

CHAPTER ONE

INTRODUCTION

Background of the Study

Many people think that advertisement is nonsense, just fabricated representations mostly believed by the most simple-minded people of society <<http://sunset.backbone.olemiss.edu/~egjbp/comp/ad-claims.html>>

Advertisements carry a lot of important messages to the prospective consumers. Therefore, I disapprove of the statement that advertisement is just fabricated representations for the simple reason that not all information given in an advertisement is invalid; on the contrary, some are valid. Advertisement can also build consumer's interest. Therefore, I choose to prove that advertisement is not nonsense and that people may know that text in an advertisement can be analyzed.

Advertisement is 'a public promotion of some product or service' <<http://dictionary.reference.com/search?q=advertisement>> It is persuasive, to make people want to get the product. Advertisements can be found almost everywhere; in magazines, in newspapers, in brochures, on radio, on television, on the Internet, etc. Advertisements are designed to influence people who watch or see them. One of the

influences is that people will have a good impression on the products that they will want to get the product. An advertisement is supposed to be impressive and attractive because advertisement plays an important role in making a product sold well and known to the consumers.

Some printed advertisements do not have any text or words at all but only the model or the image of product itself. The advertisement uses this style as the product is already well-known. It is to show the exclusiveness of the product. The products are usually fragrances and famous stylish-designed clothes, such as Versace's, Celine's, Gucci's, and Guess's.

The purpose of analyzing advertisement is to raise awareness of the persuasive techniques used in advertisements. There are some persuasive techniques used in advertisements, for example, showing empathy and giving information of the product. One way to know the techniques is by analyzing the advertisements in detail. Jeffrey Schrank writes in The Language of Advertising Claims that 'advertisements can be studied to detect their psychological hooks, they can be used to gauge values and hidden desires of the common person, and they can be studied for their use of symbols, colors, and imagery. But perhaps the simplest and most direct way to study advertisements is through an analysis of the language of the advertisements' <<http://sunset.backbone.olemiss.edu/~egjbp/comp/ad-claims.html>>

I choose to analyze advertisements for adults considering that adults are generally hard to persuade. They think more thoroughly. Therefore, it makes me curious how the utterances in an advertisement can influence adults to get the product. I analyze advertisements in magazines because some magazines are only

read by those who can afford to buy them. It shows that advertisement copies in magazines are exclusive compared with television commercial, which everyone can watch.

In this thesis I choose a certain linguistic area, which belongs to Sociolinguistics with the approach of functions of speech. There are a number of ways of categorizing the functions of speech. The following list has proven a useful one in sociolinguistic research. The functions of speech are: (1) *Expressive* (2) *Directive* (3) *Referential* (4) *Metalinguistics* (5) *Poetic* (6) *Phatic*. (Holmes 2001: 258)

The method of data collection is as follows: collecting, selecting and listing the advertisements. First, I collect the advertisement copies from adult magazines, then I select the advertisements in terms of their functions of speech, finally I make a list of the advertisements to be analyzed.

Statement of the Problem

The two problems that I am going to analyze in my thesis are

1. Which functions of speech are used in the language of printed advertisements?
2. What is the purpose of using certain functions of speech in printed advertisements?

Purpose of the Study

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

1. to show which functions of speech are used in the language in printed advertisements.
2. to show the purpose of using certain functions of speech in printed advertisements

Method of Research

First, I look for women's magazines and men's magazines. Then I seek the advertisements that have the particular functions of speech. Then, I classify them according to the functions of speech. Finally, I analyze the advertisements.

Organization of Thesis

This thesis consists of four chapters. Chapter One is the Introduction, which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research and Organization of the Thesis. Chapter Two is the theoretical framework, which is concerned with the linguistic area and the approach used in analyzing the advertisements. Chapter Three is the discussion, which consists of the presentation of the findings and the interpretation of the data. The last chapter, Chapter Four is the Conclusion. This includes the comments on the findings and the analysis. This thesis ends with the Bibliography and the Appendices.