

## **CHAPTER II**

### **THEORETICAL FRAMEWORK**

#### **II.1. Advertisement and Radio Advertising**

Advertisement is a kind of activity that tries to attract people, to arouse their interest to buy their product offered. Lund (1947, p. 83), in Torben Vestergaard (1985, p. 49) stated that the task of advertisement (adman) are:

- a. to attract attention.
- b. to arouse interest.
- c. to stimulate desire.
- d. to create buyer's conviction.
- e. to get action.

However, those five steps are quite rare to be found in an advertisement that can demonstrate one by one relationship among them, but the normal thing is that may be two or more steps are fused together (Torben Vestergaard and Kim Schoder, 1985, p. 50).

Concerning radio advertising, Onong (1990, p. 110-111) states that each advertisement in radio should be arranged in simple and ordinary words and sentences and also can raise long lasting memory to listeners. It must be given attention for any programmes in radio will just listened once then they are lost. Therefore, an attractive programme is the only thing that will be able to make listeners pay more of their attention. Onong (1990, p. 108) classifies radio advertising into three kinds:

- a. read advertising.
- b. advertising which is accompanied by music and sound effect.
- c. sponsored programme, that is doing sponsorship in a special programme in radio. Those three classifications are done to make the advertisement more attractive.

## II.2. SEMANTIC

First theory used is Ullman's that states Semantics as 'the science of meaning' (branch of linguistic science). It is the same with one stated in Longman Concise English Dictionary (in H Jackson, 1988, p. 240) that

Concerning radio advertising, Onong (1990, p. 110-111) states that each advertisement in radio should be arranged in simple and ordinary words and sentences and also can raise long lasting memory to listeners. It must be given attention for any programmes in radio will just listened once then they are lost. Therefore, an attractive programme is the only thing tha will be able to make listeners pay more of their attention. Onong (1990, p. 108) classifies radio advertising into three kinds:

- a. read advertisng.
- b. advertising which is accompanied by music and sound effect.
- c. sponsored programme, that is doing sponsorship in a special programme in radio. Those three classifications are done to make the advertisement more attractive.

## II.2. SEMANTIC

First theory used is Ullman's that states Semantics as 'the science of meaning' (branch of linguistic science). It is the same with one stated in Longman Concise English Dictionary (in H Jackson, 1988, p. 240) that

aim of serious semanticists is to explain and clarify the nature of meaning.

### II.3. CONNOTATION AND MEANING

In this thesis, the write uses theory of connotation of Howard Jackson (1988, p. 58-59) which states that connotation relates to the associations that a word has over above and far more indeterminate than its denotation.

In this case, we must know what denotation is. In Howard Jackson (1988, p. 61) it stated that denotation relates to any meaning stated in dictionary or main meaning of a word, as the word 'caviar' which denotes 'the salted roe of large fish' ( eg. sturgeon), or the word 'faraway' which is denotationally synonymous with distant. Based on the definition of connotation above, then, we should be able to get the connotations of both examples. In H Jackson (1988, p. 58), 'caviar' may connotes luxury, whereas 'faraway' may have romantic connotations absent from he latter.

Moreover, H Jackson (1988, p. 59), again, states that connotations may be rather 'subjective' and not shared in the same way by all speakers of a language. It for us must reflect our experience of the entity to which the word refers and the place in which this entity has in our belief system and thought patterns. Besides, connotations shared by a group of language users, a whole language community, are part of the culture package that we inherit with the language itself. There is also the term of 'emotive meaning' that is associated with connotations in rather narrower scope, usually used by sloganiser, or otherwise, to stand, some for positive and some for negative value, judged as such by that culture (H Jackson, 1988, p. 59).

In theory of Semiotics (Umberto Eco, 1976, p. 56), it's stated that connotation meaning may come from convention that a connotation meaning can be less stable. But, once the convention is stable and established, the meaning will be stable, as the example of the word 'danger level' which may mean;

- the water has reached the danger level.

- you must activate the evacuation level.
- there is a flood.

(all are in a special field).

Convention stated above means that although something may mean this, that, or others, but those meaning are still in common with the 'connoted thing' so that people will not get confused with any connotation of others.

In Danny D, Steinberg, and Leon A Jakobovits (1971, p. 6) there explained three theories of meaning, they are from;

- Carnal, Layer, Lewis, Firth, Hempel, Sellar, Quine, etc that may offer account of the use of language in thinking.
- Morris, Stevenson, Grice, Katz, etc. which give offer of the use of language in communication.
- Wittgenstein, Austin, Hare, Nowell-Smith, Searle, Alsdton, etc. which give offer an account of the use of language in certain institutions, or practice of a group of speakers.

The first theory above may concern what is said in Janet Dean Odor's *Semantics*, (1977, p. 13) that the meaning in expression is said to be what the expression refers to, or the idea associated with it in a person's mind, or stimuli which elicit utterance of it and/or the behavioral/responses it evokes. As the example, the meaning of an expression of the word 'apple' often seems to be something abstract, obscure, and mysterious. But it will be no more, if we can identify what the word refers to.

Then, in that book, page 17 is stated that the meaning of an expression is said to be the stimulus situation that evokes its utterance, and/or the responses which it elicits from the hearer. It means that two expressions may mean the same if and only if they evoked by the same stimuli and/or elicit the same responses.

#### **II.4. RELATED STUDIES**

Actually, so far the writer knows, before writing of this paper, there have been two papers that analyze advertisements from the field of linguistics. They are:

a) The thesis of Ika Setyoningroem that analyzes certain kinds of style used by Press Advertising, from Semantic approach. It states that social context influences the choice of advertising form. She determined the style used in advertising from the target audience of the commodities. In her study, she obtained data from the magazines of Femina and Gadis, and some of her conclusions are that formal style in Femina has a higher percentage than in Gadis and both magazines often use personal style.

b) Thesis of Sui Lan Luciana W that analyzes The Element and Pattern of Classified Advertising and she used Discourse Analysis Approach. In her study, she classified advertising from their object, and she concluded that discourse in Classified Advertisement has both obligatory elements which may appear, sometimes. Then she stated that there are three general patterns in advertisement, they are:

- general pattern on classified advertisements for selling a commodity.
- general pattern on classified advertisements for offering service.



- **general pattern on classified advertisements for job vacancies.**

**CHAPTER III**  
**PRESENTATION OF DATA & ANALYSIS**