

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Nowadays, people are usually familiar with advertisements. It is easy for us to find advertisements everywhere like in television, magazines, newspapers, social media, and radio. Advertisements are useful for every aspect of business because they help people to know about products and services (Ad army group, n.d.). This is also supported by Minh Hou and Adam (as cited in Karlsson, 2007, p. 5), that advertising has played a major role in business to consumer marketing and allowed companies to build communication and other marketing objectives. This is because advertisements help companies to deliver their message about the products to customers. Moreover, an advertisement is created to attract the customers' attention; therefore, in order to entice the customers, it has to be interesting and creative.

In order to get the customers' attention, advertisements generally use visual contents and also persuasive language. Visual contents in advertisement, either pictures or videos have a big impact to the target customer; however, it is language that helps people to recognize a product and remember it. Therefore, the choice of language

is very important to deliver specific messages with the purpose of grabbing people's attention, especially in the fields of advertising (Kannan & Sarika, 2013, p. 3).

In linguistics, there is a study called stylistics, which is the study of style, that can be explained as a specific expression in language and the idea of its purpose and effect (Verdonk, 2002, p. 4). Stylistics deals with the ways language is used to convey a message (p. 5). In addition, people have different styles of using language to deliver a message. Thus, stylistics can be very influential in the field of advertisements. Stylistics has various tools, one of which is rhetorical figures.

According to McQuarrie and Mick (1996), rhetorical figures can be defined "as an artful deviation in the form taken by a statement" (p. 424). Rhetorical figures are important in the field of advertisements. For the writers, rhetorical figures help them to strengthen an argument in a text, whereas for the readers, rhetorical figures help them to remember the important ideas (Kathryn, n.d.). Rhetorical figures have an important function to motivate and attract the readers' attention and also to produce a positive attitude toward the advertisement (McQuarrie & Mick, 1996, p. 427). The positive attitude can make the customers give attention to the advertisement. For example, the use of rhetorical figures in advertisement is to make an advertisement be catchy and stick into the customers' mind. Thus, the reader will be familiar with the good qualities of the product and they may be attracted to buy the product.

After reading *Figures of Rhetoric in Advertising Language* journal article, I become interested in rhetorical figures in advertisements. Hence, I decide to choose and analyze rhetorical figures in advertisements in this thesis. I choose only one brand to analyze, which is *ASUS* laptop. The reason why I choose *ASUS* laptop is because *ASUS* is one of the famous laptop brands in the world and nowadays many people use laptops,

especially for students, teachers, and businessmen. Moreover, there are many interesting slogans that contain a lot of rhetorical figures in *ASUS* laptop advertisements. Hereafter, I want to know the types of rhetorical figures which are used and how *ASUS* can persuade the reader to buy their products by utilizing them.

*ASUS* is a company based in Taiwan. The company gets its name from the last four letters of the word *pegasus*. *ASUS* deals with products like laptops, netbooks, mobile phones, projectors, motherboard, etc. *ASUS* is known as “the number one manufacturer of motherboards in the world, commanding almost a 40% market share of the motherboard business. Over 24 million motherboards were sold in 2008” (n.d.).

This thesis is written for the purpose of giving information to the readers about the rhetorical figures used in the advertisement and also to make the reader understand how advertisers persuade their customers to buy their products through the language used in the advertisements. Hopefully, this thesis can increase linguistics knowledge of the readers, especially in the field of stylistics, and encourage people to learn more about the style of language in advertising and also inspires other researchers to develop other research in the same field.

(702 words)

## **1.2 Statement of the Problem**

Based on the topic that I choose, I am going to analyze the following problems:

1. What types of rhetorical figures are found in *ASUS* laptop advertisement taglines?
2. How do the rhetorical figures support the persuasive function in *ASUS* laptop taglines?

### **1.3 Purpose of the Study**

The purposes of this study are:

1. to know the types of rhetorical figures in *ASUS* laptop advertisement taglines.
2. to know how the rhetorical figures support the persuasive function in *ASUS* laptop advertisement taglines.

### **1.4 Method of Research**

I took the following steps in doing this research. First of all, I decided to choose the linguistics area to be discussed, which is Stylistics, and I focused on the rhetorical figures. I searched some brands that contain rhetorical figures in their advertisements tagline. Then, I found one laptop brand, which is *ASUS* laptop. After focusing on one brand, I analyzed the data. Finally, I wrote my thesis.

### **1.5 Organization of the Thesis**

This thesis consists of four chapters. Chapter One is Introduction, which is divided into five parts: Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two is Theoretical Framework, which provides as brief description of the theories that I am going to use in my analysis. Chapter Three presents the analysis of the data. The last chapter, Chapter Four, is Conclusion. At the end of the thesis, there are Bibliography and Appendices.