

CHAPTER ONE

INTRODUCTION

Background of the Study

Nowadays, there are a great number of products in the world. The products are spread over not only in one region but also in stores and places in every country. There are various kinds of products; starting from those for women or men, children or products for health, foods, jewelries, clothes, perfumes, products for animals and the like. Usually one product has more than one brand although the product itself is basically similar to one another. *Joico*, *Dove*, and *Rejoice* are some examples of brands for hair treatment, in this case are shampoo products, in our surroundings.

To launch and promote their products to the customers, the producer makes use of advertisement as one of the best ways to promote the products. Usually the producer displays the advertisements on public media; so, the consumers can expect to see or read the particular advertisement easily and thus become familiar with the products. They promote their products on billboards, television, magazines, newspapers, radio, and even pamphlets or the Internet. It is

proven by a lot of attractive advertisements in the public media. Usually a producer uses those kinds of public media to introduce and promote their products, especially if they launch a new product. People are also familiar with those kinds of public media because they often encounter them in their environment, especially if they live in a big city.

Today, we also find that there are a great number of brands around us. To gain more attention from the readers or the viewers and particularly consumers, every producer and advertiser has to seriously consider of how to make the advertisements more attractive and more eye-catching than the others. In order to gain attention from the consumers, advertisers sometimes use metaphorical taglines supported by pictures of the advertisement in order to convey what the product is about. The words are supported by the pictures, which makes both pictures and words figuratively cooperate to tell what the product actually is.

In the advertisements, words which represent the product are called a slogan or sometimes are also called a tagline. Both a slogan and a tagline are included American English, but a tagline is the informal one. The difference between a tagline and a slogan is a tagline is usually used in the informal context and also uses informal words to make it simpler and easier to be understood. We can see many examples of a tagline in the advertisements. On the other hand, a slogan is usually used in the formal context and they also use formal words to make it look more serious. We can see the example of a slogan in the political campaign. According to Oxford Dictionary, a slogan or a tagline means “a word

or phrase that is easy to remember and is used, for example, by a political party or an advertisement to attract people's attention or to suggest an idea quickly" (Advanced Learner's Dictionary 1214). The words in a tagline or a slogan contain promises of the product from the producer.

Those attractive words in taglines often suggest the use of metaphors. Metaphor is "a word or phrase used in an imaginative way to describe somebody or something else in order to show that the two things have the same qualities and to make the description more powerful" (Advanced Learner's Dictionary 803). In the advertisements, words that suggest metaphors are also supported by attractive pictures. Those attractive pictures are usually used not only to gain the readers' attention but also to give a view about the function of the product. It means the metaphorical tagline figuratively cooperates with the pictures to peep out the products. The use of both words and pictures help the readers to understand further concerning the product. "Metaphors in advertisements are a powerful and compelling tool; they not only enrich the advertisements, but also extend the meaning of a textual or visual message". (Czerpa)

To analyze the advertisements, I choose cognitive metaphors as the topic of my thesis. The essence of metaphor is understanding and experiencing one kind of thing in terms of another (Lakoff and Johnson 5). Metaphor is usually related to literary aspect to compare one thing to the other things that are not related at all, like in poem, drama, and etcetera. Now, in linguistics, we have cognitive metaphors which based on our experiences of life. Cognitive Metaphors apply the

idea of metaphor to our thought and action cognitively. The title of my thesis is Analysis of the Relations between the Pictures and the Cognitively Metaphorical Taglines of Some Women Advertisements. I analyze both the slogan and pictures because in my opinion, the message of advertisements can be delivered if there are connections between the slogan, consisting of words and the pictures. Therefore, the advertiser must choose the appropriate words and the correct pictures to represent the product. I choose cognitive metaphors on advertisements because in advertisements, I can find a number of attractive words with great pictures to support the advertisements and suggest cognitive metaphors as well.

I choose women's products because there are a lot of products for women in this world; such as perfumes, clothes, cosmetics, shoes, supplements, and jewelries. It is because women give a lot of attention to her body, skin, face, hair, and her appearance. Every woman wants to look pretty and perfect in every situation and condition. For this purpose, the producer tries to understand women's desire and conceptualize it together with some promises in their products.

I write this thesis to find the types of cognitive metaphor that the advertisers usually use in their advertisement. In addition, I want to know the use of words and the influence of the pictures to the product. Furthermore, I want to see how important the relation between the words and pictures to describe the product. The last one is to ascertain that the use of cognitive metaphors is really

important to support the advertisements so that they can be more attractive the products.

I have not read a similar kind of research before. Yet, there is a research about cognitive metaphors. The data is taken from the headlines in The Jakarta Post newspaper. The research is about metaphors used in the headlines in The Jakarta Post.

Cognitive metaphors belong to the Semantic area. I apply the theories of George Lakoff and Mark Johnson “Cognitive Metaphor”. Cognitive metaphor is a metaphor that we acquire cognitively and is learnt from our experiences of life. For example: He *fell* for bankruptcy. The meaning of *fall* is ‘collapse to the ground’. From our experience, we learn that falling is hurtful. That sense is applied into the sentence. Therefore, the word *fell* in that sentence has negative connotation. That is, to become less or lower and very hurtful. Cognitive metaphors consist of several types; there are structural metaphor, orientational metaphors, and ontological metaphors. (Lakoff and Johnson 3)

My data is taken from advertisements in women’s products. I gather the data from the advertisements in the magazines. A magazine is one of the media for the producers to introduce and also promote their product. I can find a lot of data from there. I choose magazines for the source of my data because most people are familiar with magazines.

1208 Words

Statement of the Problems

1. What types of cognitive metaphors does the tagline suggest?
2. How does the picture of the advertisement relate to the cognitive metaphors implied within the tagline?

Purpose of the Study

1. To know the types of cognitive metaphors in the tagline.
2. To find the relation between pictures, the cognitively metaphorical tagline, and the product.

Method of Research

First, I search the data by reading women's magazines. I gathered all the advertisements together. Then, I start to classify them into advertisement that has taglines. After finishing classifying them, I take the advertisements which suggest the application of cognitive metaphors. I read the advertisement and start to analyze both words and pictures in the advertisements.

Organization of the Thesis

This thesis is divided into four chapters. Chapter One is the Introduction of my thesis. Chapter One is divided into four parts; there are the Background of the Study, Statement of the Problem, Purpose of the Study and Organization of the

Thesis. Chapter Two is Theoretical Framework. Chapter Three is Analysis of the Data. And the last chapter, Chapter Four, contains Conclusion.