

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

The topic of my thesis is Contextual Meaning of Block Language in Advertisement Slogans. I choose this topic because I am really interested in examining advertisement slogans. Advertisement slogans are made to be eye-catching and they make me curious to know their meaning.

Advertisements have already become part of our daily life. When we watch TV, read magazines, newspapers, or browse the Internet, we always see advertisements. In the past, people were not really aware of advertisements. But now advertisements are better made, and naturally well-designed advertisements give impressive effects to consumers. It is believed that advertisements are very influential in our daily life. Advertisements influence people's life and they give certain benefits. Through advertisements, people are helped to get information about certain things they need.

“**Advertising** is the commercial promotion of goods, services, ideas and company usually performed by an identified sponsored, and performed through a variety of media” (<http://www.Advertising-Wikipedia,thefreeencyclopedia.htm>). Within an advertisement, some parts form the unity of the advertisement itself. Those parts are hooks, image, logo, symbol, slogan etc. “Hooks are some texts that contrast the way words sound with the way they are written, in order to engage the reader in code-breaking exercise. Image is some kind like picture or model to make clear advertisements. Logo is a design or mark used as a company’s permanent trademark. and Symbol is a non-literal representation of an idea.” (Goddard 76-128).

Actually, one of the most interesting things from advertisements is slogan. Advertisement slogans make people feel attracted to read advertisements and subsequently they are expected to buy the product being advertised. “**Slogan** is a memorable phrase used in political, commercial, religious and other contexts as recur expression of an idea or purposes” (<http://en.wikipedia.org/wiki/Slogan>). But “**advertising slogans** are claimed to be, and often are proven to be, the most effective means of drawing attention to one or more aspects of a product or products” ([http://en.wikipedia.org/wiki/Advertising\\_slogan](http://en.wikipedia.org/wiki/Advertising_slogan)). In this thesis, I try to examine advertisement slogans, because it is commonly believed that people can get many kinds of significant thing from advertisement slogans. Furthermore, I think my thesis can make people appreciate advertisement slogans more. It is not just to read and buy the product advertised there, but we can examine advertisement slogans even more. I

think advertisement slogans have the power to make the consumer understand more about advertisements and easily remember the product.

Referring to the topic of my thesis, the kind of advertisement slogans that I analyze is the one which contains Block Language. “**Block Language messages** are most often nonsentences, consisting of a noun or noun phrase or nominal clause in isolation; no verb is needed, because all else necessary to the understanding of the message is furnished by the context.” (Quirk 845) ; and the **context** itself is a word or passage in a text appears and helps to comprehend the meaning or the meaning of an event can clarify the surroundings, circumstances, environment, background or settings. From the above explanation, we can see that context here is essential in understanding the Block Language used in advertisements. Without the context, advertisements will be vague in the eyes of the readers because they are a mere compilation of words.

My research will be significant for people who work in an advertising agency. These people will be more aware of the language used in advertisements. Hopefully, their knowledge will be wider by the fact that there are some ways to make advertisements more effective, in this case through Block Language. This thesis will also be useful for consumers in general when reading or watching advertisements, whether in magazines, newspapers, on television or the Internet. As a result, they will understand the meaning of advertisement slogans and how they are related to the products. With sufficient knowledge in Linguistics, we can better understand the message in advertisement slogans.

My data are advertisement slogans in magazines, newspapers, television and the Internet. I choose these particular data because those data are easily available in advertisements, especially in advertisement slogans. I find Block Language most of all in advertisement slogans. As I have already mentioned in the first paragraph, advertisement slogans are actually exciting to analyze.

### **1.2 Statement of the Problem**

1. What are the major characteristics of Block Language found in the advertisement slogans?
2. How does context help interpret the message of advertisement slogans presented in Block Language?

### **1.3 Purpose of the Study**

1. To know what the major characteristics of Block Language found in the advertisement slogans
2. To know how context helps interpret the message of advertisement slogans presented in Block Language

### **1.4 Method of Research**

First, I read the advertisement slogans. Second, I collect and select the slogans to be the appropriate data. Third, the data are then classified according to the

kinds of problem they have. Fourth, I analyze the problem and finally write a report on them.

### **1.5 Organization of the Thesis**

The thesis, starting with the Abstract, consists of four chapters, which are organized as follows. Chapter One, the Introduction, expresses the reason for choosing the topic. This chapter contains Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. Chapter Two presents the theoretical framework used in analyzing the data. Chapter Three contains the analysis of my data. The last chapter, Chapter Four, provides the conclusion of the analysis. The thesis ends with the Bibliography and Appendices.

