CHAPTER FOUR

CONCLUSION

After analyzing some advertisement slogans, I find that there are many problems in advertisement slogans. Based on the twelve data above, I can get the problems in advertisement slogans. From my analysis, I can find that an advertiser sometimes does not think of the detail of the slogan. Therefore, there are slogans that have no subjects, no verbs or no conjunctions. Data 1 and 2 have no subject. Data 3-7 have no subject and no verb. Data 8-12 have no subject, no verb and no conjunction.

However, the readers can understand the meaning of the message because the readers can see the advertisements. The readers can see the pictures of the product, models and additional information known as context. As a result, I find that the advertisement slogans which contain *Block Language* can be well understood because of the presence of context. The context clarifies the meaning of the slogan. Therefore, even without subjects, verbs, or conjunctions, the slogans can still be understood as they represent the products being advertised.

In my opinion, it is not easy to understand the actual meaning of advertisement slogans. When we see an advertisement, we just look at the advertisement itself. It is inevitable that the readers have different interpretations. It is also possible that they have a wrong interpretation concerning the meaning of a particular advertisement slogan. Then, it is advisable that the readers know the context of the advertisement.

In understanding the meaning of a slogan, we must know the context of the advertisement. Before we get the first impression of the advertisement, it is important to read the advertisement carefully. It is done in such a way that we know what the advertisers mean to say to the readers. In this way, we will be able to understand the message clearly. Accordingly, it is essential for the readers to grasp the meaning of advertisement slogans by considering the context.

Actually, in understanding advertisement slogans which contain *Block Language*, we cannot just rely on the context. A context has a sub-division which is known as features of context. Features of context that I notice in my data are picture, situation, additional information and function. All of the context features contribute to each other to make advertisements clearer to the readers.

One of the context features is **picture**. It can be a bottle of the product, model and the product itself. After analyzing the data, I find that a picture is important in understanding advertisement slogans. Picture is needed to make an advertisement fascinating and clear for the readers. I think that without pictures, the readers might not be aware of the actual meaning of the message in advertisement slogans.

Furthermore, I find out another feature of context that we need to know, namely **situation**. The situation plays an important role in advertisements. I find that we need to look at the entire advertisement to make us understand more about the significance of the advertisement. Thus, the readers need to look at the situation of the advertisements to understand the message of the advertisement slogans.

The entire context features have a **function** to make the readers understand the message of the slogan. In other words, context has a function to connect all the words and get the meaning of the slogan. As a result, context has an important role to make the readers realize the meaning of the slogan.

Besides, in understanding the advertisement slogans, I also notice that **additional information** is helpful to make the readers understand the meaning of the message. Additional information explains more about the product. It helps the readers to know the advertisement more and understand the meaning of the slogan.

After doing my analysis, I find out many interesting things concerning advertisement slogans. Therefore, I want to give my opinion about my analysis. In my opinion using *Block Language* will be effective if it is supported by context. Besides, without the existence of the context the readers might not be able to know the meaning of the slogan. Context is really crucial in understanding *Block Language*.

Besides, I notice that *Block Language* can economize the use of words. As a result, it will be profitable for advertisers because sometimes advertisements should be made more eye-catching to the readers. Thus, the readers feel attracted to read them. In addition, it makes advertisements lower in price. As we know, when making

some advertisements, advertisers are very cost-consious. Therefore, *Block Language* helps the advertisers to minimize their budget.

Moreover, I observe that nowadays advertisers are more creative in creating slogans. They are creative in using *Block language* for the advertisement slogans. *Block Language* makes the slogan advertisement more attractive. Advertisers also put features of context such as picture, model, and additional information. They can manipulate *Block Language* with features of context and make advertisements more fascinating to read. Therefore, we can get abundant information from advertisements.

I feel fortunate in writing this thesis because with my knowledge of Linguistics I can analyze advertisement slogans. My background knowledge of Linguistics can be useful for people who do not understand *Block Language*. *Block Language* is also a new knowledge for the readers. In my opinion, their background knowledge is necessary to interpret the meaning of *Block Language* in advertisement slogans. Obviously, background knowledge is one of the important parts to help the readers to interpret the meaning of slogans which contain *Block Language*.

From my analysis, I notice that slogan is part of an advertisement which is essential in delivering a message. A good advertiser can make the slogan as interesting and entertaining with the consideration that readers first notice the advertisement slogans.

I have some suggestions for readers who are aware of the existence of the advertisement slogans. First, the readers are recommended not to always trust advertisement slogans because sometimes advertisement slogans are misleading.

Second, the readers not only should look at the slogan itself but also at the context that supports it. Therefore, the readers should be more careful in reading advertisement slogans, so that they will not have wrong interpretations.

Finally, for researchers who are interested in doing further research in *Block Language*. It is advisable that they focus on the use of *Block Language* in English advertisements.