

CHAPTER FOUR

CONCLUSION

In this chapter I would like to draw some conclusions regarding the rhetorical figures found in Revlon advertisements. Using McQuarrie and Mick's model of levels of operation, I find that the rhetorical figures belong to three levels of operation, namely repetition, reversal, and destabilization.

Repetition is the most excessively rhetorical figure used in Revlon advertisements. There are six figures of repetition which are rhyme, alliteration, assonance, anaphora, epistrophe, and parison. The result of this analysis shows 26 data out of 30 data or 87% use repetition. In my opinion, it is due to the fact that repetition can simply and obviously give an emphatic effect of the meaning. Giving an emphasis to the advertisement message is really very important so that repetition is a very strong and effective tool. While repeating certain words, phrases or sentences, the advertiser also reminds the readers of the importance of these linguistic units, making them key words, phrases or sentences of the text.

Repetition operation covers three major aspects, which are sounds (rhyme, alliteration, and assonance), words (anaphora and epistrophe), and phrase structure (parison). Based on my finding, I notice that in repetition operation, sound repetition is more dominant rather than word or phrase structure repetition.

There are 9 out of 26 data that belong sound repetition (73%), whereas in word repetition there are 5 data (19%) and in phrase structure repetition there are 2 data (8%). In my opinion, this is because sound repetition can bring more powerful impact to attention grabbing. Rhyme, alliteration and assonance are meant to build the connection among the sounds of the words, so that it can create sentence that are easier to catch which will help the reader to understand the meaning of the advertisement message. Besides achieving a particular effect of euphony, sound repetition also allows better memorization of the advertisement message, as it resonates in one's mind. In addition, most of Revlon online advertisements were also made in TVC (television commercial) with voice over; therefore, it will be effective too if the advertisement messages also contain sound-play.

The other two operations show minor use. There is only one figure for each level; antithesis in the reversal operation and allusion in the destabilization operation. Only 3 data found that use antithesis (10%) and 1 data for allusion (3%). This is a very small percentage compared to repetition operation (87%). The minor use is understandable since the figures in reversal and destabilization operation are not quite easy enough to understand and it is most probably more difficult to convey the messages through them. Since antithesis involves the contradiction of ideas, it may contain double meanings due to the use of two ideas within one sentence. Whereas allusion requires readers' background knowledge in order to understand the meaning. This, I believe, makes these two figure rarely appear in Revlon advertisements.

The outcome of the analysis also shows zero use of any figures from the substitution operation, such as rhetorical question, ellipsis or metonymy. This is, in my opinion, due to the similar reason stated above that it is more difficult to

understand. Those figures are not only used for stylistic effects but also designed to force the audience to think and reflect more on the advertisement messages. Those figures are based on the close connection between words; one concept substitutes several words. It also requires the audience's background of knowledge about the whole concept to understand the meaning of the advertisement message.

The other significant thing about the rhetorical figures used in Revlon advertisement is the functions. Almost all of the data have at least one function. The outcome of the analysis shows that the majority of the data of rhetorical figures to serve the function of emphasizing the good point of the product. There are 17 data out of 30 data that serve this function (57%). Through this finding, it is also revealed that rhetorical figures can be employed to improve the effectiveness, clarity and persuasiveness of the advertisement, so that most probably the potential consumers may remember the advertisements better.

Besides for emphasizing the good point of a product, rhetorical figure can also be used to make the advertisements message sound nice and pleasing. There are 6 data that use rhetorical figure to serve this function (20%). Since this function deals more with sound, the figures with this function are those in sound repetition, such as rhyme, alliteration or assonance. A rhyme plays with the same ending sound, while alliteration and assonance deal with the same consonant and vowel sounds. These three figures allow the advertiser to play with the sounds within the advertisement message to create euphony in order to make the slogans more noticeable. Besides, sound repetition also plays an essential role in memorization. The more the advertiser uses words with similar sounds in their advertisement slogan or key phrase, the more memorable they becomes.

From the corpus data, I find out that there are also seven data (23%) that serve both functions of emphasizing the good point and making a nice and pleasant sound in it. Considering this finding, I believe that by combining both functions, it can help to achieve the goal of persuading potential consumers better. This technique can make the advertisement messages more effective and efficient at the same time. Furthermore, since it is also quite a challenging work to produce an advertisement that serves two functions all at once, in my opinion, by putting several forms of sound play that can also be used to highlight the best feature of a product will add an remarkably enticing style of writing to the advertisement.

Finally, I would like to propose some suggestions. Since this thesis is written with the concern of giving informative inputs to readers about rhetorical figures that are used in advertisements and how it helps the advertisements in persuading their potential consumers, it is expected that the readers can perceive the advertisements not as something that people commonly take for granted in printed media or the Internet, but also it can be a very interesting thing with so many complexities in its linguistic aspects, especially in the distinctive style of writing used in a commercial context. Besides, the topic of this thesis can still be extended. There are still many other figures of rhetoric or linguistic features that are interesting to be explored and worth investigating especially in advertisement media.

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