

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

At the present time, people can find a great number of advertisements in various mass media such as newspapers, magazines, television, or radio. Advertisements help people to know more about the products initially before deciding to purchase them. According to *Cambridge Dictionary*, advertisement, in general, means “a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.” and in business English, means “a picture, sign, etc. that is used to make a product or service known and persuade people to buy it” (“Advertisement,” n.d.). Advertisements help the manufacturers to introduce and make the products or services known by the customers and thus persuade them to buy ones (Chand, n.d.). Therefore, advertisements are made to garner the customers’ interest to buy the products or services.

To make an advertisement attractive to the customers, there are some important elements to be considered, one of which is the copy elements. The copy

elements deal with language and font used as well as the contents such as the company slogan and/or logo. Hudgins (2018) states that “the copy or text must communicate in clear, concise and focused language.” Therefore, the language used in advertisements must be taken into serious consideration.

Language has a strong influence on people and their behavior in the world of advertisement. Thus, the language used in advertisements should be chosen carefully so that it can influence people and deliver the specific messages to them (Kannan & Tyagi, 2013, p. 3). The language used in advertisements is made as attractive as possible to attract the customers’ attention and persuade them to buy the products or services offered.

One of the effective ways to study the language used is through stylistics. Stylistics is the linguistic study of style. It is usually done as a practice in describing the language use (Leech & Short, 1981, p. 11). According to Verdonk (2002, p. 4), stylistics analyses specific expressions in language and describes their purpose and effect. In advertisement, stylistics is very useful in forming certain expressions in language that can make the advertisement attractive enough to deliver its message and persuade the customers.

Stylistics has a number of sub-studies, one of which is rhetorical figure. Rhetorical figure is defined as “an artful deviation” (McQuarrie & Mick, 1996, p. 424). It is the way language is arranged in such a fashion as to make it artsy and appealing. It is used to emphasize and achieve certain effects by using effective and persuasive language to influence the audience. In the field of advertising, rhetorical figures are used to convince the customers that the manufacturers have better products or services than others (“Rhetoric,” n.d.). Rhetorical figures are

divided further into two categories, which are scheme and trope. In scheme, there are repetition and reversal, while in trope, there are substitution and destabilization. One of the most commonly-used type of rhetorical figures in advertisements is repetition because it attracts people's attention and makes the advertisements easily remembered by the customers, thus increasing their interests to purchase the products.

In this study, I choose to analyse the rhetorical figures since I am interested in the use of rhetorical figures in advertisements. To be more specific, I analyse the advertisements of a chocolate and candy manufacturer named Hershey's. I choose to analyse Hershey's advertisements since they have a number of attractive taglines which contain rhetorical figures. The use of repetition, reversal, and substitution in Hershey's taglines help the manufacturer to promote their products to the customers. Thus, I would like to know the rhetorical figures used in Hershey's advertisements and how they persuade the customers to buy their products.

The Hershey Company was established on 24 October 1927 and is a chocolate producer in North America. Hershey's manufactures chocolate and non-chocolate confectionery products as well as groceries such as baking chocolate, chocolate syrup, cocoa mix, cookies, snack nuts, breath mints, and bubble gums. In 2016, Hershey's achieved historic growth with increasing income at a record-setting \$7.44 billion. They marketed, sold, and also distributed their products under more than 80 brand names in about 70 countries around the world ("Our Story," n.d.).

The significance of this study is to make the readers aware that there are rhetorical figures used in the advertisements and that the language used supports the persuasive function in advertisements. I hope this study will improve the linguistic knowledge of the readers and encourage them to study more about the language style used in advertising. I also hope this study can act as a guidance for other researchers who are interested in conducting a research related to the use of rhetorical figures.

(787 words)

### **1.2 Statement of the Problem**

Based on the topic of my study, there are two research questions as follows:

1. What type(s) of rhetorical figures are used in Hershey's advertisements?
2. How does the use of the rhetorical figures support the persuasive function in Hershey's advertisements?

### **1.3 Purpose of the Study**

Based on the statement of the problems above, the purposes of this study are:

1. to know the type(s) of rhetorical figures used in Hershey's advertisements;
2. to know how the use of the rhetorical figures supports the persuasive function in Hershey's advertisements.

#### **1.4 Organization of the Thesis**

This study consists of five chapters. Chapter One is Introduction, which has four parts. There are Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. Chapter Two is Literature Review, which contains the theories used to analyse the data along with the previous study. Chapter Three is Methods of Research. Chapter Four provides the analysis of data. Chapter Five is Conclusion. This study ends with References and Appendices.

