

ABSTRACT

Armita, Tirza Dian. "The Study of Stylistics Features used in Female and Male Advertisements". A Thesis submitted as partial fulfillment of the requirements for Sarjana Degree of the English Department, Faculty of Letter, Airlangga University, 2005

Advertisements have a great deal of influence over what people buy and do. Each advertisement has its own target readers. Thus, it must have a certain style to differentiate one advertisement to another. In this study, the writer is interested in analyzing the female and male advertisements in *Marie Claire* magazine October 2003's edition and *Gentlemen's Quarterly* magazine October 2003's edition through *Stylistics Features*.

This study is mainly based on the theory of *Stylistics Features* proposed by Cumming and Simmon (1983) and supported by the Lawrence Perrine's theory (1993). There are four *Stylistics Features*: Sound Pattern, Grammatical Parallelism, Figure of Speech and Imagery

The method used in this study is based on the theory of Lawrence Neuman (1991). This study is Descriptive Research because it describes a process or relationship between language and advertisements through *Stylistics Features*. Moreover, this study uses Qualitative method since the data are in form of words from written text instead using statistic.

In this research the writer finds Sound Pattern is applied in all advertisements; Grammatical Parallelism is used more often in female advertisements; the *Metaphor* commonly occurs in male advertisement, while *Hyperbole* commonly occurs in female advertisements; and the most dominant type of Imagery used in both female and male advertisements is *Visual Imagery*. From the analysis, the writer concludes that the use of words in advertisements suit with the target audience, because the Sound Pattern and Grammatical Parallelism is used to make the advertisements interesting and easy to read, meanwhile in female advertisements the Figure of Speech and Imagery present the characteristics of women, while in male advertisements, they don't always present the characteristics of men. The writer also finds the contradiction between the results which state that men tend to use *Metaphor* and while in the reality usually it is the women who tend to compare one thing to another.

CHAPTER I

INTRODUCTION