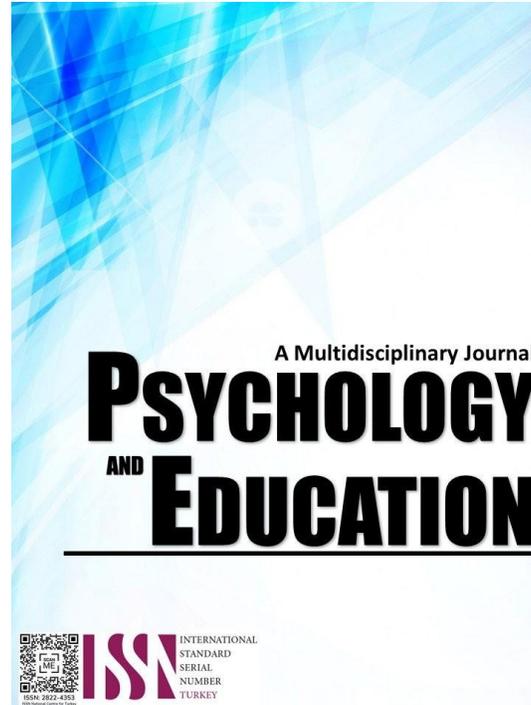


# VISUALIZING GRACE: A SEMIOTIC EXPLORATION OF FILIPINO WOMEN IN CALENDAR ADVERTISEMENTS



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## Visualizing Grace: A Semiotic Exploration of Filipino Women in Calendar Advertisements

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### Abstract

This study aims to analyze how Filipino women are portrayed in calendar advertisements through a semiotic analysis of ads released between 2018 and 2022. While the depiction of women in advertisements has been extensively studied globally, there remains a lack of focused research examining how Filipino women are represented in the unique context of Philippine calendar advertisements. These ads are commonly used to promote beverages; especially alcoholic drinks offer rich material for semiotic interpretation due to their highly visual and symbolic nature. Utilizing Semiotic Theory as the primary analytical framework, this study examines the signs and symbols embedded in the advertisements, including color, clothing, body language, facial expressions, posture, and background elements. These visual cues are analyzed to uncover how femininity, beauty, sexuality, and cultural ideals are constructed and communicated. Special attention is given to how these portrayals appeal to male consumers, often reinforcing gender stereotypes and objectifying women. Calendar advertisements from 2018 to 2022 were chosen as they capture recent trends and shifts in the portrayal of women in Philippine advertising. The study not only decodes how these visual elements shape the image of Filipino women but also investigates how such portrayals influence and reflect Filipino cultural norms, values, and traditions. By exploring both the subjective (emotional and symbolic) and objective (literal and visual) representations of women, this research aims to provide a comprehensive understanding of gender representation in advertising and its broader implications for Philippine society and culture.

**Keywords:** *advertisement, semiotic, depictions, beverages, calendar*

### Introduction

The portrayal of women in advertisements often presents an unrealistic standard of beauty, characterized by air-brushed and unattainable ideals. These depictions create false standards, making it impossible for women to achieve the perfection showcased in advertisements. As a result, many women struggle to recognize their own beauty or develop a positive self-image. The pervasive influence of advertising has compelled women to compare themselves to these unattainable ideals, reinforcing a narrow and exclusive concept of beauty that prioritizes physical attractiveness. This superficial standard of beauty, typically represented by slim and conventionally attractive women, is perpetuated across various media platforms, including advertisements, television, photographs, and calendars.

Filipino calendar advertisements portray women not just as objects of beauty but as symbols reflecting the socio-economic and gender dynamics in the Philippines. These ads often align women with traditional, idealized roles of femininity—submissive, nurturing, and supportive—shaped by societal and economic structures. Women are frequently depicted in consumer-driven contexts, emphasizing beauty, domestic labor, and services appealing to middle-class markets. This reinforces the notion that success and worth are tied to physical attractiveness and economic status. Furthermore, these depictions blend local and Western beauty ideals, influencing women's aspirations and perceptions of social mobility. Ultimately, these advertisements reflect and reinforce socio-economic divides, shaping expectations of gender, beauty, and class in Filipino society.

Building on this, semiotics—the study of signs and symbols—provides a framework for analyzing the meanings embedded within these representations. According to Saussure's (1916) foundational work on semiotics, signs are culturally specific, complex, and relational, as further argued by Schirato and Yell (2000). This research applies semiotic analysis to examine the depictions of beauty in Filipino women featured on calendar covers from 2018 to 2022. Drawing on Barthes' (1964) concepts of denotation and connotation, the study distinguishes between the literal meaning of signs (denotation) and their deeper, culturally influenced meanings (connotation).

This analysis delves into how visual elements such as color schemes, background settings, camera angles, lighting, and overall composition used in calendar advertisements communicate connotative meanings that influence and shape societal perceptions of beauty. These elements are not merely aesthetic choices; they function as signifiers that carry culturally embedded messages. For example, the use of warm colors may evoke sensuality or approachability, while luxurious or tropical backdrops may suggest exoticism or idealized femininity. The way these components are composed within the frame contributes to the construction of an idealized image of the Filipino woman.

Connotation, as Allen (2003) highlights, is fundamentally rooted in linguistics but extends into visual media through the cultural interpretation of signs. It is influenced by shared knowledge, values, and ideologies within a given society. Ali (2023) further emphasizes that these interpretations are shaped by socio-cultural contexts, which makes them powerful tools in advertising. By decoding these visual and symbolic indicators, the study uncovers how advertisements subtly reinforce narrow and often unattainable beauty standards—such as fair skin, slim figures, and Westernized features and how these ideals are perpetuated over time through

repeated media exposure.

In the context of the Philippines, where colonial history and globalized beauty norms intersect, the impact of such portrayals is profound. This research aims to provide a deeper understanding of how cultural and semiotic dimensions of beauty operate within advertising specially in calendar advertisement from 2018-2022, thereby contributing to broader academic conversations on media representation, gender identity, and the socio-cultural construction of beauty in contemporary Philippine society.

### Research Questions

The purpose of the study is to examine the depictions of beauty on Filipino women on the calendar using semiotic analysis of calendar advertisements in the year 2018 up to 2022. Specifically, it answered the following questions:

1. What are the meanings of the signs and symbols in the calendar advertisements in relation to the beauty of the Filipino women as models?
2. What semiotic meanings and interpretations are dominant in the advertisement depicting Filipino women's beauty?

### Methodology

#### Research Design

The study employed a descriptive qualitative research approach. It is categorized under descriptive qualitative research due to its focus on interpreting and understanding meanings. The theoretical framework used in the analysis includes Roland Barthes' concept of connotation and the broader theory of semiotics. These theories were applied to examine the signs and symbols found in Filipino calendar advertisements from 2018 to 2022.

#### Respondents

The primary data were obtained from Google, specifically images of Filipina calendar advertisements published between 2018 and 2022. Secondary sources included relevant literature such as books, scholarly articles, journals, and magazines discussing connotation and semiotic theory.

#### Instrument

The main instrument of the study was the visual content of the calendar advertisements themselves. The analysis centered on the images of the Filipina models, including their poses, attire, background elements, and body language. As the study relied on visual data, no direct observation was necessary.

#### Procedure

The researchers first gathered digital calendar advertisements from social media platforms and websites, covering the years 2018 to 2022. The advertisements were then organized chronologically. Notes were taken on selected calendars that contained notable signs and visual indicators for semiotic analysis.

#### Data Analysis

Once the advertisements were collected, the researchers identified and categorized visual signs and indicators into themes such as images, gestures, body language, and other symbolic elements. Using Barthes' model, the researchers first determined the denotative (literal) meanings of the signifiers, then analyzed how these evolved into connotative (cultural or ideological) meanings. From these connotations, interpretations of the constructed concept of beauty in the advertisements emerged. These insights ultimately led to the formulation of conclusions addressing the central research question.

### Results and Discussion

This section presents the analysis and interpretation of the depiction of Filipino women's beauty in calendar advertisements, utilizing semiotic analysis and Goddard's (2002) picture-text-relation framework. It explores the meanings conveyed through signs and symbols in these advertisements, focusing on how Filipino women are portrayed as models and the dominant representations of beauty in advertising.

Goddard (2002) highlights that images are often used as attention-grabbing elements in advertisements. However, viewers do not perceive images in isolation; instead, they consider the accompanying text and symbols. Visuals and verbal texts work together to convey meaning, with writing itself functioning as a form of image-making. In this study, Goddard's (2002) concept of picture-text-relation is applied to analyze and interpret the interaction between visual and textual elements in advertisements. This approach emphasizes the significance of typographical features such as size, font, and style of the verbal language, which play a crucial role in conveying the intended message about Filipino women's beauty in the advertisements.

#### Meanings of The Signs and Symbols in the Calendar Advertisement in Relation to the Beauty of the Filipino Women as Model

Signs can take various forms, including verbal and non-verbal cues, which are analyzed and interpreted in this study. As noted by

Eriana (2015), the representation of signs and symbols refers to the object being signified and interpreted through the connection between symbols and signs within an image. In this research, the signs and symbols were examined using specific indicators from the components of written advertisements. These indicators include illustrations, backgrounds, models, and signature lines. The analysis and interpretation of the data are presented on the following page.

### Liquor Models

In the field of advertising, models play a multifaceted role, serving as visual aids for artists, posing for photographs, promoting products, and showcasing commercial items. Women predominantly appear as models, particularly within the fashion industry. According to Peck (2021), these strategies are employed in advertising campaigns or messages to effectively engage a specific target audience. Models act as instruments or blueprints, aiding marketers in creating persuasive messages designed to achieve their marketing objectives. In this study, the liquor models featured in advertisements from 2018 to 2022 are analyzed and interpreted, as detailed below.



Figure #1



Figure #2

### Liquor Models in Year 2018

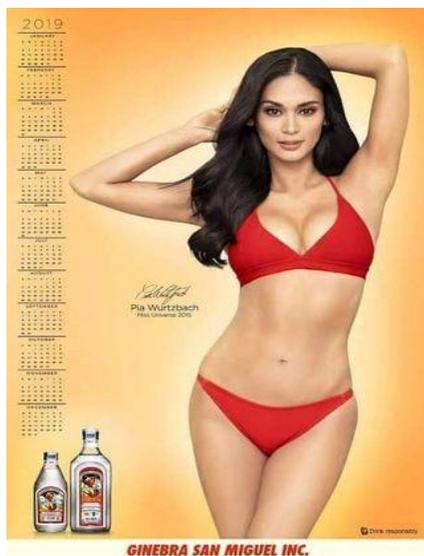


Figure #3



Figure #4

### Liquor Models in Year 2019

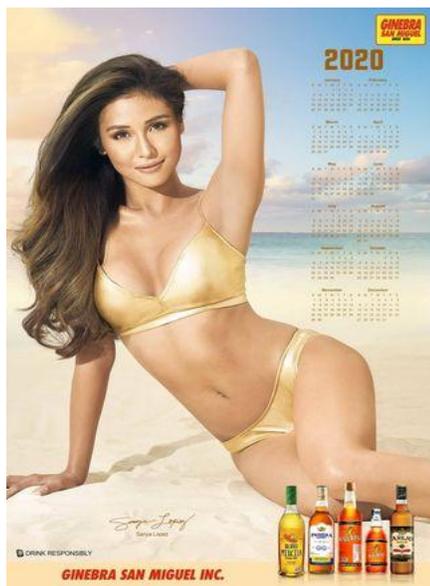


Figure #5



Figure #6

### Liquor Models in Year 2020



Figure #7



Figure #8

### Liquor Models in Year 2021



Figure #9

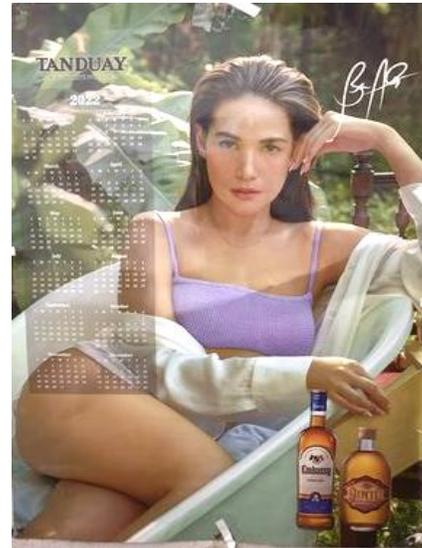


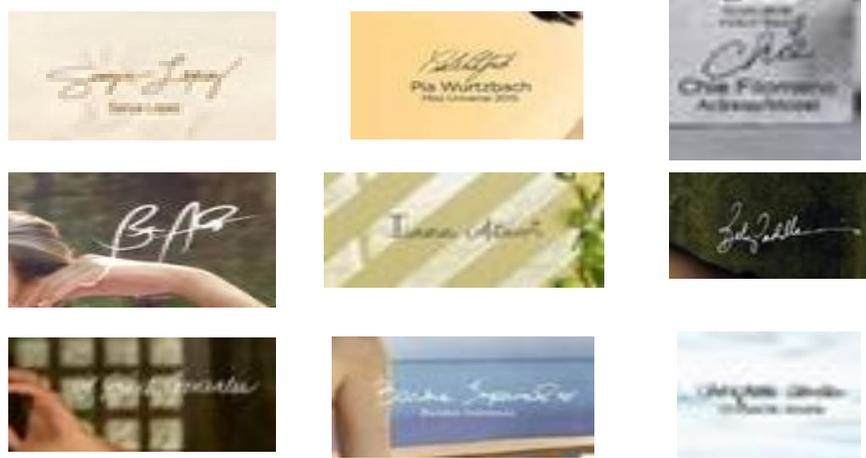
Figure #10

### Liquor Models in Year 2022

The calendar advertisements feature well-known liquor models over the years: Erich Gonzales and Myrtle Sarrosa in 2018, Pia Wurtzbach and Bela Padilla in 2019, Sanya Lopez and Barbie Imperial in 2020, Christelle Abello and Ivana Alawi in 2021, and Chie Filomeno and Bea Alonzo in 2022. These models are popular television celebrities celebrated for their beauty and appeal. Using famous personalities to promote products has proven to be an effective marketing strategy. Celebrities endorse a variety of products, services, and even charitable causes. Businesses often rely on celebrities to promote their offerings, as their influence can bring significant attention to brands (Hashaw, 2019). Celebrities are considered powerful marketing tools due to their ability to instantly capture public attention and enhance a company’s visibility and reputation.

### Signature Lines

The advertiser's name serves as a distinctive identification symbol for the models. According to the Cambridge Dictionary (2022), a signature refers to a written name presented in a specific style, typically on a printed or written document, to indicate that it was authored by the individual. It is a personalized mark often placed at the end of a document to signify authorship or agreement with its contents. The signature lines of the models are presented on the following page.



### Signature Line Of The Models

As illustrated above, the signature line of the models serves as physical proof of their personal endorsement and certification of the content within a document, symbolizing their approval and acceptance for the advertisement of beverages. The signature line represents

a unique form of commitment, akin to the importance of signing significant documents that can impact your life, such as a long-term mortgage agreement (Kettle and Haubll, 2010). Signatures are crucial because they indicate that both parties have reviewed, understood, and consented to the terms and conditions outlined in an agreement, ensuring mutual recognition and agreement in a formal contract.

### Months, Years And Days

Months, years, and days are symbolic representations of time on a calendar. They serve as valuable tools for tracking upcoming events and deadlines, helping individuals organize their schedules and remember important occasions such as holidays and vacations (Wrike, 2019). In other words, calendars not only inform us about future events but also help us document past occurrences. They play a crucial role in our daily activities, assisting us in staying focused and productive. The various representations of months, years, and days are illustrated below in the context of the calendar advertisement, showcasing different perspectives and how they are integrated.



Figure # 11



Figure #12



Figure #13

As demonstrated above, the months, years, and days are positioned on the left and right sides of the model, as well as in the lower left corner of the image. Notably, the model is placed at the center of the advertisement, which is a key element of the design. This central placement emphasizes the analytical and linguistic aspects of the advertisement, while the months, years, and days relate more to the visual or pictorial elements (Marko, 2007). Through this analysis, it becomes clear that the models hold more significance than the temporal markers (months, years, and days) in the calendar advertisement. This observation aligns with the researchers' analysis, which suggests that in beverage advertisements using calendars, the visual prominence of the models outweighs the importance of verbal elements or text.

### Backgrounds

In calendar advertisements, the background plays a crucial role in creating a successful composition for promoting a product. It provides context and visual elements that enhance the advertisement's message. Background advertisements, as described by Smith (2019), are those in which viewers focus on a primary task while being subtly exposed to unrelated focal elements. Essentially, the background serves as the backdrop for the advertisement, drawing attention to the transition between the models, signature lines, and branding within the calendar ad. The backgrounds shown below are commonly used in such calendar advertisements to complement the overall design.



Figure #14



Figure #15

In this calendar advertisement, the background features a garden, which is often regarded as an art form focused on the harmonious

arrangement of plants within their surroundings, incorporating principles and techniques of plant cultivation. The garden symbolizes an archetypal image of the soul, innocence, and happiness, serving as a space for personal growth and self-development (Britannica, 2020). The natural environment in which the plants are cultivated is carefully managed, symbolizing a sense of order and consciousness, in contrast to the unconscious, untamed nature of ecosystems. Additionally, the garden may symbolize fertility, a quality commonly associated with femininity.



Figure #16



Figure #17

In this calendar advertisement, the background features a beach, which serves the purpose of calming intense emotions like sadness, happiness, excitement, and anxiety. The beach setting enhances the visual appeal, drawing the audience's attention and adding beauty to the overall composition (Samson, 2019). In this context, the beach functions as a strategic technique to promote the product and capture the audience's focus, while also conveying that wearing bikinis is perfectly suited to a beach environment.



Figure #18

In this calendar advertisement, the background features a bedroom, which serves as a space for sleep and rest. In a spiritual sense, the bedroom can symbolize the unconscious self, representing aspects of one's life that need attention or resolution. The bedroom is also commonly associated with sexual pleasure and rest, providing a private space where one can retreat from the outside world and engage in self-reflection or passive relaxation (Crisp, 2020). In this context, the bedroom setting may evoke sensual and sexual undertones, relating to privacy, relaxation, and desires. It also ties into themes of vulnerability, often symbolized by nudity, intimacy, and the state of being asleep.



Figure #19

In this calendar advertisement, the background features an open-field skating ground, which is a designated area, typically away from

other structures, used for recreational purposes. This setting is designed to capture the audience's attention while also symbolizing openness and freedom. The open field represents a space where ideas can flourish, inspiring creativity and expanding one's awareness (Hohne, 2022). In another sense, it conveys a desire to reconnect with nature, breaking free from societal constraints or self-imposed restrictions that arise from an overly developed sense of the super-ego.



Figure #20

In this calendar advertisement, a plain background is used, which is often associated with timelessness, simplicity, neatness, and a lack of complexity. A plain background can symbolize normality or straightforwardness, conveying a sense of being uncomplicated or modest (Britannica, 2021). In contrast, its simplicity may also be interpreted as unadorned, plain, and even somewhat dull. However, this minimalism can be a deliberate choice to create an effect that contrasts with more elaborate or ostentatious designs, ultimately drawing the audience's attention by using subtlety instead of flashy embellishments.



Figure #21

In this calendar advertisement, the background features a swimming pool, symbolizing the activity of moving through water using one's limbs. This setting suggests that the swimming pool is connected to one's approach to life, reflecting emotions and inner feelings (Auntyflo, 2018). It plays a central role in representing emotional states, indicating how one navigates life's challenges and is seen as a source of positive energy and emotional renewal.



Figure #22

In this calendar advertisement, the background features a living room, which is typically a space where family members gather and spend time together, often for relaxation. The living room symbolizes mental and emotional comfort, offering a space to unwind and reflect on personal issues or challenging situations (Emily, 2019). It represents an environment where individuals can find solace, addressing emotional well-being and providing a place to relax and escape from the stresses and difficulties of daily life.

### Liquor Brand

Branding is the process of establishing a unique identity for a business in the minds of its target audience and consumers. This is achieved through elements such as logos, mission statements, and consistent themes across all marketing communications, with the goal of leaving customers with a strong, positive impression of the business and its services (Oberlo, 2019). In this context, branding focuses on creating a favorable and lasting perception of the company, its products, or services in the minds of customers. The liquor brands featured on the next page are examples commonly used in calendar beverage advertisements.



Figure #23



Figure #24

In this calendar advertisement, the brands featured are Tanduay Distillers, Inc. and Ginebra San Miguel, Inc. These two companies are considered the dominant players in the Philippine liquor industry (Philstar, 2007). Both brands employ similar marketing strategies to promote their products. They use bold advertising techniques, including calendars featuring alluring images of women, to attract attention (Philstar, 2007). This approach associates success with the use of women's beauty and sensuality, leveraging their physical appeal to influence social norms around alcohol consumption and target legal drinking age audiences, both male and female.

### Dominant Colors Used In Bikinis

Colors surround us and are believed to have a significant impact on our emotions, personality, and traits. Therefore, selecting the right colors is crucial when designing an advertisement. By strategically using certain colors, advertisements can enhance their persuasive power, influencing our thoughts, emotions, and actions, while also reflecting our personalities and characteristics (Neuropsych, 2022). Color preferences may even predict an individual's personality traits based on their behavior. In this study, the researchers will analyze and interpret the dominant colors used in bikinis. The following pages present the analysis and interpretations of these dominant colors.

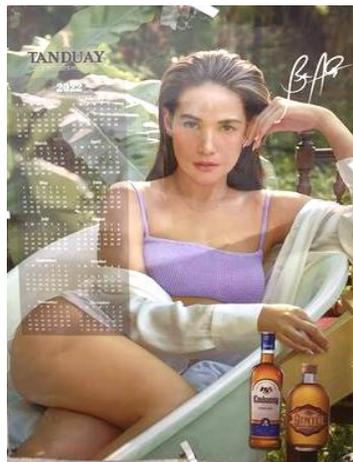


Figure #25

In the calendar advertisement, Bea Alonzo is shown wearing a purple bra and white cardigan, without underwear, against a garden background while lying in a tub. According to Heller (2005), purple is historically associated with rulers in the ancient world and remains a symbol of royalty in the western world. It is also linked to qualities such as independence and wisdom.

Wearing purple often signals a desire to attract attention. The white cardigan, worn over the purple, serves to complement the color. The overall message conveyed by the use of purple is that the woman is not only youthful and beautiful, but also holds a certain social status.



Figure #26

In this calendar advertisement, Pia Wurtzbach is depicted wearing a red bra and underwear with an orange background. Red is a color that symbolizes passion, love, and desire, but it can also represent danger and power. It is an emotionally intense color that draws attention to both text and images (cf. Color-Wheel: Inter Source). However, red text can be challenging to read, particularly when placed on primary or secondary color backgrounds (Heller 2005). In this context, the use of red communicates an erotic message, which is commonly conveyed in advertisements featuring women.



Figure #27

In this calendar advertisement, Bela Padilla is shown wearing a black bra and underwear paired with a black cardigan while lying on the bed. The color black is often associated with elegance and power, but it can also carry negative connotations, such as death and evil. Despite these darker associations, black also symbolizes strength and authority (cf. Color-Wheel: Internet Source and Heller 2005:89-90). The use of black for both the clothing and the background reinforces the presence of dark, powerful imagery.



Figure #28

In this calendar advertisement, Sanya Lopez is depicted wearing a golden silk bra and underwear at the beach. The color gold is often associated with qualities such as loyalty, dependability, organization, thoroughness, sensibility, punctuality, and care (Neff, 2015). In a broader sense, wearing gold suggests a willingness to take on responsibilities, serve others, and demonstrate leadership, as well as an ability to organize both people and situations effectively.



Figure #29

In this calendar advertisement, Barbie Imperial is shown wearing yellow underwear at the beach. The color yellow is often linked to happiness, new beginnings, and clarity (Brazel, 2015). It also evokes feelings of cheerfulness, enthusiasm, and confidence, while stimulating analytical thinking and logical reasoning, which aids in decision-making (Camberjunction, 2015). In essence, yellow creates a vibrant and youthful atmosphere, capturing attention with its hopeful and positive energy.



Figure #30

In this calendar advertisement, Chie Filomeno is depicted wearing a green bra paired with a white and green skirt, complemented by green and white rollerblade shoes at a skating board ground. The choice of green attire is strongly linked to themes of nature, harmony, fertility, and life. Life, in this context, symbolizes growth and vitality, standing in contrast to barrenness and stagnation. Notably, the color green is also associated with youthful characteristics, as highlighted by Heller (2005). The advertisement connects the vibrant imagery of green clothing to nature, presenting a unified portrayal of a young Filipino woman embodying a natural and youthful essence.



Figure #31

In this calendar advertisement, Christelle Abello is featured wearing an orange bra and underwear by the swimming pool. The color

orange conveys a sense of friendliness, fun, creativity, and an energetic, bubbly personality. According to Colorbux (2021), wearing orange suggests a sociable nature and a confidence in being noticed. Symbolically, orange embodies an inviting energy that captures attention and fosters emotional connections. It evokes a positive response, highlighting traits of warmth, approachability, and an engaging personality.



Figure #32

In this calendar advertisement, Ivana Alawi is shown wearing a light yellow crop top bra and underwear in a garden setting. The color yellow is often associated with joy, happiness, positivity, and honor, though it can also symbolize caution, youthful playfulness, or even timidity. When used thoughtfully in fashion, yellow enhances one's appearance, conveying vitality and youthfulness (Colorbux, 2021). Specifically, light yellow exudes a vibrant energy that radiates happiness and fosters a sense of joy and friendship, strengthening connections and relationships with others.

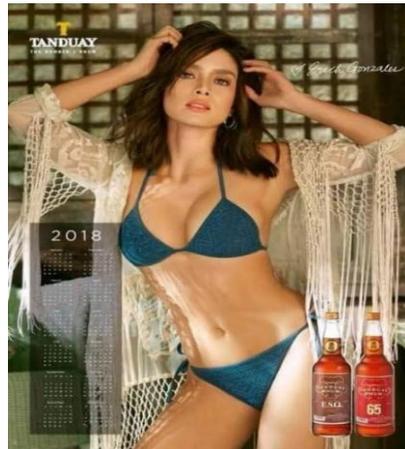


Figure #33

In this calendar advertisement, Erich Gonzales is featured wearing a dark blue bra and underwear paired with a white cardigan. Dark blue symbolizes tranquility, seriousness, and a range of qualities that balance depth and calmness. According to Colorbux (2021), the color blue can enhance one's personality, evoking positivity and bringing a smile to the face. It is also associated with traditional values and a composed, serious demeanor. Moreover, blue signifies power, wisdom, and confidence, effectively conveying a sense of importance and significance without eliciting somber or negative emotions in others.

In this analysis and interpretation, the researchers examined the calendar advertisement to identify its signature elements, particularly the brand name displayed in the bottom right and left corners of the ad. They observed that the featured model occupies approximately two-thirds of the image, and her signature is included alongside the calendar's year of publication. Notably, the placement of the model on the left and right center of the advertisement is significant. According to Marko (2007), the human brain's central hemisphere is responsible for analytical and linguistic functions, while the left, right, and lower hemispheres process pictorial perception, including the signature line. This strategic composition highlights the model more prominently than other elements such as the brand logo, months, or numbers in the calendar.

Symbols and signs within the advertisement play a critical role in conveying both denotative and connotative meanings. The vibrant bikinis and outfits worn by the models emphasize the beauty of Filipino women. Drawing on Barthes' (1977) theory, denotation refers to the literal or first-order meaning of the visual and textual elements, while connotation represents the second order, culturally or emotionally loaded meaning. Barthes' framework—represented by the letters E, C, and R—explains these layers of meaning: E for expression (the act of self-expression), C for content (literal meaning), and R for relation (the connection between expression and content that creates connotative meaning).

In this context, the signs and symbols within the advertisement work together to highlight the beauty and allure of Filipino women.

Their clothing and background settings evoke admiration and a desire to emulate their glamorous image. Furthermore, the models, who are often celebrities associated with luxury and lifestyle, embody a "glamour factor" that attracts attention and enhances the advertisement's appeal. Overall, this analysis demonstrates how the beauty and charisma of Filipino women are utilized in the advertisement to captivate audiences and promote beverage sales.

### **Semiotic Meanings and Interpretations are Dominant in the Advertisement Depicting Filipino Women's Beauty**

In the beverage advertisement, beauty is portrayed through young, slim, and toned models. The female body in advertising is often presented as a product itself, depicted in a highly idealized and realistic manner to captivate customers. Representing Filipino women's beauty within advertisements faces the challenge of addressing the exaggerated feminine body ideals that are often promoted. These portrayals can lead to body-image distortion, causing women to internalize these ideals as a reflection of Filipino beauty standards. As noted by Vitas (2002), such advertisements may heighten feelings of insecurity and dissatisfaction among women, particularly when confronted with the so-called "perfect" bodies depicted.

Although beauty is a thriving industry, it remains elusive and is deeply influenced by cultural norms. The concept of beauty presented in these calendar advertisements is shaped by both the models and the products being promoted. Society's perceptions of beauty, as well as the preferences of Filipino women regarding their physical appearance and favored products, are evident in these advertisements. For instance, Filipino women featured in beverage and cigarette advertisements are often depicted with a sexy and alluring tone, highlighting societal standards of beauty.

The term "sexy" in these advertisements suggests the ideal of sexual attractiveness, which is often viewed as a cornerstone of beauty. According to Menninghaus et al. (2019), beauty can be characterized by grace, sexual appeal, and elegance. This notion of "sexy" extends beyond physical attributes to include attire, fashion, and the promoted product itself. The models in these advertisements frequently adopt seductive poses and convey the notion of sexiness to appeal to audiences and enhance product appeal. This analysis reflects a cultural shift in the Philippines, where sexual attractiveness has become a prominent aspect of beauty standards.

Despite this, Filipino women often value natural looks, especially when it comes to makeup preferences. The products featured in these calendar advertisements, however, do not solely promote beverages and cigarettes; they also project a broader concept of beauty that varies across cultures. Each country has its unique beauty standards and preferences, which are subtly reflected in these advertisements. As a result, the portrayal of beverages and cigarettes in these ads highlights the diversity of beauty ideals and transcends a singular standard.

Ultimately, these advertisements showcase a nuanced perspective: beauty is not confined to having fair skin, large eyes, or other generalized traits. Instead, they emphasize the idea that every culture has its own standards of beauty, and none should be discriminated against. Filipino women in these advertisements deliver the message that beauty is multifaceted and inclusive, respecting the uniqueness of each culture's interpretation of it.

### **Conclusion**

Calendar advertisements use colors, taglines, and backgrounds to evoke emotional responses and attract attention. Dominant colors like purple, white, red, gold, and black convey messages of luxury and elegance, enhancing product appeal. A key strategy is the sexualization of women's bodies, particularly in ads aimed at male consumers, reinforcing objectification by reducing women to objects of desire.

Outdoor settings like beaches and gardens are used to create an aspirational atmosphere, allowing women to escape daily life and connect emotionally with the product. The emphasis on slimness reflects a narrow beauty standard, promoting unrealistic ideals that lead to body image issues and unhealthy practices.

Filipino women in these ads are often depicted in revealing clothing, reinforcing their sexual objectification and diminishing their empowerment. These portrayals align with societal beauty norms, shaping Filipino women's expectations of themselves.

Overall, calendar advertisements do more than promote products; they reinforce cultural beauty ideals and influence consumer behavior, perpetuating both aspirational and problematic representations of Filipino women.

For Faculty and Staff

Use this study as a reference to teach students about literary criticism, particularly the application of semiotic and connotative theories in analyzing advertisements and other forms of media.

For Students

Encourage students to expand their understanding of literary criticism and explore semiotic and connotative frameworks to analyze different types of literature and advertisements.

For the USPF particularly to College of Teacher Education Arts and Science

Use this study as a foundation for developing resources and programs focused on interpreting literary criticism and analyzing advertisements using semiotic and connotative approaches.

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