURGICAL SOLUTIONS
Breast Enlargement Breast Reduction Breast Uplift	Liposuction (Fat Removal) Tummy Tuck Cosmetology Gynaecology	Eyebag Removal Face Lift Neck Lift Nose Reshaping Ear Reshaping	Skin Peels Treatments for the appearance of Lines & Wrinkles Laser Hair Removal Dermal Fillers Thread Vein Removal

FREE CONSULTATION
0800 028 0286
harleymedical.co.uk

CLINICS NATIONWIDE London - Harley Street, The City, Finchley, Chiswick, Wimbledon, Wilford, Marlow, Belfast, Birmingham, Brighton, Bristol, Cambridge, Cardiff, Chelmsford, Chester, Dublin, Leeds, Liverpool, Maidstone, Manchester, Newcastle, Northampton, Nottingham, Reading, Sheffield, Southampton.

FLEXIBLE FINANCE AVAILABLE* Terms & conditions apply

IE: 1800 251 086 harleymedical.ie Registered with the Irish Dental Council

Appendix E

The Harley Medical Group. Advertisement. UK GLAMOUR Jan. 2010: 243.

Visit our website or call for more information

NON SURGICAL PARTY SKIN PACKAGE
Only £150*
Visit our extra shop for gift ideas

goals of mine

Cosmetic Surgery

INSPIRING CONFIDENCE IN YOU

face smile

personal

personal

personal

Hamilton 28 - Patient of Harley Medical Group

THE HARLEY MEDICAL GROUP®
Cosmetic Surgery Excellence Since 1983

BREAST SURGERY	BODY SURGERY	FACIAL SURGERY	NON SURGICAL SOLUTIONS
Breast Enlargement Breast Reduction Breast Uplift	Liposuction (Fat Removal) Tummy Tuck Cosmetic Gynaecology	Eyebag Removal Face Lift Neck Lift Nose Reshaping Ear Reshaping	Skin Peels Treatments for the appearance of Lines & Wrinkles Laser Hair Removal Dermal Fillers Thread Vein Removal

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harleymedical.co.uk
IE: 1800 251 086 harleymedical.ie

27 CLINICS NATIONWIDE London: Harley Street, The City, Finchley, Chiswick, Wimbledon, Walford, Bellasi, Birmingham, Brighton, Bristol, Cambridge, Cardiff, Chelmsford, Chester, Dublin, Glasgow, Leeds, Liverpool, Maidstone, Manchester, Marlow, Newcastle, Northampton, Nottingham, Reading, Sheffield, Southampton.

FLEXIBLE FINANCE AVAILABLE*
*Loans subject to status
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Beauty

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Print.

Appendix F

The Harley Medical Group. Advertisement. *UK GLAMOUR* July 2010: 311.

INSPIRING WOMEN EVERYWHERE with Cosmetic Surgery

BREAST SURGERY	BODY SURGERY	FACIAL SURGERY	NON SURGICAL SOLUTIONS
Breast Enlargement Breast Reduction Breast Uplift	Liposuction (Fat Removal) Tummy Tuck Cosmetic Gynaecology	Eyebag Removal Face Lift Neck Lift Nose Reshaping Ear Reshaping	Skin Peels Lines & Wrinkles Laser Hair Removal Dermal Fillers Thread Veins Stretch Marks & Scars

FREE CONSULTATION
0800 028 0286
harleymedical.co.uk

Harley Medical Group Patients

NEW & EXCLUSIVE TREATMENT FOR Stretch Marks & Scars

THE HARLEY MEDICAL GROUP®
Cosmetic Surgery Excellence Since 1983

27 YEARS OF COSMETIC SURGERY EXCELLENCE & 29 CLINICS NATIONWIDE
London, Harley Street, Bromley, The City, Finchley, Chiswick, Wimbledon, Watford, Belfast, Birmingham, Brighton, Bristol, Cambridge, Cardiff, Chelmsford, Cheltenham, Chester, Dublin, Glasgow, Leeds, Liverpool, Macclesfield, Manchester, Marlow, Newcastle, Northampton, Nottingham, Reading, Sheffield, Southampton.
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Print.

Appendix G

The Harley Medical Group. Advertisement. *UK GLAMOUR* Apr. 2011: 370.

Confidence that speaks for itself

Find yours with
Cosmetic Surgery
at The Harley Medical Group

Read our patient stories
at harleymedical.co.uk



BREAST SURGERY

Breast Enlargement
Breast Reduction
Breast Uplift

BODY SURGERY

Liposuction (Fat Removal)
Tummy Tuck
Cosmetic Gynaecology

FACIAL SURGERY

Eyebag Removal
Face Lift
Neck Lift
Nose Reshaping
Ear Reshaping

NON SURGICAL SOLUTIONS

Skin Peels
Lines & Wrinkles
Laser Hair Removal
Dermal Fillers
Thread Veins
NEW Stretch Marks & Scars

THE HARLEY MEDICAL GROUP
Cosmetic Surgery Excellence Since 1983

31 CLINICS NATIONWIDE

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Print

Appendix H

Transform Cosmetic Surgery Group. Advertisement. UK GLAMOUR Aug. 2009: 245.



COMPETITIVE
PRICES
NEVER
COMPROMISING
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*Home of love
present*

Love
your
bikini

Love No.1

Hannah, *mother* of one,
breast augmentation.

wedding ring

24 clinics throughout the UK / Flexible finance
Over 30 years' experience / Comprehensive aftercare

Transform
cosmetic surgery group

Call NOW for more information or a FREE consultation

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Lines open seven days a week or visit transforminglives.co.uk

BREAST SURGERY • LIPOSUCTION • FACIAL SURGERY • COSMETIC DENTISTRY
WEIGHT LOSS SURGERY • NON-SURGICAL TREATMENTS • HAIR LOSS TREATMENTS • MALE COSMETIC SURGERY

Clinical Excellence Since 1975

Beauty

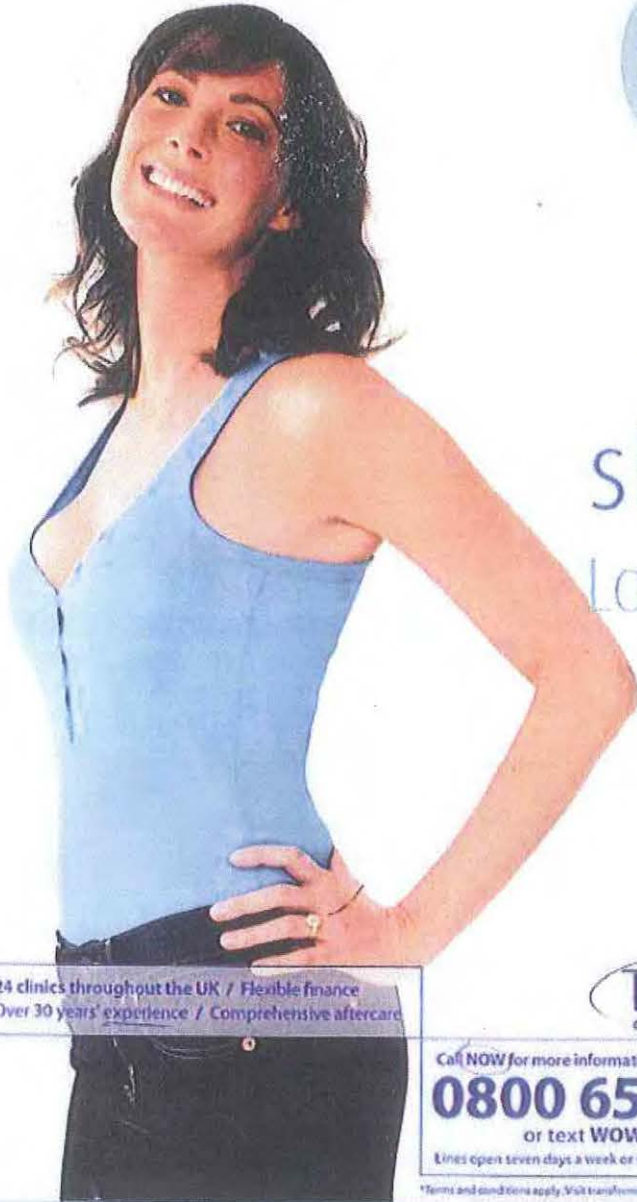
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Print.

Appendix I

Transform Cosmetic Surgery Group. Advertisement. *UK GLAMOUR* Jan. 2010: 242.

Beauty Nationwide



THE BREASTS YOU'VE ALWAYS WANTED FROM
£77
PER MONTH*

Love☆
your
shape
Love No.1

Hannah, mother of one, ←
breast augmentation.

24 clinics throughout the UK / Flexible finance
Over 30 years' experience / Comprehensive aftercare

Transform
cosmetic surgery group

Call **NOW** for more information or a **FREE** consultation
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WEIGHT LOSS SURGERY • NON-SURGICAL TREATMENTS • HAIR LOSS TREATMENTS • MALE COSMETIC SURGERY

Clinical Excellence Since 1975

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