

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisement is an inevitable part of modern life. We can easily find any advertisements in the Internet, radio, television, or in printed media like magazines or newspapers.

From the etymological point of view, the root of the term *advertisement* is the Latin verb *advertere*, meaning 'to turn towards' (Goddard, 1996). Furthermore, Dyer (1982) also states that advertising means drawing the attention to something and notifying or informing somebody about something. However, the most concise and all-inclusive definition is offered by Arens, "Advertising is a paid form of communicating a message by the use of various media. It is persuasive, informative, and designed to influence purchasing behaviour or thought patterns." (Arens, 2002, p. 8)

When we simplify the quotation above, we get the following key information: an advertisement ought to be informative, persuasive, and influential. In doing so, advertisement affects our purchasing behavior and thought patterns. Although we do not often admit that, advertising manages to form our life significantly. As advertisement is the most visible and accessible form of public announcement,

it is also capable of influencing a vast number of people in a very little time and construct their mind to achieve the ultimate goal of triggering their action. Thus, advertisers seek for attention-attracting strategies, one of which is by applying a distinctive style of language.

Good advertisement comes from the technique of using advertising language. Some researchers refer advertising language to the language of persuasion. It is a technique of using words such as adjectives or compound words, the unique structure of sentences and the use of figurative language. It is the creative relationship of language and thoughts. The technique of combining rhetorical figures such as repetition, metaphor, pun or hyperbole into the advertising message is one of the most creative techniques. Rhetorical figures bring out the limitless flexibility of the language itself. Advertisers can play with words, break the rules of syntax or semantics and create animated expressions by applying the figures of rhetoric. In addition, it can also create more imaginative aspects in advertising and it is able to gain a consumer's attention and build the product interest; therefore, advertisers tend to use this technique in their advertisement.

According to Verdonk in his book *Stylistics*, "... style in language can be defined as a distinctive linguistic expression." (Verdonk, 2002, p. 4). He adds further that Stylistics is defined as the analysis of distinctive expression in language and the description of its purpose and effect (Verdonk, 2002).

Rhetoric is one of the topics in Stylistics. It concerns with the "artful deviations" from the typical, expected communication structure (McQuarrie and Mick, 1996). Additionally, they claim that there is "a wide range of figures appearing in advertisements" (McQuarrie and Mick, 1996). The use of rhetorical figures is one of the ways of how to add to the persuasiveness of the message.

“The central concern of rhetoric has always been method and manner: how to discover the most effective way to express a thought in a given situation, and how to alter its expression to suit different situations” (McQuarrie and Mick, 1996, p. 424).

I am interested in analyzing the use of rhetorical figures in Revlon advertisements as the topic of my thesis. Revlon is a global company for cosmetic product. Since 1932, Revlon has developed a long-standing reputation as the trendsetter in the world. Their products are sold in over 100 countries across six continents (Revlon, 2016). In order to support the promotional campaign, Revlon also uses digital advertising. They provide websites which feature current products and promotional information. Based on the data I get from the Internet, I find there are special forms of rhetorical figures used in their advertisements.

This thesis is written with the concern of giving informative inputs to readers about rhetorical figures that are used in advertisement and how it helps the advertisements in persuading their potential consumers. Besides, for language learners, this is beneficial to expand their linguistic knowledge, especially on stylistics, by giving a broader understanding in analyzing rhetorical figures used in advertisement. Furthermore, by reading this thesis, readers are encouraged to be more open-minded toward the distinctive style of writing especially in the way language is used in advertising work. Hopefully, this thesis inspires other researchers to develop or to conduct other researches in the same field.

(728 Words)

1.2 Statement of the Problem

The problems in this study are formulated as follows:

1. What rhetorical figures are used in Revlon advertisements?
2. What is the function of the rhetorical figures?

1.3 Purpose of the Study

Based on the statement of the problem, I would like to accomplish these purposes:

1. To reveal the rhetorical figures used in Revlon advertisements
2. To show the function of rhetorical figures

1.4 Method of Research

I take the following steps in conducting this research. The first step is looking for advertisements which contain rhetorical figures from the Internet; I use Revlon advertisements as the data. The second step is gathering and classifying the kinds of rhetorical figures. The third step is analyzing the data. The final step is writing a research report.

1.5 Organization of the Thesis

This thesis is divided into four chapters. Chapter One is Introduction; it consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two contains Theoretical Framework, which consists of the theory of rhetorical figure which is used in advertisement. Chapter Three contains the analysis of the data. Chapter Four contains Conclusion, which is followed by Bibliography and Appendices.