CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In today's world, advertisement is so popular that in general people are familiar with it. Advertisement is "a notice, picture or film telling people about a product, job or service" (Hornby, 2010, p. 23). Advertising uses every medium that is possible to get its message to go through. We can see advertisements almost everywhere as they are usually found in different types of media such as television, magazine, radio, newspaper, billboard, and even now on the Internet.

According to Paul Santili (1983) in his article in *Journal of Business Ethics,* advertising has two separate functions: the first one is to persuade the consumers and the second one is to inform the consumers. There is no doubt that companies rely on their advertisements to make a profit. The expansion of globalization and industrialization has caused more goods and services to be produced. This makes advertisements play an important role in selling products to the consumers. In other words, advertisements can be seen as an important tool for success. However, in some cases people tend to ignore the advertisements. People

have become more sophisticated and they are not so easy to convince anymore. Therefore, advertisements have to be very interesting and creative in order to get the consumers' attention, In order to seek the consumers' attention, advertisements usually use celebrities, visually creative designs such as pictures or videos, as well as persuasive language. Visual contents and design in advertising have a great impact on the consumers; yet, it is the language that helps the consumers identify a product and remember it ("The Language of Advertising," 2000). In a book entitled *Advertising as Communication*, it is said that "language has a powerful influence over people and their behaviour" (Dyer, 2009, p. 11). As a result, the choice of language undoubtedly plays a significant role in advertisements.

In linguistics, there is a study of style which is known as stylistics (Leech & Short, 1981, p. 28). Stylistics deals with the ways language is used to deliver a message. Stylistics also concerns with the effects the language style has on the readers (Verdonk, 2002, p. 5).

Stylistics has many tools and one of them is rhetorical figures. A rhetorical figure is "an artful deviation in the form taken by a statement" *(*McQuarrie & Mick, 1996, p. 424). Rhetoric refers to the study and uses of written, spoken, and visual language ("What Is Rhetoric?", n.d.). Rhetorical figures have an important part in advertisements as they can add a more positive image to the advertisements. It means that by having a positive image, the advertisements will be more attractive for the consumers.

Barnali Chetia (2015) states in her journal article, "Rhetorical Devices in English Advertisement Texts in India: A Descriptive Study," that "rhetoric plays a

very important role in advertisement and [acts] as a key element for the success of an advertisement" (p. 980). Rhetorical figures make it possible for the advertisers to make concepts, highlight the brand's qualities, and persuade the consumers (Cobos, 2013). By using rhetorical figures, the advertisement is expected to attract the consumers and stick into the consumers' mind. As a result, there will be a big chance that the consumers will be familiar with the features and qualities of the products and buy them.

After reading a journal article entitled "Figures of Rhetoric in Advertising Language" by McQuarrie and Mick (1996), I become interested in the use of rhetorical figures in advertisements. Therefore, I choose rhetorical figures in advertisements as the topic I would like to discuss in my thesis.

Furthermore, I decide to focus only on one brand and I choose a cosmetic brand which is *Maybelline*. I am interested in *Maybelline* because I find their advertisements interesting as they use lots of rhetorical figures in the slogan. I would like to find out what types of rhetorical figures are used and how rhetorical figures can have persuasive function in *Maybelline* advertisements. *Maybelline* is a cosmetic brand from the United States of America. *Maybelline* has consumers all around the world, making it one of the most successful cosmetic brands. *Maybelline* was founded in 1915 by a 19-year-old entrepreneur named Tom Lyle Williams. "*Maybe she's born with it; maybe it's Maybelline*" is Maybelline's legendary slogan which was adopted in 1991 by the company. Since then, this slogan has become famous and familiar ("About Maybelline," 2017). I have always remembered *Maybelline* advertisements ever since I saw it for the first

time. After learning about stylistics, I realize that *Maybelline* advertisement slogans are outstanding as they contain rhetorical figures.

Finally, through this thesis, people can be made aware of the importance of rhetorical figures. The use of rhetorical figures in advertisements can be beneficial for both the advertisers and the consumers. By using rhetorical figures, advertisers can convince the consumers more to buy their products and boost their sales. Consumers can also learn to be smarter buyers by being aware of the outstanding features of the products being advertised.

(825 words)

1.2 Statement of the Problem

I am going to analyze the following problems in my thesis:

1. What types of rhetorical figures are found in *Maybelline* advertisement slogans?

2. How do the rhetorical figures support the persuasive function in *Maybelline* advertisement slogans?

1.3 Purpose of the Study

The purposes of this study are:

1. to know the types of rhetorical figures contained in *Maybelline* advertisement slogans;

2. to know how the rhetorical figures support the persuasive function in *Maybelline* advertisement slogans.

1.4 Method of Research

First, I decided to choose stylistics as the linguistic area to be discussed and I focused on rhetorical figures. Then, I searched for cosmetics brands that have rhetorical figures in their advertisement slogans. Afterwards, I chose *Maybelline* and I started to analyze 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 a 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.