CHAPTER I

INTRODUCTION

Background of the Study

Many different kinds of products are in the market; yet, new products keep appearing everyday. As a result, companies have to compete with one another to win the market through many ways, one of which is by advertising their products. The advertisements can be found in the electronic media, such as the radio and TV, and the printed media, such as magazines, newspapers, posters, brochures, pamphlets, and through the multimedia, especially the internet.

Product advertisements are designed not only to attract consumers' attention and to persuade them to buy the advertised products but also to remind them that certain old products still exist. To achieve the goals, advertisers use several strategies such as using pictures, colors, music, and language so that the advertisement will be interesting. Convincing consumers about the product and encouraging consumers to buy the product are the purposes of the advertisements. The language used in each kind of advertisement has specific characteristics depending on the product advertised. The language of car advertisements, for instance, is different from the language of food and beverage advertisements.

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Advertisements in the printed media are very interesting to be analyzed. Even though colors and pictures are important to support the advertisements, the language is also important particularly in the choice of words, the language style, and the presentation used on printed advertisements. They serve the function of attracting consumers to buy the product. It will be better if the language is explicit so that the meaning can be understood correctly. In other words, the advertiser should be very creative and use their knowledge to design the language of the advertisement.

In this thesis, I study the language of food and beverage printed advertisement. As food and beverage are among people's basic needs, food and beverage printed advertisement will be looked up more frequently than other kinds of products advertisement. Accordingly, some thorough observations need to be carried out on the language, especially on different functions of speech used to deliver information to the consumers on the product advertised.

For this particular thesis, I find it very relevant to use Sociolinguistic approach in analyzing the advertisement copies, since according to Holmes, 'sociolinguistics is the study of relationship between language and society' (Holmes, 2001:1). One specific theory I consult for this thesis is the Functions of Speech. By definition, Function of Speech explains about the range of functions language may serve, and the varieties of ways in which the same message may be expressed. Function of Speech covers six categories: expressive, directive, referential, metalinguistics, poetic and phatic (Holmes, 2001:258). Holmes states that 'it is possible to distinguish a great variety of different functions which language serves' (Holmes, 2001:259), which indicates that a text contains not

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only information but also a certain function or functions. Therefore, it is interesting to find out what different ways printed advertisements have in relation to the functions of speech.

I am also interested in examining the language used based on the target market's social and cultural background of the advertisement. As Sociolinguistics study the use of language in the society (Holmes, 2001; Trudgill, 1988; Wardhaugh, 1992), it will be justified to find relationship between language applied and the people who used it. This study will examine further the language used in the printed advertisement. I limit my study on food and beverage printed advertisements in the Western magazines in order to focus on a community of readers. Moreover, the part of the advertisement which I am going to analyze is the sentence with the functions of speech applied. Accordingly the topic for my thesis is Functions of Speech in some Food and Beverage Advertisements.

The Data for my study were collected from 18 food and beverage in printed advertisements taken from Oprah, Cosmopolitan, Delicious and Bon Appétit magazines. I will analyze the data and classify them according to the speech functions employed in the printed advertisements.

Statement of the Problem

The problems that I am going to analyze are:

1. What Functions of Speech are used in some food and beverage advertisements?

2. What intentions are served through the use of Functions of Speech in the food and beverage advertisements?

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Purpose of the Study

With reference to the above research problems, the aims of the study are:

1. To identify functions of speech which are used in some food and beverage advertisements.

2. To analyze the intentions served through the use of functions of speech to advertise food and beverage.

Methods of Research

For this study I follow the following steps. First, I collect some advertisements that show different functions of speech. Second, the data are classified in accordance with the functions of speech used and examine the intention of using particular function of speech. Finally, I draw a conclusion on how functions of speech are used to promote the products advertised.

Organization of the Thesis

The thesis is presented in four chapters. The first chapter is the Introduction, which consists of the Background of the Study, the Statement of the Problem, the Purpose of the Study, the Method of Research, and the Organization of the Thesis. The second chapter is the Theoretical Framework, presenting the theories used to analyze the data. The third chapter is the Discussion, which contains the discussion on the problems stated in this thesis. The last chapter is the Conclusion, which concludes the analysis done in the previous chapter, and will be followed by the Bibliography and the Appendices.