

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

In this modern era there are still many people who like reading books. People like to do this activity for learning, gaining knowledge and information or just want to be entertained by good and interesting stories to read. Nowadays, books come both in printed and electronic forms.

Besides, books can reach a large audience because they have a great variety of genres. With these various genres, people will buy books according to their interests, what they like, and what they need. Books are also made for various age groups; as a result, readers can find out what is worth reading which fits their age.

Generally speaking, when we want to buy a book, we will often see the back cover of the book first to find out a glimpse of information about the contents of the book, and whether the book is worth reading and buying or not. The cover section on the back of the book that we usually notice is called a blurb. According to *English Oxford Living Dictionary* (n.d.), the word *blurb* means “A short description of a book, film, or other product written for promotional purposes”.

Furthermore, Author Society (n.d.) also states that “It is evident that the book blurb is one of your most important communication aids when promoting your book, so invest plenty of time and dedication to ensure you get it right”. Thus, it is clear that a blurb has an important function to promote a book so that readers can be persuaded to buy a book. In order to succeed in persuading and attracting readers, a blurb must contain something interesting so that it can have an exciting or memorable blurb. This may seem a simple thing to do but in fact it is not since it requires a high skill and creativity. This is one of the reasons why I am interested in analyzing book blurbs.

This subject is related to the field of Stylistics, which according to Nordquist (2018), is simply defined as the branch of applied linguistics dealing with the study of style in a text. There are a lot of topics that can be analyzed in Stylistics; and one of them is the persuasive function of rhetorical figures. Literary Devices (n.d.) explains that rhetoric is a method of using language in a spoken or written form which is used effectively and persuasively. A rhetorical figure is a figure used to emphasize and give the effective and persuasive effect to the text. Therefore, logically speaking, a book blurb should contain rhetorical figures since the use of catchy language has a big impact to persuade and reach a larger audience.

In this thesis, I am interested in discussing children's book blurbs. I choose this topic because children's books are very interesting and unique. Although the language which is used in the blurbs is simple and easy to understand, the choice of unique and creative words must be able to attract the attention of readers and children. I believe that the choice of words and the sentence structures in children's book blurbs have certain effects and specific goals for readers, especially children.

Specifically, my thesis will discuss the types of the rhetorical figures used in children's book blurbs. Besides, this thesis also aims to elaborate the effects of the use of rhetorical figures in blurbs on children as the main target audience.

I hope that my research would inspire other linguists or college students who are interested in taking this topic to analyze. By analyzing it, we can be more critical and understand how language is used effectively, in this case through the use of rhetorical figures. In the field of Stylistics, this study is believed to be important because in our real life the use of persuasive language is beneficial, whether it is in blurbs, advertisements, speeches, etc. Thus, people need to know more about making use of language in an effective way so that it can serve its purpose well.

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## **1.2 Statement of the Problem**

In this thesis, there are two research questions as follows:

1. What are the types of rhetorical figures used in children's book blurbs?
2. How can the use of the rhetorical figures affect children?

## **1.3 Purpose of the Study**

The purposes of this thesis are:

1. to find out the types of rhetorical figures used in children's book blurbs.
2. to find out how the use of the rhetorical figures can affect children.

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

This thesis consists of five chapters. The first is Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, and Organization of the Thesis. The second chapter is Literature Review, which discusses the theories of Stylistics and the rhetorical figures, as well as a previous study. Chapter Three is Methods of Research, consisting of Research Design, Data Collection Technique, Framework for Analysis, and Data Analysis. Chapter Four contains the analysis of my data. The last is Chapter Five, Conclusion. The thesis ends with References and Appendices.

