CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

We know that advertisements can be found anywhere and anytime. That is why advertisements are so familiar and have become part of our lives. "Advertising may be described as persuasive media communication concerning market item which are designed to respond to and help marketing goal" (Gilson and Berkman 30). Advertisements have become so numerous these days. We can see the increase of the product that uses advertisements to promote their product not only in the electronic media.

In all media advertisements, advertisers must be as creative as they can to make their advertisements more attractive and persuasive. In advertisements, advertisers try to deliver information about the products. Therefore, clear information is needed to make the readers know what the product is. "Advertising copywriters like journalists have to present their message briefly, and in an eye-catching way" (Aitchison 146). That is why, the texts in the advertisements should reveal attractive, brief, and also clear messages so the readers understand the message they want to deliver.

In electronic media, advertisements do not only appear between shows, but also interrupt the shows at intervals. This strategy is intended to capture the attention of the audience, make the viewers and the hearers focus on the advertisement, so that they will not want to change the channel. Hopefully, they will watch the advertisements while waiting for the next show. For catching the attention of the target market, many advertisements feature songs or melodies. These strategies may therefore be said to have taken place in the advertisement element.

According to the American Marketing Association (AMA) an advertisement is "any paid form of non personal presentation of ideas, goods or services by an identified sponsor" (Gilson and Berkman 11). Usually advertisement use non personal characteristic. Non personal has the meaning that the messages in advertisements are not delivered by face-to-face contacts but by media entertainments (Wydiatama 20). Media such as television, radio, movies, magazines, newspapers, the Internet, and etc are used to deliver the messages of advertisements.

Advertisements are grouped into the following categories: printed media like newspapers and magazine; broadcast media, such as radio, television; direct media like brochures and out- of- home media, such as billboards and posters. The principle of communication in advertisements is that "the advertisers write the message into a text and the text is read by the readers" (Goddard 23). Since an advertisement is meant to attract people so that they want to buy or use the product, an advertisement text needs to be persuasive and attractive. An advertiser uses texts to reveal the message of the product that will be captured by the readers. The texts in advertisements give some information about a certain product.

I have chosen to write about emphatic styles found in advertisements in printed media as the topic of my thesis. The reason for choosing this topic is that I have found a great number of emphatic styles in printed advertisements. There are a lot of styles of writing in combining words in order to attract readers. The significance of my topic is to give some knowledge about emphatic styles for the readers and to give information about how to make attractive and persuasive advertisements for the copy writers.

In my thesis, I would like to analyze slogans in printed advertisements because the slogans are one of the elements of the advertisements. More specifically, I will focus on the style of writing of the slogans. "The advertising slogan is always short. It helps to make the ad more impressive and memorable" (XUE Hangrong 206). The slogans are not the only part of an advertisement that is important, but also the picture, layout and the symbols and also the colors that represent the product in the printed advertisements. "Symbolic representation can be a powerful source of meaning in the texts. Such ideas of symbolism are illustrated by, for example picture of heart to represent love or the symbol of the dive to represent peace" (Goddard 81-82).

In discussing this topic, I will use Stylistics that consists of four areas there are Graphology, Phonology, Syntax and Morphology.

1.2 Statement of the Problem

1.What emphatic styles are used in printed advertisements?

2.What are the purposes of the emphatic styles in the printed advertisements?

1.3 Purpose of the Study

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

1. To find emphatic styles in advertisements.

2. To show purposes of the emphatic styles in advertisements.

1.4 Methods of Research

I take the following steps for this study. First I search advertisements in magazines. Second, I collect the data in the form of printed advertisements taken from magazines. Third, I select the advertisements which contain emphatic styles. Based on the kinds of emphatic styles used, in the third step I will classify the advertisements. Furthermore, it will be analyzed. Finally, I write a research report.

1.5 Organization of the Thesis

The thesis consists of four chapters. It is preceded by the Preface and the Table of Contents. Chapter One is the Introduction, which contains the 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 also the Appendices, in which the whole data are presented.