

## **CHAPTER FOUR**

### **CONCLUSION**

In this chapter I would like to draw some conclusions based on my findings after discussing the echoic aspects found in the advertisement slogans. I figure out that the echoic aspects have an important role to make the advertisement slogans more attractive. The use of the echoic aspects in the advertisement slogans can make the consumers feel interested in the products.

The echoic aspects found in the advertisement slogans are basically classified into sound repetition and text repetition. There are 7 types of sound repetition used, such as alliteration, assonance, consonance, rhyme, reverse rhyme, pararhyme and homophone. Furthermore, the types of text repetition are as follows: anaphora, epistrophe, symploce, anadiplosis, epanalepsis, antistrophe, polyptoton and homoioteleuton. From the 15 data of advertisement slogans that I have analyzed, it is revealed that sound repetition is more dominant than text repetition. It can be seen from the table of data in Appendix 1 that there are 17 data of sound repetition and 14 data of text repetition.

Among the 14 types of text repetition, I find that the most dominant type is anaphora, the repetition of words which take place in the initial position. In the data that I have analyzed, there are 6 data which contain anaphora in the

slogans. The repetition of the words in the initial position can emphasize the meaning of the words that follow. For example, in data 6 the characteristics of the adjectives are emphasized by the repetition of the word 'more'. Besides emphasizing the words, anaphora is also more memorable in creating the echoic sound rather than the other types of echoic aspects, because compared with anadiplosis, the repetition of the last part of one unit which is repeated at the beginning of the next, or antistrophe; the repetition of items in a reverse order, in my opinion anaphora is more eye-catching because its position is in the initial of each unit.

The other type of the echoic aspects which is quite dominant is homoioteleuton. Homoioteleuton is the repetition of the same derivational or inflectional ending of different words. There are 4 data which contain homoioteleuton. I find out that there are repetitions of inflectional ending such as the suffixes –est, -ed and -s. It has the function to emphasize the meaning and these endings also rhyme because the sounds of the same inflectional suffix are put at the end of the words. Therefore the slogans can be pleasant to the ears and this contributes to the attractiveness of the slogan. There is also 3 data containing epistrophe, which the repetition of the words takes place in final position. this type can make the slogan rhymes.

The less dominant types of the echoic aspects used in my data are sound repetition such as alliteration, consonance, assonance, rhyme, and pararhyme. There are 3 data containing alliteration, the repetition of consonant sounds in the initial position. Alliteration can make it easy for the consumers to repeat the slogan and remember it. Furthermore, there are 3 data which contain

consonance, which is the repetition of consonant sound. The consonance can emphasize the ending sound of the words, which is needed to make the slogan easily remembered by the consumers. There are 3 data containing assonance and also 3 data containing rhyme, but I find out that the repetition of text, such as anaphora, symploce, anadiplosis, and antistrophe can also be categorized as rhymes because the repetition of the words can make the ending sounds of the slogan rhyme with one another. I find also 3 data containing pararhyme, which make the words, have varied sounds. All the five types above make the slogan more ear-catching.

The least dominant types in my data are reverse rhyme, homophone, epistrophe, symploce, epanalepsis, and polyptoton. There are 1 data contains reverse rhyme, 1 data contains homophone, and 1 data contains polyptoton. So far, I cannot find any data which contain anadiplosis, epanalepsis and antistrophe, because they are rarely used in advertisement slogans, but in further researches, these types might be found.

I notice that from the 15 data of the advertisement slogans that I have analyzed, there are 11 advertisement slogans which apply both text and sound repetition, 4 advertisement slogans only use sound repetition and 1 advertisement slogan only use text repetition. Considering this fact, I believe that the combination of text and sound repetition in advertisement slogans is preferable because the use of the combination will be more attention-grabbing and attractive in persuading the consumers. As a result, the slogan will be unique especially when compared with other slogans which also aim at promoting the products.

After analyzing the data in some advertisements, I find out that there are many advertisement slogans which use the echoic aspects. This reflects the fact that the slogans are really made to be as attractive as they can. The advertisers try to make the consumers feel curious about the focus of the message that the products want to offer. An echoic aspect is used to create an impressive and memorable slogan. I have learnt that it is challenging to make a creative and persuading slogan. The advertisers need to be aware of the needs and the choice of words, match the words with the picture, and think about the concept as a whole in details. They have to be trully creative in combining those factors to make a persuading and impressive slogan.

Furthermore, the consumers' interest also depends on how creative the advertiser is, because the more attractive the slogan is, the more curious the consumers will be. A good slogan needs a simple but clear language in delivering the message or the idea so that the consumers are able to catch the right message. It is also important to make an attractive sound by using an echoic aspect. The repeated sounds or texts will create a slogan which is pleasant to the ears; therefore, the consumers will remember it easily, and also become curious to find out more about what the product is.

I understand that an advertisement is basically about persuading the consumers to buy or try the products or the services that are being advertised. The advertisers should make the best use of language to attract the attention of the consumers, and one of the ways is through a persuasive slogan. The echoic aspects can make the slogan more lively because the sounds become playful, jingly and rhyming.