

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisement is one of the best ways to promote a product. According to *Oxford Advanced Learner's Dictionary 8th Edition*, the word *advertisement* means "a notice, picture or film telling people about a product, job or service" (Hornby, 2010, p. 23) Advertisements can be found anywhere and in many different forms; for instance, we can find advertisements on the radio, a flyer, a billboard, the television, magazine and also the Internet.

The functions of advertisements are to give information about a product and also to persuade people to buy the product (Stevan, 2018). By looking at advertisements people will get the information about the product. A good advertisement does not only give information about a product; it also persuades people to buy the product. Advertisements interest people by adding bright colors and other attractive visual details. In visual details the advertisements also use celebrities to play a role to make it attractive to get the consumers' attention.

Furthermore, advertisements also use the textual context in which the advertisers often play with language in order to gain attention and become more memorable.

Aside from the brand names of products, advertisers put a lot of work in creating the taglines as it is one of the most effective ways to attract attention. They use different linguistics features and style to ensure that their taglines are not only unique and memorable, but are also convincing enough for the consumer to buy the products.

There is a study of language in Linguistics which is called Stylistics. Stylistics focuses on the relationship between the structure of language as a system and the context or situation of its production, as well as the social, cultural and political factors that affect its construction and reception (Burke, 2014). It is the study of style in language which focuses on the use of art in language (Leech & Short, 1981). Besides, stylistics can be described as the analysis of distinctive expression in language and the description of its aim and effects (Verdonk, 2002). Specifically, it is used to deliver a message to the reader or listener. In Stylistics, there are many branches, one of which is rhetorical figures, which will be the focus of my thesis.

Rhetorical figures use a persuasive language in spoken or written form. It is an art in language, which uses various methods to convince, influence, or please the reader (literary devices, n.d.). Moreover, rhetorical figures also can be seen in poems, speeches and advertisements. Using rhetorical figures in advertisements can help advertisers to boost their sales by making the sentence of the taglines catchy and playful. In advertisements, the use of tagline is one of the keys to success to

reach the selling target. Rhetorical figures in taglines have to have positive attitudes to increase the curiosity of the customers.

The purpose of my study is to identify the use of rhetorical figures in American chip advertisement taglines and to see what types of rhetorical figures are used the most often. In addition, my thesis also aims to see how the use of rhetorical figures in the advertisements support the persuasive function of the advertisements. I choose chip products to be my thesis because chips are a very popular snack. Almost everyone can eat chips. The reason why I choose to analyze America's chip products is because America is one of the biggest chip consumers in the world; it is said that "the average American eats over 4 pounds potato chips each year. In 2011, Americans ate 1.5 billion pounds of potato chips" (The Northern Plains Potato Growers Association, n.d.).

In my thesis I will not focus only on analyzing the taglines of a certain brand. On the contrary, I will be analyzing the taglines of the best-seller America chips like Popchips, Tostitos, Pringles and several others. Those best-seller chips have their own uniqueness in taste, texture, and appearance, and they also always advertise their products with unique and catchy taglines. When people buy a product regularly, there must be something that keeps them coming back for more. The flavor and the appearance can be one of the influencing factors, but the way the products are advertised can also be a contributing factor.

In doing the analysis, I hope that people may be made aware of how the language used in advertisements is crafted in such a way to add the persuasive effect which will determine whether we want to buy a certain product or not. I also hope

that we can easily notice the style and the ways the advertisements try to persuade us through language, especially by using rhetorical figures.

Total words: 768

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 America's chip advertisement taglines?
2. How do the rhetorical figures support the persuasive function in chip advertisement taglines?

1.3 Purpose of the Study

The purposes of this study are:

1. to know the types of rhetorical figures contained in America's chip advertisement taglines.
2. to know how the rhetorical figures support the persuasive function in chip advertisement taglines.

1.4 Method of Research

First of all, I decided to choose the linguistic area to be discussed, which is Stylistics, and I focused on the rhetorical figures. After that I searched some best seller chips brands that contain rhetorical figures in their advertisements taglines.

Next, I found some chip brands. After that I analyze the rhetorical figures I found on the taglines. Finally, I wrote my research report.

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.

