

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF THE STUDY**

Today, advertisements have a great deal of influence over what people buy and do. Most of companies promote their product or service through advertisement in order to reach their consumers in a large number at once. Because advertisement can be placed in all form of media, such as on buses, on television and radio, in newspaper and magazines, in the street, where many people can easily see.

Promoting goods through advertisements is a common strategy used, because advertising is a powerful communication tool (Russel & Lane, 1999: 23). As a powerful communication tool, basically the functions of advertisement are to deliver a message in identifying the product to audience, and to communicate information concerning to the products or services.

Every advertisement is targeted at a certain audience. It is designed to persuade a certain person of a specific age, sex and class to purchase the product. "Companies rarely advertise to everyone. Instead, they define a limited number of prospects (e.g., Woman, ages 18 – 35) and direct their marketing efforts to them" (Russel and Lane, 1999:25). The target audiences can be men, women, children, couple, etc. Thus, in order to make a great advertisement, advertisers and copy writers have to work together to create a strong image for their product depending on the target audiences. In creating

an advertisement, language is important. A copy writer then needs to be careful in designing an advertisement in order to deliver message for the right person or certain groups as the target audience. S/he must be able to choose certain words or diction to get the audience's attention.

Hence, every advertisement has its own style compared with the others. "Style is clearly a matter of choosing a single item on explicit set of equivalent alternatives item. Thus style becomes significant in the process of one of the fine arts of advertisements "(Russel & Lane, 1999:463). When we talk about style, then, Stylistic must be covered as well, because Stylistics is the study of style (Leo Hickey, 1990:1)

"Stylistics is sometimes called literary stylistics or linguistics stylistics. It is called literary stylistics because it tends to focus on literary texts; it is called linguistics stylistics because its models are taken from linguistics text" (Wales; 1995:438). Then stylistics can also be applied to other language phenomena, not only in literary work, but also other types of text like the advertisements.

In this study the writer takes male and female advertisements as the data taken from male magazine, *Gentlemen's Quarterly*, and female magazine, *Marie Claire* since those magazines have their own target audience. *Gentlemen's Quarterly (GQ)* is monthly men's magazine that focuses on men's fashion and style. *Marie Claire* is also a monthly women's magazine that also focuses on fashion, beauty and health. Both of magazines can also be seen online at [www.gq.com](http://www.gq.com) for *Gentlemen's Quarterly* and at

[www.marieclaire.com/home](http://www.marieclaire.com/home) for *Marie Claire*. In searching the data the writer finds that in *Gentlemen's Quarterly* October 2003's edition, most of the advertisements present men needs, such as men clothes, perfume, watches, beer, car, mobile phone, etc. Meanwhile in *Marie Claire* October 2003's edition, most of the advertisements present women needs, such as make-up, shampoo, perfume, jewelry, body lotion, etc. Therefore, the writer believes that those magazines can represent the description of men and women style currently.

In order to be able to get a deeper understanding about the language used in advertisement, some stylistics features are needed. According to Cumming and Simmon, the stylistics features are sound pattern, grammar parallelism, figure of speech and imagery (1983). The writer notices that considering the frequency of their application sound pattern, figure of speech and imagery are the common stylistics features applied in advertisement, while grammatical parallelism is less common. Accordingly, the writer is really interested in analyzing those stylistics features which are applied in male and female advertisements. For example, the phrase "your eyes are like stars". In the figure of speech analysis, this phrase is categorized into figure of speech *Simile* considering that those words are basically comparison between things that are essentially alike and use the comparison phrase 'like'.

In addition, in this research, the writer attempts to find out what kind of stylistics features used in male and female advertisement in *Gentlemen's Quarterly* and *Marie Claire* magazine. Moreover, the writer also attempts to

find out whether there are some similarities and differences between male and female advertisements.

## **1.2 STATEMENT OF THE PROBLEM**

In relation to the phenomenon above, the problems of this study are as follows:

1. What are the stylistics features found in female advertisement in *Marie Claire* magazine?
2. What are the stylistics features found in male advertisements in *Gentlemen's Quarterly* magazine?
3. Are there any similarities and differences between stylistics features found in male and female advertisements in those two magazines?

## **1.3 OBJECTIVE OF THE STUDY**

Based on the statement of the problem, this study is intended:

1. To find out the stylistics features that are found in female advertisements in *Marie Claire* magazine
2. To find out the stylistics features that are found in male advertisements in *Gentlemen's Quarterly* magazine
3. To find out whether there are similarities and differences between stylistics features used in male and female advertisements.

#### 1.4 SIGNIFICANCE OF THE STUDY

The significance of this study is expected to give a contribution to the linguistics study, especially that of the relationship between language and advertisement. It is hoped that the readers of this study would understand the use of stylistics features which are applied in advertisement, particularly in male and female advertisement. The advertisements are taken from *Marie Claire* magazine October 2003's edition and *Gentlemen's Quarterly* magazine October 2003's edition. Hopefully, this study provides useful information for those who want to make further research in this field.

#### 1.5 SCOPE AND LIMITATION

Advertisement can be studied in many ways. However, the writer focuses mainly on the study of stylistics features and more specifically about sound pattern analysis, grammatical parallelism analysis, figure of speech analysis and imagery analysis. For the data, the writer takes some of the existing data of female and male advertisements as seen on female magazine, *Marie Claire* October 2003's edition and male magazine, *Gentlemen's Quarterly* October 2003's edition, considering that those magazines contain adequate data for this study.. *Marie Claire* is a monthly women's magazine that focuses on fashion, beauty and health. Meanwhile, *Gentlemen's Quarterly (GQ)*, is also a monthly men's magazines that focuses on men's fashion and style.

## **1.6 THEORITICAL FRAMEWORK**

In analyzing this study, the writer uses some theories that are closely related and relevant to this study.

### **1.6.1. Advertising**

#### **1.6.1.2. Definition of Advertising**

Wells, Burnett and Moriarty define advertising as paid non-personal communication from an identified sponsor using mass – media to persuade or influence an audience (1989:8). McCarthy also says that advertising is any paid form of non personal presentation of ideas, goods or service by an identified sponsor including the use of the media such as newspaper, TV, radio, magazines, signs and direct mail which becomes the main form of mass selling (1990:366).

#### **1.6.1.2. Advertising and Consumer**

The advertisers needs to be very aware of the type of person they are aiming to sell their product to. They also need to consider what is likely to motivate that person to buy their product. ([www.courseworkbank.co.uk/coursework/advertiser\\_consumer\\_283](http://www.courseworkbank.co.uk/coursework/advertiser_consumer_283))

Advertisements are rarely aimed at everybody; instead they have specific target audiences e.g. age, social status, economic status or gender. (<http://www.aber.ac.uk/media/Students/rmb9801.html>)

#### **1.6.1.3. Language of Advertising**

Language plays a crucial role in advertising. According to Crystal, in order to get people to identify the product, remember the

name and persuade them to buy, advertisements rely almost totally on the use of language (1987:390).

Considering the different target market – woman and man – there must be different strategies in approaching them. Wells, Burnett and Moriarty said that basically, the words chosen in either female or male product advertisements must represent the life of characteristics of the particular sex in order to get their attention. (1989:122).

## 1.6.2. Stylistics

### 1.6.2.1. Definition of Stylistics

According to Wales, *Stylistics* is sometimes called literary stylistic, because it tends to focus on literary text, or linguistic stylistic, because its models are drawn from language. However, linguistic stylistics can refer to a kind of stylistics whose focus of interest is not primarily literary texts, but the refinement of a linguistic model which has potential for further linguistic or stylistic analysis (1995:438).

### 1.6.2.2. Stylistics Features

Many stylisticians have classified the stylistic features. However, in this study, the writer only focuses on four stylistics features mainly based on Cumming and Simmon's theory (1983) and supported by Lawrence Perrine's theory (1993). Those features are Sound Pattern (*Repetition, Rhyme, Alliteration, Assonance and Consonance*), Grammatical Parallelism, Figure of Speech (*Metaphor, Simile, Personification, Apostrophe, Synecdoche, Metonymy, Symbol,*



*Allegory, Paradox, Hyperbole, Understatement and Verbal Irony) and Imagery (Visual Imagery, Auditory Imagery, Olfactory Imagery, Gustatory Imagery, Tactile Imagery, Organic Imagery and Kinesthetic Imagery).*

### **1.7 METHOD OF THE STUDY**

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 and classifies types (1991; 20). Thus, in this study, the writer is describing the relationship of language and advertisements through analysis of Stylistics Features in female and male advertisements presented in *Marie Claire* and *Gentlemen's Quarterly* magazines October 2003's edition.

Moreover, this study uses Qualitative method since the data are in form of words from written text and the analysis proceeds by extracting themes or generalizations from evidence and the organizing the data is to present a coherent, instead using statistic (1991; 329).

The data, then, are collected, arranged, analyzed and explained based on the theoretical framework that has been outlined earlier.



### 1.7.1 Definition of Key Term

In this study, these are some essential terms that need to be known and understood for any reader to follow the discussion thoroughly. Some of the terms are as follows:

*Style* : manner of expression in writing or speaking

*Stylistics* : the study of style used in any kind of text

*Stylistics Features* :linguistic features which are stylistically relevant, such as, *parallelism*, *repetition*, *lexical items*, etc.

*Advertisement* : a business medium in which language is used to persuade people to do things and/or believe things.

*Copy Writer* : a person who create an advertisement

### 1.7.2 Source of the Data

The sources of the data of this study are female advertisements which are taken from magazine that is intended to women, *Marie Claire* October 2003's edition and male advertisements which are taken from the magazine that is intended to men, *Gentlemen's Quarterly* October 2003's edition. The writer only took the advertisements which contain stylistic features.

### 1.7.3 Technique of Data Collection

To collect sufficient data, the writer searches for some male and female magazines. Then the writer chooses the magazines which contain many advertisements that the writer thinks they will be adequate in representing the data. Those magazines are *Marie Claire* October 2003's edition and *Gentlemen's Quarterly* October 2003's edition. Next, the writer collects the male and female products advertisements found in each two magazines. Since there are a number of advertisements, the writer select only the male and female products advertisements which contain stylistic features. Then, the writer reads each advertisement to find some types of *Stylistics Features* applied. In short, the procedures in collecting the data are:

1. Searching some female and male magazines
2. Choosing *Marie Claire* and *Gentlemen's Quarterly* magazines October 2003's edition.
3. Collecting the male and female products advertisement found in those two magazines.
4. Selecting the male and female advertisements in which contain stylistic features.
5. Reading each advertisement to find some *Figure of Speech* applied.

#### 1.7.4 Technique of Data Analysis

After collecting and selecting the data, the writer analyzes the data. In this analysis, the writer observes the male and female advertisements one by one by using stylistic features.

First, the writer identifies and classifies the stylistic features found in female advertisements. Second, the writer identifies and classifies the stylistics features found in male advertisements. Third, the writer puts all the stylistics features found in male and female advertisements in tables. Then, the writer finds the similarities and differences of stylistics features found in male and female advertisements. And finally, the writer interprets the data findings about the use of *Stylistics Features* applied in female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines. To sum up, the procedures of the data analysis are:

1. Identifying and classifying the stylistic features found in female products advertisements
2. Identifying and classifying the stylistic features found in male products advertisements
3. Putting the stylistic features found in male and female advertisements in table
4. Finding out the similarities and differences of stylistics features used in male and female advertisements
5. Interpreting the data findings about the use of *Stylistics Features* applied in female and male advertisements

# **CHAPTER II**

## **LITERATURE REVIEW**