

CHAPTER ONE

INTRODUCTION

Background of the Study

We are all familiar with advertisements as we see them everyday on television, in magazines, and newspapers. This fact is fully supported by Goddard (2002:5), who says that modern readers are so familiar with advertising because it is all around us.

Advertisement is the place of communicating the products from the advertiser to the potential buyers. Goddard further says that through advertisements, the advertisers are to convey the producers' messages (9).

An advertisement which is attractive will attract people's attention to get the message of the advertisement. As Goddard puts it, advertisement and advertising have, at their root, a Latin word 'advertere', which means 'turn towards' (9). There are three elements of an attractive advertisement: image, layout, and verbal text. Since I am dealing with linguistic issues, I go further to verbal text. Verbal text of an advertisement is the choice of words used, which should be able to attract the readers. In choosing the right words to be used in an advertisement, an advertiser has to choose suitable and attractive words which can make people pay attention to the advertisement, especially in the slogans and brand names.

Brand names and slogans help the advertiser to attract people's attention and help the consumer to remember the brand names. This is supported by Richard J. Semenik, who says that the major goal of marketers is to make the consumer remember the brand names of the product or it is called as brand recall. If the brand names are on the top of mind or suddenly come to the consumer's mind, that is when the brand is recalled. He also believes that the marketers have some ways to promote the easy recall. The first is through repetition. Repetition means how the brand names are repeated so as to make them familiar to the consumers. The second one is by using slogans and jingles. He said that slogans are linguistic devices that link a brand name to something memorable, due to the slogans simplicity, rhyme or some other factors. In the end, slogans and jingles help the consumers to recall the brand names easily (Semenik 271 - 273).

One of the ways to make attractive slogans and brand names is by using language play, which means the manipulation of language (Crystal 1). David Crystal believes that language play is part of the essence of advertising. He says that the first task of advertising is to get the readers to notice the advertisement and to register the identity of the product. In this situation, language play can help the consumer to identify the product which is superior to other products, and also to convince the consumer that the product will satisfy their needs (94).

In this case, the advertisers try to present their product exclusively by using language play. This is one of the ways to capture the consumer's attention. It is clear that language has an important role in advertising, as playing with language is a significant part for advertisers to help them make advertisements which can attract consumers (Crystal 1, 94,97).

I notice that many brand names and slogans of beauty product advertisements play with the language to attract people's attention. That is why I am interested in analyzing the use of language play in advertisements for my thesis. I will analyze the processes of language play and I will also find out the function of the language play in relation to the characteristics of the brand names and slogans. The processes of language play in the advertisements involve linguistic areas, such as Phonology, Morphology, and Syntax. Phonology is the component of a grammar made up of the elements and principles that determine how sounds pattern in language (O'Grady 68), while Morphology is the system of categories and rules involved in word formation and interpretation (O'Grady 132). Syntax is the structure and ordering of components within a sentence (Yule 100). Language play that is used in Phonology is alliteration, while in Morphology there is blending and compounding, and in Syntax there is the repetitive syntax.

I hope that this thesis can raise people's awareness of the use of language play in advertisements. Then, after people become aware of the use of language play, I hope they will put more respect on the creativity of the advertisers in creating language play.

Statement of the Problem

In this thesis, I focus on these problems:

1. What are the brand names and advertisement slogans which contain language play?
2. What process of language play is involved in each brand name and slogan?
3. What characteristic of the brand names and slogans is emphasized through the use of language play?

Purpose of the Study

This particular study is made with the purposes as follows:

1. To show the brand names and advertisement slogans using language play.
2. To classify the process of language play of each brand name and slogan into types of language play.
3. To find out the characteristic of the brand names and slogans that is emphasized through language play.

Methods of Research

In gathering the data for the thesis, I will collect the data in magazines, newspapers and also from internet. Then I analyze the process of language play and the function of using it. I will support my analysis with the references that I get from text books and the internet. Finally, I write the research report.

Organization of the Thesis

The thesis is divided into four chapters preceded by the Preface and the Abstract. Chapter I, the Introduction, contains the Background of the Study, Statement of the Problem, Methods of Research, and Organization of the Thesis. Chapter II contains the theoretical review of language play. Chapter III contains the analysis of language play in advertisements. Chapter IV contains the conclusion of the analysis of language play in advertisements. The Bibliography and Appendix end the thesis.