

## **CHAPTER FOUR**

### **CONCLUSION**

In this chapter, I would like to present my conclusion based on my discussion in the previous chapter. Based on all analysis of the emphatic style, I conclude that advertisements are one of the media of communication that represent all aspects in human life. I think the advertisers give their ideas in advertisements with the new style of writing to attract the readers. From using pictures, layout, colors, and many more, the advertisers want the readers to feel the atmosphere in the advertisements. From these things, the purpose of the advertisements which is to promote the product is delivered through message. From the message in the advertisements, the readers are influence to read the advertisements and react to them.

Based on the analysis in Chapter Three, I find that in advertisement slogans, particular emphatic styles are used. But the types of emphatic styles are varied based on the function. The use of the emphatic styles is related to the product. Without connecting the product with the types of the emphatic styles, the information of the

advertisements will not be cleared. By using various emphatic styles, the advertisers used the distinctive feature of each advertisement to make the readers remember the advertisements. Through advertisements, we realize that many aspects of linguistics are used as the things that we can find and learn.

Emphatic styles which are used in the data in Chapter Three are part of stylistic. Stylistics itself is a style of writing in which so many styles are used to give variation. Because of that, emphatic styles are commonly found in advertisements that usually need varieties in conveying information. Advertisers create such emphatic styles to promote the products; therefore, they need to develop their ideas to build a new concept for advertisement. Sense of beauty is useful to get the artistic function in each advertisement. By using emphatic style, we can combine aesthetic appreciation and linguistic appreciation.

From the 20 data in Chapter Three, I have analyzed each data based on the emphatic styles in the particular advertisements. I discover that each data uses a variation of the use of emphatic styles. Besides, I notice different functions of emphatic style in delivering a message. As mentioned in the previous chapter, the emphatic styles represent four areas of linguistics, namely graphology, phonology, syntax, and morphology. These areas of linguistics are applicable in my analysis and each type of emphatic styles emphasizes its own function.

Graphology is one of the emphatic styles that are used in some of the data that I have selected. From the data, graphology is used by showing the bold types, capitalized letters, quotation marks, symbols, and colors. Symbol which is used in the data is in the form of graphology since it is interesting and it shows the readers a new

style of writing. Graphology which is found in the advertisement slogans emphasizes the words in the advertisement, because graphology is concerned with each of the words, so the function of this emphatic style is related to visual aspects. I find out in Chapter Three that graphology in advertisements is used to show the way to highlight the main idea of advertisements, so it is easy for the readers to find the message of the advertisements.

Phonology in some of the data is related to sound repetition. In the data in Chapter Three, most of the emphatic style is in the area of phonology. From the data, repetition can be in the form of minimal pairs, rhymes, assonance, word repetition, alliteration, repetition of the base word, and repetition of part of the word. I have found that repetition is the most common style that is used in advertisements because repetition is the easiest type of emphatic styles that are easy to remember. In addition, repetition produces a pleasant sound from the choice of words in advertisements. Moreover, the use of repetition is ear-catching, by using a particular sound it makes the readers interested in reading the advertisements. Rhymes in some of the data give an aesthetic effect because they are very pleasant to hear.

Syntax is used in the principle of end-focus and parallelism. Concerning sentence structure, the data shows the grammatical structure of the sentence. From the data, the principle of end-focus emphasizes the style of writing where the main idea of the sentence is placed at the end of the sentence. So, the word or phrase placed at the end of the sentence is important and it gives new information. The words at the end of the sentence emphasize the information of the product. Parallelism in some of the data is used to give an aesthetic form of the sentence, which is shown from the

good sentence construction. The use of parallelism in the analysis of the data is eye-catching to the readers because of its structure.

Morphology shows the derivation of words and suffixes, which are the affix forms at the end of words. I have found that some of the data emphasize the repetition of the same suffix, which makes the readers pay more attention because it gives a pleasant sound. Some of the data uses the suffixes to emphasize the slogan of the advertisements. The use of the same suffix is ear-catching and it makes the readers remember a particular product easily. By using suffixes, the readers are more aware of the good sounds each advertisement makes.

Finally, I conclude that in advertisements many varieties of emphatic styles are used. The advertiser creates attention-seeking devices through these emphatic styles to influence the readers. All the emphatic styles used in the advertisements try to attract the reader's attention and to make them believe that the product in a particular advertisement is the best product. The emphatic styles are used by the advertisers to make them more creative, so that they can compete with each other to produce the best advertisements. And for the readers, they become more responsive to the message in the advertisements.