

## **CHAPTER FOUR**

### **CONCLUSION**

In this chapter I would like to draw some conclusions based on my findings after analyzing the data in Chapter Three. Furthermore, I would also like to present my comments related to the use of ambiguous expressions in advertisement slogans. After analyzing the data in the previous chapter, I find that ambiguity is evident in advertisement slogans, and the type of the ambiguity that appears in the advertisements is lexical ambiguity. Due to the ambiguous expressions, it is possible for the readers to have different interpretations, which can cause misinterpretation. However, I find that the real meaning of the advertisement slogans can be revealed by analyzing the context, physical context and the background knowledge. Therefore, I believe it is important to notice the whole advertisement even know the details of the advertisement.

From the ten data of advertisement slogans that I have analyzed, I figure out that all of them contain lexical ambiguity, with various causes. Lexical ambiguity is any possible ambiguity of interpretation based on a word or statement. The causes of lexical ambiguity are an unclear pronoun, polysemy, and homonymy. There are four data containing lexical ambiguity which are caused by an unclear pronoun, the unclear pronouns that I find in my data are “it”, “I”, and “us”. There are four data containing lexical ambiguity that are caused

by polysemy, for example: the word “match” which means “a partner” and “something combines well with another”. Two data are included as lexical ambiguity caused by homonymy for example: the word “get even” means “to take revenge” and “to eradicate any differences”. From the three causes of lexical ambiguity, the use of an unclear pronoun is more dominant than the use of polysemy and homonymy. An unclear pronoun is often used because the readers can directly connect the slogan and the physical context to find the real meaning.

In my data, the use of structural ambiguity is not evident. Actually, it is difficult to find an advertisement slogan containing structural ambiguity. The use of an incomplete comparison and the use of a phrase with variant possibilities of meaning in advertisement slogan might not be suitable for advertisement slogan. It is said that to have a strong selling idea the advertisement must be simple and clear. (Lane, King and Russell 484) Meanwhile, the use of structural ambiguity in advertisement slogan will make the message unclear. Therefore, it is not easy to find advertisement slogan which has an incomplete comparison and a phrase with variant possibilities of meaning.

Background knowledge, context and physical context can be used to find the real meaning. I believe that Linguistics, particularly Semantics and Pragmatics can be applied in analyzing advertisement slogan to find the types and the causes as well as the meaning of a word or a phrase. Pragmatics which includes context and physical context can be used to limit the real meaning in order not to make the readers misinterpret the purpose of the advertisement.

To find the possible meaning and the real meaning of ambiguous expression in advertisement slogan, the readers need certain background knowledge. Background knowledge is important because background knowledge is used to analyze the meaning of a word or the origin of a product related to the product in advertisement. In advertisement, sometimes the scriptwriters do not

give the exact meaning of the slogan, so the readers can know the real meaning through examining the background knowledge of the advertisement.

Besides background knowledge, there are context and physical context. Both context and physical context are used not only to limit the possible interpretations but to find the real meaning. If the readers do not have background knowledge about the product, the context and the physical context can help the readers to know what the advertisement refers to. The readers can make the ambiguous expressions clearer from the context and physical context. Through the context, the readers can know some information about the product as well as the benefit or the function of the product. Through the physical context, the readers know clearly what the product or service that is offered. Both context and physical context have related senses to make the slogan clearer to understand because the physical context can visualize the context.

I notice that from the ten data of advertisement slogans that I have analyzed the use of context, physical context and background knowledge is varied. In six advertisement slogans, the real meaning can be revealed through the context and physical context. In three advertisement slogans, the real meaning can be obtained by examining the context, physical context and background knowledge. It is only in one data that the real meaning can be found merely through analyzing the context. In order to find the real meaning of advertisement, the use of context and physical context is the most dominant.

From my analysis, I learn that in analyzing advertisement slogan, the readers must pay attention to the whole advertisement. I notice that a scriptwriter can apply background knowledge in the slogan and usually the background knowledge is related to the product and it is used to emphasize the image of the product.

I believe that advertisement is entertaining and interesting. It is entertaining because advertisement uses pictures and languages that sometimes can be trade mark in society. Advertisement is also interesting because the diction can attract people's attention to read the advertisement. Slogan in advertisement is useful to summarize the theme of the product's benefit briefly. (Lane, King and Russell 496) In using ambiguous expressions in advertisement slogan, there must be brief information in advertisement; the information can be delivered through the context or physical context. Ambiguous expressions in advertisement slogan is challenging because in order to find the real meaning the readers can get new information and they can exercise their critical thinking.