

A SYNTACTIC ANALYSIS OF VERB PHRASES IN *ELLE*'S ARTICLES ON *EXOSOME THERAPY AS A NEW BEAUTY TREND*

Josephine Intan Candra Dewi, Laura Angelrich Sianipar, Wedhowerti

English Letters Department, Faculty of Letters, Universitas Sanata Dharma

Yogyakarta, Indonesia

E-mail: wedho.sc@usd.ac.id

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Abstract

Skincare has emerged as one of the most frequently discussed topics in both traditional and digital media. Among the latest advancements in aesthetic technology, exosome therapy has become a rising star, gaining significant attention in beauty journalism. With this growing popularity, there arises a need to better understand how information about exosome therapy is conveyed, particularly from a syntactic perspective. This study investigates the types of verb phrases used in three selected articles from *ELLE* magazine that discuss exosome therapy, aiming to gain a deeper insight into how language is used to inform and persuade readers. Employing a qualitative method and a syntactic approach, the study focuses on fifteen verb phrases found within the texts. The analysis reveals four categories of verb phrases: ditransitive, complex, prepositional, and transitive, with complex and prepositional verb types appearing most frequently. These findings highlight the persuasive and informative function of verb usage in conveying content about exosome therapy clearly and effectively.

Keywords: *Exosome; skincare; syntax; verb phrase*

1. Introduction

The way people communicate is expressed in either spoken or written form. It fundamentally shapes how individuals interact and interpret meaning in society. Both spoken and written languages aim to convey messages, yet in different ways of delivery and reception. In written form, printed media such as magazines play a crucial role in shaping public discourse. Scrutinizing magazines is essential as Holmes & Nice mention that they have become the most successful media format in history of communication (2012). Through the combination of text and visualization, magazines align efficiently based on readers' interests and lifestyles. Given these conditions, linguistic choices—particularly syntax—create a significant impact, especially in transmitting messages and receptions in readers' side. Thus, magazines encompass strength in communication through direct visualization and minimal text while also permanently storing the communication message (Dimbleby & Burton, 2001). This strength makes magazines powerful media to communicate various messages to readers. Due to their communicative power in communication, some scholars have conducted studies on magazines from syntactic point of view (Motaqed & Annapurna, 2018; Allen, 2011; Maina, 2024). In advertisement, a syntactic approach is

utilized as a fundamental tool in studying sentence structure continuity to attract readers' interest (Motaqed & Annapurna, 2018). The Syntactic role in sentence organization and structure in *Artist's Magazine* highlighted the content presented and reflected as a medium within artistic and social (Allen, 2011). Moreover, one of the Nigerian printed media, *Tell Magazine*, was analyzed syntactically to observe the simplicity and complexity of word choices. Highlighting its complexity, the study stated that the syntactic structure was not suitable for secondary high school students or people with poor English (Maina, 2024). As such, the syntactic role in magazines could affect various sectors to manage continuity and engagement of the reader. Employing syntax in analyzing written communication enables comprehension of how complex messages are structurally delivered. Syntax is a set of rules that govern sentence structure. Syntax deals with the arrangement of words, phrases, and clauses into something bigger to create messages (Miller, 2008). It is essential to understand how human communication comprises detailed, well-formed sentences (Miller, 2008). Therefore, the study of syntax is important as it becomes the foundation of understanding complex human communication and interaction (Carnie, 2006). Based on the above fact of studying magazine articles employing syntax, it is said that syntax allows a deeper and stronger comprehension of complex ideas in magazines. Apart from the strength of syntax and magazine, the topic of article of a magazine is also worth noting.

Topic of an article varies. It covers diverse subject matter, styles, and modes of delivery (Holmes & Nice, 2012). It can take the form of persuasion. Women's magazines and their advertisers, for instance, bombard women with lifestyle and physical perfection, messages about physical transformative possibilities and procedures, buying certain products, and undergoing particular treatments (Massoni, 2016).

In this study, *ELLE* magazine (henceforth *ELLE*) serves as the primary source as it offers a wide range of articles covering fashion, beauty, and lifestyle. According to Aulia et al. (2024), *ELLE* is one of the most popular choices for skincare advice and the latest fashion trends. *ELLE* also hosts the prestigious *ELLE Style Awards* honoring fashionable superstars worldwide (Aulia et al., 2024). Considering its worldwide readership and broader content, *ELLE* has proven to be a reliable reference for readers who are eager to understand beauty concerns, especially skincare. Hence, women's awareness of beauty, aesthetics or skincare has significantly increased through reading and accessing this magazine.

In relation to the vast development of skincare, Nayak et al. (2023) observe that skincare is placed as a famous topic due to its being in high percentage of 98.75% usage, with 18-28 years' age group as the majority. At the same time, Indonesia's beauty market is expanding at the highest rate in Asia, reaching IDR 355.4 trillion in 2017 (Nawiyah et al., 2023). Moreover, the National Agency of Drug and Food Control notes that the development of the cosmetics industry increased up to 20.6%, and the number of cosmetics industries increases from 819 to 913 companies in 2022 (Maghfiroh et al., 2023). In response to the country's enormous population in a tropical climate, which encourages people to use skincare to protect their skin from weather-related damage, beauty **product** manufacture has increased in Indonesia (Maghfiroh et al., 2023). Even so, with the high cosmetic consumption, it is a common matter that they tend not to have consultations with dermatologists (Nayak et al., 2023).

Along with the rise of skincare awareness among women and the high increase of beauty industry establishments, several aesthetic treatments have been developing as well. One of the newest technologies in aesthetic treatment is exosome therapy. This is the innovation of salmon's RNA injection as part of anti-aging treatments, which has the

potential to reverse certain aging-associated changes in older organisms (Lee et al., 2018). Therefore, exosome therapy has become more popular and is called “a rising star in dermatology” due to its capability to encourage skin regeneration at the cellular level.

In doing so, verb phrases (VPs) in *ELLE* are important to analyze in order to gain a deeper comprehension of the content and how they influence the conveyed information, as *ELLE* utilizes phrases and clauses built around verb phrases to convey messages. VP functions as a predicate, becoming the center of a sentence, and is determined as an irreplaceable phrase in a sentence (Burton-Roberts, 2011). Furthermore, VP is the most crucial component in a sentence structure, compared with other phrases, due to its irreplaceability. It is then alluding to examine VP structure, including its types in conveying topic of *Exosome*. The VP plays an important role in shaping readers' perspectives on how *Exosome* therapy works in dermatology. As VP provides significant benefit to readers serving as a fundamental aspect of understanding syntactic structures in articles, this study then aims to analyze VPs and find out types of VPs in *ELLE's Exosome Therapy as a New Beauty Trend*.

2. Literature Review

2.1 Theories

In this study, VP classification will revolve around modern syntactic theories, specifically those found in generative grammar. According to Carnie (2013), the basic concept of generative grammar is primarily built upon constituency and hierarchical structure. This refers to linguistic structures that are not merely a linear sequence of words, but are instead organized into hierarchical constituent units, or tree-like structures, rather than simple linear sequences of words. In this viewpoint, the VP is an ideal instance of a hierarchical constituent, which is essential to a predicate of a sentence.

This research relies on Burton-Roberts' detailed explanation on phrase (2011). A phrase itself is a blend of words used as sentence element and as a base for complete sentence (Burton-Roberts, 2011). The VP serves as the predicate in a sentence. Therefore, a verb (V) is the only component needed for a VP and becomes the central focus of VPs. There are two types of verbs: auxiliary and lexical. Auxiliary verbs provide grammatical information which is not provided by the main or lexical verbs. In *I have paid the rent*, the verb “have” is the auxiliary verb providing information and supporting the verb “paid” creating the nuance of tense stating that something is already done. Verbs like *can/could*, *may/might*, *shall/should*, *will/would* function both as auxiliary and lexical verbs. Furthermore, the use of auxiliary verb falls into four categories. They are modal auxiliary (*modal + lexical*), progressive auxiliary (*be + -ing*), passive auxiliary (*be + -ed*), and perfect auxiliary (*have + -ed*).

The second type of verb (lexical verb) is the main or principal type of verb. It is required in a complete VP as it depicts, delivers, and conveys the state of being of the subject or the core action. Which is which, this type of verb is also called action verb. Lexical verb has complements. The complements can be in the form of word, phrase, or clause following the verb to provide more information on the respective verb. In relation to lexical verb complements and complementation patterns, Burton-Roberts (2011) classifies them into six types (transitive, ditransitive, intransitive, intensive, complex transitive verb, and prepositional).

Transitive verb is a verb requiring a single Noun Phrase (NP) to complement it. The verb “spot” in *She spots a deer* is considered as a transitive verb. Ditransitive verb requires two NPs as complement. The verb “give” in *You give her a cup of coffee* is an example of ditransitive verb. The third type of lexical verb is intransitive. It is a type of verb that needs

no further element to complement it. The verb “disappear” for instance, it is complete in its own right that when it is applied in a sentence as in *Those cars disappeared*, it does not need further element. The fourth type of lexical verb is called intensive verb. It needs a single complement to complete it and the complementation can be in the form of a Noun Phrase, an Adjective Phrase, or a Prepositional Phrase.

The next type of lexical verb is complex transitive verb. This type of verb takes two complements. The first complement is the direct object (DO) and the second complement is object-predicative where this object-predicative can be in the form of a Noun Phrase, an Adjective Phrase, or a Prepositional Phrase. The last type of lexical verb is prepositional verb. This type of verb can only be complemented by a Prepositional Phrase.

2.2 Related Studies

Past studies scrutinized VPs and sentences in English articles appearing in different platforms (Andriani & Bram, 2021; Yuricki & Arfani, 2019; Wedhowerti, 2021). These studies, while diverse in their specific focus, collectively demonstrated how crucial syntactic analysis was in comprehending effective communication. The first study, Andriani & Bram (2021), discussed sentence patterns in the *BBC News* articles, where VPs were central and acted as predicates. Their research specifically examined the usage of transitive and intransitive verbs, contributing to our understanding of how journalistic news was syntactically constructed for clarity and impact. While valuable for its focus on traditional news media, but it did not explore the specific types of verb phrases beyond transitivity.

The second study, Yuricki & Arfani (2019) analyzed VPs occurring in *Detik's* Twitter account. This study examined how the concise format of social media news headlines influenced verb choice and categorization. It offered a useful contrast to traditional journalistic writing and demonstrated how various syntactic strategies were required for different platforms. However, their scope was limited to headlines and verb categorization rather than a comprehensive analysis of VP types. Lastly, Wedhowerti (2021) examined verbs and their ontological features within *National Geographic's* “Vision of Mars” articles. This study provided insight into how scientific and descriptive texts utilized verb structures to convey complex information and concepts related to being and existence.

The three mentioned studies gave this study more perspective on VP. Despite conducting similar topics, those previous studies had different emphasis. Andriani & Bram (2021) emphasized their analysis on sentence patterns and types in shaping news articles. The second study (Yuricki & Arfani, 2019) studied *Detik's* Twitter account news titles, considering verbs as word categories in news title format. The last study (Wedhowerti, 2021) analyzed VPs and their ontological features in scientific articles. While it focused on ontological features, the study did not classify the full range of verb phrase types. This research, however, tries to fill the academic gap by deeply examining types of verb phrases. It offers syntactic novelty in terms of understanding types of verb phrases in *ELLE's* articles. This focus allows for a nuanced understanding of how specific syntactic choices contribute to the persuasive and informative discourse within beauty journalism.

3. Research Method

This research employed a syntactic approach to determine the types and examine the fifteen selected verb phrases in *ELLE's* articles. The study limited its data to fifteen in order to avoid bias. Since *Exosome* became the highlight of this research, the data selection was limited to fifteen verb phrases where all fifteen described the mechanism of action of

exosome on the skin and provided insight into the benefits of *exosome*. The steps of research were taken sequentially. First, data were collected by sorting sentences containing a single verb phrase. All sentences were collected from three *ELLE* articles focusing on similar topic, i.e., *Exosome Therapy as a New Beauty Trend*. The three selected articles were *From Salmon-Sperm Injections to Exosome Therapy: These Are the New Beauty Trends to Know* (Hou & Berohn, 2024), *Everything You Need to Know About Exosomes* (James, 2024), and *Bigger Than Botox: The Newest Beauty Game Changer* (Hou, 2023). Second, the fifteen verb phrases specifically representing *Exosome* therapy as the main issue were analyzed. Finally, all verb phrases' analysis was extended and implemented into a tree diagram.

A qualitative method was applied to serve a deeper explanation for each datum. This is in line with the definition of qualitative research itself as any study whose findings are depicted in words, figures, or non-numerical symbols (George, 2008). Accordingly, in the Results and Discussion section, the list of data, syntax tree diagrams, and explanation of each datum were presented in sequence.

4. Results and Discussion

Before examining the fifteen data, Table 1 below presents the sentences from which the fifteen verb phrases are extracted. Tables 2-16 then present each analysis in turn.

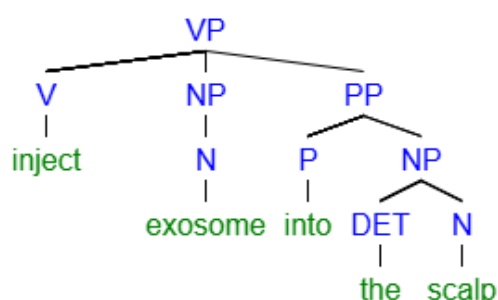
No.	Verb Phrase	Sentence
1.	inject exosomes into the scalp	Some dermatologists inject exosomes into the scalp.
2.	have heard exosome therapy from conferences and studies	Many dermatologists have heard exosome therapy from conferences and studies.
3.	offering exosomes as an option for regenerative microneedling	Gershony is the CEO of <u>Contōr</u> , a luxury medical spa in SoHo, offering exosomes as an option for regenerative microneedling.
4.	are currently being offered topically for skin and hair rejuvenation	Exosomes are currently being offered topically for skin and hair rejuvenation.
5.	can provide similar benefits to stem cell therapy	Exosomes can provide similar benefits to stem cell therapy.
6.	switched from PRP to exosome therapy	One of Chiu's patients switched from PRP to exosome therapy.
7.	are purified the production of collagen	Salmon polynucleotides or DNA fragments are purified the production of collagen.
8.	have been touted for everything from wound healing to skin rejuvenation	In aesthetics, exosomes have been touted for everything from wound healing to skin rejuvenation.
9.	suggests beginning exosomes in your 30s	Dr. Gohara suggests beginning exosomes in your 30s.
10.	helps restore and maintain the integrity of the skin barrier	A biomimetic active delivery system that helps restore and maintain the integrity of the skin barrier.
11.	are using it after a microneedling or laser procedure.	People are using it after a microneedling or laser procedure.
12.	can stimulate growth without creating an injury	Exosome therapy can stimulate growth without creating an injury.

13.	should be administering the treatment	A board-certified dermatologist should be administering the treatment.
14.	showed higher improvement rates in elasticity.	The polynucleotide-treated sections showed higher improvement rates in elasticity.
15.	have been explored in regenerative medicine.	Exosomes have been explored in regenerative medicine.

Table 1. List of Fifteen Data

No	Verb Phrase	Sentence
Datum 1	inject exosomes into the scalp	Some dermatologists inject exosomes into the scalp

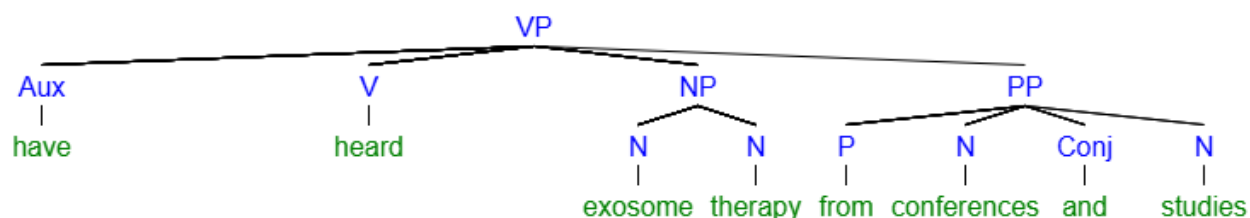
Table 2. Datum 1



The head of verb phrase (VP) above is the lexical verb *inject* meaning to put a liquid into the person's body (*Cambridge Dictionary*, n.d.). The verb *inject* is modified by the noun phrase (NP) *exosome*, which functions as the direct object, followed by a prepositional phrase (PP) *into the scalp*, containing the preposition *into*, determiner *the*, and a noun *scalp*. This PP also modifies the head verb *inject* and functions as the indirect object, as the scalp is the receiver of the action of injecting exosome. An indirect object might be either a PP (containing *to* or *for*) or an NP Burton-Roberts (2011). Thus, the complementation of ditransitive verbs includes PPs corresponding to indirect objects. Therefore, the verb *inject* is categorized as a ditransitive verb, as it is modified by two objects in the form of NP and PP as its complements.

No	Verb Phrase	Sentence
Datum 2	have heard exosome therapy from conferences and studies	Many dermatologists have heard exosome therapy from conferences and studies

Table 3. Datum 2

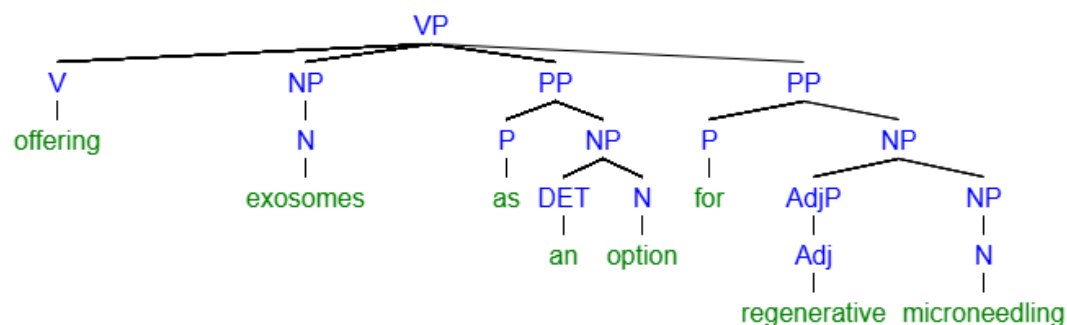


The verb phrase *have heard* contains two verbs, the perfect auxiliary *have* followed by the verb *heard*, which is the passive form of the verb *hear*. This verb phrase is considered as a complex verb, as it is modified by two complements, an NP and a PP that function as a

direct object and an object-predicative. The first complement is the NP *exosome therapy* serves as the modifier of the verb and functions as the direct object. Then, the second complement, which is a PP, *from conferences and studies*, functions as the object-predicative where *from* as the preposition is modified by the NP *conferences and studies*. Moreover, *and* functions as the coordinating conjunction within two nouns in the noun phrase.

No	Verb Phrase	Sentence
Datum 3	offering exosomes as an option for regenerative microneedling	Gershoony is the CEO of <u>Contōr</u> , a luxury medical spa in SoHo, offering exosomes as an option for regenerative microneedling

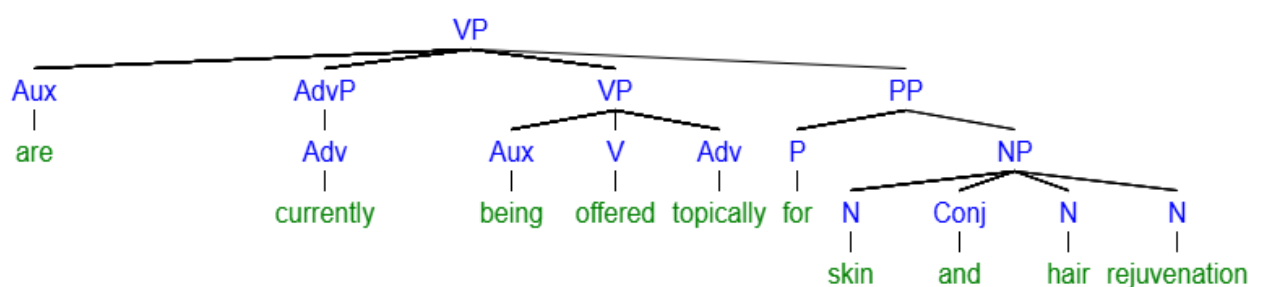
Table 4. Datum 3



The head verb of the VP above is the gerund *offering* which is modified by *exosomes* as NP and *as an option for regenerative microneedling* as PPs. This verb is as complex verb as it contains NP functioning as the direct object and two PPs which function as verb complements to provide additional information about how exosomes are being offered.

No	Verb Phrase	Sentence
Datum 4	are currently being offered topically for skin and hair rejuvenation.	Exosomes are currently being offered topically for skin and hair rejuvenation.

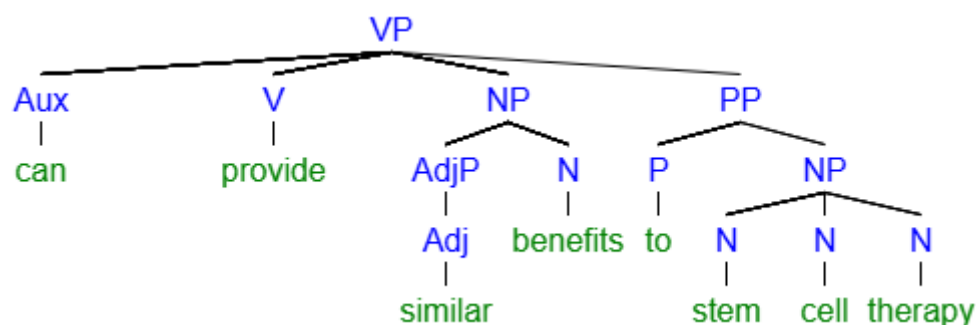
Table 5. Datum 4



The VP above contains two auxiliaries, *are* and *being* as progressive auxiliaries (be, followed by -ing participle) and followed by the head verb *offered*, which is considered a passive verb. In addition, there is an adverb phrase (AdvP) *currently* within the VP to provide additional information of time, whereas the other AdvP, *topically*, becomes the verb modifier. Moreover, the verb is modified by a PP *for skin and hair rejuvenation* containing three nouns, *skin*, *hair*, *rejuvenation*, and are connected by conjunction *and*. As a result, this VP is classified as prepositional verb as the verb *offered* needs PP complement, *for skin and hair rejuvenation*.

No	Verb Phrase	Sentence
Datum 5	can provide similar benefits to stem cell therapy.	Exosomes can provide similar benefits to stem cell therapy.

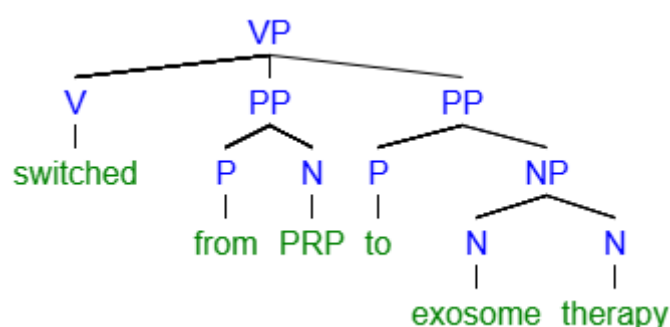
Table 6. Datum 5



The VP above contains an auxiliary *can* and the head verb *provide* which is modified by NP *similar benefits* and PP *to stem cell therapy*. This VP is categorized as ditransitive verb as it functions, with the NP, as the direct object and the PP as the indirect object, due to *stem cell therapy* being the receiver of an action from the head verb *provide*. Thus, the VPs serve to communicate the medical narrative to readers while stating a clear description to be interpreted.

No	Sentence	Verb Phrase
Datum 6	One of Chiu's patients switched from PRP to exosome therapy	switched from PRP to exosome therapy

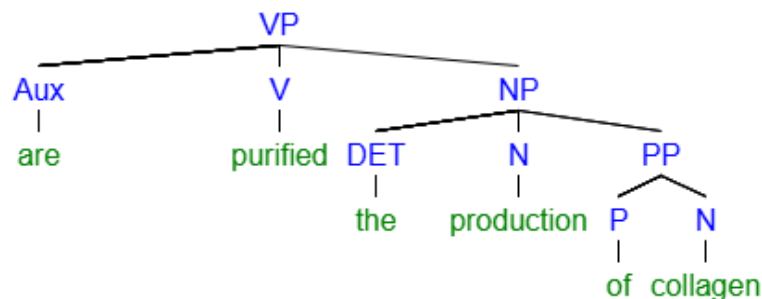
Table 7. Datum 6



The passive verb *switched* is modified by two PPs *from PRP* and *to exosome therapy* as its complements. Therefore, this verb is classified as a prepositional verb because the verb is complemented by the PPs. Moreover, the PPs indicate the direction or change in the switching event, which is classified as PPs by providing additional information about the action.

No	Sentence	Verb Phrase
Datum 7	Salmon polynucleotides or DNA fragments are purified the production of collagen	are purified the production of collagen

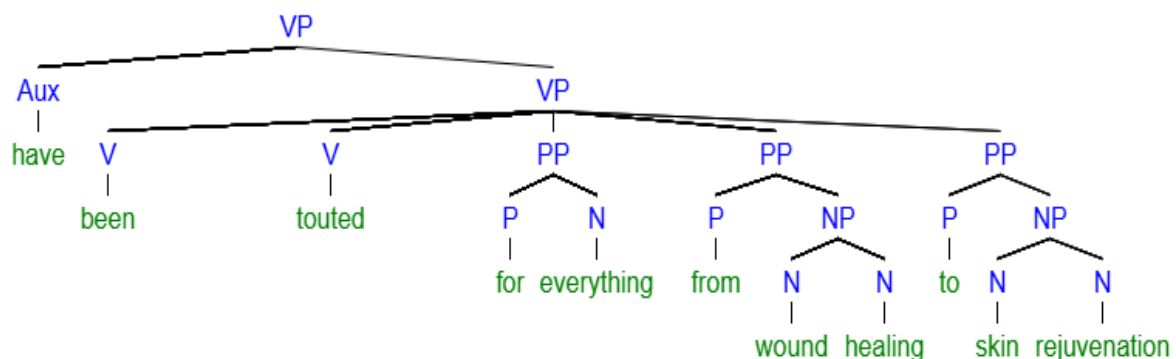
Table 8. Datum 7



The VP above is classified as a passive verb, as it contains be *are*, followed by -ed participle *purified*. Additionally, the head of VP above is *purified*, a lexical verb, while *are* serves as the auxiliary verb. The NP in *the production of collagen* serves as the subject of the passive clause. The PP *of collagen* modifies Noun *production* to specify what is being produced. The verb *purified* is a lexical verb while *are* is an auxiliary verb. This NP functions as the direct object that complements the VP *are purified*. Therefore, this VP is categorized as a transitive verb. Overall, the VP structures emphasize the collagen-related purification process, while focusing the reader's interpretation in a scientific context.

No	Sentence	Verb Phrase
Datum 8	In aesthetics, exosomes have been touted for everything from wound healing to skin rejuvenation	have been touted for everything from wound healing to skin rejuvenation

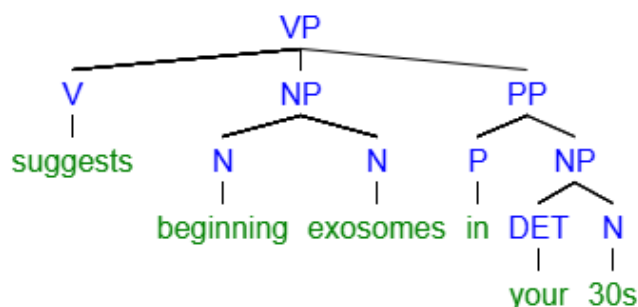
Table 9. Datum 8



The VP *have been touted* is formed by the perfect auxiliary *have*, the progressive verb *been*, and the passive verb *touted* as the head of VP. In addition, this VP is modified by PPs *for everything from wound healing to skin rejuvenation*, functioning as the prepositional complements. So, Verb *touted* does not require PP to complete its meaning; instead, the PPs merely act as an additional modifier to provide information about the action. Which is which, the VPs function to convey exosomes and reinforce their appeal in aesthetic medicine.

No	Sentence	Verb Phrase
Datum 9	Dr. Gohara suggests beginning exosomes in your 30s	suggests beginning exosomes in your 30s

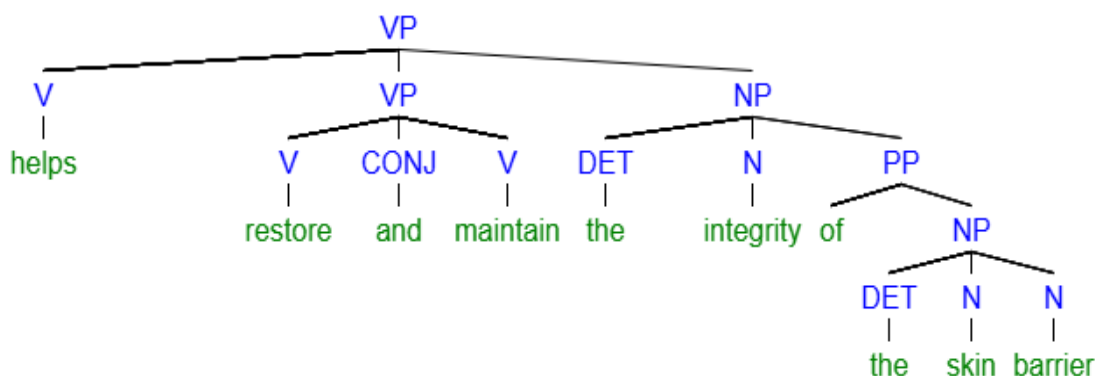
Table 10. Datum 9



The head verb of the VP above is the lexical verb *suggests* followed by its modifier, which is complemented by NP *beginning exosomes* and PP *in your 30s* which acts as direct object. The verb *suggests*, identified as transitive verb type 2 by taking a clause as its complement. Thus, the verb is determined as a complex verb, as the NP functions as direct object and PP as an object-predicative to specify what the subject is suggesting. Overall, the VPs allow readers to discuss the perfect timing for the suggested action, while being delivered in a persuasive advertising tone.

No	Sentence	Verb Phrase
Datum 10	A biomimetic active delivery system that helps restore and maintain the integrity of the skin barrier	helps restore and maintain the integrity of the skin barrier

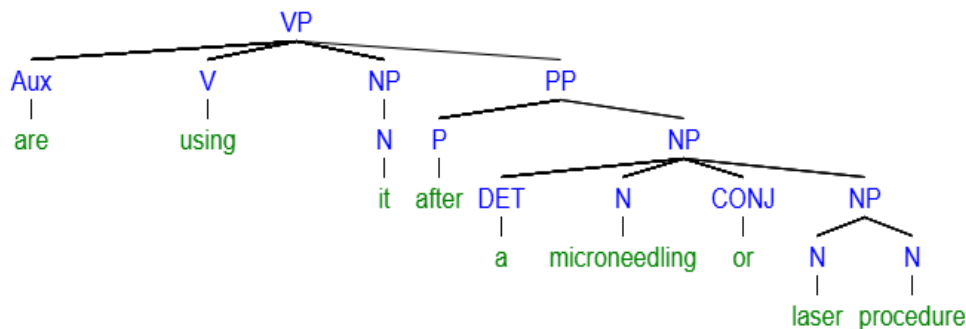
Table 11. Datum 10



The head of VP above is the verb *helps*, which is an auxiliary verb modified by VP *restore and maintain*. The verbs *restore* and *maintain* are categorized as transitive verbs as they require a direct object of NP contained in a PP modifier. This VP is also modified by a single NP *the integrity of the skin barrier* functioning as direct object to the VP. Accordingly, this VP is classified as transitive verb because it has a single complement from the NP. The VPs further emphasize efficiency of the system, thereby persuading readers as a typical scientific marketing.

No	Sentence	Verb Phrase
Datum 11	People are using it after a microneedling or laser procedure	are using it after a microneedling or laser procedure

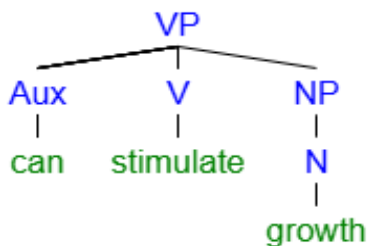
Table 12. Datum 11



The VP above is progressive verb as it governed by *are*, followed by progressive *-ing* in *using*. The transitive verb of *using* complements with direct object NP *it* as a recipient of the verb’s action. This VP is modified by an NP *it* which functions as direct object and an adjunct PP *after a microneedling or laser procedure* which functions as object-predicative. Therefore, this verb is concluded as complex verb as it contains NP as direct object and PP as an object-predicative. Thus, the VPs structure foregrounds the information for readers by informing the usage procedure as a typical marketing discourse.

No	Sentence	Verb Phrase
Datum 12	Exosome therapy can stimulate growth	can stimulate growth

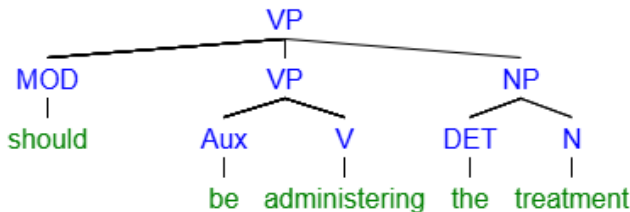
Table 13. Datum 12



The VP above is formed by modal auxiliary verb *can* followed by lexical verb *stimulate* functioning as head of VP, creating a complex predicate that express ability. This VP is modified by NP *growth* serving as direct object of lexical verb *stimulate*. Which is to say, the verb *stimulate* is determined as a transitive verb, as it is complemented by a direct object in the form of NP *growth* to the verb phrase. Moreover, the VPs highlight the exosome therapy by presenting information while maintaining a persuasive discourse intent.

No	Sentence	Verb Phrase
Datum 13	A board-certified dermatologist should be administering the treatment	should be administering the treatment

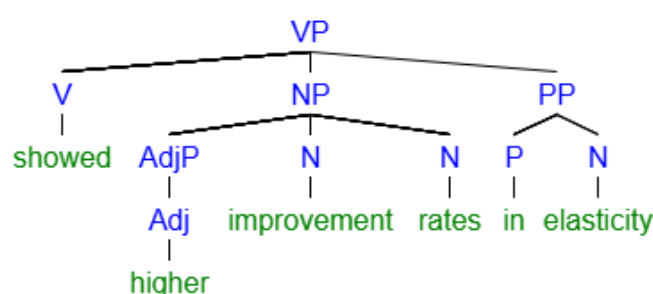
Table 14. Datum 13



The VP *should be administering* is classified as a modal + progressive verb for it contains *should* as modal verb, *be* as linking verb, and *administering* as progressive verb, serving as head of VP. The progressive verb indicates an ongoing action of VP to the next verb *administering*. This VP is modified by an NP *the treatment*. Hence, this VP is concluded as transitive verb because the NP serves as direct object and complements the VP *should be administering*. Accordingly, the VPs function as discourse in expressing a recommendation for continuous dermatologist action in specific treatment.

No	Sentence	Verb Phrase
Datum 14	The polynucleotide-treated sections showed higher improvement rates in elasticity	showed higher improvement rates in elasticity

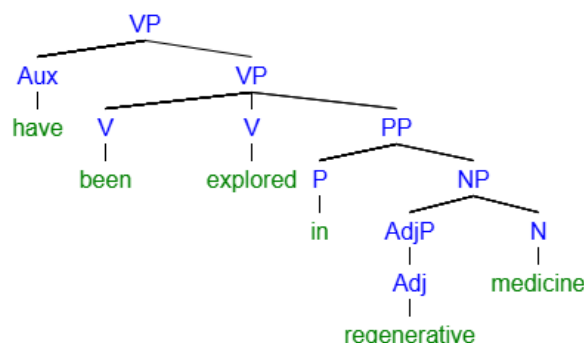
Table 15. Datum 14



The VP above is formed by the lexical + passive verb *showed* which takes complex NP object *higher improvement rates* as a transitive predicate in expressing demonstration. The PP *in elasticity*, however serves in specifying the measurements in NP *improvement rates*. The NP serves as direct object carrying the transitive feature, while the PP functions as object-predicative. Due to the VP being modified by two complements, NP and PP, the verb is categorized as a complex verb. Thus, this VP structure shows a typical scientific report of improvement rates in elasticity.

No	Sentence	Verb Phrase
Datum 15	Exosomes have been explored in regenerative medicine	have been explored in regenerative medicine

Table 16. Datum 15



The VP *have been explored*, formed by perfect auxiliary verb *have been* creates a passive voice aspect, which is modified by PP *in* and NP *regenerative medicine* as object of a preposition. The PP serves as a locative than a prepositional complement by providing the

location information. Overall, this VP is categorized as auxiliary verbs, consisting of passive voice aspect, and the PPs place the action within the regenerative medicine sector.

5. Conclusion

This study has identified and analyzed fifteen verb phrases in *ELLE's* magazine articles focusing on *Exosome Therapy as a New Beauty Trend*. This syntactic analysis provides specific insights into how verb phrases are constructed and utilized within this popular beauty discourse. A Verb phrase (VP) plays a central role in structuring sentences within aesthetic discourse compared to other phrases. It becomes the center of a sentence and is determined as an irreplaceable phrase in a sentence.

The syntactic analysis reveals a variety of verb phrase structures contributing to the persuasive and informative nature of beauty discourse. From the fifteen data and four types of verb complements, complex verbs and prepositional verbs appear most frequently, allowing the articles to provide detailed information about *Exosome* treatments while maintaining reader's engagement. Additionally, all four auxiliary types are presented, indicating how *ELLE* purposefully employs linguistic structures to convey both clarity and possibility about this new beauty treatment.

Considering the importance of knowledge of beauty treatment, future research is expected to expand more syntactic analysis and examine distinct verb phrase structures. It can be conducted by examining how verb phrase structures are employed across wider range of aesthetic topics and media articles in accessible beauty media publications.

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