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# Učestalost, kontekst i karakteristike osmijeha koji se koristi u reklamiranju

## Frequency, Context and Characteristics of Smile Used in Advertising

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### Sažetak

**Svrha:** Slike nasmiješenih ljudi sveprisutne su u marketingu. Ovo istraživanje bavilo se učestalošću i karakteristikama osmijeha, kontekstom korištenoga osmijeha i ciljanom publikom novinskih reklama. **Materijali i postupci:** Četiri istraživača analizirala su 600 reklama iz 46 europskih časopisa i novina, a koristili su se analizom sadržaja i analizom uokvirivanja. Dvadeset stavki obrasca za analizu upotrijebljeno je za bilježenje prisutnosti ljudi, karakteristika osmijeha, konteksta u kojem je osmijeh korišten, dojma uspjeha i zdravlja i koja je ciljana publika. Za statističku analizu odabran je Hi-kvadrat test. **Rezultati:** Više od 70 posto novinskih reklama sadržavalo je ljude, od kojih se gotovo 80 posto osmijevalo i tako povezivalo proizvod ili uslugu s pozitivnim kontekstom češće negoli s neutralnim ili negativnim ( $p < 0,001$ ). Reklame s osmijehom češće su se obraćale odraslima (70,6 %) i adolescentima (33,6 %), a rjeđe starijima (22,2 %) i djeci (4,2 %); žene (45,9 %) ili osobe obaju spolova (29,2 %) češće su bile ciljana skupina, negoli samo muškarci (2,6 %). Osmijeh je uglavnom ispunjavao jednu četvrtinu cijele reklame (97 %), a pritom su podjednako korišteni spontani i društveni osmijeh. Na 82 posto svih reklama zubi su bili vidljivi pri osmijehivanju, a bukalni koridori uočavali su se u 39 posto slučajeva. **Zaključak:** Osmijeh je čest u novinskim reklamama i njime se uglavnom cilja na odrasle žene i pruža se kontekst pozitivnih emocija. Zubi su vidljivi kod većine ljudi koji se smiju. Parametri mikroestetike osmijeha nisu u žarištu zanimanja kad je riječ o reklamama.

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### Ključne riječi

reklamiranje; osmijeh; emocije; analiza sadržaja; analiza uokvirivanja; cilj na skupina

### Uvod

Lice je univerzalna i ključna značajka koja utječe na fizički izgled i privlačnost neke osobe (1, 2), a marketinški stručnjaci koriste se privlačnim licima i osmijesima u reklamiranju proizvoda. Dva su razloga za korištenje ljudskoga lica: prvi je da ono služi kao pristupna točka različitim apstraktnim sustavima mnogobrojnih kompanija koje se reklamiraju (3), a drugi je da sadržava veliku količinu informacija od kojih su za reklamiranje najvažnije emocije (4).

Uloga osjećaja u marketingu temelji se na jačanju emocionalne povezanosti između potrošača i proizvoda. Reklama koja može iznenaditi, zabaviti ili čak rasplakati ljude omogućuje oglašivačima da postignu svoje ciljeve – proizvod će biti zapamćen i ostvarit će pozitivne asocijacije te će se tako povećati prodaja (5). Nekoliko je marketinških instrumenata koji mogu potaknuti određene emocije kod ciljane publike, primjerice, seksualna privlačnost, humorističnost, zastrašivanje i uživanje; ovo posljednje često je predstavljeno ljudima koji se smiju i dobro zabavljaju (5). Iako osmijeh nije jedini način za poticanje sreće, ipak je univerzalan oblik izražavanja koji ima važnu ulogu u društvenim interakcijama (3, 6, 7).

### Introduction

Human face is a universal and key feature that affects physical appearance and attractiveness (1, 2), and marketing experts use attractive faces and smiles in product advertising. There are two reasons for using a human face: firstly, it serves as an access point to different abstract systems of numerous companies that are being advertised (3); secondly, it contains a great amount of information, the most important ones in advertising are emotions (4).

The role of emotions in marketing is based on increasing the emotional link between consumers and a brand. A commercial which can surprise, amuse or even make people cry enables the advertisers achieve their goals – inculcating the products in audience's minds, making positive associations with the brand and driving sales up (5). There are several different marketing instruments which can trigger certain emotions of the targeted audience such as sex appeal, humor appeal, fear appeal and joy appeal with the latter presenting people laughing and having a good time (5). Although smile is not the only way to trigger happiness, it is still a universal expression which plays an important role in social interaction (3, 6, 7).

Estetika lica i osmijeha važne su komponente suvremene komunikacije u politici i političkom marketingu, pa političke stranke troše golem novac na odašiljanje svojih ideja i poruka preko stručnjaka za medije, marketinga i odnosa s javnošću (8). Privlačan osmijeh pomaže pobijediti na izborima (8), a također se smatra da su privlačni ljudi inteligentni, uspješni, pravedni i suosjećajni zbog općeg vjerovanja da je dobro sve što je lijepo (2, 3, 6).

Način na koji mediji prenose informacije o različitim problemima i događajima stvara fenomen poznat kao uokvirivanje vijesti ili medijsko uokvirivanje (10). Mediji se trude istaknuti određene stvari, a neke druge izostavljaju, što utječe na način na koji ljudi interpretiraju i razmatraju ponuđene informacije, te tako mediji mogu utjecati na javno mišljenje (8, 9). Reklamiranje povezuje bolji i glamurozniji stil života s privlačnim izgledom i koristi se svakim sredstvom komunikacije – od novina do društvenih medija – kako bi proširilo svoje poruke u svim dobnim skupinama i među pripadnicima obaju spolova (10 – 13). Medijski stereotipi važni su u stvaranju nezadovoljstva samim sobom; nakon uspoređivanja vlastita lica i tijela s idealima prezentiranima u medijima ljudi postaju vrlo samokritični i posramljeni zbog svojeg izgleda (11 – 13). Snaga reklamiranja potvrđena je činjenicom da najveći promotori oralnoga zdravlja i estetike osmijeha nisu ni stomatolozi, ni preventivne kampanje koje potiče država, nego su to reklame proizvođača sredstava za održavanje oralne higijene (14).

Karakteristike osmijeha važan su dio dentofacijalne estetike i sastoje se od njegove širine, vidljivosti, izgleda i položaja zuba, te vidljivost gingive i bukalnih koridora (15, 16). Bukalni koridor prostor je koji se pojavljuje tijekom osmijehivanja između bukalnih površina stražnjih zuba maksile i unutarnje stijenke sluznice usnice (17). Stomatolozi se sve češće postavljaju zahtjevi za stvaranje privlačnog osmijeha, često pod utjecajem reklama. Zato je cilj ovog istraživanja bio utvrditi učestalost, kontekst i karakteristike estetike osmijeha koji se koristi u novinskim reklamama, s obzirom na ciljnu publiku.

## Materijali i postupci

Četiri istraživača (dva studenta dentalne medicine, jedan opći stomatolog i jedan ortodont) analizirali su sve reklame iz ukupno 46 nasumce izabranih europskih časopisa i novina objavljenih od kolovoza do listopada 2014. godine. Zastupljene su bile dnevne novine (10,9 %) te tjedni (37 %) i mjesečni (45,7 %) časopisi, ali i oni koji se rjeđe objavljuju (6,5 %). Vrste časopisa bile su: tri politička/informativna, tri dječja, tri sportska, pet modnih, šest općih, sedam tabloida, sedamnaest o životnim stilovima, te po jedan glazbeni i gospodarski. Primijenjena je analiza sadržaja medija, istraživački postupak uobičajen u istraživanju masovnih komunikacija (18). Analiza uokvirivanja primijenjena je za istraživanje konteksta unutar situacija i aktivnosti (19). Okviri su mjere konteksta, tj. konceptualni alati kojima se mediji i osobe koriste za prijenos, interpretaciju i vrjednovanje informacija. Upitnik se sastojao od 20 stavaka, s obzirom na prisutnost lju-

Face and smile esthetics are significant components of the contemporary communication in politics and political marketing where political parties spend a vast amount of money to address their thoughts and messages with the help of media, marketing and public relation experts (8). An attractive smile helps winning the elections (8), also, attractive people are considered to be intelligent, successful, fair and compassionate because of the common belief - what is beautiful is considered good (2, 3, 6).

The way the media transfer information about different problems and events creates phenomenon known as news framing or media framing (10). The media tend to emphasize certain things while the others are left out, which infers the way individuals interpret and consider those information, and in that way media can influence public opinion (8, 9). Advertising associates better and more glamorous lifestyle with attractive appearance, and uses every communication channel, from newspaper to social media, to spread their messages to all age groups and both genders (10-13). Media stereotypes play an important role in creating self-dissatisfaction, and after comparing one's own face and body with media's ideals, people become very self-critical and ashamed of themselves, that is, of their own physical appearance (11-13). The power of marketing is verified by the fact that the biggest promoters of the oral health and smile esthetics are not dentists nor are preventive campaigns run by the state authorities. Instead, they are run by oral hygiene remedies' suppliers (14).

Smile characteristics are important features of dentofacial esthetics and are composed of: smile width, visibility, appearance and position of the teeth, visibility of gingiva and buccal corridors (15, 16). The buccal corridor is the space that appears during smiling between the labial surface of maxillary posterior teeth and the inner mucosa of the lip (17). There is ever growing demand upon dentists to create an attractive smile, often influenced by advertisements. Therefore, the aim of this study was to explore the frequency, context and characteristics of the smile esthetics used in newspaper advertisements, regarding the target audience.

## Material and methods

Four examiners (two dental students, one general dentist and one orthodontist) analyzed all advertisements from 46 randomly selected European magazines and newspapers published in the period between August and October, 2014. There were daily (10.9%), weekly (37%) and monthly (45.7%) magazines represented as well as those which were published less often (6.5%). The genres of the selected magazines were as follows: 3 political / newsweekly magazines, 3 children's magazines, 3 sport magazines, 5 fashion, 6 general, 7 tabloids, 17 lifestyle magazines, one musical and one economy magazine. Media content analysis, a research method in mass communication studies for quantitative description of the content of communication, was used (18). Framing analysis was applied to study the context within situations and activities (19). Frames are the measures of context, i.e. conceptual tools which media and individuals use to transfer, in-

di, karakteristike osmijeha, kontekst korištenja osmijeha, ciljanoj publiku, dojam uspješnosti i zdravlja ljudi. Osmijeh je okarakteriziran kao spontan ili usiljen (društven, namješten); onaj spontani aktivira mišiće *orbicularis oculi* i *zygomaticus maior* (20). Hi-kvadrat test korišten je u statističkoj analizi u softveru IBM SPSS 22 (IBM, Armonk, SAD).

## Rezultati

Ljudi su bili na 425 (70,8 %) od ukupno 600 analiziranih reklama i na njima je bilo 77,6 posto nasmiješenih. Reklame su se najčešće obraćale odraslima (94,2 %) i adolescentima (37,8 %), rjeđe starijima (28,2 %) i djeci (4,2 %). Reklame s ljudima obraćale su se odraslima i starijima češće negoli one na kojima nije bilo ljudi (kod odraslih 69,6 % prema 30,4 %,  $p = 0,004$ ; kod starijih 55,6 % prema 44,4 %,  $p < 0,001$ ; tablica 1.).

Reklame su češće bile usmjerene na žene (49 %) ili na osobe obaju spolova (41,8 %) negoli samo na muškarce (9,2 %). Muškarcima su se podjednako obraćale reklame s ljudima i bez njih, a ženama i osobama obaju spolova češće su se obraćale reklame s ljudima (83,7 % prema 16,3 % za žene i 60,2 % prema 39,8 % za oba spola;  $p < 0,001$ ; tablica 1.).

Osmijeh je općenito ispunjavao jednu četvrtinu veličine cijele reklame, a podjednako su bili zastupljeni i oni spontani i oni usiljeni. U 79 posto slučajeva pri osmijehu su bili vidljivi zubi, a bukalni koridori uočeni su u gotovo 39 posto slučajeva (slike 1. i 2.). Raspodjela vidljivosti zuba kod ljudi s osmijehom prikazana je na slici 2. Reklame s osmijehom najčešće

interpret and evaluate information. The questionnaire consisted of 20 items, regarding the presence of people, the smile characteristics, the context of smile use, target audience, impression of success and health in people. Smiles were distinguished as spontaneous or posed. Spontaneous smiles activated the orbicularis oculi muscle as well as zygomaticus major muscle (20). The chi-square test was used in statistical analysis in commercial software IBM SPSS 22 (IBM, Armonk, NY, USA).

## Results

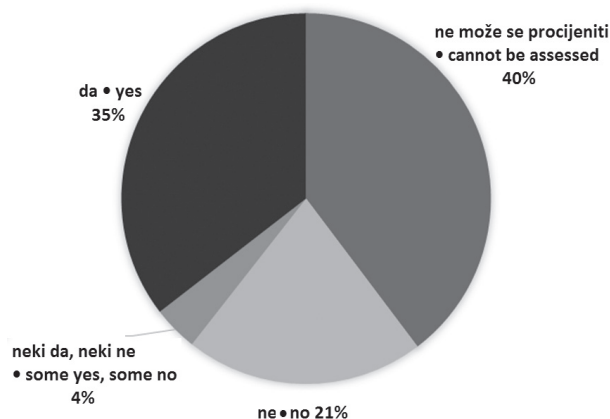
People were present on 425 (70.8%) of the 600 analyzed advertisements, and 77.6% of advertisements showed smiling people. Most frequently, the advertisements targeted adults (94.2%) and adolescents (37.8%), rarely elderly people (28.2%) and children (4.2%). The advertisements with people have presented targeted adults and elderly people more often than the advertisements with no people (in adults 69.6% vs. 30.4%;  $p=0.004$ , in elderly 55.6% vs. 44.4%;  $p<0.001$ ; Table 1).

The advertisements more frequently targeted women (49%) or both genders (41.8%) than exclusively men (9.2%). Men were equally addressed by advertisements with and without people present, while women and both genders were more often addressed by advertisements with people present (83.7 vs. 16.3% for women and 60.2 vs. 39.8% for both genders;  $p<0.001$ ; Table 1).

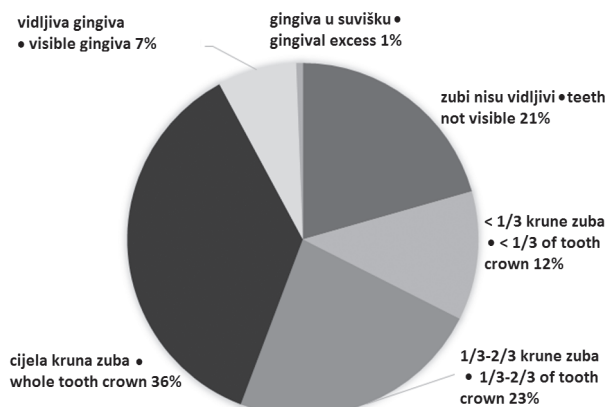
Smile generally filled out a quarter of the size of the entire advertisement, and was presented equally as spontaneous and posed. In 79% of the cases there were visible teeth in the smile, and the buccal corridors were present in almost 39%

**Tablica 1** Raspodjela reklama prema ciljanoj populaciji (djeca, adolescenti, odrasli, stariji), ciljanom spolu, veličini reklame i općem dojmu, prema prisutnosti ljudi i osmijeha  
**Table 1** Distribution of advertisements according to target population (children, adolescents, adults, elderly), target gender, size of advertisements and general impression according to presence of people and smile

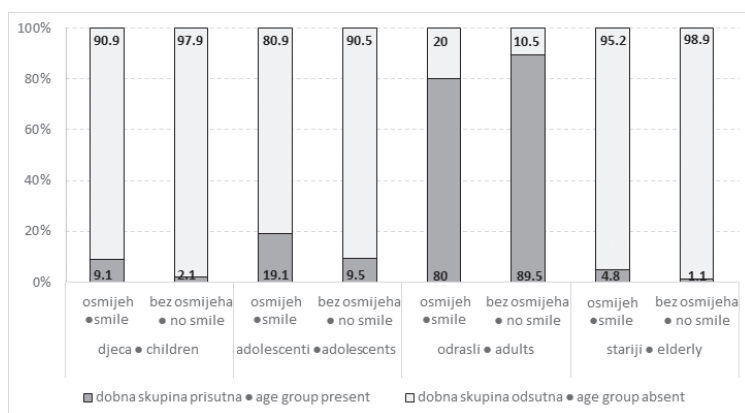
		Ljudi bez osmijeha • People without smile (N=95)	Ljudi s osmijehom • People with smile (N=330)	Bez ljudi • No people present (N=175)	Ukupno • Total (N=600)	p
Djeca • Children	Ne • No	93	312	170	575	0.209
	Da • Yes	2	18	5	25	
Adolescenti • Adolescents	Ne • No	67	187	119	373	0.008
	Da • Yes	28	143	56	227	
Odrasli • Adults	Ne • No	2	30	3	35	0.001
	Da • Yes	93	300	172	565	
Stariji • Elderly	Ne • No	87	244	100	431	<0.001
	Da • Yes	8	86	75	169	
Spol • Gender	Muški • Male	17	11	27	55	<0.001
	Ženski • Female	51	195	48	294	
	Oba • Both	27	124	100	251	
Veličina reklame • Size of ads	1/4 stranice • 1/4 of page	1	43	23	67	<0.001
	1/3 stranice • 1/3 of page	6	23	18	47	
	1/2 stranice • 1/2 of page	20	46	60	126	
	Cijela stranica • Whole page	68	218	74	360	
Opći dojam • General impression	Negativan • Negative	3	1	2	6	<0.001
	Neutralan • Neutral	47	65	122	234	
	pozitivan • Positive	45	264	51	360	



Slika 1 Vidljivost bukalnih koridora  
Figure 1 Visibility of buccal corridors



Slika 2 Vidljivost zuba tijekom osmjehivanja  
Figure 2 Visibility of teeth during smile



Slika 3 Dob ljudi na reklamama prema prisutnosti osmijeha  
Figure 3 Age of people in advertisements according to presence of smile

Tablica 2 Profil i karakteristike ljudi na reklamama s obzirom na prisutnost osmijeha  
Table 2 Profile and characteristics of people in advertisements regarding the presence of smile

		Nasmiješeni ljudi • People without smile (N=95)	Ljudi bez osmijeha • People with smile (N=330)	Ukupno • Total (N=425)	p
Spol • Gender	Muški • Male	25	34	59	
	Ženski • Female	60	242	302	
	Oba • Both	10	54	64	<0.001
Dojam ljudi • Impression of people	Neuspješni • Unsuccessful	6	2	8	
	Neki uspješni, neki ne • Some successful, other not	9	6	15	
	Uspješni • Successful	80	322	402	<0.001
Osobnost ljudi • Personality of people	Loš • Bad	19	7	26	
	Oba • Both	13	8	21	
	Dobar • Good	63	315	378	<0.001
Zdravlje ljudi • Health of people	Bolestan • Ill	6	0	6	
	Neki zdravi, neki bolesni • Some healthy, some ill	0	5	5	
	Zdravi • Healthy	89	325	414	*
Optimizam ljudi • Optimism of people	Pesimist • Pessimist	7	0	7	
	Neutralno • Neutral	51	57	108	
	Optimist • Optimist	37	273	310	*

\* Hi-kvadrat test nije primjenjiv jer neke kategorije imaju ≤ 5 članova • Chi-square test is not applicable because some categories have ≤ 5 participants

su prikazivale odrasle osobe (80 %), a najrjeđe starije (4,8 %) (slika 3.). Žene (45,9 %) ili osobe obaju spolova (29,2 %) prikazane su češće negoli samo muškarci (2,6 %) (tablica 2.). Reklame koje prikazuju osmijeh, nasuprot onima bez osmi-

of cases (Figure 1 and 2). The distribution of the visibility of teeth in people with smile is shown in Figure 2. The advertisements with smile most frequently presented the adults (80%) and most rarely the elderly (4.8%), as shown in Figure

jeha, nagoviještaju kontekst uspjeha (98 % prema 84 %,  $p < 0,001$ ), pozitivnosti (95,5 % prema 66 %,  $p < 0,001$ ), zdravlja (98 % prema 93 %) i optimizma (83 % prema 38 %). Nasmiješene žene prikazivane su češće od nasmijanih muškaraca (73 % prema 63 %, tablica 2.).

## Rasprava

Osmijeh se često koristi u marketinške svrhe jer povezuje proizvod ili uslugu s pozitivnim emocijama, optimizmom, zdravljem i uspjehom. Kod većine nasmiješenih ljudi zubi su vidljivi, a bukalni koridori uočavaju se kod manje od polovine. Usiljeni i spontani osmijesi podjednako su česti, iako dosadašnja istraživanja sugeriraju da onaj spontani može povećati uspješnost reklame (21).

Reklame se uglavnom obraćaju odraslima zbog njihovih prihoda; pozitivne emocije povezane s osmijehom na njih ostavljaju jači dojam jer pamte pozitivne slike češće negoli djeca i starija populacija (22). Većina reklama obraća se ženama, vjerojatno zato što one posvećuju više pozornosti primljenim porukama i sklone su evaluaciji višestrukih izvora u donošenju odluka (4, 10, 23). Muškarci i žene različito obrađuju informacije; reklame koje se obraćaju ženama detaljnije su i sadržajnije (23) jer njihova lijeva i desna strana mozga uzajamno uspješnije surađuju. Nadalje, žene su češće zastupljene u reklamama, slično rezultatima koje je dobio Sheehan (10).

Glavne karakteristike osmijeha u reklamama jesu potpuno vidljive krune prednjih zuba maksile i bukalni koridori, a gingiva je rijetko vidljiva. Neke studije impliciraju upitan učinak elemenata estetike osmijeha na opću privlačnost. Ljudi općenito uočavaju veće nerazmjere u položaju zuba, a ne fokusiraju se na detalje estetike osmijeha (16). S povećanjem stupnja malokluzije ljudi dulje zadržavaju pogled na području usta dok gledaju lice (7). Bukalni koridori smatraju se važnim obilježjem osmijeha, a ako njihova vidljivost prelazi od 10 do 15 posto ukupne širine osmijeha, smatra se da nisu lijepi (17). Minimalni bukalni koridori poželjna su estetska karakteristika kad je riječ i o muškarcima i o ženama (16, 17) i pojavljuju se kod gotovo polovine ljudi na reklamama. Samo jedan posto ljudi na reklamama ima vidljiv višak gingive od četiri milimetra ili više, što se smatra estetski nepoželjnim (15). Parametre mikroestetike osmijeha (zlatna proporcija, nagib okluzalne ravnine i pomak sredine zubnih lukova) u nekim je slučajevima bilo teško odrediti zato što su korištene nestandardne fotografije i fotografije koje nisu bile u frontalnoj projekciji pa nije bilo moguće provesti fotogrametrijske analize.

Učestalost i karakteristike osmijeha korištenih u marketingu prije nisu bile detaljno analizirane, iako je osmijeh često korišten i povećava uspješnost svake reklame (26). Reklame mogu snažno utjecati na odabir, stajališta, ponašanje i navike već u ranoj dobi i integrirane su u proces socijalizacije djeteta kao potrošača (24). Doprinos utjecaja reklama na sve veće nezadovoljstvo u općoj populaciji ne smije se ignorirati (11,

3. Women (45.9%) or both genders (29.2%) were presented more often than men only (2.6%) as can be seen in Table 2. The advertisements displaying smile as opposed to the ones without a smile insinuated the context of success (98% vs. 84%;  $p < 0.001$ ), positivism (95.5% vs. 66%;  $p < 0.001$ ), health (98% vs. 93%) and optimism (83% vs 38%). Smiling women photos were present more often (73%) than smiling men photos (63%, Table 2).

## Discussion

Human smile is frequently used in marketing purposes since it associates the product or the service with positive emotions, optimism, health, and success. Most people show their teeth when they smile and buccal corridors are visible in less than half of those people. Posed and spontaneous smiles are equally represented, although the previous research suggested that a spontaneous smile may increase the success of advertisement (21).

Advertisements mostly target the adults because of their income, also the positive emotions associated with smiling leave bigger impression on adults; because they memorize positive pictures more accurately than children or the elderly (22). The majority of advertisements target women, probably because they are more attentive to receiving messages and tend to evaluate multiple sources in their decision making (4, 10, 23). Men and women process information differently; advertisements that target women tend to be more detailed and have more content (23) because their left and right side of the brain interact more successfully. Also, women were more often represented in the advertisements, which is similar to the findings by Sheehan (10).

The main characteristics of the smile in advertisements are visible full-length crowns of the maxillary front teeth and the buccal corridors, while the gums are rarely visible. Some studies suggest some doubtful effects of the elements of smile esthetics on the overall attractiveness. People generally notice greater discrepancies in tooth positioning and do not focus on details of smile esthetics (16). People tend to keep their view longer on the mouth area of the face as the malocclusion of teeth increases (7). Buccal corridors are regarded as an important feature of smile, and if their visibility exceeds 10–15% of the smile width, they are considered unpleasant (17). The presence of minimal buccal corridors is a preferred esthetic feature in both men and women (16, 17), and they are present in just under one half of the people in advertisements. Only 1% of the people in the advertisements had an excessive gingival display amounting to 4 millimeters, or even more than that, which is perceived as esthetically unpleasant (15). Micro parameters of the smile esthetics (golden proportion, the occlusal cant, and midline shift) were difficult to determine in some cases because the non-standard and non-frontal projection photos were used and the photogrammetric measurements could not be performed.

The frequency and characteristics of the smile used in marketing were not thoroughly analyzed in previous studies, although these features are often used to enhance the success of every advertisement (26). Advertisements and commer-

13), a još je veća pojavnost tjelesnoga dismorfnog poremećaja (engl. *body dysmorphic disorder* – BDD) kod osoba koje traže ortognatsku kirurgiju (11,2 %) i ortodontsku/estetsku dentalnu medicinu (5,2 %) (25)/zahvate iz ortognatske kirurgije (11,2 %) i ortodontske/estetske dentalne medicine (5,2 %). Jedna od pet osoba kojima je dijagnosticiran BDD nije zadovoljna izgledom svojih zuba i ostaje nezadovoljna ishodom terapije (25, 26). Unatoč tomu, poboljšanje dentofacijalne estetike sve je traženije u ordinacijama (26 – 29). Odvajanje predivnih slika od njihova konteksta i obećanje boljeg života moglo bi biti početna točka u komunikaciji između pacijenta i doktora dentalne medicine. Utvrđivanje karakteristika osmijeha koje se promiču kao poželjne posredstvom reklama, mogu poboljšati odnos između doktora dentalne medicine i pacijenata u komunikaciji i očekivanjima te kad je riječ o zadovoljstvu ishodom terapije.

## Zaključak

Osmijeh se često koristi u novinskim reklamama jer pruža kontekst pozitivnih emocija, optimizma, zdravlja i uspjeha. Zubi su vidljivi kod većine nasmiješenih ljudi, a bukalni koridori uočavaju se kod manje od polovine. Usiljeni i sponzani osmijesi podjednako su česti. Parametri mikroestetike osmijeha nisu u žarištu zanimanja reklama.

## Zahvala

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## Sukob interesa

Nije bilo sukoba interesa.

cials may strongly influence preferences, attitudes, behavior and habits starting as early as in the young age and are integrated into the process of socialization of the child as a consumer (24). The contribution of the influence of advertising on the growing appearance dissatisfaction in the general population therefore must not be ignored (11, 13), with higher prevalence of the body dysmorphic disorder (BDD) among subjects seeking orthognathic surgery (11.2%) and in orthodontics/cosmetic dentistry settings (5.2%) (25). One in five persons diagnosed with BDD are not satisfied with their dental appearance, and remain dissatisfied with their treatment outcome (25, 26). Nevertheless, the improvement of the dentofacial esthetic is growing in demand in dental offices (26-29). Separating beautiful image from its context and promise of a better life could be a starting point in communication between patients and dentists. Identification of the smile characteristics, which are promoted as desirable through the advertisements, could improve the relationship between dentists and patients in the communication, expectations and satisfaction with treatment outcome.

## Conclusion

Smile is often used in newspaper advertisements because it provides the context of positive emotions, optimism, health, and success. Teeth are visible in majority of the people when they smile while buccal corridors are visible in less than half of those people. Posed and spontaneous smiles are equally present. Parameters of micro smile esthetics are not in the focus of an advertisement.

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## Conflict of Interest

None declared

## Abstract

**Objective:** The images of smiling people are omnipresent in marketing. Frequency, smile characteristics, context of the smile and target audience in newspaper advertisements were points of interest of this study. **Material and methods:** Four examiners analyzed 600 advertisements from 46 European magazines and newspapers by using content and framing analysis. Twenty items of the analysis form the presence of people, smile characteristics, context of smile use, impression of success and health, and targeted audience. The chi-square test was used in statistical analysis. **Results:** People were present in over 70% of the newspapers advertisements, and almost 80% of them were smiling, relating the product or service with positive context more often than with neutral or negative context ( $p < 0.001$ ). The advertisements with smile targeted the adults more frequently (70.6%) and adolescents (33.6%), and less often the elderly (22.2%) and children (4.2%); women (45.9%) or both genders (29.2%) were targeted more often than solely men (2.6%). Smile mostly filled out one quarter of the size of the entire advertisement (97%), equally spontaneous and posed smiles were used. In 82% of cases teeth were visible during smile, and buccal corridors were present in 39% of them. **Conclusions:** Smile is often used in newspaper advertisements, mostly targeting adult women, and providing the context of positive emotions. Most people will show teeth when they smile. Parameters of micro smile esthetics are not in the focus of an advertisement.

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## Key words

Advertising as Topic; Smiling; Emotions; Content analysis; Framing analysis; Target audience

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