

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisements are well-known for most people these days. They can be found in billboards, newspapers, magazines, television, and also online such as on Instagram, Twitter, Facebook, etc. According to the website *EconomicTimes.Indiatimes* (2017), “Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them,” and according to *Dictionary.com* (n.d.) “advertisement is a paid announcement, as of goods for sale, in newspapers or magazines, on radio or television, etc.” Thus, it is very common for most of us to see advertisements these days.

The purpose of advertising itself according to *Importantindia* (2016) is to “appeal the customers to choose the goods so advertised. It also helps buyers to buy the things they need.” In order to make the advertisement successful, the advertisement itself should provide information that the customers find interesting and make it memorable for them. In advertising, the technique that is most useful to gain attention is by inserting an interesting visual design and catchy texts. An appealing visual design attracts people. However, it is usually the catchy

texts in the advertisement that make people remember the products or the brands easily, as stated by Linguarama (n.d.) that “it is language that helps people to identify a product and remember it.”

There are a lot of types of text in advertisement, such as a brand name, description of the product, and a tagline. While the brand name of a product is important to help customer differentiate one product from another, the other texts found in an advertisement are equally important. In the description of the product, customers learn about the product’s benefit, purpose and price (BusinessDictionary, n.d). A tagline is usually the type of text in the advert that makes a product memorable; this type of text is the focus of my thesis.

A tagline is a catchphrase that is usually found in advertising. Its purpose according to The Balance (2017) is “to catch the overall benefit of what is being advertised, also it gives information that can be easily remembered.” Taglines use varieties of language style, such as repetition, reversal, substitution, and destabilization. In order that a tagline should be successful in achieving its purpose, the writer should think about the context of what is being written and also think about who will read it.

A branch of linguistics that is concerns with the language style is stylistics. ThoughtCo (2017) states that “stylistics focuses on the figures, tropes and other rhetorical devices to provide variety and a unique voice to writing.” In the branch of stylistics there is rhetorical device which “uses words in a particular way to express its meaning and it is a technique to stimulate an emotion on the audience.” (YourDictionary, n.d.). Smallbusiness (n.d.) finds out that “Many rhetorical devices

have become tried-and-true methods that advertisers have used effectively for decades in ad campaigns.”

One of the uses of rhetorical figures can be found in chocolate taglines. After reading the journal of *Figures of Rhetoric in Advertising Language* by McQuarrie and Mick (1996), and also *A Handbook of Rhetorical Devices* by Harris (2010), I become interested to know more about the varieties of style in a text. I specifically choose chocolate advertisements to analyze further the rhetorical figures. Some of the well-known chocolate brands such as Kit Kat, Cadbury, Butterfinger, Lindt, etc, are created in European countries. I choose European chocolate because it has been sold in all over the places in the world and most people know most of them. Also, whenever I see chocolate advertisements tagline in a magazines, or television, they usually use a variety of unique words or phrase. Therefore, I want to know what types of rhetorical figures that are used in the chocolate advertisements.

All in all, by analyzing rhetorical figures in chocolate advertisement in my thesis, I aim to know what rhetorical figures are found in chocolate advertisement and how the rhetorical figures support the persuasive function in the chocolate advertisement. The significance of my study is that people will see that language can be used in a different way, like in the language of advertisement. In other words, it is hoped that the study will make people aware of the strategies used by advertisers to appeal to our language use to make us interested in buying their products.

(721 words)

1.2 Statement of the Problem

In this thesis, I am going to analyze the following problems:

1. What rhetorical figures are found in chocolate advertisement taglines?
2. How do the rhetorical figures support the persuasive function in the chocolate advertisement?

1.3 Purposes of the Study

The purposes of this study are:

1. to find out the rhetorical figures that are included in chocolate's advertisement taglines
2. to find out how the rhetorical figures support the persuasive function in chocolate advertisement taglines.

1.4 Method of Research

Firstly, I chose Stylistics as part of the linguistic area to be discussed. After reading some theories, I focused on the rhetorical figures. Next, I searched for chocolate brand products that have the rhetorical figures in their advertisement taglines. After that, I analyzed the data and finally, I wrote my thesis.

1.5 Organization of the Thesis

This thesis is made up of four chapters. The first is Chapter One, which is Introduction, and it 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. The second chapter, is Theoretical Framework, which provides a brief description of the theories that I am going to use in my analysis. Third, Chapter

Three presents the analysis of the data. The last one is Chapter Four, which is Conclusion. At the end of the thesis there are Bibliography and Appendices.

