

CHAPTER FOUR

CONCLUSION

Having analyzed the data of my thesis, in this chapter I would like to draw some conclusion. There are a lot of advertisement taglines in women magazines which contain a variety of idioms.

For this thesis, I choose to analyze “Her World” magazine, a woman magazine in Singapore, which uses English as its medium. In this women magazine, there are a lot of advertisements and the taglines of the advertisements which contain idioms. Most women often look at the advertisement to look for new products or information.

As I mentioned above, the taglines of the advertisements in “Her World” magazine that I use contain idioms. An idiom is an idiom which has another information, message or a deeper meaning in each of a tagline of advertisement.

Some of the idioms in the taglines of the advertisements are significant, as they help the readers to understand the message of the advertisements. The idiom in the tagline of an advertisement can give a clue to the readers about the message of the advertisement. In relation to my research, I am of the opinion that the

taglines of advertisements with idioms is said to be significant in revealing the message of the advertisement if it is relevant with the picture of the advertisement as well as in the additional information in the advertisement itself. Sometimes the readers do not understand and are made confused in understanding the message of an advertisement. This happens because the tagline of the advertisement containing the idiom does not have any relevance with the picture of the advertisement.

What is more, after analyzing the idioms in “Her World” advertisement taglines, I find that some of the idioms in the tagline of the advertisements have no significance or just have little significance in relation to the message of the advertisement. The purpose of the idioms in the taglines of the advertisements which have no or just little significance in relation to the message of the advertisement is merely for attract the readers. In other words, the idioms are used with no purpose at all.

The proverb idioms which have no significance in relation to the message of the advertisement can result in misunderstanding and misinterpretation in the reader’s part. The readers may also get the wrong expectations in terms of what the advertisement will be about because the idiom in the tagline is not related to the message of the advertisement. This can be seen in advertisement 5, which is an advertisement of a lipstick. The proverb idiom used is all in one. After analyzing the advertisement, I am convinced that the idiom has no significance with the message of the advertisement.

After analyzing the taglines of the advertisements, I would like to say that

the idiom in the tagline of the advertisements are very various. The advertiser of the tagline of the advertisement are very creative in finding some idioms which can be reflected in the picture of the advertisement.

The idiom in the tagline of the advertisements also makes the reader aware of other messages or a deeper meaning in the advertisements. Besides, the idiom in the tagline of the advertisements makes the reader use more creative imagination to guess what the advertisements want to reveal.

The use of the idiom in “Her World” advertisement taglines can be for entertainment purposes only. This can give some enjoyment to the readers when reading the tagline of the advertisement. However, the taglines of the advertisements containing idioms may also make the readers confused and curious to know what the meaning of idiom.

The use of the idioms in advertisement taglines which can give some ideas and clues to the readers also make me realize that the readers really need to know which part of the tagline is an idiom. In addition, they also need to know the meaning of the idiom in order to have better understanding of the advertisement.

In the writing process analyzing the thesis, I distributed questionnaires to some of the students of Maranatha Christian University. During the data compilation, I found that the readers must know the meaning of the idiom in order to understand what the advertiser wants to reveal. If they are only to see the picture of the advertisement without knowing the tagline of the advertisement containing the idiom, they will not catch the complete message of the

advertisement. They will only focus on the picture of the advertisement which can mislead them.

For those who want to choose a similar topic for their thesis, they can choose other approaches to analyze idioms. They can analyze the use of idiom in men magazines or broadcast media.

Finally, I conclude that a tagline of the advertisement containing an idiom is made not only to attract the readers, but it is also one of the important things in understanding the message of the advertisement. Another important thing is that the proverb idioms can give additional effects on the readers. It can drive the reader to look for the product being advertised.