

CHAPTER III

DATA PRESENTATION AND ANALYSIS

In this chapter, the writer describes the stylistics features that are used in female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines. The writer divides the discussion into three sub-chapters. The first is the data presentation and analysis of stylistics features in female advertisements. The second is the data presentation and analysis of stylistics features in male advertisements. The third is the findings which will illustrate the result of the analysis and put in the tables.

The writer analyses the advertisements based on Simmons and Cummings's theory (1983) and supported by Lawrence Perrine's theory (1993). There are four stylistics features used in this study. After classifying those features, the writer put the data into a table.

Table 1. Stylistics Features

NO	STYLISTICS FEATURES
1	Sound Pattern: <i>Repetition, Rhyme, Alliteration, Assonance and Consonance.</i>
2	Grammatical Parallelism
3	Figure of Speech: <i>Metaphor, Simile, Personification, Apostrophe, Synecdoche, Metonymy, Symbol, Allegory, Paradox, Hyperbole, Understatement and Verbal Irony.</i>
4	Imagery: <i>Visual Imagery, Auditory Imagery, Olfactory Imagery, Gustatory Imagery, Tactile Imagery, Organic Imagery and Kinesthetic Imagery.</i>

3.1. Data Presentation and Analysis of Stylistics Features in Female Advertisements

In this sub-chapter, the writer is going to describe the stylistics features that are used in female product advertisements in *Marie Claire* magazine. The writer finds twenty one advertisements which contain stylistics features. The writer, then, will analyze the advertisements in each category of stylistics features.

3.1.1. Data Presentation and Analysis of Sound Patterns in Female Advertisements

Sound Pattern is divided into five categories. Those are *Repetition*, *Rhyme*, *Alliteration*, *Assonance* and *Consonance*. Here, the writer will show the data of advertisements which contains Sound Patterns in Table 2 and analyze the sound pattern found in each advertisement.

Table 2 Data Presentation of Sound Patterns in *Marie Claire* Magazine

NO	ADVERTISEMENTS
1	<u>Lancôme Paris</u> <i>Mouth – Watering shine. Fresh – squeezed colours, ripe for the picking. Sheer. Shiny. Sweet. A new taste of colour. Result: Ultra shine for a perfect pout. In 12 juicy shades. Believe in Beauty.</i>
2	<u>Celine Dion Perfume</u> <i>Live to Love</i>
3	<u>Platinum</u> <i>Platinum. Pure. Rare. Eternal</i>
4	<u>Scott Kay Platinum</u> <i>Your words have touched her soul and her reaction is your reward</i>
5	<u>JCPenney</u> <i>Irresistibly Affordable. Exclusively at JCPenney</i>
6	<u>Avon</u> <i>Meet Mark. Mark helped me pay for college and thickened my lashes. Make money. Make friends. Make a difference. Make your mark. Mark is the makeup you can buy and sell</i>

7	<p><u>Revlon</u> <i>Twist. Glide. Wink. New Eyeglide. The secret out. One precious glide. Ten creamy, shimmery, delicious eye colors that stay smooth. One twist – up pen with an ultra – soft tip. For easy application and blending. There's only one Eyeglide. So you shimmer all day. So all eyes are on you. Revlon. Only Revlon makes it, only you make it unforgettable.</i></p>
8	<p><u>JLO Fragrance</u> <i>Fresh-Sexy-Clean. Glow by JLO. The First Fragrance by Jennifer Lopez</i></p>
9	<p><u>Almay</u> <i>Open Wide. New. Almay. Bright Eyes. Take your eyes from tired to tremendous with the Almay Bright Eyes Collection. Color cream shadows, dual ended eyeliners and last – lifting mascara designed to give you wider, brighter, beautiful eyes.</i></p>
10	<p><u>Givenchy</u> <i>Very Irresistible Givenchy. The new feminine fragrance. Very élégante, very fun, very you</i></p>
11	<p><u>Perlina</u> <i>Perlina Please</i></p>
12	<p><u>Hot Diamonds</u> <i>Cool just got hot</i></p>
13	<p><u>Jordache</u> <i>High marks for style. WAL MART always low prices. Always.</i></p>
14	<p><u>Ban</u> <i>Ban razor burn. Now get outstanding odor and wetness protection while preventing irritation after shaving. New Ban Beautifully Smooth anti-perspirant.</i></p>
15	<p><u>Colgate</u> <i>"I woke up one morning and boom! They were whiter". So effective, you just apply it once at bedtime. Simply White Night is absorbed quickly, so there's no need to let it dry. It whitens effortlessly as you drift off to sleep. In two weeks, you'll wake up to whiter teeth. Dramatically whiter teeth made even simpler. Guaranteed.</i></p>
16	<p><u>LOVEFIRE</u> <i>Light up her face forever. Perfectly cut. Perfectly Brilliant</i></p>
17	<p><u>Jergens</u> <i>Discover a new way to enhance your skin's natural: radiance. Everyday shimmer for beautiful skin. Subtle light reflectors even skin tone. Jergens Love your body</i></p>
18	<p><u>Degree</u> <i>Your body needs to breathe. New Fresh Oxygen from degree. Protection that let's your skin breathe free.</i></p>
19	<p><u>Crest Whitestrips</u> <i>Whiten while you color. Or while you apply makeup, blow-dry your hair or even shower. Crest Whitestrips work easily into any routine. All it takes is 30 minutes twice a day for two weeks for a noticeably whiter smile. Consider it multitasking. The secret to whiter smile is the strip</i></p>

20	<p>St. Ives <i>Your wish is granted. Your days of wishing for firmer leg are over. Now you can firm as you moisturize with St. Ives Skin Firming lotion. With daily use, it's proven to help you restore your skin's elasticity for noticeable firmer, smoother legs. The Softness is Yours. The Secret is Swiss.</i></p>
21	<p>L'Oreal <i>Now you can gently Color as you moisturize. Moisturize as you color</i></p>

Analysis of the Sound Patterns:

1. **Lancôme Paris**

In this Advertisement, the writer finds two types of Sound Patterns. There are *Alliteration* and *Assonance*. *Alliteration* includes the words 'fresh' and 'for' which share the same initial sound /f/; 'sheer' and 'shiny' which share the same initial sound /ʃ/; 'perfect' and 'pout' which share the same initial sound /p/ and 'believe' and 'beauty' which share the same initial sound /b/.

Moreover, the words 'for' and 'the'; 'a' and 'of' are categorized into *Assonance* because they have the same vowel sound /ə/.

2. **Celine Dion Perfume**

Noticing the words 'live' and 'love' in this advertisement, the writer finds two types of Sound Pattern. They are might categorized into *Alliteration* because of the same initial sound /l/. They are also considered *Consonance* at the same time because they have the same end consonant sound /v/.

3. Platinum

In this advertisement, the words 'pure' and 'rare' share the same end consonant sound /r/. Therefore, they are categorized into *Consonance*.

4. Scott Kay Platinum

There are four types of sound pattern applied in this advertisement. *Repetition* includes the word 'your' which is repeated twice as well as the word 'her'. Meanwhile, the words 'reaction' and 'reward' have the same initial consonant sound /r/. Therefore, those words are included into *Alliteration*.

The words 'words' and 'her' share the same vowel sound /ɜ:/; 'have' and 'and' share the same vowel sound /ə/; 'reaction', 'is' and 'reward' share the same vowel sound /u/ so those words considered *Assonance*. *Consonance* is also found in this advertisement by noticing the words 'your' and 'her' that is ended with the same consonant sound /r/.

5. JCPenney

In this advertisement, notice the words 'Exclusively' and 'JCPenney'. Both of them end with the same vowel sound /i:/ in the same sentence. Thus, they are included *Internal Rhyme*. Moreover, the words 'irresistibly' and 'exclusively' are considered *Assonance* because they have the same first vowel sound /i/.

6. Avon

Repetition is applied in this advertisement by noting the words 'Mark' and 'make' which occur four times and the word 'and' occurs twice.

Alliteration is also found in this advertisement since there are five pairs of words that have the same initial sound. Those pairs of words are 'meet' and 'mark'; 'mark', 'me' and 'my'; 'make' and 'money'; 'make' and 'mark' and the last pair is 'mark' and 'make-up'. They are all alliterated because they are preceded by the same consonant /m/.

Furthermore, the application of *Assonance* could be seen from the words 'for' and 'and'; 'the', 'can' and 'and' which share the same vowel sound /ə/. While, the words 'mark' and 'make' are categorized into *Consonance* because they have the same final consonant sound /k/.

7. Repetition

Meanwhile in this advertisement, the word 'it' occurs twice while the word 'only' occurs three times, therefore they are categorized into *Repetition*. *Internal rhyme* is also applied by noting the words 'creamy' and 'shimmery' because they are both share the same vowel sound /i:/ in the same sentence.

Moreover, the words 'creamy' and 'colors' share the same initial sound /k/; the words 'stay' and 'smooth' share the same initial sound /s/; the words 'one' and 'with' share the same initial sound /w/ and finally the words 'twist-up' and 'tip' share the same initial sound /t/. Thus, since every pairs of words are preceded by the same sound, they are categorized into *Alliteration*.

The writer also finds *Assonances* for the words 'twist' and 'wink' which have the same vowel sound /ɪ/; the words 'shimmery' and

'delicious' which also have the same vowel sound /ʊ/; the words 'one' and 'ultra' which have the same vowel sound /ʌ/ and finally the words 'for' and 'and' which have the same vowel sound /ə/.

Finally, some words are categorized into *Consonance*. They are the words 'secret' and 'out' which are ended with the same consonant sound /t/; 'delicious' and 'colors' which are ended with the same consonant sound /s/; 'one', 'pen', and 'an' which are ended with the same consonant sound /n/; and the words 'twist-up' and 'tip' which are ended with the same consonant sound /p/

8. JLo Fragrance

The words 'glow' and 'JLo' are rhymed because they have the same vowel sound /əʊ/. However they are included as *Internal Rhyme* since they are in the same line.

Alliteration is found by noticing the words 'first' and 'fragrance' because they have same initial sound /f/. The words 'fresh' and 'sexy' might be classifying as *Assonance* since they share the same vowel sound /ə/

9. Almay

In this advertisement, it can be seen that some words are *alliterated*. The words 'take', 'tired', 'to' and 'tremendous' share the same initial sound /t/; 'color' and 'cream' share the initial sound /k/; 'dual' and 'designed' share the same initial sound /d/ and finally the words 'brighter' and 'beautiful' share the same initial sound /b/.

Meanwhile, *Assonances* is also applied. It can be seen from the words 'wide', 'bright' and 'eyes'; 'eyes' and 'tired'; 'eyeliners', 'wider', 'brighter' and 'eyes' that have the same vowel sound /aɪ/; 'tremendous' and 'with'; 'lifting', 'designed' and 'give' that have the same vowel sound /ɪ/; 'shadows' and 'mascara' that have the same vowel sound /æ/; 'dual', 'to', 'you' and 'beautiful' that have the same vowel sound /u:/.

In addition, the words 'eyes' and 'tremendous'; 'shadows', 'eyeliners' and 'eyes'; 'color', 'wider' and 'brighter'; 'dual' and 'beautiful' in this advertisement are categorized in *Consonance* because each of them shares the same final consonant sound /s/, /r/ and /l/.

10. Givenchy

The writer finds four types of sound pattern in this advertisement. The word classifying as *Repetition* is 'very' which occurs three times. Moreover, the words 'élégante' and 'fun' have the same vowel and end consonant sound /ʌn/, but with different previous consonant. Therefore, since they are in the same line, they are categorized into *Internal Rhyme*.

Meanwhile the words 'feminine' and 'fragrance' are *alliterated* because they are both preceded by the sound /f/. *Assonances* is also applied in this advertisement by noticing the words 'irresistible' and 'Givenchy' which share the same vowel sound /ɪ/ and the words 'very' and 'élégante' which share the same vowel sound /e/.

11. Perlina

In this advertisement, the words 'Perlina' and 'please' are categorized into *Alliteration*. They are alliterated because they have the same initial sound /p/.

12. Hot Diamonds

Furthermore, in the Hot Diamonds advertisement, *Internal Rhyme* is found. The words 'got' and 'hot' share the same vowel and end consonant sound / t/ and they are in the same sentence. Meanwhile, the words 'just', 'get' and 'hot' share the same final consonant sound /t/. Thus, they are included into *Consonance*.

13. Jordache

In this advertisement, the word 'always' is classified into *Repetition* since it is repeated twice. The words 'high' and 'style' are considered *Assonance* because they have the same vowel sound /a/.

14. Ban

There are four types of sound pattern applied in this advertisement. The words included *Rhyme* is 'outstanding', 'preventing' and 'shaving'. However since they are placed in the same sentence, they are categorized as *Internal Rhyme*.

The words included *Alliteration* are 'ban' and 'burn'; 'ban' and 'beautifully' since they share the same initial sound /b/; 'wetness' and 'while' which share the same initial sound /w/; 'protection' and 'preventing' which have the same initial sound /p/.

The words included *Assonance* are 'now' and 'outstanding' which have the same vowel sound /aʊ/ and 'and' and 'protection' which have the same vowel sound /ə/.

Finally, the words included *Consonance* are 'Ban' and "burn"; 'protection' and 'irritation' that have the same end consonant sound /n/ and the words 'odor' and 'after' that have the same end consonant sound /r/.

15. Colgate

In Colgate advertisement, the word "to" and "two" can be categorized in *Repetition* since according to Cummings and Simmons, *Repetition* is the repetition of every sound in the syllable, although these might be spelled differently (1983:28). Therefore, even though the word "to" and "two" are spelled differently, both of them have the same sound /tu:/.

In this advertisement, the words 'were' and whiter'; 'white' and 'night'; and 'whiter' and 'simpler' are *internal rhyme*, since every pair of words is in the same sentence. Pair of words 'were' and 'whiter' have the same vowel and end consonant sound /ɛr/; pair of words 'white' and 'night' have the same vowel and end consonant sound /ait/ and pair of words 'whiter' and 'simpler' share the same vowel and end consonant sound /ɛr/.

Meanwhile there are some words which are included into *Alliteration*. Notice that in one sentence the words 'woke', 'were', 'whiter' and in other sentence the words 'weeks', 'wake', 'whiter' are preceded by the same

sound /w/, the words 'night', 'no' and 'need' are also alliterated because they have the same initial sound /n/.

Moreover, *Assonance* is also applied in this advertisement by seeing the words 'and' and 'whiter'; 'apply' and 'at'; 'absorbed' and 'there's' that share the same vowel sound /ə/; 'just' and 'once' that share the same vowel sound /ʌ/; 'simply', 'is' and 'quickly'; 'it' and 'drift' that share the same vowel sound /i/; 'you' and 'to'; 'two', 'you'll' and 'to' that share the same vowel sound /u:/; 'weeks' and 'teeth'; 'teeth' and 'even' share the same vowel sound /i:/.

In addition, some words are found and categorized into *Consonance*. Those are 'were' and 'whiter' which share the same final sound /r/; 'just', 'it' and 'at' which share the same final sound /t/; 'white', 'night', 'let' and 'it' which also share the same final sound /t/.

16. LOVEFIRE

In this advertisement, the writer finds *Repetition*, *Alliteration* and *Consonance*. The word 'perfectly' occurs twice, thus included into *Repetition*. *Alliteration* happens on the words 'face' and 'forever' because they have the same initial sound /f/.

Consonance is also applied by noting the words 'her' and 'forever' which have the same end consonant sound /r/ and the words 'cut' and 'brilliant' which have the same end consonant sound /t/.

17. Jergens

Some words are included into *Alliteration*. The words 'new' and 'natural' have the same initial sound /n/ and the words 'subtle' and 'skin' have the same initial sound /s/.

Some *Assonances* are also found in this advertisement by noticing the words 'discover', 'enhance' and 'skin's'; 'shimmer' and 'skin'; 'reflectors' and 'skin' that have the same vowel sound /u/; 'new' and 'to' that have the same vowel sound /u:/.

The words included *Consonances* are 'discover' and 'your'; 'shimmer' and 'for' that are ended with the same sound /r/; 'enhance', 'skin's' and 'radiance' that are ended with the same sound /s/ and the words 'even', 'skin' and 'tone' are ended with the same final sound /n/.

18. Degree

In this advertisement, *Rhyme* is found from the words 'Degree' and 'free'. Each of the word is placed in the end of the sentences. They have the same vowel /i:/.

Alliterations is applied by noticing the words 'body' and 'breath' which share the same initial sound /b/ and the words 'fresh' and 'from' which share the same initial sound /f/.

Furthermore, some words are included into *Assonance*. Those words are 'protection' and 'that' which share the same vowel sound /ə/ and the words 'breathe' and 'needs'; 'breathe' and 'free' which share the same

vowel sound /i:/. Meanwhile, one *Consonance* is found in the words 'protection' and 'skin' in which they share the same final sound /n/.

19. Crest Whitestrips

The writer find that the word 'for' is considered *Repetition* in this advertisement, because it is repeated twice.

Some words are also considered *Alliteration* by seeing the words 'whiten' and 'while'; 'Whitestrips' and 'work' and 'weeks' and 'whiter' since they share the same initial sound /w/; 'takes', 'twice' and 'two' since they share the same initial sound /t/; 'secret', 'smile' and 'strips' since they are preceded by the same sound /s/.

Meanwhile the words 'whiten' and 'while'; 'twice', 'whiter' and 'smile' have the same vowel sound /ai/; 'blow-dry' and 'your' have the same vowel sound /au/; 'crest' and 'any' have the same vowel sound /e/; 'it', 'is' and 'minutes' have the same vowel sound /i/; 'a' and 'for' have the same vowel sound /ə/. Therefore, those words are said to be *Assonance*.

Finally, *Consonance* is also applied in this advertisement by noting the words 'or', 'your', 'hair' and 'shower' that share the same end consonant sound /r/; 'all' and 'smile' that share the same end consonant sound /l/; 'takes', 'minutes', 'twice' and 'weeks'; 'is' and 'strips' that share the same end consonant sound /s/; and 'for' and 'whiter' that share the same end consonant sound /r/.

20. St. Ives

In this advertisement, there are some words which are included *Repetition*. The words are 'is' and 'you' in which they occur twice. *Rhyme* is also found by looking at the words 'firmer' and 'smoother' which share the same vowel and end consonant sound /ər/. They are included into *Internal Rhyme* because they are in the same line. The words 'for' and 'firmer'; 'saint' and 'skin' and 'softness', 'secret' and 'Swiss' are included into *Alliteration* because they are each preceded by the same initial sound /f/ and /s/.

Meanwhile, some *Assonances* found from the words 'wish' and 'is'; 'wishing' and 'firmer'; 'firm', 'with', 'skin' and 'firming'; 'with', 'it's', 'restore', 'skin's' and 'firmer' which share the same vowel sound /i/; the words 'of', 'for' and 'are'; 'can' and 'as' which share the same vowel sound /ə/; the words 'your' and 'over' which share the same vowel sound /aʊ/; the words 'proven', 'you' and 'smoother' which share the same vowel sound /u:/; and the words 'secret' and 'Swiss' which share the same vowel sound /i:/.

Furthermore, there are some words classified into *Consonance*. They are the words 'your', 'for', 'firmer', 'are' and 'over'; 'restore', 'your', 'for', 'firmer' and 'smoother' that have the same final sound /r/; the words 'can', 'skin', and 'lotion' that have the same final sound /n/; the words 'as' and 'moisturize' that have the same final sound /z/; the words 'use', 'it's',



'skin's' and 'legs'; 'softness', 'is', 'yours' and 'Swiss' that have the same final sound /s/.

21. L'Oreal

In this advertisement, the words 'color', 'as', 'moisturize' are repeated twice and the word 'you' is repeated three times, thus they are considered *Repetition*.

Meanwhile, there is only one *Alliteration* found, which is appeared on the words 'can' and 'color' since they are preceded by the same sound /k/. Finally, the words 'can' and 'as' are *Assonance* because they have the same vowel sound /ə/.

3.1.2. Data Presentation and Analysis of Grammatical Parallelism in Female Advertisement

According to Cumming and Simmons, Grammatical Parallelism is the repetition of some grammar pattern and gives the equal information and function. (1983). There are five function in grammar pattern (1983:97):

1. Subject (S) as the actor, or what is talked about
2. Predicator (P) as the action or the talking about, or 'the talking about'
3. Complement (C) as the object of action, or identifying with subject
4. Adjunctive (A) as manner or time
5. Z as the 'extra' group, which name of auditor or anticipate of author.

The writer finds 11 advertisements that apply some grammatical parallelism which is showed in table 3. Here, the writer is going to analyze grammatical parallelism in each advertisement.

**Table 3 Data Presentation of Grammatical Parallelism
in Marie Claire Magazine**

NO	ADVERTISEMENTS
1	<u>Lancôme Paris</u> <i>Mouth – Watering shine. Fresh – squeezed colours, ripe for the picking. Sheer. Shiny. Sweet. A new taste of colour. Result: Ultra shine for a perfect pout. In 12 juicy shades. Believe in Beauty.</i>
2	<u>Celine Dion Perfume</u> <i>Live to Love</i>
3	<u>Platinum</u> <i>Platinum. Pure. Rare. Eternal</i>
4	<u>Scott Kay Platinum</u> <i>Your words have touched her soul and her reaction is your reward</i>
5	<u>Avon</u> <i>Meet Mark. Mark helped me pay for college and thickened my lashes. Make money. Make friends. Make a difference. Make your mark. Mark is the makeup you can buy and sell</i>
6	<u>Revlon</u> <i>Twist. Glide. Wink. New Eyeglide. The secret out. One precious glide. Ten creamy, shimmery, delicious eye colors that stay smooth. One twist – up pen with an ultra – soft tip. For easy application and blending. There’s only one Eyeglide. So you shimmer all day. So all eyes are on you. Revlon. Only Revlon makes it, only you make it unforgettable.</i>
7	<u>JLO Fragrance</u> <i>Fresh-Sexy-Clean. Glow by JLO. The First Fragrance by Jennifer Lopez</i>
8	<u>Givenchy</u> <i>Very Irresistible Givenchy. The new feminine fragrance. Very élégante, very fun, very you</i>
9	<u>LOVEFIRE</u> <i>Light up her face forever. Perfectly cut. Perfectly Brilliant</i>
10	<u>St. Ives</u> <i>Your wish is granted. Your days of wishing for firmer leg are over. Now you can firm as you moisturize with St. Ives Skin Firming lotion. With daily use, it’s proven to help you restore your skin’s elasticity for noticeable firmer, smoother legs. The Softness is Yours. The Secret is Swiss.</i>
11	<u>L’Oreal</u> <i>Now you can gently Color as you moisturize. Moisturize as you color</i>

Analysis of the Grammatical Parallelism:

1. Lancôme Paris

Sheer		Shiny		Sweet
S		S		S
α		α		α
C		C		C

The grammatical parallelism applied in the words 'Sheer'. 'Shiny'. 'Sweet'. They are parallel because they are placed in a sequence and adjectives words. They have the equal information that is identifying the characteristics of the lipstick. Thus, three of them share the same C function.

2. Celine Dion Perfume

Live to Love	
← S →	
← α →	
P	P

In this advertisement, the words 'Live' and 'Love' are both Verbs and they represent P function, which refers to the action of live and love. Moreover, since those words are placed in a sequence, they are included grammatical parallelism.

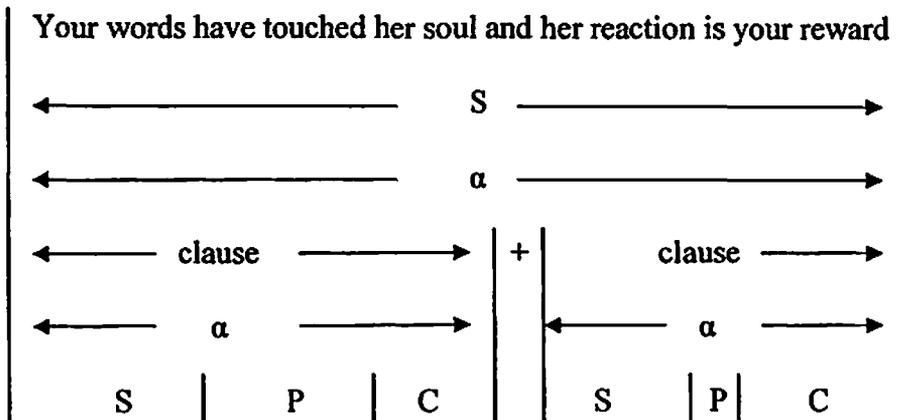
3. Platinum

Pure		Rare		Eternal
S		S		S
α		α		α
C		C		C

In this advertisement the words 'Pure'. 'Rare'. 'Eternal' are parallel because they are written in a sequence and share the same C function. Means

that they all are adjectives words and identifying the characteristics of the product (rings)

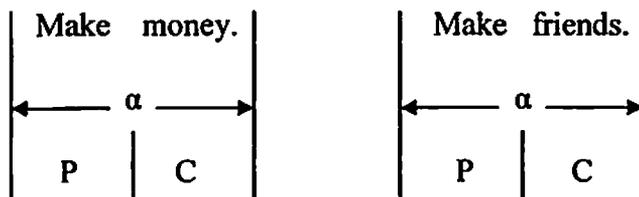
4. Scott Kay

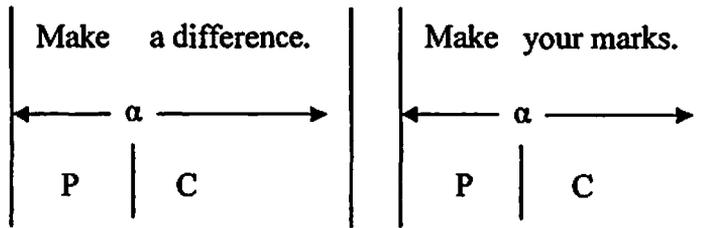


There are two clauses in this advertisement that have the same grammar pattern S,P,C. The phrase 'your words' and 'her reaction' share the same S function that refer to the actor or something that being talked about. The words 'have touched' and 'is' share the same P function because they gives the action to the subject. Meanwhile, the phrase 'her soul' and 'your reward' share the C function, since they are the object of the sentence.

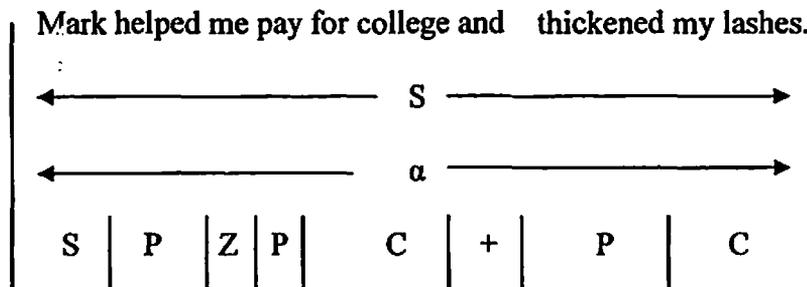
5. Avon

There are two kinds of parallelism applied in this advertisement.



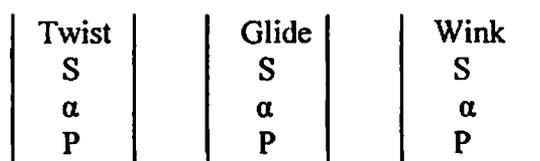


The first is some phrases are said to be parallel because they have the same grammar pattern P, C is sequence. Every 'make' represent P function because it is the action. Moreover, 'money', 'friends', 'a difference' your marks' are the object of the action, thus they share the same C function.

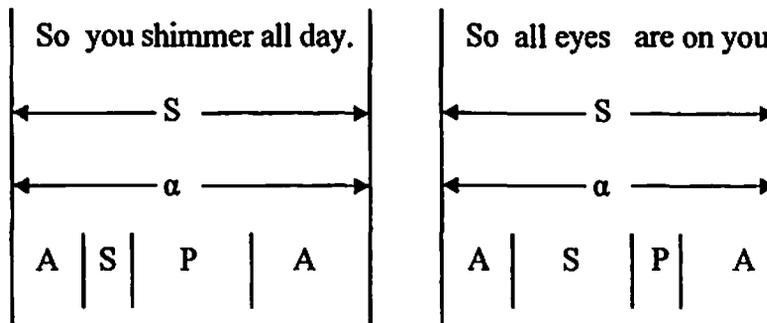


The second is in the sentence above, there are two clauses that have the same grammar pattern P, C and they give the equal information about what Mark can help. The words 'pay' and 'thickened' are the action or the way of 'mark help me', thus it is considered as P function. Furthermore, 'college' and 'any lashes' are the objects or something that Mark can help, thus it is considered as C function.

6. Revlon

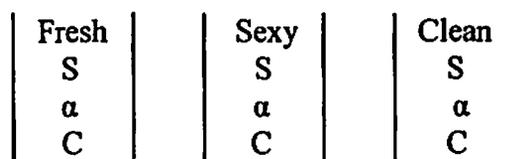


The words 'twist', 'glide' and 'wink' give the same information about the product. Therefore, since they are identifying the product as the subject of the advertisement, they share the same C function.



These two sentence have the same grammar pattern A, S, P, A. The words 'so' is the conjunction and 'all day' and 'on you' are manner. They are then categorized as A function. Moreover, the words 'you' and 'all eyes' are having S function since they represent subject of the sentence. Meanwhile, the words 'shimmer' and 'are' are Verbs, thus they are having the P function.

7. JLo Fragrance



In this advertisement, there is a grammatical pattern found. The words 'fresh', 'sexy' and 'clean' are adjective words and have the C function, because they explain about the characteristics of JLo Perfume if it has been used.

8. Givenchy

Very <i>élégante</i>	very fun	very you
S	S	S
<i>α</i>	<i>α</i>	<i>α</i>
C	C	C

Grammatical parallelism is found in this advertisement. The three phrases represent the C function and they are placed in sequence. They describe about the characteristics of the Givenchy perfume which represents as Subject.

9. LOVEFIRE

Perfectly Cut	Perfectly Brilliant
S	S
<i>α</i>	<i>α</i>
C	C

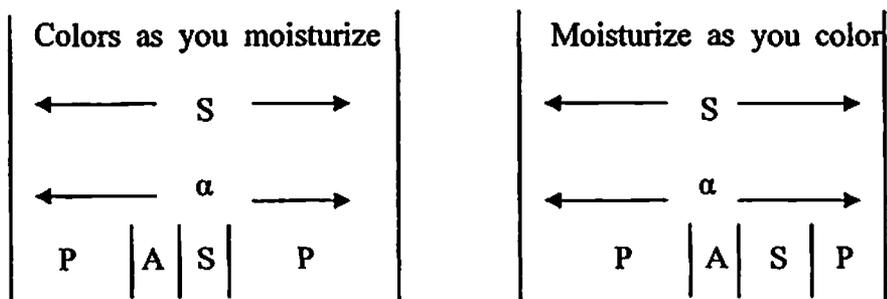
Similar with the previous advertisement, grammatical parallelism is found in this advertisement. They are placed in a sequence and also represent the C function, since they are identifying the characteristics of the product (rings).

10. St.Ives

The Softness is Yours	The Secret is Swiss
← S →	← S →
← <i>α</i> →	← <i>α</i> →
S P C	S P C

In this advertisement, grammatical parallelism is found. They have the same structure S, P and C in every clause. Here, 'the softness' and 'the secret' share the S function because they are the talking about; 'is' refers to P function since it is Verb word; moreover 'Yours' and 'Swiss' are having the C function because they are the object.

11. L'Oreal



Grammatical parallelism is found in this advertisement. They have the same structures P, A, S and P in every clause. 'Colors' and 'moisturize' are certainly have the P function since they are Verb words and an action; 'as' refers to manner, thus it has A function; while 'you' has the S function, since it is the actor or the one who do the action.

3.1.3. Data Presentation and Analysis of Figure of Speech in Female Product Advertisement

Figure of Speech is divided into 12 categories. Those are *Metaphor*, *Simile*, *Personification*, *Apostrophe*, *Synecdoche*, *Metonymy*, *Symbol*, *Allegory*, *Paradox*, *Hyperbole*, *Understatement* and *Verbal Irony*.

The writer finds that 18 advertisements contain Figure of Speech. Here, the writer will show the advertisements which contain Figure of speech in Table 4 and then analyze the figure of speech found in each advertisement.

Table 4 Data Presentation of Figure of Speech in *Marie Claire* Magazine

NO	ADVERTISEMENTS
1	<u>Lancôme Paris</u> <i>Mouth – Watering shine. Fresh – squeezed colours, ripe for the picking. Sheer. Shiny. Sweet. A new taste of colour. Result: Ultra shine for a perfect pout. In 12 juicy shades. Believe in Beauty.</i>
2	<u>Scott Kay Platinum</u> <i>Your words have touched her soul and her reaction is your reward</i>
3	<u>JCPenney</u> <i>Irresistibly Affordable. Exclusively at JCPenney</i>
4	<u>Avon</u> <i>Meet Mark. Mark helped me pay for college and thickened my lashes. Make money. Make friends. Make a difference. Make your mark. Mark is the makeup you can buy and sell</i>
5	<u>Revlon</u> <i>Twist. Glide. Wink. New Eyeglide. The secret out. One precious glide. Ten creamy, shimmery, delicious eye colors that stay smooth. One twist – up pen with an ultra – soft tip. For easy application and blending. There’s only one Eyeglide. So you shimmer all day. So all eyes are on you. Revlon. Only Revlon makes it, only you make it unforgettable.</i>
6	<u>JLO Fragrance</u> <i>Fresh-Sexy-Clean. Glow by JLO. The First Fragrance by Jennifer Lopez</i>
7	<u>Almay</u> <i>Open Wide. New. Almay. Bright Eyes. Take your eyes from tired to tremendous with the Almay Bright Eyes Collection. Color cream shadows, dual ended eyeliners and last – lifting mascara designed to give you wider, brighter, beautiful eyes.</i>
8	<u>Givenchy</u> <i>Very Irresistible Givenchy. The new feminine fragrance. Very élégante, very fun, very you</i>
9	<u>Perlina</u> <i>Perlina Please</i>
10	<u>Jordache</u> <i>High marks for style. WAL MART always low prices. Always.</i>
11	<u>Ban</u> <i>Ban razor burn. Now get outstanding odor and wetness protection while preventing irritation after shaving. New Ban Beautifully Smooth anti-perspirant.</i>
12	<u>Colgate</u> <i>“I woke up one morning and boom! They were whiter”. So effective, you</i>

	<i>just apply it once at bedtime. Simply White Night is absorbed quickly, so there's no need to let it dry. It whitens effortlessly as you drift off to sleep. In two weeks, you'll wake up to whiter teeth. Dramatically whiter teeth made even simpler. Guaranteed.</i>
13	LOVEFIRE <i>Light up her face forever. Perfectly cut. Perfectly Brilliant</i>
14	Jergens <i>Discover a new way to enhance your skin's natural: radiance. Everyday shimmer for beautiful skin. Subtle light reflectors even skin tone. Jergens Love your body</i>
15	Degree <i>Your body needs to breathe. New Fresh Oxygen from degree. Protection that let's your skin breathe free.</i>
16	Crest Whitestrips <i>Whiten while you color. Or while you apply makeup, blow-dry your hair or even shower. Crest Whitestrips work easily into any routine. All it takes is 30 minutes twice a day for two weeks for a noticeably whiter smile. Consider it multitasking. The secret to whiter smile is the strip</i>
17	St. Ives <i>Your wish is granted. Your days of wishing for firmer leg are over. Now you can firm as you moisturize with St. Ives Skin Firming lotion. With daily use, it's proven to help you restore your skin's elasticity for noticeable firmer, smoother legs. The Softness is Yours. The Secret is Swiss.</i>

Figure of Speech Analysis

1. **Lancôme Paris**

a. *Synecdoche*

In this advertisement, the word 'mouth' actually refers to 'lips'. Mouth has several parts, such as lips, tongue, teeth, etc. Therefore, since the product advertised is a lipstick, then it should be 'lips' that represents the word 'mouth', thus it is included Figure of speech *Synecdoche*

b. *Symbol*

Meanwhile, Figure of speech *Symbol* is presented with the word "ripe". Ripe can be symbolized for grown up/being adult or being fresh. The

intention of using this word is in order to give the readers assumption that they will look grown up or adult and fresh if they use the lipstick on

c. *Hyperbole*

On the other hand, in this advertisement, the phrases 'mouth watering shine' and 'perfect pout' are the expression used to exaggerate the real condition. It is impossible that mouth is shining, because only the sun or lights can shine. The truth is mouth will looks shine because of the reflection of the sun light or any light. Moreover, the word 'perfect' is too much, because nothing in the world is perfect and nobody can give examples how perfect a pout is. Therefore, those words are categorized into figure of speech *Hyperbole*.

2. Scott Kay Platinum

a. *Metaphor*

In this advertisement, there is figure of speech *Metaphor* because it's obviously clear that 'her reaction' is compared to 'your reward'. Those phrases are different but, they are compared to each other. Therefore, the readers are expected to acknowledge that the woman's reaction will be equal with the man expectation when she was given jewelry, especially in this case is rings.

b. *Personification*

In this advertisement the word 'words' as non human-object is assigned the human's character, 'touch the soul', means that 'words' is able to 'touch'. Thus, it is included in figure of speech *Personification*.

3. JCPenney

a. *Metonymy*

This advertisement uses figure of speech *Metonymy* because it only states the brand of the product with the assumption that the readers have recognized the products without necessarily mention the types of the product. JCPenney is a place for shopping clothes, thus without mention that it is clothe store, the readers are expected to know it by reading the word 'JCPenney'.

4. Avon

a. *Metaphor*

There are three 'Mark' found in Avon advertisement. It can be assumed that the first 'Mark' refers to a person named Mark. The second 'Mark' refers to 'sign' or 'grades'. While the third 'Mark' is actually the name of the make -up this is advertised. Therefore, 'make up' here is compared to a person named Mark and to 'sign'/'grades'. Thus, they are classified as *Metaphor*.

5. Revlon

a. *Synecdoche*

In this advertisement, the word 'eyes' refers to 'people' especially for 'men', because the product advertised is eye shadow for women. Furthermore, any women who use it on their eyes look fascinating and attract men around them. Therefore, the word 'eyes' is included in figure of speech *Synecdoche*

b. *Metonymy*

Moreover, this advertisements use figure of speech *Metonymy* because it states the brand of the product with the assumption that the readers have recognized the products without necessarily mention the types of the product. Revlon is the brand of the product, which substitute 'make-up'. Therefore, when the readers hear/read the word 'Revlon', they have known that the product is make-up.

c. *Hyperbole*

Furthermore, in this advertisement, it is impossible for us for being shimmer because of the eye shadows we use on since our skin cannot shimmer. Thus, the word 'shimmer' is used to persuade the readers to buy the eye shadows in order to make them lovelier and more attractive and the word is categorized as *Hyperbole*.

6. JLo Fragrance

a. *Metaphor*

In this advertisement, figure of speech *Metaphor* is found. The reader is compared with one of well-known singer and actress, Jennifer Lopez. It is assumed that if the readers buy and use JLo fragrance, they'll feel as fresh, as sexy and as clean as Jennifer Lopez.

b. *Hyperbole*

Meanwhile, figure of speech *Hyperbole* is also found in JLo advertisement, the word 'glow' also gives the persuasive effects for the

readers who read it. It is unimaginable that the body of well – known singer and actress Jennifer Lopez is shining, glowing

7. Almay

a. *Hyperbole*

In this advertisement, it is impossible to imagine that we could make our eyes ‘wider’ and ‘brighter’ without any surgery. The truth is eyes might be looked wider and brighter if we apply eye shadows on, but the size of the eyes it selves are still the same. Thus, it is categorized into figure of speech *Hyperbole*.

8. Givenchy

a. *Metonymy*

There is figure of speech *Metonymy* found in this advertisement by noticing the word ‘Givenchy’ that is substituted ‘fragrance’ Thus, the copy writer doesn’t mention the types of the product instead they state the brand of the product with the assumption that the readers have recognized the products.

9. Perlina

a. *Metonymy*

In this advertisement figure of speech *Metonymy* is also found because the brand of the product is stated without any explanation further what is the type of the product, with the assumption that the readers have recognized it. Perlina is the brand of the product, which substitute ‘bag’.

10. Jordache

a. *Metonymy*

This advertisement uses figure of speech *Metonymy* by noticing the word 'Wal-Mart' since it states the brand of the product with the assumption that the readers have recognized the product without necessarily mention the type of the product. Wal-Mart is the brand of the product, which substitute 'place for shopping'

b. *Symbol*

In this advertisement, the figure of speech *Symbol* is found. The word 'high' may symbolize fashionable or updated. Moreover, the word 'low' may symbolize cheap. Therefore, it means that the Jordache is always fashionable and the style is always updated, while Wal-Mart always sells clothes or things cheaper than the other store / shops.

c. *Paradox*

Furthermore, it is obviously clear that Jordache clothes are always following the trend, always fashionable and always updated. However, though it has great quality, Jordache clothes are sold at Wal-Mart, where people can buy clothes and tings cheaper than the other places. Thus; the word 'high' and 'low' are included figure of speech *Paradox*.

11. Ban

a. *Personification*

This advertisement assigns the human's character to non-human object. Therefore, they are called *Personification*. Here the word 'razor' is able

to 'burn', therefore 'burn' is the character of human being that attach in object 'razor'.

12. Colgate

a. *Simile*

In this advertisement, the activity of 'whitens' is compared to the activity of 'drift off' in which happen slowly. Since the advertisement use the phrase 'as' to compare the words 'whiten' and 'drift of', they are included into figure of speech *Simile*

b. *Metonymy*

Moreover, the brand 'Simply White Night' substitutes 'toothpaste' as its product in this advertisement. It is called *Metonymy* because the readers are assumed to recognize it without telling more about the type of the product.

c. *Hyperbole*

Furthermore, figure of speech Hyperbole is found by noticing the statement "I woke up one morning and boom! They were whiter" in this advertisement. To whitens something (in this case teeth), it takes times, it needs process, so it is impossible that it only takes one night to whitening teeth even after using Colgate tooth paste.

13. LOVEFIRE

a. *Hyperbole*

In this advertisement, the phrase 'light up her face' is used as one of the strategy of advertising which is used to exaggerate the readers to buy the

product. As it is explained before that our skin doesn't shine. Therefore, there is no way to light someone's face. The meaning of light up is probably give the happiness to someone whom we love, so we can see it by looking their mimic of their faces.

14. Jergens

a. *Hyperbole*

In Jergens advertisement, as it is explained before that body does not shimmer. Thus, the words 'everyday shimmer' is used to persuade the readers for using the Jergens lotion in order to make softer skin and looks whiter. Therefore, the word 'shimmer' is categorized as *Hyperbole*.

15. Degree

a. *Personification*

Both of the words 'body' and 'skin' in this advertisement are able to breathe. Thus, they are called *Personification* because it assigns the human's character to non-human object. Therefore, the word 'breathe' describes acts like human being.

16. Crest

a. *Personification*

Figure of speech is found by noticing the word 'Crest White Strips' in this advertisement which is able to 'work'. Therefore, since the word 'work' is a human character, when it is attached to non-human objects 'Crest White Strips', it is included into figure of speech *Personification*.

b. Metonymy

Here, the word 'Crest White Strips' substitute 'toothpaste' and since, there is no explanation about the type of the products, the readers are expected to know that Crest White Strips is the toothpaste. Thus it is included into figure of speech *Metonymy*.

17. St. Ives

a. Metaphor

Here, two different things are compared in this advertisement. The word 'Secret' is compared to 'Swiss'. As we know that Swiss is a fantastic place where people spend their holidays or spare time quietly and enjoy the view and its nature with the closest friends or family or alone, while Secret is something that people must keep and feel or enjoy it by themselves.

b. Personification

Furthermore, this advertisement assigns the human's character to non-human object. Thus, they are called Personification since the word 'lotion' is able to 'help'

3.1.4. Data Presentation and Analysis of Imagery in Female Advertisement

Imagery is divided into 7 categories. Those are *Visual Imagery*, *Auditory Imagery*, *Olfactory Imagery*, *Gustatory Imagery*, *Tactile Imagery*, *Organic Imagery* and *Kinesthetic Imagery*. There are 14 advertisements that contain imagery. The data is showed in table 5 and will be analyzed based on the imagery found.

Table 5 Data Presentation of Imagery in Marie Claire Magazines

NO	ADVERTISEMENTS
1	<u>Lancôme Paris</u> <i>Mouth – Watering shine. Fresh – squeezed colours, ripe for the picking. Sheer. Shiny. Sweet. A new taste of colour. Result: Ultra shine for a perfect pout. In 12 juicy shades. Believe in Beauty.</i>
2	<u>Celine Dion Perfume</u> <i>Live to Love</i>
3	<u>Revlon</u> <i>Twist. Glide. Wink. New Eyeglide. The secret out. One precious glide. Ten creamy, shimmery, delicious eye colors that stay smooth. One twist – up pen with an ultra – soft tip. For easy application and blending. There's only one Eyeglide. So you shimmer all day. So all eyes are on you. Revlon. Only Revlon makes it, only you make it unforgettable.</i>
4	<u>JLO Fragrance</u> <i>Fresh-Sexy-Clean. Glow by JLO. The First Fragrance by Jennifer Lopez</i>
5	<u>Almay</u> <i>Open Wide. New. Almay. Bright Eyes. Take your eyes from tired to tremendous with the Almay Bright Eyes Collection. Color cream shadows, dual ended eyeliners and last – lifting mascara designed to give you wider, brighter, beautiful eyes.</i>
6	<u>Givenchy</u> <i>Very Irresistible Givenchy. The new feminine fragrance. Very élégante, very fun, very you</i>
7	<u>Hot Diamonds</u> <i>Cool just got hot</i>
8	<u>Ban</u> <i>Ban razor burn. Now get outstanding odor and wetness protection while preventing irritation after shaving. New Ban Beautifully Smooth anti-perspirant.</i>

9	<p><u>Colgate</u> <i>"I woke up one morning and boom! They were whiter". So effective, you just apply it once at bedtime. Simply White Night is absorbed quickly, so there's no need to let it dry. It whitens effortlessly as you drift off to sleep. In two weeks, you'll wake up to whiter teeth. Dramatically whiter teeth made even simpler. Guaranteed.</i></p>
10	<p><u>Jergens</u> <i>Discover a new way to enhance your skin's natural radiance. Everyday shimmer for beautiful skin. Subtle light reflectors even skin tone. Jergens Love your body</i></p>
11	<p><u>Degree</u> <i>Your body needs to breath. New Fresh Oxygen from degree. Protection that let's your skin breathe free.</i></p>
12	<p><u>Crest Whitestrips</u> <i>Whiten while you color. Or while you apply makeup, blow-dry your hair or even shower. Crest Whitestrips work easily into any routine. All it takes is 30 minutes twice a day for two weeks for a noticeably whiter smile. Consider it multitasking. The secret to whiter smile is the strip</i></p>
13	<p><u>St. Ives</u> <i>Your wish is granted. Your days of wishing for firmer leg are over. Now you can firm as you moisturize with St. Ives Skin Firming lotion. With daily use, it's proven to help you restore your skin's elasticity for noticeable firmer, smoother legs. The Softness is Yours. The Secret is Swiss.</i></p>
14	<p><u>L'Oreal</u> <i>Now you can gently Color as you moisturize. Moisturize as you color</i></p>

Analysis of Imagery

1. **Lancôme Paris**

a. *Visual Imagery*

In this advertisement, the *Visual Imagery* could be evoked in the readers minds by noticing on the words 'shine', 'sweet', 'shades' and 'colours'. It is obvious that when the first time the readers read the word, they may imagine as though they see the shiny, shades colours of the lipstick. Thus, the readers are supposed to see how beautiful, how lovely and how fascinating they will be if they use it on their lips.

b. *Gustatory Imagery*

Moreover, the *Gustatory Imagery* may have aroused in the readers' minds by noting the word 'sweet'. The readers may imagine that when they see people use the Lancôme Paris lipstick which has juicy shades, it looks that its taste is sweet.

c. *Kinesthetic Imagery*

Furthermore, this advertisement uses the words that could evoke the *Kinesthetic Imagery*. The word 'pout' give the readers the imagination of how well when they pout their mouth after use the lipstick on. They will feel their mouth muscles move as they pout their mouth.

2. **Celine Dion Perfume**

a. *Organic Imagery*

The words that are apparent to carry a sort of *Organic Imagery* in this advertisement are the words 'live' and 'love'. 'Love' is something that

people can feel only in deep of their heart, while 'Live' is something that make people feel exist, exciting, humanly. Herewith, the readers may imagine that if they use Celine Dion perfume, they might experience the strong feeling of being love, cares, alive, excited and exist among people surrounding them.

3. Revlon

a. *Visual Imagery*

In this advertisement, the words 'creamy', 'shimmery' and 'shimmer' could evoke the *Visual Imagery* in the readers' minds. The readers thus may imagine the creamy, shimmery colors of the eye shadow and how they are like when they apply it on their eyes.

b. *Tactile Imagery*

In addition, the *Tactile imagery* is aroused by the word 'smooth'. Indeed, when people notice on the word 'smooth', they might remember on their experience of touching skin (especially on the eyes) and feel its softness. However, the word 'smooth' here may also denote to the softness of the eye shadows, so when the readers apply it, they will feel the softness of the eye shadows in their eyes' skin.

4. JLo Fragrance

a. *Visual Imagery*

The *Visual Imagery* is found in this advertisement by noticing the words 'sexy' and 'Jennifer Lopez'. Those words may evoke the imagination in readers' minds. The readers may have a sort of mental image in their

minds about a physical appearance of Jennifer Lopez. As we have known that Jennifer Lopez is a beautiful famous singer as well as an actress whose body so sexy. Therefore, most of women want to be like her and adore her physical appearance and by using this perfume they may feel just like her.

b. Olfactory Imagery

Meanwhile, in this advertisement when the readers read or hear the word 'fragrance', they imagine as though they smell the fragrance that has just been produced whose smell must be aromatic, fragrant, or great. Therefore, the word 'fragrance' can evoke the *Olfactory Imagery* in reader's mind.

c. Tactile Imagery

Furthermore, when the readers notice on the word 'clean', they may come up with a kind of image of being clean. Here, the readers recall on their knowledge of not being dirty and neat. Thus it is included into *Tactile Imagery*.

5. Almay

a. Organic Imagery

In this advertisement, the word 'tremendous' give the readers a great, gigantic feelings after putting the mascara on as though they experienced it by themselves. And all those internal feelings are what the *Organic Imagery* refers to

b. Visual Imagery

Moreover, *Visual Imagery* is recognized when the readers read the words 'bright', 'wider' and 'brighter', they may have been picturing themselves if they use the product (mascara). They will have brighter and wider eyes.

c. *Kinesthetic Imagery*

In addition, in this advertisement, if the readers read the word 'tired', they would experienced of being tired though in the reality they don't feel tired. In this case, they imagine the condition of their eyes which is being fatigue. Therefore, this word is categorized into *Kinesthetic Imagery*.

6. Givenchy

a. *Visual Imagery*

In this advertisement, the *Visual Imagery* might be evoked the readers' minds by reading the words 'élégante'. Thus, the readers are expected to look and feel elegant when they use the Givenchy perfume

b. *Olfactory Imagery*

Meanwhile in this advertisement, when the readers read or hear the word 'fragrance', they imagine as though they smell the fragrance that has just been produced whose smell must be aromatic, fragrant, or great. Therefore, the word 'fragrance' can evoke the *Olfactory Imagery* in the readers' minds.

c. *Organic Imagery*

In addition, in this advertisement, the words 'irresistible' and 'fun' could evoke the *Organic Imagery* in readers' minds. As we know that 'irresistible' means attractive, loveable, appealing and 'fun' means pleasure, enjoyment, happy and amusement. Therefore, when the readers hear or read those words, they will strongly feel attractive, loveable, appealing, pleasure, enjoyment, happy and amusement as they use the Givenchy perfume

7. Hot Diamonds

a. *Tactile Imagery*

In this advertisement, the *Tactile Imagery* can be derives from the word 'cool' and 'hot'. It is obviously that the word 'cool' can represent the feeling of 'cold' and the word 'hot' can represent the feeling of 'hot' or 'warmth'. Therefore, when the readers hear or read the word 'cool' and 'hot', they can feel as if they experience the sensation of hot or warmth and the coldness.

8. Ban

a. *Olfactory Imagery*

The word 'odor' in Ban advertisement may evoke the *Olfactory Imagery* in the readers' minds. The readers may imagine of smelling bad scent. But after using the Ban aftershave, they will smell great and odour aroma.

b. *Tactile Imagery*

Furthermore, in this advertisement, the *Tactile Imagery* could be evoked by the word 'wetness' and 'irritation'. Everyone knows that irritation causes the feeling of itching and wetness makes us feel damp and uncomfortable. Thus, when the readers read the words 'wetness' and 'irritation' they will feel as if they are being itching and damp or uncomfortable.

9. Colgate

a. *Visual Imagery*

The *Visual Imagery* in this advertisement may give a sort of imagination in the readers' minds by noticing the words 'whiter' and 'whitens'. The readers, thus, think that if they use Colgate Simply White, they will have whiter teeth than before.

10. Jergens

a. *Visual Imagery*

In this advertisement, the use of the words 'shimmer' and 'beautiful' may cause the readers to have a sort of *Visual Imagery*. Thus, they are brought to have an interpretation of soft, clean and firm skin they will get if they use Jergens lotion regularly.

11. Degree

a. *Organic Imagery*

When people notice on the word 'free' in this advertisement, they may come up with a kind of *Organic Imagery*. It means that though they are not really being 'free', when they read the word 'free', they could

seemingly feel the internal sensation of being free, relax and not disturbed.

12. Crest

a. *Visual Imagery*

The *Visual Imagery* in Crest Whitestrips advertisement may give a kind of imagination in the readers' minds by noticing the words 'whiter' and 'whitens'. The readers, thus, might think that if they use Crest Whitestrips, they will have whiter teeth than before.

13. St. Ives

a. *Visual Imagery*

By noticing the word 'firmer' in St. Ives advertisement, the *Visual imagery* could be evoked in the readers' minds about how they can firm their skin by applying the St. Ives Skin Firmer lotion through their body

b. *Tactile Imagery*

The *Tactile Imagery* could be aroused in the St. Ives advertisement, by noting the word 'smoother', 'firm', 'moisturize' and 'softness', the reader may have an imagination of touching smooth, firm, moisture and soft skin legs after using the St. Ives Skin Firming Lotion.

14. L'Oreal

a. *Tactile Imagery*

In this advertisement, the word 'moisturize' could evoke a sort of *Tactile Imagery* of being moisturize. Therefore, the readers might feel the softness of the hair colors while applying it on the hair.

3.2. Data Presentation and Analysis of Stylistics Features in Male Advertisements

In this sub-chapter, the writer is going to describe the stylistics features that are used in female product advertisements in *Gentlemen Quarterly* magazine. The writer has found twenty advertisements which contain stylistics features. The writer, then, will analyze the advertisements in each category of stylistics features.

3.2.1. Data Presentation and Analysis of Sound Pattern in Male Advertisement

Sound Pattern is divided into five categories. Those are Repetition, Rhyme, Alliteration, Assonance and Consonance. The writer finds that 20 advertisements in GQ magazine contain Sound Pattern. Here, the writer will show the data in Table 6 and then analyze the sound pattern found in each advertisement.

Table 6 Data Presentation of Sound Pattern in GQ Magazine

NO	ADVERTISEMENTS
1	<u>iPod</u> <i>Welcome to the digital music revolution. 7500 songs in your pocket. Works with Mac or PC. Over a million sold. The new iPod.</i>
2	<u>Aramis</u> <i>New for men. Aramis Life. Life. It's great game</i>
3	<u>Concord</u> <i>I am the strong silent type. The Concord Carlton.</i>
4	<u>Pontiac</u> <i>Fuel for the Soul. Nothing like a little forward thinking to throw you back in your seat.</i>
5	<u>Toyota</u> <i>Live Life in Overdrive.</i>

6	<p><u>Jack Victor</u> <i>A Style Milestone. Turn a fine lens on the essence of style and you find the substance, the components, the elements. Impeccable touches are expressions in themselves. Choose them wisely. Jack Victor in Montreal has been defining classic style for ninety years. There's a reason the high-profile look of a well-tailored suit has regained its deserved position at the forefront of a modern man's wardrobe. Style requires substance and only the finest quality goes into the Jack Victor collection.</i></p>
7	<p><u>Ford Thunderbird</u> <i>And they say cell phones are a distraction. Ford Thunderbird. If you haven't looked at ford lately...look again.</i></p>
8	<p><u>Azzaro</u> <i>VISIT for men. His fragrance. Her place.</i></p>
9	<p><u>Danzka</u> <i>Made to chill. Introducing Danzka Vodka. Superior vodka imported from Denmark. Perfectly balanced, distinctively smooth and exclusively created to be served cold. Available in Original, Citrus and Grapefruit- winner, Best Flavored Vodka at the 2003 San Francisco World Spirits Competition.</i></p>
10	<p><u>Panasonic</u> <i>There's no place like home when you have a Panasonic home theatre. Complete systems designed for today's lifestyles. Panasonics ideas for life.</i></p>
11	<p><u>Philips</u> <i>Let's makes things better. "Television has always been telling me to lose weight, keep fit, and be in shape. Finally, television takes its own advice." Introducing Cineos, the new family of high-definition, large-screen televisions that have gone to the gym. With the 55° Cineos television, you get a huge55" screen, but it's just 17 inches deep and weight only 95 pounds. It even swivels. With the Cineor's family of televisions, you finally get an HDTV monitor that gives you flicker-free, crystal-clear images with the styling that not only gives you a great picture, it gives you back your room. Philips Cineos TVs.</i></p>
12	<p><u>Verizon Wireless</u> <i>Picture messaging from Verizon Wireless. Are we having fun yet? Snap it, style it, send it. Now you can shoot pics right from your wireless phone. Give them your own flair by adding sound and text. Then fire them off to everyone you know. It's fun. It's easy. And it's just what you'd expect from the nation's largest, most reliable wireless network.</i></p>
13	<p><u>Geox</u> <i>Geox Breathes. Wear a pair of Geox and enjoy a new sense of well-being, as its special membrane allows feet to breathe. It's a revolution.</i></p>
14	<p><u>Tylenol</u> <i>They say there is a fine line between pleasures and pain. Let us know when you cross it. Introducing new Tylenol 8 hours. It's the Tylenol for muscle aches and pains. Pain like this you've got to earn. That's why we've introduces new Tylenol 8 hour. Engineered with two layers: the first for fast relief and the second for continuous, all-day relief in one dose. Ask</i></p>

	<i>Mark Rolland before he drives the lane. Not playing is not an option.</i>
15	<p><u>Dewar's</u> <i>A marriage that should end up on the rocks. We take the extra step of "marrying" our unique blend of 12 year old whiskies in oak casks. It is this additional aging process that creates a smooth, well-balanced flavor and ensures that from bottle to bottle, you won't find any irreconcilable differences.</i> <i>Dewar's. finest Scotch Whiskey. Aged 12 years. Savor Every Detail. Best savored in moderation.</i></p>
16	<p><u>Subaru</u> <i>"Control your power and you'll own the road". Subaru WRX. The All-Wheel Drive system inside every Subaru WRX combines the muscle of a 227-horsepower, turbocharged boxer engine with Subaru All-Wheel Drive for exceptional handling and control. And legendary, Rally-proven performance. The road doesn't stand a choice. Subaru. Driven by what's inside.</i></p>
17	<p><u>Crown Royal</u> <i>Sometimes your eyes are bigger than your mandibles. Enjoy our quality responsibility.</i></p>
18	<p><u>JVC</u> <i>Make it real...keep it real. Now you can do it all, from home movies to home pages, JVC puts you in the winners circles with the latest in megapixel camcorder innovation. Finish first with exciting web-centric features like MPEG video and USB that get your movies online faster – even webcam functionality is built right in!. The perfect combination of features include: Link connectivity, picture stabilization sleek design with racecar handling that's fun and easy to use. JVC. The Perfect Experience.</i></p>
19	<p><u>Havana Joe</u> <i>Natural life and style. Beautiful barbaric boots. Havana Joe has developed the best boot in the world, supported by 6 million people that walk with us.</i></p>
20	<p><u>Jack Daniel</u> <i>Wherever your travels take you, please drink responsibly. Travel back in time. [Come visit our distillery]</i></p>

Analysis of Sound Pattern

1. iPod

The writer finds two types of sound patterns. The first is *Alliteration* which is happened because the words '7500 (seven thousand and five hundred)' and 'songs' have the initial sound /s/ and the words 'works' and 'with' have the initial sound /w/.

The second is *Assonance* by noticing the words ‘welcome’ and ‘revolution’ which have the same vowel sound /e/; ‘songs’ and ‘pocket’ which have the same vowel sound / /

2. Aramis

In this advertisement *Alliteration* is found by reading the words ‘great’ and ‘game’ that have the same initial sound /g/. Moreover, those words also classified into *Assonance* at the same time because they have the same vowel sound /ei/

3. Concord

The words ‘strong’ and ‘silent’ in this advertisement are categorized into *Alliteration* since they have the same initial sound /s/. Meanwhile the word ‘I’, ‘silent’ and ‘type’ have the same vowel sound /ai/, therefore they are included into *Assonance*.

4. Pontiac

Four types of sound patterns are found in this advertisement. *Rhyme* is found since the words ‘nothing’ and ‘thinking’ have the final vowel and consonant sound /ɪŋ/. However since they are in the same line they are included *Internal Rhyme*.

Moreover, *Alliteration* is also found by noticing the words ‘fuel’ and ‘for’ which have the same initial sound /f/; ‘like’ and ‘little’ which have the same initial sound /l/; and ‘thinking’ and ‘throw’ which have the same initial sound /θ/; ‘you’ and ‘your’ which have the same initial sound /y/.

Sound pattern *Assonance* is happened because the words 'little' and 'thinking' have the same vowel sound /ɪ/. Furthermore, the words 'fuel' and 'soul' have the final consonant sound /l/; and 'like' and 'back' have the final consonant sound /k/ thus they are categorized into *Consonance*.

5. Toyota

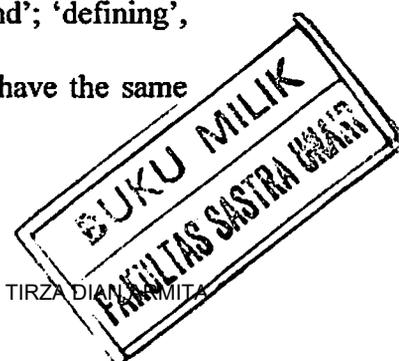
In this advertisement, *Alliteration* is found since the words 'live' and 'life' have the initial sound /l/. Furthermore, the writer finds *Assonance* by noting the words 'life' and 'overdrive' have the same vowel sound /ai/. *Consonance* is found because the words 'live' and 'overdrive' have the final consonant /v/

6. Jack Victor

The words 'the' in the second sentence occurs three times; 'the' in the sixth sentence occurs twice; and 'a' occurs twice, thus they are classified sound pattern *Repetition*.

Meanwhile, *Alliteration* includes the words 'fine' and 'find' that have the initial sound /f/; 'style' and 'substance' that have the initial sound /s/; 'there's' and 'the' that have the initial sound /ð/; 'reason' and 'regained' that have the initial sound /r/; 'high' and 'has' have the initial sound /h/; 'well-tailored' and 'wardrobe' that have the initial sound /w/; 'modern' and 'man' have the initial sound /m/; and 'quality' and 'collection' have the initial sound /k/.

Furthermore, *Assonance* includes 'fine', 'style' and 'find'; 'defining', 'style' and 'ninety'; 'style', 'requires' and 'finest' which have the same



vowel sound /ai/; and 'a', 'the', 'and' and 'components'; 'a', 'the', 'of', 'has' and 'at' which have the same vowel sound /ə/.

Moreover, *Consonance* includes 'turn', 'fine' and 'on' which have the final consonant sound /n/; 'essences', 'substance', 'components' and 'elements'; 'touches', 'expressions', 'themselves' and 'years' which have the final consonant /s/; 'Jack' and 'classic' which have the final consonant /k/; 'Victor' and 'for' which have the final consonant /r/; and 'Montreal' and 'style' which have the final consonant /l/

7. Ford

The writer found three types of sound patterns. The first is *Rhyme* that can be seen from the words 'they' and 'say' since they have the final vowel sound /ei/. They are included *Internal Rhyme* because they are in the same line.

The second is *Alliteration* which includes the words 'say' and 'cell' that have the initial sound /s/; and 'looked', 'look' and 'lately' that have the initial /l/

Meanwhile, the third is *Assonance* and it includes the words 'and' and 'a'; 'haven't', 'at' and 'again' which have the same vowel sound /ə/.

8. Azzaro

Three sound patterns are applied in this advertisement. The words 'his' and 'her' have the initial sound /h/, thus they are included into *Alliteration*. Moreover, the words 'fragrance' and 'place' is included into *Assonance* since they have the same vowel sound /ei/. The sound pattern *Consonance*

includes the words 'fragrance' and 'place' which have the final consonant /s/

9. Danzka

The writer finds sound pattern *Rhyme* in this advertisement by reading the words 'Danzka' and 'Vodka' which have the same final consonant and vowel sound /ka/; 'perfectly', 'distinctively' and 'exclusively' which have the same final consonant and vowel sound /lʌ/. However, since they are each in the same line they are categorized into *Internal Rhyme*.

Moreover, *Alliteration* is found since the words 'balanced' and 'be' have the initial sound /b/; 'smooth' and 'served' have the initial sound /s/; and 'created' and 'cold' have the initial sound /k/

Meanwhile, the writer also finds the sound pattern *Assonance* by reading the words 'vodka' and 'from' which have the same vowel sound /ʊ/; and 'distinctively' and 'created' which have the same vowel sound /ʌ/

10. Panasonic

In this advertisement, the words 'home' occur twice, thus it is included into *Repetition*. Moreover, the words 'place' and 'Panasonic' have the initial sound /p/ and they are classified into *Alliteration*.

Moreover, *Assonance* is also found in this advertisement by looking the words 'there's', 'have' and 'a' that have the same vowel sound /ə/; and 'designed' and 'lifestyles' have the same vowel sound /ai/

11. Philips

This advertisement contains three types of sound pattern. *Repetition* is applied by noting the words 'television'; 'the' (third sentence); 'the' (sixth sentence); 'with', 'that' which occur twice; 'gives' and 'you' which occur three times.

The words 'television', 'telling, and 'to'; 'television' and 'takes'; 'television' and 'to' share the initial sound /t/; 'been' and 'be' share the initial sound /b/; 'high-definition' and 'have' share the initial sound /h/; 'that' and 'the' share the initial sound /ð/; and 'with' and 'weight' share the initial sound /w/. Therefore, they are considered into *Alliteration*.

Some words are included into *Assonance*, those are 'let's' and 'better'; 'television' and 'telling'; 'television', '17 (seventeenth)' and 'get which share the same vowel sound /e/; then the words 'has', 'and' and 'advice'; 'the', 'of' and 'that'; 'the', 'a' and 'and' which share the same vowel sound /ə/; then the words 'been', 'me' and 'keep'; 'screen' and 'deep' which have the same vowel sound /i:/; then the words 'to' and 'loose'; 'new' and 'to'; 'you' and 'huge' which have the same vowel sound /u:/; then the words 'wait' and 'shape' which share the same vowel sound /ei/; then the words 'fit', 'be', 'in' and 'it's'; 'introducing', 'Cineos', 'it's' and 'inches'; 'it' and 'swivels' which have the same vowel /ʊ/; then the words 'family' and 'have' which share the same vowel sound /æ/; then the words 'but' and 'just' that have the same vowel sound /ʌ/; and finally the words 'only' and 'pounds' that share the same vowel sound /au/.

Furthermore, the words that included as *Consonance* are the words 'let's', 'makes' and 'things'; 'has', 'always', 'lose', 'takes', 'its' and 'advice'; 'Cineos' and 'televisions' which have the final consonant sound /s/; 'television', 'been', 'in' and 'own'; 'definition', 'screen' and 'gone' which have the final consonant sound /n/; 'weight' and 'fit' which have the final consonant sound /t/; and 'keep' and 'shape' which have the final consonant sound /p/

12. Verizon Wireless

The words included *Repetition* are 'it' that occurs three times; and 'It's' that occurs twice. Meanwhile, *Internal Rhyme* includes the words 'messaging' and 'having' since they share the final vowel and consonant sound /ɪŋ/ and placed in the same line.

Alliteration is found in this advertisement since the words 'from' and 'fun' have the initial sound /f/; 'Wireless' and 'we'; 'what' and 'wireless' have the initial sound /w/; 'snap', 'style' and 'send' have the initial sound /s/; 'you' and 'your' have the initial sound /j/; 'then' and 'them' have the initial sound /ð/; and 'nation's' and 'network' have the initial sound /n/.

Assonance is also found because of the words 'you' and 'shoot'; 'to' and 'you' have the same vowel sound /u:/; 'right' and 'wireless' have the same vowel sound /ai/; 'then' and 'everyone' have the same vowel sound /e/; 'them' and 'and'; 'and' and 'from' have the same vowel sound /ə/; and 'picture' and 'we'; 'it's', 'expect' and 'reliable' have the same vowel sound /ɪ/.

Meanwhile, the words ‘Verizon’ and ‘fun’; ‘can’ and ‘phone’; ‘then’ and ‘everyone’ that share final consonant sound /n/; ‘shoot’ and ‘right’; ‘just’, ‘what’, ‘expect’ and ‘largest’ that share the final consonant sound /t/; ‘pics’ and ‘wireless’ that share the same final consonant sound /s/; and ‘your’ and ‘flair’ that share the same final consonant sound /r/. Therefore they are considered as *Consonance*.

13. Geox

All the types of sound patterns are found in this advertisement. *Repetition* is found by reading the words ‘a’ because it occurs twice. *Rhyme* is found by reading the words ‘wear’ and ‘pear’ since they have the same vowel and consonant sound /eər/, however since they are in the same line they are categorized into *Internal Rhyme*.

Meanwhile, *Alliteration* is found by reading the words ‘wear’ and ‘well-being’ which have the initial sound /w/; and ‘sense’ and ‘special’ which have the initial sound /s/. *Assonance* is also found by reading the words ‘a’, ‘and’, ‘of’, ‘as’ and ‘allow’ which have the same vowel sound /ə/; and ‘special’, ‘membrane’ and ‘breathe’ have the same vowel sound /e/. Furthermore, *Consonance* is found by reading ‘wear’ and ‘pair’ that have the final consonant sound /r/; and ‘sense’, ‘its’ and ‘allows’ have the final consonant sound /s/.

14. Tylenol

The writer finds that *Repetition* is applied in this advertisement by noticing the words ‘relief’ and ‘not’ which occur twice. *Internal Rhyme* is

also applied in this advertisement by noticing the words 'they' and 'say' which ended the same vowel sound /ei/ in the same line as well as the words 'fine' and 'line' which ended the same final vowel and consonant sound /ain/.

Moreover, *Alliteration* is applied in this advertisement by reading the words 'they' and 'there' that have the initial sound /ð/; 'pleasures' and 'pain' that have the initial sound /p/; 'why' and 'we've'; 'with' and 'one' that have the initial sound /w/; and 'first', 'for' and 'fast' that have the initial sound /f/.

Assonance occurs in this advertisement by noticing the words 'there', 'a' and 'and'; 'the', 'for' and 'and'; 'the', 'for', 'and' and 'continues' which have the same vowel sound /ə/; the words 'is' and 'between'; 'we've' and 'introduces'; 'with', 'relieve', 'relief' and 'in' which share the same vowel sound /i/; the words 'let' and 'when'; 'engineered' and 'second' which have the same vowel sound /e/; and the words 'layers' and 'day' that share the same vowel sound /ei/

Furthermore, *Consonance* is also applied since the words 'fine'/'line', 'between' and 'pain'; 'earn' and 'pain'; 'in' and 'one'; 'an' and 'option' have the final consonant sound /n/; 'is' and 'pleasures'; 'us' and 'cross'; 'it's', 'aches' and 'pains'; 'that's' and 'introduces'; 'layers', 'continuous' and 'dose' have the final consonant sound /s/; 'let' and 'it'; 'first' and 'fast' have the final consonant sound /t/; and 'Tylenol' and 'muscle' have the final consonant sound /l/.

15. Dewar's

The writer notices that the words 'that' and 'bottle' are included *Repetition* because each of them occur twice. Moreover, she also notes that *Alliteration* includes the words 'that' and 'the'; 'this' and 'that' which have the same initial sound /ð/; 'we' and 'whiskies'; 'well-balanced' and 'won't' which have the same initial sound /w/; 'take' and '12 (twelve)' which have the initial sound /t/; 'unique' and 'year' which have the initial sound /j/; 'flavor', 'from' and 'find' which have the initial sound /f/; and 'Dewar's' and 'Detail' which have the initial sound /d/.

Meanwhile, the sound pattern *Assonance* is also noticed from the words 'a', 'that' and 'the' that have the same vowel sound /ə/; 'it', 'is', 'this', 'create', 'irreconcilable' and 'differences' that have the same vowel sound /i/; 'additional' and 'aging' that have the same vowel sound /e/; and 'smooth', 'to' and 'you' that have the same vowel sound /u/.

Furthermore, because of the words 'should' and 'end' have the final consonant sound /d/; 'take', 'unique' and 'oak' have the final consonant sound /k/; 'whiskies' and 'casks'; 'is', 'this', 'process', 'creates', 'ensures' and 'differences' have the final consonant sound /s/; and 'additional', 'bottle' and 'irreconcilable' have the final consonant sound /l/, they are considered as *Consonance*.

16. Subaru

This advertisement, *Repetition* includes the words 'the' and 'drive' since they occur twice. *Alliteration* includes the words 'your' and 'you'll'

which have the initial sound /j/; 'system' and 'Subaru' which have the initial sound /s/; 'combine' and 'controls' which have the initial sound /k/; and 'horsepower' and 'handling' which have the initial sound /h/

The words 'and' and 'the'; 'and', 'for' and 'a' have the same vowel sound /ə/; and 'drive', 'inside' and 'combine'; 'driven', 'by' and 'inside' have the same vowel sound /ai/, therefore they are considered in sound pattern *Assonance*.

Moreover, the words included *Consonance* are 'control' and 'you'll' since they are ended the same consonant sound /l/; 'your' and 'power' which ended the same consonant sound /r/; and 'wheel', 'muscle', 'exceptional' and 'control' that ended the same consonant sound /l/

17. Crown Royal

The writer finds four types of sound pattern in this advertisement. The first is *Repetition* and it is because the word 'your' occurs twice. The second is *Internal Rhyme* since the words 'enjoy', 'quality' and 'responsibility' have the final vowel sound /u/ and they are in the same sentence.

The third is *Assonance* by reading the word 'sometimes' and 'eyes' since they have the same vowel sound /ai/. The fourth is *Consonance* and it includes the words 'sometimes', 'eyes' and 'mandibles' which have the final consonant sound /z/; and 'your', 'are' and 'bigger' which have the final consonant sound /r/

18. JVC

The words 'it real', 'you' and 'home' are considered as Repetition because they occur twice. Meanwhile, *Alliteration* is applied in this advertisement by noticing the words 'can' and 'camcorder'; 'combination' and 'connectivity' which is preceded by the sound /k/; 'pages' and 'puts'; 'perfect' and 'picture' which is preceded by the sound /p/; 'finish', 'first', features', 'faster' and 'functionally'; 'features' and 'fun' which is preceded by the sound /f/; 'MPEG' and 'movies' which is preceded by the sound /m/; 'USB' and 'your' which is preceded by the sound /j/; and 'stabilization' and 'sleek' which is preceded by the sound /s/.

Furthermore, *Assonance* includes the words 'you', 'do', 'movies' that have the same vowel sound /u:/; 'in', 'winner', 'circles', 'with' and 'innovation'; 'finish', 'with', 'exciting', 'video' is' and 'in' that have the same vowel sound /i/; 'like' and 'right' that have the same vowel /ai/; and the words 'and' and 'that' that have the same vowel /ə/

Moreover, the words 'can' and 'innovation'; 'combination, 'stabilization' and 'fun' have the final consonant sound /n/; 'from' and 'home' have the final consonant sound /m/; 'movies', 'pages', 'puts', 'winners' and 'circles'; 'features' and 'use' have the final consonant sound /s/; 'first', 'get', 'built' and 'right' have the final consonant sound /t/; 'web-centric' and 'like'; 'perfect' and 'sleek' have the final consonant sound /k/; and 'your' and 'faster'; 'picture' and 'racecar' have the final consonant sound /r/. Thus they are all categorized into *Consonance*.

19. Havana Joe

The sound pattern *Repetition* is applied in this advertisement by noting the word 'the' which occurs twice. The words that included into *Alliteration* are 'beautiful', 'barbaric' and 'boots'; 'best', 'boot' and 'by'; 'the' and 'that'; 'world', 'walk' and 'with', because they are preceded by the same sound /b/, /ð/ and /w/.

Moreover, some words are considered as *Assonance*. Those words are 'life and 'style' since they have the same vowel sound /ai/; 'beautiful' and 'boots' since they have the same vowel sound /u:/; 'has', 'the' and 'that' since they have the same vowel sound /ə/; 'developed', 'in' and 'million' since they have the vowel sound /ɪ/.

Furthermore, in this advertisement, the words 'natural' and 'style' have the final consonant sound /l/; 'has' and 'us' have the final consonant sound /s/; 'best', 'boot' and 'that' have the final consonant sound /t/; 'world' and 'supported' have the final consonant sound /d/. Therefore they are included into *Consonance*.

20. Jack Daniel

The words 'your' and 'you' share the initial sound /j/; and 'travels' and 'take'; 'travel' and 'time' share the initial sound /t/ thus they are considered as *Alliteration*.

Furthermore, *Assonance* is applied in this advertisement by noticing the words 'drink' and 'responsibility' which have the vowel sound /ɪ/.

The words 'wherever' and 'your'; and 'take' and 'drink' are categorized into *Consonance* because each of them share the same end consonant sound /r/ and /k/.

3.2.2. Data Presentation and Analysis of Grammatical Parallelism in Male Product Advertisement

The writer finds 7 advertisements that apply some grammatical parallelism which is showed in table 7. Here, the writer is going to analyze grammatical parallelism in each advertisement.

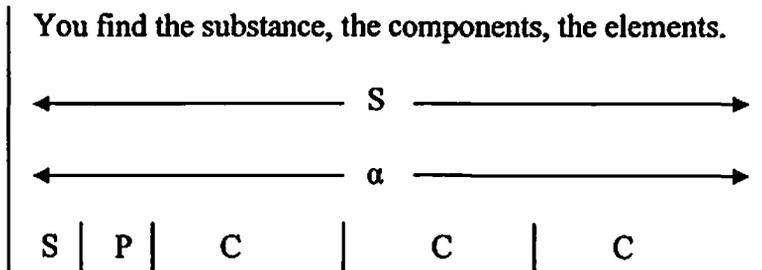
Table 7 Data Presentation of Grammatical Parallelism in GQ Magazine

NO	ADVERTISEMENTS
1	<u>Jack Victor</u> <i>A Style Milestone. Turn a fine lens on the essence of style and you find the substance, the components, the elements. Impeccable touches are expressions in themselves. Choose them wisely. Jack Victor in Montreal has been defining classic style for ninety years. There's a reason the high-profile look of a well-tailored suit has regained its deserved position at the forefront of a modern man's wardrobe. Style requires substance and only the finest quality goes into the Jack Victor collection.</i>
2	<u>Azzaro</u> <i>VISIT for men. His fragrance. Her place.</i>
3	<u>Danzka</u> <i>Made to chill. Introducing Danzka Vodka. Superior vodka imported from Denmark. Perfectly balanced, distinctively smooth and exclusively created to be served cold. Available in Original, Citrus and Grapefruit- winner, Best Flavored Vodka at the 2003 San Francisco World Spirits Competition.</i>
4	<u>Verizon Wireless</u> <i>Picture messaging from Verizon Wireless. Are we having fun yet? Snap it, style it, send it. Now you can shoot pics right from your wireless phone. Give them your own flair by adding sound and text. Then fire them off to everyone you know. It's fun. It's easy. And it's just what you'd expect from the nation's largest, most reliable wireless network.</i>
5	<u>Geox</u> <i>Geox Breathes. Wear a pair of Geox and enjoy a new sense of well-being, as its special membrane allows feet to breathe. It's a revolution.</i>

6	<p>Tylenol <i>They say there is a fine line between pleasures and pain. Let us know when you cross it. Introducing new Tylenol 8 hours. It's the Tylenol for muscle aches and pains. Pain like this you've got to earn. That's why we've introduces new Tylenol 8 hour. Engineered with two layers: the first for fast relief and the second for continuous, all-day relief in one dose. Ask Mark Rolland before he drives the lane. Not playing is not an option.</i></p>
7	<p>JVC <i>Make it real...keep it real. Now you can do it all, from home movies to home pages, JVC puts you in the winners circles with the latest in megapixel camcorder innovation. Finish first with exciting web-centric features like MPEG video and USB that get your movies online faster – even webcam functionally is built right in!. The perfect combination of features include: Link connectivity, picture stabilization sleek design with racecar handling that's fun and easy to use. JVC. The Perfect Experience.</i></p>

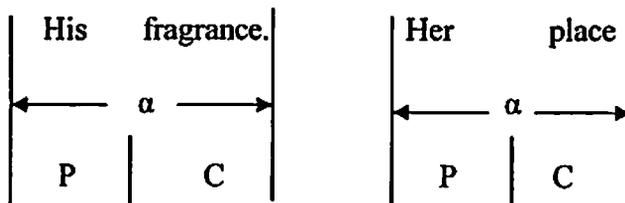
Analysis of the Grammatical Parallelism:

1. **Jack Victor**



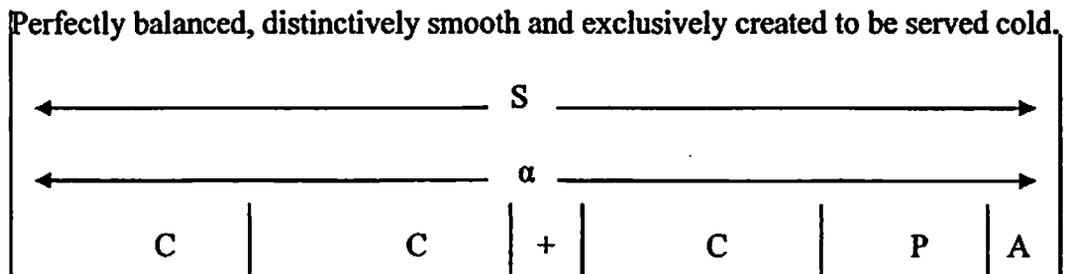
In the sentence above the phrases ‘the substance’, ‘the components’ and ‘the elements’ are placed in a sequence and they give the same information about what you can find in Jack Victor suit. Therefore, since they represent the object they share the same C function.

2. **Azzaro**



Two phrases above represent C function, because they are the object of the action. The action here is 'use' the perfume. Thus, after a men use the Visit perfume, we can feel 'his fragrance' and assume that it causes any women will feel comfortable near him and that is what 'her place' refers to.

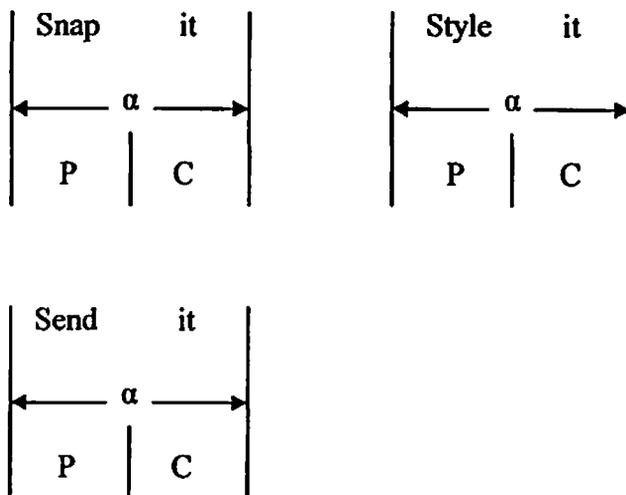
3. Danzka



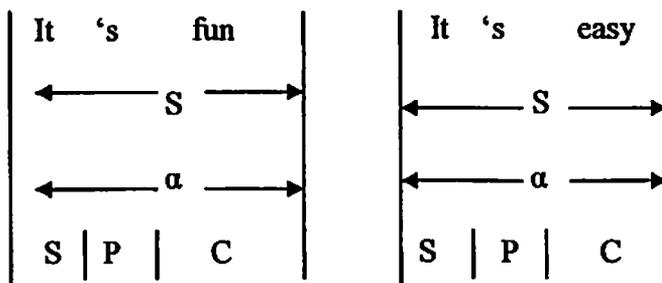
There are three phrases that give the same information about the description of the Danzka Vodka. However, since they are placed in a sequence; they may be said as grammatical parallelism and share the same C function.

4. Verizon Wireless

There are two grammatical parallelism found in this advertisement.

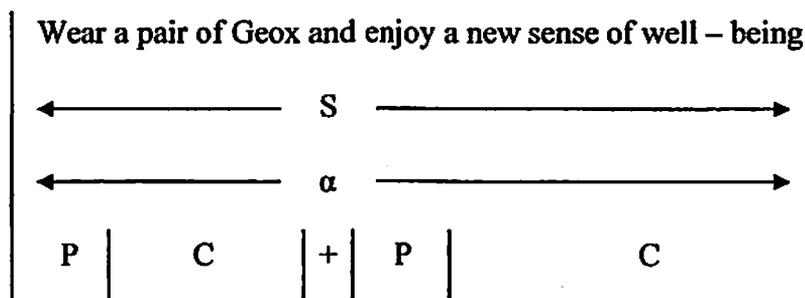


The first is there are three clauses that have the same grammar pattern P, C. The word 'snap', 'style' and 'send' are the action, while the word 'it' is the object that refers to the picture messages. Therefore they share P and C function.



The second is there are two sentences that each of them contains the same grammar pattern S, P, C. The word 'it' refers to S since it is the subject, 'is' refers to P since it is the Verb word; and 'fun' and 'easy' refer to C since they are identifying the character of the subject.

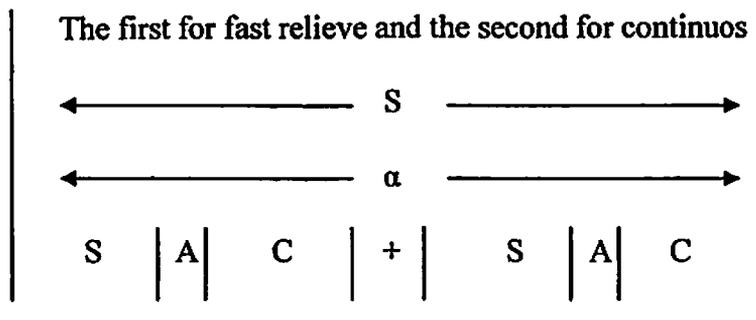
5. Geox



The grammatical parallelism is applied in this advertisement by noticing the sentence above. The sentence has two clauses that share the same grammar patterns P and C and give the equal information about the

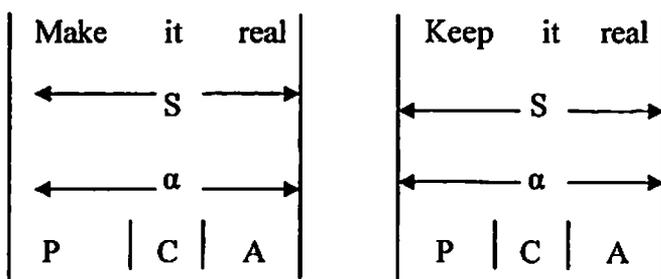
product. As it is known that the word 'wear' and 'enjoy' are verb words so they share the same P function. Meanwhile, the phrase 'a pair of Geox' and 'a new sense of well – being' are the object or something that might identify the subject, therefore they share the same C function.

6. Tylenol



The sentence above contains two clauses with similar grammar pattern S, A, C. The phrase 'the first' and 'the second' refer to S function since they are the subject of the clause; the word 'for' refers to A function since it is a preposition and does additional job for the Subject; 'fast relief' and 'continuous' refer to C since they explain about what happened with the subject.

7. JVC



In this advertisement, two phrases have the same grammar pattern P, C, A. The words 'make' and 'keep' share the P function because they represent the action / verb words; the word 'it' have the C function because it is the object while the word 'real' have the A function because it gives additional information about the object.

3.2.3. Data Presentation and Analysis of Figure of Speech in Male Advertisement

Figure of Speech is divided into 12 categories. Those are *Metaphor, Simile, Personification, Apostrophe, Synecdoche, Metonymy, Symbol, Allegory, Paradox, Hyperbole, Understatement and Verbal Irony.*

The writer finds that 16 advertisements contain Figure of Speech. Here, the writer will show the advertisement which contain Figure of speech in Table 8 and then analyze the figure of speech found in each advertisement

Table 8 Data Presentation of Figure of Speech in GQ Magazine

NO	ADVERTISEMENTS
1	<u>iPod</u> <i>Welcome to the digital music revolution. 7500 songs in your pocket. Works with Mac or PC. Over a million sold. The new iPod.</i>
2	<u>Aramis</u> <i>New for men. Aramis Life. Life. It's great game</i>
3	<u>Concord</u> <i>I am the strong silent type. The Concord Carlton.</i>
4	<u>Pontiac</u> <i>Fuel for the Soul. Nothing like a little forward thinking to throw you back in your seat.</i>
5	<u>Jack Victor</u> <i>A Style Milestone. Turn a fine lens on the essence of style and you find the substance, the components, the elements. Impeccable touches are expressions in themselves. Choose them wisely. Jack Victor in Montreal has been defining classic style for ninety years. There's a reason the high-profile look of a well-tailored suit has regained its deserved position at the</i>

	<i>forefront of a modern man's wardrobe. Style requires substance and only the finest quality goes into the Jack Victor collection.</i>
6	<u>Ford Thunderbird</u> <i>And they say cell phones are a distraction. Ford Thunderbird. If you haven't looked at ford lately...look again.</i>
7	<u>Azzaro</u> <i>VISIT for men. His fragrance. Her place.</i>
8	<u>Danzka</u> <i>Made to chill. Introducing Danzka Vodka. Superior vodka imported from Denmark. Perfectly balanced, distinctively smooth and exclusively created to be served cold. Available in Original, Citrus and Grapefruit- winner, Best Flavored Vodka at the 2003 San Francisco World Spirits Competition.</i>
9	<u>Panasonic</u> <i>There's no place like home when you have a Panasonic home theatre. Complete systems designed for today's lifestyles. Panasonics ideas for life.</i>
10	<u>Philips</u> <i>Let's makes things better. "Television has always been telling me to lose weight, keep fit, and be in shape. Finally, television takes its own advice." Introducing Cineos, the new family of high-definition, large-screen televisions that have gone to the gym. With the 55° Cineos television, you get a huge55" screen, but it's just 17 inches deep and weight only 95 pounds. It even swivels. With the Cineor's family of televisions, you finally get an HDTV monitor that gives you flicker-free, crystal-clear images with the styling that not only gives you a great picture, it gives you back your room. Philips Cineos TVs.</i>
11	<u>Verizon Wireless</u> <i>Picture messaging from Verizon Wireless. Are we having fun yet? Snap it, style it, send it. Now you can shoot pics right from your wireless phone. Give them your own flair by adding sound and text. Then fire them off to everyone you know. It's fun. It's easy. And it's just what you'd expect from the nation's largest, most reliable wireless network.</i>
12	<u>Geox</u> <i>Geox Breathes. Wear a pair of Geox and enjoy a new sense of well-being, as its special membrane allows feet to breathe. It's a revolution.</i>
13	<u>Tylenol</u> <i>They say there is a fine line between pleasures and pain. Let us know when you cross it. Introducing new Tylenol 8 hours. It's the Tylenol for muscle aches and pains. Pain like this you've got to earn. That's why we've introduces new Tylenol 8 hour. Engineered with two layers: the first for fast relief and the second for continuous, all-day relief in one dose. Ask Mark Rolland before he drives the lane. Not playing is not an option.</i>
14	<u>Dewar's</u> <i>A marriage that should end up on the rocks. We take the extra step of "marrying" our unique blend of 12 year old whiskies in oak casks. It is this additional aging process that creates a smooth, well-balanced flavor and ensures that from bottle to bottle, you won't find any irreconcilable</i>

	<i>differences. Dewar's. finest Scotch Whiskey. Aged 12 years. Savor Every Detail. Best savored in moderation.</i>
15	<u>Subaru</u> <i>"Control your power and you'll own the road". Subaru WRX. The All-Wheel Drive system inside every Subaru WRX combines the muscle of a 227-horsepower, turbocharged boxer engine with Subaru All-Wheel Drive for exceptional handling and control. And legendary, Rally-proven performance. The road doesn't stand a choice. Subaru. Driven by what's inside.</i>
16	<u>Crown Royal</u> <i>Sometimes your eyes are bigger than your mandibles. Enjoy our quality responsibility.</i>

Analysis of Figure of Speech:

1. **iPod**

a. Metaphor

Actually Mac and PC is the system of the computer, but Mac is operation system used by APPLE, while PC is operation system used by Microsoft. Thus, Mac and PC are the things that essentially alike which are compared. Therefore, the readers may acknowledge that using Mac or PC the ability of iPod is the same though the operation system id different.

b. Synecdoche

The phrase '7500 songs' refers to the iPod which could play 7500 songs. Thus, it isn't the songs that can be put in the pocket, instead the iPod that could be put in the pocket.

c. Metonymy

Without stating the type of the product, the readers are expected to know that iPod is a kind of mini type of mp3 player that can be brought anywhere they'll go and can be put in the pocket. Therefore, it is quite

clear for the readers to know about the product without any explanation further about the product.

d. Hyperbole

No body knows, except the sales department of APPLE company, about the exactly numbers of the iPod which has already been sold. The word is used in order to show that a great number of iPod has been sold, however it can also interpreted that the word is used to persuade the readers to buy the product since so many people are own it and becomes a trend.

2. Aramis

a. Metaphor

Here, two different things are compared; they are 'life' and 'great game'.

There are two assumptions that can be interpreted. The first is in order to have / win a great game, people must have strategy. Meanwhile, running our life must also have strategy to survive and try to get a better life.

Furthermore, the second interpretation is 'life' here might be meant the perfume, therefore the things which is compared to 'great game' is the perfume. Thus, by using the perfume the readers may enjoy the smell as well as if they enjoy in a great game

b. Metonymy

In this advertisement, the product 'perfume' is substituted with the brand 'Aramis Life'. The readers are assumed that that they know the type of the product without explain it further.

3. Concord

a. Metaphor

The subject 'I' is compared to the watch 'Concord Carlton'. It is assumed that if the readers wear the watch, they will look like a cool man, strong and quite person as the material of the watch is strong and it doesn't sound anything.

b. Apostrophe

This figure of speech happens if the subject 'I' represent the watch, because the watch is something nonhuman but it's addressed as if it is a human.

c. Metonymy

This advertisement use figure of speech *Metonymy* since it states the brand of the product with the assumption that the readers have recognized the product without necessarily mention the type of the product. Here 'Concord Carlton' is the brand of the product which substitute 'watch' as the type of the product.

4. Pontiac

a. Metaphor

Two different things, Pontiac and Fuel, are compared. As it is known that fuel is liquid that is filled into car/motorbike to give power so the people can drive the car/motorbike. However, in this advertisement driving a Pontiac has the same effect that is give energy or power to whoever drives the car or enjoys the car.

b. Hyperbole

The word 'throw' is used to exaggerate the readers, that the car is comfortable so it is not necessary to force someone sitting in the car and drive it.

5. Jack Victor***a. Metaphor***

The words 'impeccable touches' and 'expressions' are compared in this advertisement. It is assumed that good quality of the suit is what the advertiser wants to give for the customer.

b. Personification

Personification happens if non-human object is assigned to the human's character. Here, 'well-tailored suit' is able to 'regain' and 'finest quality' is able to go. Thus, the words 'regain' and 'go' describe acts like human being.

6. FORD***a. Metaphor***

'Cell phones and 'distraction' are two different things. However, in this advertisement, they are compared to each other.

b. Metonymy

'FORD' is the famous brand names of a car. Thus, in advertisement, it isn't necessarily to explain more that FORD is a car, because the readers have recognized it as they read the word 'FORD', which is substituted car.

7. Azzaro

a. Metaphor

The words 'his fragrance' and 'her place' are compared, means that the aromatic perfume that the man used may attract any women to get closer to him. Thus, it is assumed that the women would feel comfortable as they are at home when they are close to the man whose smell aromatic.

b. Metonymy

In this advertisement, the figure of speech *Metonymy* found by noticing the word 'AZZARO' which is substituted the perfume. Indeed, the copy writer doesn't mention the type of the product advertised instead s/he states the brand of the product with the assumption that the readers have known the product.

8. Danzka

a. Symbol

Figure of speech Symbol is presented with the word 'chill'. Here, 'chill' may be symbolized for the feeling of cold or cool. Thus, this word is used in order to persuade people that they would feel cold after they drink and taste the flavor of the Danzka vodka, but in the same time they may act like a cool man.

9. Panasonic

a. Simile

The comparison between 'home' and 'other place' use expression 'like', thus it is categorized into Simile. Here, it seems that when people have Panasonic theatre in their house.

10. Philips

a. Personification

Here, 'television' and 'HDTV monitor' as non-human objects are assigned the human's character 'tell' and 'give'. Therefore, it is called *Personification* since 'television' is able to 'tell' and 'HDTV' is able to 'give'.

b. Paradox

The Cineos television is described as a big television, with a huge 55" screen. However, it has only 17 inches deep and weight only 95 pounds. Thus, usually something that is big has heavy weight, but the Cineors television has lighter weight. Therefore, the advertisement contains figure of speech *Paradox*.

11. Verizon Wireless

a. Hyperbole

The used of the word 'fire' is used to exaggerate the readers because it is impossible to send picture to other people by firing. The using of the word 'fire' is meant we can send messages all the times as long as we want it.

12. Geox

a. Metonymy

The product of this brand is shoes, but it isn't explained further about the description, instead it is only stated the brand 'Geox' to substitute the 'shoes'. Moreover, it is assumed that the readers must have known that 'Geox' is definitely 'shoes' without necessarily mention the type of the product.

b. Personification

The word 'feet' is able to 'breathe' in this advertisement, thus it is included into *personification* because the object 'feet' is assigned to human's character 'breathe'.

13. Tylenol

a. Metaphor

The phrases 'not playing' and 'not an option' are compared to each other. It means that 'playing' is something that has to do; therefore there are no options for not doing that

b. Paradox

The words 'pleasures' and 'pain' are obviously contradiction one to another. A pleasure is the feeling of happy, exciting, fun, but the other hand pain is the feeling of hurt, sad, upset. In this advertisement, it is said that between pleasure and pain has a thin line, but the reality they have a huge differences. Thus, both of the words are categorized into figure of speech *Paradox*.

14. Dewar's

a. Symbol

The word 'rock' is symbolized something 'hard', 'tough', 'strong' etc. However, in this advertisement, the word 'rock' is used in order to show that the marriage must have strong connection between the husband and wife, and they must tough in running their marriage life though it's hard. Just as drinking Dewar's whiskey that tastes 'strong' favor and made people being tough

15. Subaru

a. Hyperbole

Notice the word 'own' in this advertisement. It is impossible for us to own the road just because we drive a car. If someone wants to own the road then s/He must talk to the government. Therefore, the word 'own' is used to exaggerate the readers in order to buy the car. The word 'own' is used because the copy writer wants to show that the car might be driven so fast with the new modern engine.

16. Crown Royal

a. Simile

In this advertisement 'eyes' and 'mandibles' are two different things that are compared. Actually, 'eyes' and 'mandibles' may express what someone has felt. Thus, if the readers drink Crown Royal, we can find how great the taste of Crown Royal just by looking their eyes. The words

included figure of speech *Simile* since they use comparison phrase 'bigger than'.

3.2.4. Data Presentation and Analysis of Imagery in Male Advertisements

Imagery is divided into 7 categories. Those are *Visual Imagery*, *Auditory Imagery*, *Olfactory Imagery*, *Gustatory Imagery*, *Tactile Imagery*, *Organic Imagery* and *Kinesthetic Imagery*. 17 advertisements contained imagery are found. The writer will show the advertisements in table 9 and analyze the Imageries found in each advertisement.

Table 9 Data Presentation of Imagery in GQ Magazine

NO	ADVERTISEMENTS
1	<u>Aramis</u> <i>New for men. Aramis Life. Life. It's great game</i>
2	<u>Concord</u> <i>I am the strong silent type. The Concord Carlton.</i>
3	<u>Jack Victor</u> <i>A Style Milestone. Turn a fine lens on the essence of style and you find the substance, the components, the elements. Impeccable touches are expressions in themselves. Choose them wisely. Jack Victor in Montreal has been defining classic style for ninety years. There's a reason the high-profile look of a well-tailored suit has regained its deserved position at the forefront of a modern man's wardrobe. Style requires substance and only the finest quality goes into the Jack Victor collection.</i>
4	<u>Ford Thunderbird</u> <i>And they say cell phones are a distraction. Ford Thunderbird. If you haven't looked at ford lately...look again.</i>
5	<u>Azzaro</u> <i>VISIT for men. His fragrance. Her place.</i>
6	<u>Danzka</u> <i>Made to chill. Introducing Danzka Vodka. Superior vodka imported from Denmark. Perfectly balanced, distinctively smooth and exclusively created to be served cold. Available in Original, Citrus and Grapefruit- winner, Best Flavored Vodka at the 2003 San Francisco World Spirits Competition.</i>
7	<u>Panasonic</u> <i>There's no place like home when you have a Panasonic home theatre.</i>

	<i>Complete systems designed for today's lifestyles. Panasonic's ideas for life.</i>
8	<p><u>Philips</u> <i>Let's make things better. "Television has always been telling me to lose weight, keep fit, and be in shape. Finally, television takes its own advice." Introducing Cineos, the new family of high-definition, large-screen televisions that have gone to the gym. With the 55" Cineos television, you get a huge 55" screen, but it's just 17 inches deep and weight only 95 pounds. It even swivels. With the Cineos family of televisions, you finally get an HDTV monitor that gives you flicker-free, crystal-clear images with the styling that not only gives you a great picture, it gives you back your room. Philips Cineos TVs.</i></p>
9	<p><u>Verizon Wireless</u> <i>Picture messaging from Verizon Wireless. Are we having fun yet? Snap it, style it, send it. Now you can shoot pics right from your wireless phone. Give them your own flair by adding sound and text. Then fire them off to everyone you know. It's fun. It's easy. And it's just what you'd expect from the nation's largest, most reliable wireless network.</i></p>
10	<p><u>Geox</u> <i>Geox Breathes. Wear a pair of Geox and enjoy a new sense of well-being, as its special membrane allows feet to breathe. It's a revolution.</i></p>
11	<p><u>Tylenol</u> <i>They say there is a fine line between pleasures and pain. Let us know when you cross it. Introducing new Tylenol 8 hours. It's the Tylenol for muscle aches and pains. Pain like this you've got to earn. That's why we've introduced new Tylenol 8 hour. Engineered with two layers: the first for fast relief and the second for continuous, all-day relief in one dose. Ask Mark Rolland before he drives the lane. Not playing is not an option.</i></p>
12	<p><u>Dewar's</u> <i>A marriage that should end up on the rocks. We take the extra step of "marrying" our unique blend of 12 year old whiskies in oak casks. It is this additional aging process that creates a smooth, well-balanced flavor and ensures that from bottle to bottle, you won't find any irreconcilable differences. Dewar's. finest Scotch Whiskey. Aged 12 years. Savor Every Detail. Best savored in moderation.</i></p>
13	<p><u>Subaru</u> <i>"Control your power and you'll own the road". Subaru WRX. The All-Wheel Drive system inside every Subaru WRX combines the muscle of a 227-horsepower, turbocharged boxer engine with Subaru All-Wheel Drive for exceptional handling and control. And legendary, Rally-proven performance. The road doesn't stand a choice. Subaru. Driven by what's inside.</i></p>
14	<p><u>Crown Royal</u> <i>Sometimes your eyes are bigger than your mandibles. Enjoy our quality responsibility.</i></p>
15	<u>JVC</u>

	<i>Make it real...keep it real. Now you can do it all, from home movies to home pages, JVC puts you in the winners circles with the latest in megapixel camcorder innovation. Finish first with exciting web-centric features like MPEG video and USB that get your movies online faster – even webcam functionally is built right in!. The perfect combination of features include: Link connectivity, picture stabilization sleek design with racecar handling that's fun and easy to use. JVC. The Perfect Experience.</i>
16	<u>Havana Joe</u> <i>Natural life and style. Beautiful barbaric boots. Havana Joe has developed the best boot in the world, supported by 6 million people that walk with us.</i>
17	<u>Jack Daniel</u> <i>Wherever your travels take you, please drink responsibly. Travel back in time. [Come visit our distillery]</i>

Analysis of Imageries:

1. Aramis

a. Visual Imagery

The Visual Imagery could be evoked in the readers' minds by noticing the words 'men' in this advertisement. The readers might visualize the physical appearance of man that usually they think of man with a good-looking face, tall, short hair, mature and looked fresh as if he just uses the Aramis perfume. However, since in this advertisement, the model is the great and famous tennis player Andre Agassi, the readers may have an imagination about physical appearance such Andre Agassi.

b. Organic Imagery

The Organic Imagery may comes up in the readers mind by reading the word 'great', because it is known before that the model of this advertisement is a famous tennis player, the readers may feel great as if they play tennis in the game as well as Andre Agassi.

2. Concord

a. Visual Imagery

By considering the use of these words, the readers may have a visual interpretation that as they wear the watch they will look as they are a cool man, quite person but looks strong, mature and confident. Thus, they would be accepted in any situation.

b. Auditory Imagery

The Auditory Imagery could be evoked in the readers' minds by noticing on the word 'silent'. It is obvious that when the readers read the word they may imagine as though they hear nothing from the watch Concord when they wear it. Moreover, the readers might think that the watch could be worn in any occasion, in formal or in informal events since it doesn't sound anything.

c. Kinesthetic Imagery

Furthermore, the word 'strong' may cause the readers to have a sort of Kinesthetic Imagery. Thus, the readers are brought to have an imagination that when they wear the watch they would feel the solidness of the material of the watch and fit to their arms.

3. Jack Victor

a. Visual Imagery

Visual Imagery could be aroused from the phrases 'high-profile look' and 'finest quality' in the readers' minds. They may imagine of how great they will be if they wear the Jack Victor suit with its modern style, fashionable

and its finest quality of the suits' material. Moreover, since the suits are well, the people who wear it look confident, amazing, dashing and good looking.

b. Tactile Imagery

Tactile Imagery may also be aroused by noticing the phrases 'finest quality'. It is already known that if the quality of the material is great, it must be made from soft, strong material. Thus, when the readers read the words, they will feel as if they touch the softness and strength of the material.

4. FORD

a. Visual Imagery

In this advertisement, the repetition of the word 'look' could be considered to evoke a Visual imagery. In the sense, the readers are emphasized to take a look carefully the new FORD which is better than the previous ones. Thus, the readers may imagine that the new FORD is more powerful, faster and stronger.

5. Azzaro

a. Visual Imagery

The imagery evoked in this advertisement is Visual Imagery and it is aroused by the word 'men'. The readers may imagine the physical appearance and characteristics of man as male adult character – not a boy, a good-looking man who makes any women are interested at him after use Azarro perfume.

b. Olfactory Imagery

Furthermore, when the readers pay attention toward the word 'fragrance', they may be delineated by an Olfactory imagery. Indeed when the readers notice on the word 'fragrance', they might recall on their experience of smelling the fragrance that must be aromatic.

6. Danzka

a. Tactile Imagery

The words 'chill' and 'cold' in this advertisement could evoke a Tactile imagery. It seems that when the readers read the words, they may feel the coldness of the vodka as if they drink it. Therefore, through this advertisement the readers are emphasized that DANZKA Vodka is delicious, refresh and appropriately served in warm or hot weather.

7. Panasonic

a. Visual Imagery

In this advertisement, when the readers read the phrases 'home theatre' and 'today's lifestyle', they may come up with the kind of Visual imagery, meaning that they may imagine a new, wide television equipped with a best-sound system, full colors and modern. Moreover, it can be placed at home and following the trend, therefore make prestige to whom that own that television.

8. Philips

a. Visual Imagery

Almost all the words in this advertisement describe the appearance of the television from Philips very well. Therefore, when the readers read this advertisement they may visualize the television in their minds. Every word in this advertisement shows the specialties of the TV in order to make the readers believe and buy it.

9. Verizon Wireless

a. Visual Imagery

Visual imagery is found in this advertisement and is evoked in the readers' minds by noticing the phrases 'picture massaging' and 'wireless phone'. The readers may have an imagination how sophisticated the Verizon wireless phone since it could send pictures or photos to other phones. They also imagine what kinds of pictures or photos that they want to share with their friends.

b. Organic Imagery

The word 'fun' is evoked the Organic imagery. The readers may directly feel fun as if they could send their pictures to their friends or they will be having fun in creating their photos or posed together with their friends and family.

10. Geox

a. Tactile Imagery

The Tactile imagery can also be derives from the phrase 'special membrane', means that the skin or material of the shoes is soft and smooth thus it is comfortable to wear and does not hurt the feet .

b. Organic Imagery

In this advertisement the Organic imagery can be derives from the clause 'enjoy a new sense of well being'. When the readers read that clause, it is obviously give them an enjoyable, new sense and well being feeling as though they experienced it while wearing the shoes.

11. Tylenol

a. Organic Imagery

Some words could raise the Organic imagery in the readers' minds in this advertisement. By reading the words 'pleasures', 'pain' and 'relief', they readers can feel as if they experience the sensation of being pleasures, pain and relief after they consume Tylenol.

b. Kinesthetic Imagery

On the other hand the phrase 'muscle aches' gives the readers an imagination of having muscle aches and get hurt as if they feel the pain in the muscles, thus the phrase may evoked Kinesthetic imagery.

12. Dewar's***a. Visual Imagery***

In this advertisement, by reading the word 'oak casks' the readers will imagine the place of whiskies that made from oak wood before it is placed in the bottle. Therefore, the phrase could evoke Visual imagery on the readers' minds.

b. Gustatory Imagery

Moreover, gustatory imagery could be evoked in the readers' imagination by reading the phrase 'well-balanced flavor'. Therefore, through this advertisement, the readers might feel as if they taste the whiskies which are delicious, fresh and have great flavor.

13. Subaru***a. Visual Imagery***

From the words that describe the engine of the car in this advertisement the readers are expected to know that the car could be driven fast and they might imagine how fast the car could run. Therefore, the words of this advertisement could evoke the Visual imagery in the readers' minds.

14. Crown Royal***a. Visual Imagery***

Visual imagery can be evoked in the readers' perception by reading the clause 'eyes are bigger than your mandibles. They would imagine a person face with eyes bigger than mandibles though it is possible to do.

b. Organic Imagery

Meanwhile, the words 'enjoy' may remind the readers an experience of being excited, pleasures, fun and happy in their minds. Thus, through this advertisement, the readers think that the whiskies is not dangerous for health, instead it gives them the pleasures when they consume it. By giving such imagination, the word 'enjoy' is definitely could raise Organic imagery in the readers' minds.

15. JVC

a. Visual Imagery

In this advertisement Visual imagery could be evoked almost from the whole advertisement, such as 'pictures', 'movies', 'video', etc. The readers, thus, may imagine the modern handy-cam with a high technology system, brighter colors, good shapes, clear screen as if they aren't watching from the camera.

b. Organic Imagery

Moreover, the words 'exciting' and 'fun' could evoke Organic imagery in the readers' minds. They might have an imagination of being exciting and fun while using the JVC handy-cam because it has some sophisticated features and high quality technology.

16. Havana Joe

a. Visual Imagery

Some words in this advertisement are raised the Visual imagery in the readers' minds. When the readers read the words 'natural', 'style',

'beautiful' and 'boots', they may imagine boots with conventional style but still have a good quality material and fit to the foot.

b. Tactile Imagery

Meanwhile, the word 'barbaric' could evoke *Tactile Imagery*. The readers may recall the experience of touching something that not smooth and thick.

3.3. Interpretation of the findings

The writer only takes the text of the female and male advertisement from *Marie Claire* and *Gentlemen's Quarterly* magazines. In *Marie Claire* magazine, there are 21 advertisements that contain stylistics features and 20 advertisements in *Gentlemen's Quarterly* magazine. Each advertisement may consist two or more stylistics features.

After putting the data in the table and analyzing it, the writer finds out that all the stylistics features based on Simmons and Cumming's theory and supported by Lawrence Perrine' theory are used in these advertisement. Here, the writer will show all the data based on each stylistics features applied in the following Tables:



Table 10 Findings of Sound Pattern in *Marie Claire* Magazine

NO	BRANDS	REPETITION	RHYME	ALLITERATION	ASSONANCE	CONSONANCE
1	Lancôme			√	√	
2	Celine Dion			√		√
3	Platinum					√
4	Scott Kay	√		√	√	√
5	JCPenney		√		√	
6	Avon	√		√	√	√
7	Revlon	√	√	√	√	√
8	Jennifer Lopez		√	√	√	
9	Almay			√	√	√
10	Givenchy	√	√	√	√	
11	Perlina			√		
12	Hot Diamonds		√			√
13	Jordache	√			√	
14	Ban		√	√	√	√
15	Colgate	√	√	√	√	√
16	Lovefire	√		√		√
17	Jergens			√	√	√
18	Degree		√	√	√	√
19	Crest	√		√	√	√
20	St. Ives	√	√	√	√	√
21	L'Oreal	√		√	√	
	TOTAL	10	9	17	16	14

Table 11 Findings of Sound Pattern in *GQ* Magazine

NO	BRANDS	REPETITION	RHYME	ALLITERATION	ASSONANCE	CONSONANCE
1	iPod			√	√	
2	Aramis			√	√	
3	Concord			√	√	
4	Pontiac		√	√	√	√
5	Toyota			√	√	√
6	Jack Victor			√	√	√
7	Ford		√	√	√	
8	Azzaro			√	√	√
9	Danzka		√	√	√	
10	Panasonic	√		√	√	
11	Philips	√		√	√	√
12	Verizon Wireless	√	√	√	√	√
13	Geox	√	√	√	√	√
14	Tylenol	√	√	√	√	√
15	Dewar's	√		√	√	√
16	Subaru	√		√	√	√
17	Crown Royal	√	√		√	√
18	JVC			√	√	√
19	Havana Joe	√		√	√	√
20	Jack Daniel			√	√	√
	TOTAL	10	7	19	20	14

**Table 12 Findings of Grammatical Parallelism
In *Marie Claire* Magazine**

NO	BRANDS	GRAMMATICAL PARALLELISM
1	Lancôme	√
2	Celine Dion	√
3	Platinum	√
4	Scott Kay	√
5	JCPenney	
6	Avon	√
7	Revlon	√
8	Jennifer Lopez	√
9	Almay	
10	Givenchy	√
11	Perlina	
12	Hot Diamonds	
13	Jordache	
14	Ban	
15	Colgate	
16	Lovefire	√
17	Jergens	
18	Degree	
19	Crest	
20	St. Ives	√
21	L'Oreal	√
	TOTAL	11

Table 13 Findings of Grammatical Parallelism in *GQ* Magazine

NO	BRANDS	GRAMMATICAL PARALLELISM
1	IPod	
2	Aramis	
3	Concord	
4	Pontiac	
5	Toyota	
6	Jack Victor	√
7	Ford	
8	Azzaro	√
9	Danzka	√
10	Panasonic	
11	Philips	
12	Verizon Wireless	√
13	Geox	√
14	Tylenol	√
15	Dewar's	
16	Subaru	
17	Crown Royal	
18	JVC	√
19	Havana Joe	
20	Jack Daniel	
	TOTAL	7

Table 14 Findings of Figure of Speech in *Marie Claire* Magazine

NO	BRANDS	METAPHOR	SIMILE	PERSONIFICATION	APOSTROPHE	SYNECDOCHE	METONYMY	SYMBOL	ALLEGORY	PARADOX	HYPERBOLE	UNDER-STATEMENT	VERBAL IRONY
1	L'ancome					√					√		
2	Celine Dion												
3	Platinum												
4	Scottkay	√		√									
5	JCPenney						√						
6	Avon	√											
7	Revlon					√	√				√		
8	Jennifer Lopez	√									√		
9	Almay										√		
10	Givenchy						√						
11	Perlina						√						
12	Hot Diamonds												
13	Jordache						√	√		√			
14	Ban			√									
15	Colgate		√				√				√		
16	Lovefire										√		
17	Jergens										√		
18	Degree			√									
19	Crest			√			√						
20	St. Ives	√		√									
21	L'oreal												
	TOTAL	4	1	5	0	2	7	2	0	1	7	0	0

Table 15 Findings of Figure of Speech in *GO* Magazine

NO	BRANDS	METAPHOR	SIMILE	PERSONIFICATION	APOSTROPHE	SYNECDOCHE	METONYMY	SYMBOL	ALLEGORY	PARADOX	HYPERTROPE	UNDERSTATEMENT	VERBAL IRONY
1	iPod	√				√	√				√		
2	Aramis	√					√						
3	Concord	√			√		√						
4	Pontiac	√									√		
5	Toyota												
6	Jack Victor	√		√									
7	Ford	√					√						
8	Azzaro	√					√						
9	Danzka							√					
10	Panasonic		√										
11	Philips			√						√			
12	Verizon Wireless										√		
13	Geox			√			√						
14	Tylenol	√								√			
15	Dewar's							√					
16	Subaru										√		
17	Crown Royal		√										
18	JVC												
19	Havana Joe			√							√		
20	Jack Daniel												
	TOTAL	8	2	4	1	1	6	2	0	2	5	0	0

Table 16 Findings of Imagery in *Marie Claire* Magazine

NO	BRANDS	VISUAL IMAGERY	AUDITORY IMAGERY	OLFACTORY IMAGERY	GUSTATORY IMAGERY	TACTILE IMAGERY	ORGANIC IMAGERY	KINESTHETIC IMAGERY
1	L'ancome	√			√			√
2	Celine Dion						√	
3	Platinum							
4	Scottkay							
5	JCPenney							
6	Avon							
7	Revlon	√				√		
8	Jennifer Lopez	√		√		√		
9	Almay	√					√	√
10	Givenchy	√		√			√	
11	Perlina							
12	Hot Diamonds					√		
13	Jordache							
14	Ban			√		√		
15	Colgate	√						
16	Lovefire							
17	Jergens	√						
18	Degree						√	
19	Crest	√						
20	St. Ives	√				√		
21	L'oreal					√		
	TOTAL	9	0	3	1	6	4	2

Table 17 Findings of Imagery in *GQ* Magazine

NO	BRANDS	VISUAL IMAGERY	AUDITORY IMAGERY	OLFACTORY IMAGERY	GUSTATORY IMAGERY	TACTILE IMAGERY	ORGANIC IMAGERY	KINESTHETIC IMAGERY
1	iPod							
2	Aramis	√					√	
3	Concord	√	√					√
4	Pontiac							
5	Toyota							
6	Jack Victor	√				√		
7	Ford	√						
8	Azzaro	√		√				
9	Danzka					√		
10	Panasonic	√						
11	Philips	√						
12	Verizon Wireless	√					√	
13	Geox					√	√	
14	Tylenol						√	√
15	Dewar's	√			√			
16	Subaru	√						
17	Crown Royal	√					√	
18	JVC	√					√	
19	Havana Joe	√				√		
20	Jack Daniel							
	TOTAL	13	1	1	1	4	6	2

From the tables above, the writer finds that all advertisements from *Marie Claire* and *Gentlemen's Quarterly* magazines apply all the Stylistics Features. It is shown that advertisements in *Marie Claire* magazine use all the types of Sound Pattern: *Repetition, Rhyme, Alliteration, Assonance* and *Consonance*; Grammatical Parallelism; eight types of Figure of Speech: *Metaphor, Simile, Personification, Synecdoche, Metonymy, Symbol, Paradox and Hyperbole*; and six types of Imagery: *Visual Imagery, Olfactory Imagery, Gustatory Imagery, Tactile Imagery, Organic Imagery* and *Kinesthetic Imagery*.

On the other hand advertisements in *Gentlemen's Quarterly* magazine also use all the types of Sound Pattern: *Repetition, Rhyme, Alliteration, Assonance* and *Consonance*; Grammatical Parallelism; nine types of Figure of Speech: *Metaphor, Simile, Personification, Apostrophe, Synecdoche, Metonymy, Symbol, Paradox and Hyperbole*; and all types of Imagery: *Visual Imagery, Auditory Imagery, Olfactory Imagery, Gustatory Imagery, Tactile Imagery, Organic Imagery* and *Kinesthetic Imagery*.

The writer then can find the differences and the similarities of the use of stylistics features found in both female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines. The differences are

a. Based on Sound Pattern (see Table 10 and Table 11)

- The dominant sound pattern used in advertisements in *Marie Claire* magazine is *Alliteration*, while in advertisements in *Gentlemen's Quarterly* magazine is Sound Pattern *Assonance*.

- The advertisements in *Marie Claire* magazine use Sound Pattern *Repetition* and *Rhyme* more often than ones in *Gentlemen's Quarterly* magazines.
 - Most of the advertisements in *Marie Claire* magazine contain 4 types of Sound Pattern; on the other hand most of the advertisements in *Gentlemen's Quarterly* magazine contain 3 and 4 types of Sound Pattern.
- b. Based on Grammatical Parallelism (see Table 12 & Table 13)
- From twenty-one advertisements in *Gentlemen's Quarterly* magazine, only eleven of them apply Grammatical Parallelism, and seven of twenty advertisements in *Gentlemen's Quarterly* magazine use Grammatical Parallelism.
- c. Based on Figure of Speech (see Table 14 & Table 15)
- There is one advertisement in *Gentlemen's Quarterly* magazine uses Figure of Speech *Apostrophe* while the writer can't find any advertisement in *Marie Claire* magazine which present *Apostrophe*.
 - The most dominant Figure of Speech used in *Marie Claire* magazine is *Metonymy* and *Hyperbole*. However, in *Gentlemen's Quarterly* is *Metaphor*.
 - Nine advertisements in *Gentlemen's Quarterly* magazine contain two types of Figure of Speech. However in *Marie Claire* magazine. Only four advertisements contain two types of Figure of Speech.

d. Based on Imagery (see Table 16 & Table 17)

- *Tactile Imagery* is used more often than *Organic Imagery* in advertisements in *Marie Claire* magazine, in the contrary the use of *Organic Imagery* is higher than *Tactile Imagery* in advertisements in *Gentlemen's Quarterly* magazine.
- In *Gentlemen's Quarterly* magazine, one of the advertisement presents the *Auditory Imagery*, and the writer can't find *Auditory Imagery* in any advertisement in *Marie Claire* magazine.
- The application of *Olfactory Imagery* in advertisement in *Marie Claire* magazine is higher than in advertisement in *Gentlemen's Quarterly* magazine.
- Most advertisements in *Gentlemen's Quarterly* magazine contain three types of Imagery. In the contrary, most of advertisements in *Marie Claire* magazine contain one types of Imagery, while the less ones contain two types Imagery.

Next, the similarities the writer finds in both female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines are:

- They apply all types of the Sound Pattern: *Repetition, Rhyme, Alliteration, Assonance* and *Consonance* and both of them have fourteenth advertisements that contain Sound Pattern *Repetition* and *Consonance*.
- There are three advertisements in from both magazines that have no Figure of Speech

- The using of Figure of Speech *Symbol* in both advertisements occurs twice in both male and female advertisements.
- The writer can't find Figure of Speech *Allegory*, *Understatement* and *Verbal Irony* in any advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazine.
- The most dominant Imagery found in both advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines is *Visual Imagery*.

Thus, from the explanation concerning the differences and similarities above, the writer may have three interpretations. The first is both female and male advertisements in *Marie Claire* and *Gentlemen's Quarterly* magazines apply the four stylistics features. The Sound Pattern and Grammatical Parallelism precisely functions to make the language of the advertisements catchy, easy to understand and emphasizing, while Figure of Speech serves to deliver certain interpretation in the readers' minds as well as to make the language more persuasive. Moreover, the Imagery aims to make the readers might have a sort of illustration of the image derived in their minds. Therefore, the four stylistics features are used to get the reader's attention based on the target audience.

The second, from the tables finding, it appears that there are eight of twenty advertisements in *Gentlemen's Quarterly* magazine use figure of speech *Metaphor*. On the other hand, only four of twenty-one advertisements in *Marie Claire* magazine use the same figure of speech. It shows that, surprisingly, men tend to make a comparison to another thing than women. In

the contrary, in a reality life usually women likes to compare one this to another more often than men. Thus, this study shows that actually men also like to compare one thing to another thing. Furthermore, figure of speech *Hyperbole* is used more often in advertisements in *Marie Claire* magazine than ones 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.

The third, the table also shows that in either female or male advertisements in *Marie Claire* and *Gentlemen's Quarterly*, the use of *Visual Imagery* is higher than another kind of Imagery. In female advertisements, the Imagery may come up in the readers' minds by noticing the words closely related to general identity of women, such as: 'sweet', 'sweet', 'shine', 'sexy', 'clean', 'élégante', 'irresistible', 'soft', 'shimmer', etc. Those words present the general characteristics of women; therefore it will easier for the target reader (women) to understand the advertisement and imagine the product which is advertised. Moreover, in male advertisements, the Imagery might be evoked by noticing the words 'men', 'strong', 'high-quality', 'muscle aches', etc, which are the characteristics of men. Unfortunately, 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.

CHAPTER IV

CONCLUSION