

CHAPTER IV

CONCLUSION

It has been discussed before that each advertisement has its own target readers. Therefore, in order to get the readers' attention, a copy-writer must be able to create advertisements in an interesting way and have different styles based on the target readers. *Marie Claire* and *Gentlemen's Quarterly* magazines are the magazines which are specifically intended to women and men and the advertisements found in those magazines mostly present women and men needs. Thus, the writer is interested to find out the differences and similarities of the female advertisement in *Marie Claire* magazine October 2003 edition and male advertisements in *Gentlemen's Quarterly* magazine October 2003 edition by analyzing the stylistics features found in both female and male advertisements and find the similarities and differences.

From the analysis, the writer finds out that all of the Stylistics Features, based on Cumming and Simmon's theory (1998) and supported by Lawrence Perrine's theory (1993), are applied in the female and male advertisements. The writer also finds that not all four stylistics features applied in each advertisement, but at least two types of Stylistics Features occur in each advertisement.

The Sound Pattern is applied in all advertisements and related to the theory of advertisement, it makes the advertisements catchy, easy to read and easy to understand though some of them have long sentences. Meanwhile Grammatical

Parallelism, as well as Sound Pattern, is used to make the advertisement easy to understand and to emphasize the readers to buy the product advertised.

Moreover, based on the Figure of Speech analysis, the writer finds that figure of speech *Metaphor* is used more often in eight of twenty male advertisements than in female advertisements. It means that men tend to compare their performance to other people's performances than women, on the contrary; in fact, it is the women who likes to do such things. Furthermore, figure of speech *Hyperbole* is used more often in seven of twenty-one advertisements in *Marie Claire* magazine than in *Gentlemen's Quarterly* magazine. It could be concluded that women tend to exaggerates something than men, and it suits with the phenomenon in the reality life.

Through the analysis of Imagery, the common Imagery found in female and male advertisements is *Visual Imagery*. From this analysis the writer finds that mostly in female advertisements, the words describes the general identity of women, such as: 'sweet', 'sweet', 'shine', 'sexy', etc. Thus, the advertisement suits with the target readers. Meanwhile, in male advertisements, the writer finds the words 'men', 'strong', 'high-quality', etc, which describe the characteristics of men. However, not all the male advertisements use the words that considered as characteristics of men. Therefore, it can be concluded that male advertisements do not always focus on the universal characteristics of men to get the target readers' (men) attention.

The writer also finds that both female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* apply stylistics features to get their readers'

attention based on the target audience. The advertisements should be easy to read, to understand and able to deliver its message to the readers. The writer also finds that in female advertisements, it is important to approach the readers with the words that relates with the characteristics of women, while in male advertisements; the words do not always present the idea of masculinity. However, it doesn't mean that the male advertisements don't suit with the target readers, because the characteristics of men might be more represented in the pictures of the advertisement compare to the text.

The writer notices that there is different result in male advertisements and in the reality about men who likes to compare their performance to other people than women, the writer assumes that there is a probability that the character of men nowadays has changed. Thus, it is still needed many more data and detail analysis or research to present the idea. Therefore, the writer suggests for those who want to analyze and search about the use of stylistics features in female and male advertisements, this study can be additional references and also a consideration to explore more detail about it. Finally for the readers who have read this study, they could have better understanding about the significances of using the stylistics features in advertisements in order to deliver a message for the target readers.

BIBLIOGRAPHY