

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to draw a conclusion based on my findings and analysis of the use of rhetorical figure in Ben and Jerry's ice cream advertisement taglines in Chapter three along with my personal comments regarding the findings. This chapter also includes some limitations of my study as well as some recommendations for future research.

The purpose of this thesis is to identify the rhetorical figures in eight of Ben and Jerry's ice cream advertisement taglines. In addition, it also aims to see how the use of certain rhetorical figures will have a more effective effect to certain target market.

There are a total of eight taglines used in the present analysis, all of which contains at least one rhetorical figure. From the analysis, it is found that there are 13 rhetorical figures, most of which belong to the category of scheme (76%). It is also found that in the category of scheme, the rhetorical figures in the taglines are mostly from the rhetorical operation of repetition compared to the reversal. The other category, trope, only occurs three times (or only about 24%) in the whole

data, two of which are destabilization.

In the scheme category, the rhetorical figure which occurs the most is rhyme. This type of rhetorical figure appears three times, or 23% in the data. I believe that it can be connected to the target market of the company itself. As it is an ice-cream company, I think that the advertisements are targeted mostly for young consumers even though it does not mean that ice cream cannot be enjoyed by older people as well. I come to this conclusion because Ben and Jerry's deliberately uses a lot of repetition in their tagline, and it is common for children to remember things such as words and sayings more easily when it is repeated over and over. Therefore, I think it is a very smart move to do if they want to target young children. Furthermore, children are not the only ones who are easily drawn to repetition; adults also like rhymes because it gives musicality when reads and thus will be easy to remember.

The second rhetorical figure that occurs the most are antithesis and parallelism. Parallelism occurs three times in the data while antithesis is found three times. The same as rhyme, both of these rhetorical figures belong to the category of scheme. Parallelism, which repeats structure, will make a catchy phrase that can make the taglines easy to remember. In my opinion, by using this type of rhetorical figure, Ben and Jerry's wants the consumer to remember the taglines of their products easily and therefore can increase their sales of said products. I think that the use of antithesis together with the parallelism in some of the taglines is a very interesting and smart choice as the product will be twice as easy to remember.

The fact the rhetorical figure of trope does not occur very often in the data strengthens my opinion that Ben and Jerry's wants to target younger consumers. It will be a little more difficult for children to understand this category of rhetorical figures as they are not mature enough or have enough references to make a connection between what they read with certain background information that does not readily exist for their consumption. In other words, the persuasive effect will not be as effective if Ben and Jerry's uses a lot of trope as their choice of rhetorical figures in their advertisements.

In my opinion, Ben and Jerry's use of rhyme, parallelism and antithesis in most of the product taglines analyzed in this thesis is very effective to increase the persuasive effect of the advertisements. These rhetorical figures do not only make the taglines catchier and more memorable, but they are also funny and can appeal to different groups of age and gender. This is in addition to their already very creative product names. In contrast, there are not many rhetorical figures from the trope category are used in their advertisements. I believe it is probably because the use of this category, for example hyperbole, will not be as effective since there are also a lot of other brands that use hyperbole to attract their consumers. The use of hyperbole in their tagline advertisement will not make their taglines stand out; on the contrary, it will make it similar to other ice cream brands.

My study is limited in a couple of aspects. First, I only use eight of Ben and Jerry's ice cream advertisement taglines as my data despite their having more than ten taglines; therefore, I am unable to make a broad generalization that Ben and Jerry's always use the same type of rhetorical figures in all of their product taglines. Another limitation is the fact that my analysis only focuses on one type

of language play although there are a lot of other Stylistic theories that can be applied as well for a more detailed analysis. Based on the limitations above, I would like to recommend that future researchers who are interested in doing analysis in the field of Stylistics. First, it is suggested that future researches use all data available in a certain brand of advertisements taglines in order that they may come to a more accurate generalization about the brand's strategy in using a certain style for their advertisements. Should future researcher is interested in analyzing the same brand, it is also highly recommended to analyze the names of the products in connection to the taglines created for each of them because Ben and Jerry's product name are equally creative in using language play. Furthermore, a comparative study between the taglines in this ice cream brand and the taglines of ice cream brands can be conducted as well. The theory used to analyze the data also plays an important role, so it is highly recommended that future researchers should use more than one theory as it will provide a thorough analysis which result in getting a better understanding of the data.

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