

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertisements are the part of life that cannot be separated. We can find advertisements anywhere and anytime. We can find them in newspapers, on television, radio, posters, on the Internet, etc. Advertisers use advertisements to promote the products they offer. Moreover, in this globalization era, advertisements are common to use. And it cannot be denied that advertisements characterize globalization, which is related to human life because advertisements deliver all aspects of the human life itself. Considering the Internet world-wide, it is clear that advertisements are already part of the globalization era.

Besides showing pictures, advertisements contain texts that give information about a certain product. In printed advertisements, advertisers try to convey the information about the product which is offered mainly through written texts. The text obviously reflects the product itself. Therefore, clear information is needed to avoid misunderstanding, especially because there is no direct contact between the

advertisers and the readers. The texts in the advertisements should be brief, solid, and clear so that the readers can understand the messages.

The common way of communication in advertisements is that the advertiser initiates the message encoded into a text and then the text is decoded into a message by the reader (Leech 210). Since the basic intention of an advertisement is to attract people to buy and use the product, an advertisement text should be persuasive. Therefore, there must be some attention-seeking devices that are used in advertisements. Based on Goddard, attention-seeking devices can be in the forms of verbal texts, images, pictures, layouts, colors, and many more. All these forms complement each other so that the whole text promotes the good quality of the product (Goddard 9-16).

In my thesis, I would like to focus on one of the attention-seeking devices, namely the verbal text used in advertisements. More specifically, I focus on the style of writing of the verbal text. In order to attract the readers, advertisers may use an emphatic style of writing to highlight the top quality of the product. Because of the new brands, for instance, the advertisers have to use emphatic styles to attract the consumers and to make them remember their products.

The significance of my thesis is that it can give a considerable knowledge to the readers, so that they are aware of the facts that there are many varieties of writing texts in advertisements. As a result, they can develop themselves to be more creative and productive. For advertisers or copy-writers of the advertisement, the significance is that they can compete with one another to create better style of writing and distribute their creative ideas with new forms of advertisement.

The emphatic style can be very effective by means of repeated sounds, repeated sentence structures, and repeated words or part of the words. Repeated sounds can be found in the words with rhymes, assonances, minimal pairs, and alliterations. Repetition is used to support consumer's memory, and it is expected that they will always remember the product and then buy it.

My topic belongs to **Stylistics**, which is defined as “the study of style which is rarely undertaken for its own sake, simply as an exercise in describing what use is made of language” (Leech 13). In Stylistics, it is possible to be more specific to learn how language serves a particular artistic function. In this case, graphology, phonology, morphology, and syntax can serve the function. **Graphology** is related to all the visual aspects of text, including layout and images; for example, the font of the letters, types of the letters, whether they are typed or handwritten, etc (Goddard 13). **Phonology** is concerned with investigating the ways in which sounds are used systematically in different languages to form words and utterances (Katamba 1). **Syntax** is the study of the rules governing the formation of linguistic units larger than words. For example: *a good man*; is made up of *a, good, man*, the utterance of a good man (Tomori 21). **Morphology** is the study of the structure of words; the study of the rules governing the formation of words in a language. For example: The word *achievement* is made up of the two parts *achieve-* and *-ment* (Tomori 21).

1.2 Statement of the Problem

The problems in this study are formulated as follows:

1. Which advertisement slogans contain emphatic styles?

2. What emphatic styles are used in printed advertisements?

3. What is the function of the emphatic styles?

1.3 Purpose of the Study

Following the statement of the problem, the purposes of this study are:

1. To show which advertisement slogans contain emphatic styles.

2. To reveal the emphatic styles in advertisements.

3. To explain the function of the emphatic styles.

1.4 Methods of Research

First, I collect the data in the form of printed advertisements taken from several magazines. Second, I select the advertisements which contain emphatic styles. Third, I classify the advertisements based on the kinds of emphatic styles. Fourth, I analyze the data by means of the theory taken from linguistic textbooks and the Internet. Finally, I write a research report.

1.5 Organization of the Thesis

This thesis consists of four chapters. Chapter One is the Introduction, which contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. In Chapter Two, the theoretical

framework of the study is presented. The data analysis is put forward in Chapter Three. The following chapter, Chapter Four, states the Conclusion, in which what has been analyzed and discussed in the previous chapter is concluded. At the end of the thesis there are the Bibliography, in which the sources are listed, and the Appendices, in which the whole data are presented.