

## CHAPTER I

### INTRODUCTION

#### 1.1. Background of the Study

Advertising apparently has developed in such a way that we may see it everywhere, whether in printed media, billboards, or television. It is designed by the advertiser to be as interesting and efficient as possible so that the target consumers will get influenced at their first sight. In fulfilling such a goal, the advertiser must have an extra ability in terms of language. Thus, language plays an important role in the process of making good advertisements. The word choice is therefore becoming a main concern because each word may represent certain meaning. Hence, the advertiser must be careful in picking up the words. The words must have a persuasive power: It is able to influence, attract, or persuade people to do something. Thus mastering language is a must for advertiser to make a good advert.

The ultimate aim of all advertising is to sell the product or the commodity, but in order to achieve this; there are few obstacles that the advertiser has to overcome. First of all, prospective buyers are likely to be reading the newspaper or magazine not because of its advertising material but because of its editorial material (Torben Vestergaard and Kim Schroder, 1985: 49). Secondly, he has to fulfill the task of advertiser as being to:

1. Attract attention
2. Arouse Interest
3. Stimulate desire



4. Create conviction
5. Get action

(Torben Vestergaard and Kim Schroder, 1985:49)

The first task of the advertiser is to make sure that his advert is noticed. Once the reader's attention has been caught, the advert should also hold his attention and it should convince him that the subject of this particular advert is of interest to him. Furthermore, the advert has to convince the reader that the commodity will satisfy some need – or create a need, which he has not felt before. Finally, he has to ask the reader to buy the product or commodity.

The central concern of this study will be to investigate how the advertiser uses directive sentences (sentences which are used to instruct someone to do something) in fulfilling the 'get action' requirement (e.g. 'Buy now', and 'call x'). Directive in adverts is important. Many adverts rely a great deal on directive sentences. It is often necessary however, specifically to ask the reader to act and to tell him how to do so. We all know some well-trained children when visiting a neighbor family, will never ask for a newly baked cookie although their mouths fairly water for one. They must be invited to have a cookie before they will take action. Advertisers should not forget to invite to urge the reader to act and to do so in clear and precise language.

Therefore, I think it is useful to show the types and the methods of using directive sentences in adverts. And for this purpose, I make an analysis on some directive sentences in commercial adverts issued in The Jakarta Post, the most popular English daily paper in Indonesia. I choose press advertising due to some reasons: Printed adverts are easier to store

and study than TV adverts because there is always time to reread the material, and thus to analyze what the adverts actually say. Moreover, the use of simultaneous sound and vision in television can present problems especially in comprehension and evaluation.

## **I.2. Statement of the Problems**

As I have stated in the background of the study that the central concern of this study is to investigate how an advertiser uses directive sentences in his adverts, so there are at least two main problems that will be solved in this study:

1. What are the types of directive sentences (syntactically and semantically) which an advertiser in fulfilling the 'get action' requirement usually uses?
2. How does an advertiser use directive sentences in press advertisement?

## **I.3. Objective of the Study**

In line with the statement of the problems above, this study will try to:

1. Show the types of directive sentences that are used by the advertiser in advertisements based on the syntactic and semantic ground.
2. Show the use of directive sentences in press advertisements

## **I.4. Significance of the study**

It is expected that the result of this study will give a contribution to the field of language of advertising. Furthermore, it is also expected that

the result of this study will be useful for the readers especially for those who want to conceive an advertisement. By considering some methods of using directive sentences in advertisements, as explained in this study, it is expected that the reader will be able to choose the proper directive sentences for his adverts.

## **I.5. Theoretical Framework**

### **I.5.1. Directives**

According to Sydney Greenbaum & Randolph Quirk (1990:231) there are four major classes of discourse functions of sentences:

1. Statements are primarily used to convey information
2. Questions are primarily used to seek information on a specific point
3. Directives are primarily used to instruct somebody to do something
4. Exclamations are primarily used to express the extent to which the speaker is impressed by something

In line with the statements above, James R. Hurford & Brendan Heasley (1983:262) define directive act as any illocutionary act whose speaker tries to get the hearer to behave in some required way. Ordering and suggesting are directive acts, while apologizing and promising are not.

### **I.5.2. Types of Directives**

As I have stated before that the main concern of this study is to show the types of directive sentences in adverts, so I will explain the types in two ways: Syntactic and semantic point of view.

### 1) *Syntactic point of view*

Sidney Greenbaum & Randolph Quirk in their book, *A Student's Grammar of the English Language* (1990:231), state that simple sentences may be divided into four major syntactic types:

(a) Declaratives are sentences in which it is normal for the subject to be present and to precede the verb:

I.e. Pauline gave Tom a digital watch for his birthday

(b) Interrogatives are sentences that are formally marked in one of two ways:

1. Yes-no interrogatives: an operator is placed in front of the subject

I.e. Did Pauline give Tom a digital watch for his birthday?

2. Wh-interrogatives: an interrogative wh- element is positioned initially and there is generally subject-operator inversion.

I.e. What did Pauline give Tom for his birthday?

(c) Imperatives are sentences which normally have no overt grammatical subject, and whose verb has the base form

I.e. Give Tom a digital watch for his birthday

(d) Exclamatives are sentences which have an initial phrase introduced by what or how, usually with subject-verb order

I.e. What a fine watch he received for his birthday!

Through this point of view, I will analyze what syntactic types of directives in adverts, whether they are declaratives, imperatives, interrogatives, or exclamatives

## 2). *Semantic point of view*

Through this viewpoint, I will analyze what semantic types of directives in adverts. Based on semantic ground, directive sentences can be divided into 2 types; *direct directives* (e.g. Get some more money!) and *indirect directives* (e.g. 'Can you get some more money?') (James R. Hurford & Brendan Heasley, 1983:263). The term 'directive' denotes the kind of act that is carried out. For example, directing someone to do something. A direct directive means that the directive is carried out directly, for example, '*Pass the salt, please*' is directly ordering someone to pass something (the salt). While an indirect directive means that the directive is carried out indirectly (ibid, 1983:263). Performing indirect directives can be by asserting or questioning (ibid, 1983:264). For example: '*I need the salt*' is directly an asserting that the speaker needs something (the salt), but indirectly is a command (having the hearer pass the salt). '*Can you pass the salt to me?*' is directly a question, that is questioning the ability of the hearer to pass something (the salt), but indirectly is a command.

## 1.6. Method of study

This study uses descriptive-qualitative method because the main purpose of this study will be to describe the use of directive sentences in advertisements, their types and the methods of use.

### - *Population and sample*

The population in this study is all the directive sentences in the commercial advertisements in The Jakarta Post that are issued in June,

July and August 1997. Of the population, I take 96 directive sentences as the sample by using purposive sampling method.

**- Definition of key terms**

- ◆ **Advertisement:** Public announcement in the press, TV etc. In this study I use the term refer to a piece of writing published in press conceived for promoting/selling products.
- ◆ **Advertiser** : A person who advertises a product. Or a person who conceives and writes an advert.
- ◆ **Directives** : Sentences used to get the readers to behave in some required ways.
- ◆ **Copy** : The words in the advert or commercial
- ◆ **Get action** : The part of the advert that asks the readers to do something.
- ◆ **Illocution** : An utterance of a sentence with a particular meaning.

**- Limitation**

I make some limitations in analyzing the data in this study. In describing the types of directives, I limit the discussion only on the syntactic and semantic ground. While the description of the methods of using directives is based only on the semantic viewpoint. Another limitation is made on the advertisements analyzed. The adverts that are analyzed are commercial adverts on the consideration that this kind of adverts is used for promoting the products, which, of course, has direct relevance for the consumer.

**- Technique of data collection**

In obtaining the data, there are some steps used:

1. Collecting some advertisements in The Jakarta post that are issued in June, July, and August 1997
2. Observing the advert
3. Collecting some directive sentences from some commercial adverts.
4. Selecting the directive sentences. The same sentences are counted one although they occur in different adverts.

**- Technique of data analysis**

The data are analyzed through these following steps:

- a. In describing the types of directives, I classify the data according to:
  - Grammatical point of view
  - Semantic point of view
- b. Describing the use of directive sentences in advertisements (Semantic point of view).