

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

According to a website, The Economic Times (2020), advertisement is a device to communicate with the users of a product or service. By using advertisement, a website, Sendian Creations (2020), states that there are benefits that a business company can get. First, it can increase the company's brand and product awareness within a short period of time. Second, it can also attract current and potential consumers (2019).

Nowadays, advertisement is very well known among people. This is due to the fact that it can be found easily in our daily lives through different kinds of media, such as television, newspaper, poster, radio, Internet, and even people through endorsements.

Moreover, OER Services (n.d.) states that "Advertising has three primary objectives: to inform, to persuade, and to remind." In other words, advertisements have to be informative and make people aware of the brands, products, services, and ideas of the business. They also have to be persuasive so that potential

consumers will end up purchasing their products or services. Advertisements have to remind the consumers that their products are of the best quality so that the consumers will not change their choice to other brands.

One of the ways to actualize the objectives is through the presence of a tagline. Pahwa (2020), who specializes in marketing, stresses on the importance of a tagline. He states that “A tagline is a short memorable description that briefly and clearly communicates the brand message.” Moreover, he claims that an effective tagline will have to be the one that becomes “a public earworm” (Pahwa, 2020) and gets stuck in people’s brain easily. A successful tagline is the one that manages to draw the consumers’ attention by taking the advertisement context as well as the target audience into serious consideration. A tagline is also of great importance to make certain that the consumers will understand the message of the product promoted through the tagline. In short, an advertisement tagline has to be ear-catchy, meaningful, and easily remembered.

One of the ways to make an interesting tagline is through the presence of rhetorical figures within the tagline. McQuarrie and Mick (1996, p. 424) state that a rhetorical figure is “an artful deviation”. Specifically, according to Literary Devices (n.d.), “Rhetorical figure is a technique of using language, in spoken and written form, in an effective way and has a persuasive purpose.” The purpose of this technique is to convey the meaning of a word, to evoke the consumers’ emotion, and definitely to persuade them to buy the product. Rhetorical figures specifically consist of schemes and tropes. A scheme is concerned with word order, the syntax,

letters, and sounds, while a trope deals with words with an unexpected twist in its meaning (web.cn.edu, n.d.).

As a technique in using language, rhetorical figures belong to Stylistics. According to Nordquist (2019), “Stylistics is included in applied linguistics branch that discusses style in text.” A website states “Stylistics is a study of devices in languages, such as rhetorical figures and syntactical patterns, that are considered to produce expressive or literary style” (Britannica, 2020). To analyze the taglines, I use the theory of McQuarrie and Mick (1996) proposed in their journal article titled “Figures of Rhetoric in Advertising Language”; besides, I also use the theory from Harris (2013) in his book *A Handbook of Rhetorical Devices*.

The application of rhetorical figures can be found in skincare and makeup taglines. I specifically choose skincare and makeup advertisements from *Clinique* Skincare and Makeup to be analyzed further in terms of the application of the rhetorical figures. The reason why I choose taglines from *Clinique* advertisements is because *Clinique* is a famous brand nationally and internationally. Its products have been sold all over the world. *Clinique* is well-known for being great and useful skincare and makeup, especially for women. Moreover, I find that *Clinique* often makes use of rhetorical figures in the advertisement taglines. In the taglines, rhetorical figures can often be found and these figures are used to support the strong points of the products.

In this thesis, my analysis of the rhetorical figures in *Clinique* advertisement taglines aims at finding out the types of rhetorical figures in the advertisement

taglines. I would also like to find out how it supports the persuasive function in the advertisement.

The significance of my study is to inform people that an advertisement tagline is not merely a complement of an advertisement. When analyzed deeply, it contains linguistic elements and one of them is the use of rhetorical figures. Being aware of its presence can make people understand the product more and eventually interested in purchasing it.

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## **1.2 Statement of the Problem**

In this thesis there are two research questions to analyze:

1. What types of rhetorical figures are used in *Clinique* advertisement taglines?
2. How do the rhetorical figures support the persuasive function in *Clinique* advertisement taglines?

## **1.3 Purpose of the Study**

The purposes of the study in this thesis are:

1. To find out the types of rhetorical figures in *Clinique* advertisement taglines.
2. To find out how the rhetorical figures support the persuasive function in *Clinique* advertisement taglines.

## **1.4 Organization of the Thesis**

This thesis starts with Chapter One, Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study and Organization of the Thesis. Chapter Two is Literature Review, in which the theories used to analyze the taglines are elaborated and there is also a previous study. Chapter Three, Methods of Research, contains Research Design, Data Collection Technique, Framework for Analysis and Data Analysis. Chapter Four is the rhetorical figure analysis of the taglines in *Clinique* advertisements. Chapter Five is concerned with the conclusion of the research findings. At the end of the thesis, I also include References and Appendices.

