

CHAPTER ONE

INTRODUCTION

Background of the Study

Language is one of the most important elements in our life. It is a means of communication that is used around the world. Without language, people would not be able to express their thoughts, feelings, intentions and their curiosity about something. People use language to ask for and give information.

In the advertising business, language plays an important role. Language is not only a means of communication but also a means to attract consumers. In creating good advertisements, the right choice of words is needed so that hopefully the consumers will recognize the product advertised and buy the product. The words used in the advertisements are carefully chosen to create special effects. The words should create images as well as conveying information.

Advertising is ‘any paid form of non personal communication through the mass media about a product by an identified sponsor’ (St. John 2). Furthermore, St. John states that advertising is used when sponsors want to communicate with a number of people who cannot be reached economically and effectively through personal means (2).

In today's society, we, consumers, are faced with thousands of advertising messages everyday. From the time we get up in the morning until the time we lay our heads down to go to sleep, our minds are faced with messages telling us to buy, buy and buy things. Advertisers have had to think of creative ways to grab our attention. No matter where we try to hide, advertisements find us wherever we may go. Whether it is in the video game we are playing, or on the trees we pass as we walk around the neighborhoods, advertisements are constantly encouraging us to try something new and the best thing.

Advertisers must select the media through which they send their messages. 'Advertisers can produce their own media, such as direct advertising (for example, catalogs) or point-of-purchase advertising (signs, posters or displays), or advertisers can make use of the various commercial mass communications media, including newspapers, magazines, television, radio and films' (St. John 58).

Magazine is one of the most preferable media for sending messages. Advertisers use magazines for many reasons. Magazines offer a wide variety of features, flexible design options, prestige, believability, and long shelf life. Messages in magazines may have more impact than messages on the radio because the consumers can read and reread the advertisements in a magazine at their leisure time. They can pore over the details of a photograph the product advertised and they can study carefully the information presented in the advertisements.

I will discuss the functions of speech that apply in a number of advertisement slogans of children's products, particularly different functions of speech that are used in slogans. The data are real advertisements collected from magazines. They will be

analyzed by using Sociolinguistics approach, which will reveal the kinds of functions of speech in each of the data and describe the purpose of using the functions of speech. 'Sociolinguistics is concerned with the relationship between language and the context in which it is used. Sociolinguistics studies the relationship between language and society; it is interested in explaining why we speak differently in different social contexts, and it is concerned with identifying the social functions of language and the ways it is used to convey social meaning.' (Holmes 1).

Functions of speech are interesting to discuss because it plays a very important role in advertisements. Functions of speech are used not only to persuade people to buy the advertised product but also to get people to identify the product advertised and remember the name of the product. In children's product advertisements, the choice of words plays a very important role in attracting the consumers' attention.

To attract the consumers' attention, the advertisers usually use eye-catching slogans in their advertisements. Slogan is 'a phrase designed to be memorable, attaching to a product or a service during a particular advertising campaign' (Goddard 127). Besides the picture of the product advertised, the slogan is also the main part to attract the consumers' attention. I have found so many children's product advertisements with slogans that contain the functions of speech. They can be everything in the fields of health, foods, toys, sports, clothes, milk, children's cosmetics and others.

Statement of the Problem

In this thesis, I would like to find out:

1. What functions of speech are found in the slogans of children's product advertisements?
2. What is the purpose of using the functions of speech in each of data?

Purpose of the Study

In this thesis, I would like to show:

1. The kind of functions of speech found in the slogans of children's product advertisements.
2. The purpose of using the functions of speech in each of data.

Methods of Research

In writing this thesis, I follow some procedures. First, I read some magazines to collect some advertisements to be used as the data; besides this, I search for some books which can support my analysis in our university library. Second, I classify them into six major categories of functions of speech. Third, I analyze the purpose of using the functions of speech in each data. Finally, I write a report and draw a conclusion of my research.

Organization of the Thesis

This thesis is divided into four chapters. Chapter One consists of the Background of the Study, the Statement of the Problems, the Purpose of the Study,

the Methods of Research, and the Organization of the Thesis. Chapter Two contains the theoretical framework, which is the explanation of the linguistic area and the functions of speech used in analyzing the data. Chapter Three is the discussion on the use of speech functions in children advertisements. In the last chapter, Chapter Four, I draw a conclusion of my analysis. Then, I end my thesis with the Bibliography and the Appendices.