

CHAPTER FIVE

CONCLUSION

In this chapter I would like to draw some concluding points based on my findings of the analysis that has been elaborated in Chapter Four. In addition, I would also like to give my personal opinions and comments regarding the use of rhetorical figures in *Clinique* advertisement taglines and how these rhetorical figures support the persuasive functions in promoting *Clinique*.

In this research there are twelve data in total that are found in six taglines that have been selected from *Clinique* advertisements. Considering the number of rhetorical figures that are found, I personally believe that the advertiser is very smart to have made maximum use of rhetorical figures. This leads to the fact that *Clinique* taglines are more beautiful and attractive due to the aesthetic value contributed by the rhetorical figures in the tagline. The aesthetic value of the rhetorical figures definitely helps the persuasive function as it will grab the consumers' attention and in the end, it is expected that they will be interested in buying their advertised product.

From the twelve data of *Clinique* advertisement tagline that I have analyzed, there are eight data (66%) identified as schemes and four data of tropes (33%). In the gradient of deviation proposed by McQuarrie and Mick (1996), it is known that the figurative mode of scheme is much less complicated than the tropic mode. This clearly will make it easier for us to understand a scheme than a trope. In my opinion, this shows the advertiser's clever strategy in promoting the product through advertisements. This is because the more easily the tagline is understood, the easier it is for the target consumer to get the core message of the tagline. In addition, if related to the target consumers, less complicated forms of rhetorical figures can also mean a bigger range of target consumers that can be reached. The advertisement can target not only consumers from a certain age group, but also several age groups. Besides, it can also target not only a certain social class of people, but also other social classes.

Furthermore, in terms of the rhetorical operations, I find eight data using repetition (66%), no data of reversal (0%), three data of substitution (25%), and one data of destabilization (8%). It can be seen that the most dominant rhetorical operation used is the repetition operation. Again, in McQuarrie and Mick's (1996) gradient of deviation, among the four kinds of rhetorical operations, namely repetition, reversal, substitution, and destabilization, the repetition operation is claimed to be the simplest operation. This rhetorical operation of repetition is very effective, mostly because the repetitive parts in the tagline will naturally make people remember easily and hence, also understand the concept easily. The more repetitive words are used in the tagline, the more effective it will become to catch

the consumers' attention. The repetition is also effective because the advertiser can strengthen a certain important idea that is being discussed in the tagline through this form of repetition.

In the research there eight types of rhetorical figures found, namely parallelism (3 data), rhyme (2 data), hyperbole (2 data), anaphora (1 data), hypophora (1 data), epanalepsis (1 data), paradox (1 data), diacope (1 data). Thus, it is clear that the most dominant rhetorical figure found in *Clinique* advertisement taglines is parallelism. In my opinion, it is clever of the advertiser to use parallelism because the repeated phrase structure is catchy and memorable so as to make the consumers remember tagline easily.

The second most dominant types of rhetorical figures are rhyme and hyperbole. The repetition of the ending sound of the words in the tagline produces a pleasing sound to hear, which will make the target consumers pay more attention to the particular tagline parts containing rhymes. Since a rhyme belongs to the repetition operation, the effect is similar in making the tagline resonates in the consumers' mind and logically speaking, they will remember it easily. By using this repetitive form, the advertiser wants the consumers to become more familiar with their products because usually people tend to buy the products that they are already familiar with rather than the products they do not know well.

Besides, a hyperbole is used because the advertiser wants to show that their product is really different from the other similar products by using an exaggerated claim. Thus, these dominant forms of repetition and hyperbole in *Clinique*

advertisement can be a good way to promote the products and inform the consumers about the strong points of the products.

Based on my findings, there are only few rhetorical figures belonging to the figurative mode of trope. To be more specific, there are only two data found, which are a hypophora, which belongs to the substitution operation, and a paradox, which belongs to the destabilization operation. Substitution and destabilization are rarely found in my research because generally speaking, they are rather complicated for the consumers to digest and understand the main idea of the tagline.

Moreover, I am of the opinion that another possible reason why the advertiser does not use the rhetorical operation of destabilization frequently is most probably because it does not contain a literal meaning. This operation is closely related to the possible interpretations of meanings so that the meaning depends on the consumers' interpretations, which can be different from one person to another.

In addition, the most interesting rhetorical figure for me personally is a paradox because the text contains a self-contradictory point, which may become mind blowing for the consumers. This rhetorical figure is quite complicated because it obliges the consumers who read it to think further and thus, it takes more time to understand the main concept of the tagline; yet, after the consumers know the meaning of the tagline, it may trigger the consumers to find out more information about the product and hopefully they will be more interested in buying it.

In writing my thesis, there are some limitations. Due to the limited time, I have to limit the data that I use in the writing of my thesis. This leads to the fact that I only analyze six advertisement taglines which are taken from only one

skincare and makeup brand. I believe this opens wide opportunities for other researchers who are interested in this same topic to do similar research.

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