

CHAPTER FOUR

CONCLUSION

In this chapter, I would like to present my conclusion based on the findings. Having analyzed the data, I notice that emphatic styles used in advertisements have a significant influence to attract the readers' attention. With emphatic styles, the texts in the printed advertisements become attention seeking for the readers. I believe that emphatic styles in advertisements are important to deliver the message to the customers and persuade the readers to try the products. Emphatic styles make the message attractive. With emphatic styles, the advertisements will be effective to get the message across in a short time. The emphatic styles also underline the high quality of the product in an efficient way, so the readers will easily know about the excellence of the product. Moreover, the emphatic styles make the advertisement eye-catching and memorable to the readers.

The texts are shown in the slogan. The slogan in advertisements is usually short, jingly and written in large letter. It is clear that slogan becomes an important element for emphatic styles. The variety of words, image and all the illustrations of the advertisement can influence a consumer's response. All the parts in advertisement support the advertisement to promote the product and make the advertisement more interesting to read.

From the data that I have analyzed, I found that there are various types of emphatic styles. The emphatic styles are related to stylistics and they concern four areas of linguistics. First, graphology, it consists of boldface, italics, capitalization, spelling, coloring, and symbolism. Secondly, phonology, it concerns with repetition, alliteration, assonance and rhyme. Syntax is applied in parallelism. Finally, Morphology is reflected in derivation of suffixes. The most dominant type of emphatic styles is graphology.

Among seven elements of graphology, the most dominant element is capitalization and coloring. There are ten data containing the use of capitalization. The purposes of capitalization in my data are to expose the message in a strong way to highlight the excellence and to stress the meaning of the products. There are five data containing the use of coloring. The purpose is to make the advertisement brighter and colorful and also represent the color of the products.

The use of boldface, italics, unusual spelling and symbolism are not as much as capitalization and coloring. However, it does not mean that they have less important purpose. They can also make persuasive advertisements. The combination of the elements of graphology in advertisements is eye-catching for the advertisements. I believe that the use of graphology is important, in my opinion; the purpose of graphology is to catch the attention of the readers.

Phonology is shown in the repetition, rhyme, assonance and also alliteration. There are three data containing repetition, seven data containing rhymes, and two data containing alliteration. But I can not find any assonance in the data that I have analyzed. The most dominant type are rhyme and repetition; the purpose of rhyme in the advertisements is to create a pleasant sound. So with

the rhyme, the text or the words in the advertisements become jingly. The second dominant is repetition; the purpose of repetition in the advertisements, to make the slogan is pleasure to hear.

Another type of emphatic styles is parallelism. In my data, there are three data that use parallelism. All the data use the same structure and the effect of the repetition of parallelism makes the text simple and memorable for the readers.

The advertisers also create an advertisement which contains derivation. There are two data containing derivation. It does not mean that these types of emphatic styles are not important. In my data, the advertisers use the suffix -less and -ness. The repetition of suffix in my data shows the characteristics of the products. With derivation, the text shows the quality of the product. So, the purpose of derivation is to make the advantage the product shown in a powerful way.

I also notice that in my data, almost all the advertisements use at least two types of emphatic styles. In my data there are eight data that use two types of emphatic styles, and eleven data that use only one type of emphatic style but consists of some elements. Considering the findings, I believe that combining the types of emphatic styles is more appropriate for advertisements. The variety of emphatic styles can create attractive and persuasive advertisements. For example, the use of symbolism can make the readers illustrate the product. The boldface and capitalization also stress the meaning of the product. The colors make the advertisements eye-catching and noticeable. The advertisements use various types of emphatic style to make the readers pay more attention to the message of the

advertisements. Each of advertisements has to be unique and reveals the excellence of the products in short time.

I understand that the advertisements use emphatic styles to make advertisement interesting and persuasive. With empathic styles, the advertisements will be more attractive and impressive. The emphatic styles can easily catch the attention of the readers. All the elements of emphatic styles in the printed advertisements are used to promote the product and show the excellence of the products, so that the readers will be attracted.

I personally think that the use of emphatic style makes the readers attracted about the product and convince them to use the product. The advertisers have to be creative and expressive when they make the advertisements because the readers' attention depends on how the advertisers make the advertisements. The advertisers must be careful in choosing which element that will be used in the advertisements, such as pictures, colors, and capitalization and the choice of words. That is why, the emphatic styles are important to use in the advertisements.