

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

These days most people from lower, middle, and high social classes are familiar with advertisement. People can see advertisement anywhere; from the simplest forms of media, such as flyers, radio, television, or during the commercial break when watching movies at the cinemas, billboards on the streets, until the most up-to-date form of media today, the Internet websites.

The word *advertising* originally comes from a Classical Latin word *advertere*. The word *advertere* means “to turn towards” (Goddard, 1998, p. 6). This is in line with Gillian Dyer’s opinion in her book titled *Advertising as Communication*, which states that advertising is “a form of communication that constantly impinges on our daily lives, yet we are often unaware of its more subtle form of persuasion” (Dyer, 1982, p. 2). In addition, Phillip Nelson in his book titled *Advertising as Information* states that “in an advertising, readers can get information about a product of advertisement” (Nelson, 1974, p. 730). In accordance with the facts about advertising above, it can be deduced that

advertising has the objectives of persuading as well as giving information to people about something.

In an advertisement, there are two main elements, namely visual and textual elements. Visual elements can be in the form of a model or a picture of the product, while the textual elements can be in the form of a slogan or a tagline, which is known as advertising language in advertisement, and other information that describes the product of the advertisement. In this thesis, I would like to focus on the slogans of the advertisement.

One of the important jobs in the advertising world is making a slogan. A slogan can be defined as “a short phrase used by the company to strengthen the identity of the brand” (Leech, 1972, pp. 201-202). This is in accordance with the function of a slogan as an attention-seeking device. Gillian Dyer states that “it would be wrong to suggest that advertising language is not important, in fact the language of advertisement is sometimes more important than the visual aspect” (Dyer, 1982, p. 111). Hence, to get an attention from readers, aside from the visual aspects that should be interesting, the textual aspect, in this case a slogan, should also be interesting and memorable in an advertisement.

In Linguistics, the study that can cover the analysis of slogans is Stylistics. Stylistics is “the linguistic study of style in language and aims to explain the meaning of texts” (McIntyre & Jeffries, 2011, p. 272). There are many various tools in Stylistics, and one of the tools is rhetorical figures. Rhetorical figures can be defined as “an artful deviation” (Corbett, 1990). According to McQuarrie and Mick in their journal article titled *Figures of Rhetoric in Advertising Language*, “an important function of rhetorical figures is to motivate the potential readers”

(McQuarrie & Mick, 1996, p. 427). Besides, the word *rhetoric* means “a technique of using language to persuade people in spoken and written forms” (Literary Devices, 2013). In addition, according to McQuarrie and Mick, rhetorical figures have two kinds of mode, namely a scheme and a trope. A scheme focuses on regularity, while a trope deals with irregularity. Based on the operation types, a scheme is divided into two types which are repetition and reversal, and a trope is divided into two types which are substitution and destabilization (McQuarrie & Mick, 1996).

After reading McQuarrie and Mick’s journal article about rhetorical figures, I take an interest in analysing the use of rhetorical figures in advertisement. The source of the data which I am going to use as an object of my analysis is car advertisements. This source is chosen as nowadays car advertisements have unique and outstanding slogans which are worth analysing. I choose this topic for my thesis because I am very interested in knowing how the persuasive function of the car advertisements is related to the rhetorical figures.

The significance of the research is to make readers more aware of the important role of the rhetorical figures in advertisement. Furthermore, after reading this thesis, the readers are expected to be able to appreciate the advertisement slogans and the writers of the slogans as they are one of the most creative groups of people in using language.

(710 words)

1.2 Statement of the Problem

In this thesis, the problems I am going to analyse in my thesis are formulated in the following questions:

1. What types of rhetorical figures are used in the slogans of the advertisements?
2. How are the rhetorical figures related to the persuasive function of the advertisements?

1.3 Purpose of the Study

The study is done to:

1. identify what types of rhetorical figures are used in the slogans of the advertisements.
2. to know how the rhetorical figures are related to the persuasive function of the advertisements.

1.4 Method of Research

In the process of completing this thesis, firstly I browsed the Internet for some data about car advertisements and chose several car advertisements containing rhetorical figures to be analysed. Later on, I did the analysis of the data according to the statement of the problem. The last step was to write the research report and finalize the thesis.

1.5 Organization of the Thesis

The thesis is divided into four chapters. The first chapter is Introduction, which consists of 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 is the elaboration of the theories and approaches used to analyze the data. Chapter Three contains the textual analysis of the car advertisements. Chapter Four is the conclusion of the analysis. Bibliography and Appendices are put at the end of the thesis.

