

CHAPTER 1

INTRODUCTION

1.1 Background

Basically, any kinds of occupation have one main purpose, that is selling what the companies produce, whether it is needed physically (product) or abstractly (service). In order to reach that purpose, people have to know about the product or service offered. The efforts can be various from the free-of-charge way like telling close relatives and friends to the need-to-spend-some-money way like spreading flyers. Those kinds of effort are called advertising.

Advertising has become the most prospective industry in trading since all kinds of occupation need it, from minor companies to multibillionaire corporations. Wells *et.al.* (2006) define modern advertising as paid persuasive communication that uses nonpersonal mass media, as well as other forms of interactive communication, to reach broad audiences to connect an identified sponsor with a target audience. It gives benefits for the companies (products or services suppliers) in selling what they have by persuading people.

According to Bovève and Arens (1986), there are five most basic

functions of advertising. The first is to identify products and differentiate them from others. The second is to communicate information about the products. The third is to induce consumers to try new products and to suggest reuse. The fourth is to increase product usage. The last is to build brand preference and loyalty. Advertising, on the other hand, gives benefits to the consumers as well. Consumers are able to have information about the products or services offered, particularly when the products or services are needed in current time.

In simple marketing strategy (Abibich, 2003), there are four kinds of market segmentation to attract the consumers to buy particular products or services. The first segmentation is *geographic*, that is the consumers' neighbourhood (where the consumers live) and the climate. The second segmentation is *demography* which includes age, number of family member, family cycle, sex, income, occupation, education, religion, to the social class. The third segmentation is *psychographic*, that is the lifestyle and the personality of the consumers. The fourth segmentation is *action* which means the use, benefit, status, the frequent of use, loyalty, and attitude toward particular product or service.

In his study, Abibich also brings out theories about the differences between men and women. He states that women have views that

are *close and circular* (peripheral vision), while men have views that are *more focused and further* (tunnel vision). Men tend to be in action first then thinking. As “hunters”, they need focus, further view, and are able to be a navigator. While women tend to think first then to be in action. Unlike men, they feel comfortable in or around their home. They like to engage relationship with others and their kids. Therefore, women are known to have “the sixth sense” because of their feelings. Spending much more time with others makes them more sensitive if someone is lying to them. On the other hand, men do not have such “lie-detector” so that they often miss the details.

From the view point of the differences between men and women as stated above, women are more careful than men. Therefore, based on the shopping orientation, started from the performance of the products before purchasing, the prices, to the models, women are the experts. This is why the market approach should be based on the differences between those two genders.

Apparently, the marketers realize this phenomena and so the market approach is based on the differences between those two genders in order to achieve the potential females market. Here, the language used in advertisement becomes essential. Since the nature of advertising language is

a form of persuasion, it has intention to influence people; in this case, in order to seize as many costumers as possible, through spoken or written utterances. Persuasion itself is a verbal communication that attempts to bring about a voluntary change in judgment so that readers or listeners will accept a belief that they did not hold before (McCrimmon, 1984). Moreover, the language of advertisement is included as register, that is the language of groups of people with common interests or jobs or language used in situations associated with such group; it is characterized by special lexical, syntactic and even phonological features (Holmes, 1996 : 276). Register is a variety that is not typically identified with any particular speech community but is tied to the communicative occasion (Bolinger and Sears, 1981).

Advertisement itself involves two elements, the illustration and the text parts. These two elements contribute the message the company likely to perform to the consumers. Leech (in Mulyawan 2010 : 9) states that every advertisement in general consists of the following parts: headline (i.e. the opening of an advertisement which acts as an attention getter), illustration (i.e. the background of an ad which illustrates the advertisement itself), body copy (i.e. the content of an advertisement which contains of information and messages of the advertisement), signature line or logo (i.e.

the product performance added with the price, slogan, or the trade mark), and standing details (i.e. the closing which is placed at the bottom or the end of the advertisement).

Advertisement can be in a form of broadcasting media (e.g. TV and radio) or print media (e.g. newspaper and magazine). In this study, the writer focuses on written advertisements (or also known as print media) which are encountered in magazine. Magazine is considered to be the best media for advertisements since it takes more time in reading than other media like newspaper (Rein, 1982). It is printed on paper of higher quality which makes the image printing and color reproduction is better. More prestige is carried by advertising in magazines as well, especially in world-class magazines like *Cosmopolitan*.

Among the aspects that have been mentioned above, the language aspect becomes essential to be noticed. It is more essential when the target of the language is being focused on women. That is why the writer brings out the title “Registers as Encountered in Women-Oriented Advertisements in *Cosmopolitan* Magazines”. The writer attempts to find out what kind of advertisement language is attractive for women.

Cosmopolitan becomes the chosen subject of the study since it is the most popular women’s magazine in the world. It has 58 international

editions printed in 34 languages and distributed in more than a hundred countries, which also have made it the largest selling young women's magazine in the world.

1.2 Problem Statements

In the effort to understand deeply the registers encountered in the advertisements of Cosmopolitan Magazine, this study raises research questions as follows :

1. What are the language features of the registers as encountered in the women-oriented advertisements of Cosmopolitan Magazines?
2. How persuasive are the registers as encountered in the women-oriented advertisements of Cosmopolitan Magazine?

1.3 Objectives

Based on the research question stated above, the objectives of the study are as follows:

1. To find out the language features of the registers as encountered in the women-oriented advertisements of Cosmopolitan Magazines.

2. To find out how persuasive the registers as encountered in the women-oriented advertisements of *Cosmopolitan Magazines* are.

1.4 Theoretical Framework

Since the main focus is on the register of advertisement, this study is elaborated based on the theories of which explain relationship between the language and its users (the society).

1.4.1 Sociolinguistics and Register

Sociolinguistics becomes the basis of this study since the field itself studies the relationship between language and society (Spolsky, 1998), in which involves the users of language and the social structures, as the results of being chosen (Coulmas, 2005) by the users themselves.

In society itself, there are particular groups of people with common interests or jobs or language used in situations associated with such group. These groups create their own specific language which is acknowledged by the members of the group. This kind of language is called *register*. *Register* is characterized by special lexical, syntactic and even phonological features (Holmes, 1996 : 276). In this study, the lexical and syntactic features are the main focus as the language features, which also become one of the research questions of the study.

1.4.2 Language and Gender

Language and gender somehow cannot be separated. On the other hand, gender and sex are frequently misunderstood. According to Coulmas (2005), sex is something that we were born with it. Meanwhile, gender is more likely the perception of the society about what traits the sex supposed to have.

Men and women have different brain system. According to Abibich (2003), men have *tunnel vision*, while women have *peripheral vision*. As “hunters”, men need focus, further view, and are able to be a navigator. Unlike men, women feel comfortable in or around their home. They like to engage relationship with others and their kids. Therefore, women are known to have “the sixth sense” because of their feelings. These differences lead to their difference in using language as well, and which later on lead to what is so called sexist language.

In this study, the sexist language is preferred to be “a code”, which is to build fair communication to either males or females (instead of differentiating the sexes to discrete on one of them). This is to support the part which explains about women and their language use.

1.4.3 Advertising as Persuasive Writing

Advertising is another form of persuasive writing. Advertising is a paid persuasive communication that uses nonpersonal mass media, as well as other forms of interactive communication, to reach broad audiences to connect an identified sponsor with a target audience (Wells *et.al*, 2006). Basically, advertising media in this modern era are divided into two parts: broadcast media and print media (Weilbacher, 1984).

In persuasive writing, Stanley *et.al* (1998) believe that persuasive writing has emotional appeal which is important in persuade the readers. They elaborate the tools of persuasive language into six parts: connotation, figurative language, repetition, humor and satire, categorical statements, and logical terms. These persuasive tools are believed to be able to influence the emotional side of the readers.

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details (i.e. the closing which is placed at the bottom or the end of the advertisement). Thus, there are four parts of advertisement that consist of texts only. They are the headline, body copy, signature line, and standing details.

This theory supports the study from the view of the component of advertisement and how the language is emotionally appealing.

1.5 Scope and Limitation

The scope of the study is the advertisements of beauty products for women like cosmetics, shampoo, skin care and periodic needs. It is limited only to the verbal/text part of the women-oriented advertisements of Cosmopolitan Magazines. The verbal part is everything related to the text and has meaning like words and sentences. The non-verbal part, that is illustration, is excluded because this study is focused on the written register.

1.6 Significance

This study is significantly useful for the English Department students as it discusses about persuasive writing, of which the students may learn merely in term of academic purpose. This study also gives benefit for the lecturers in relation to teach male and female students in different ways.

Moreover, this study is expected to be a useful reference for other researchers who attempt to study about language for women.

1.7 Definition of Key Terms

Register : Register is the language of groups of people with common interests or jobs or language used in situations associated with such group; it is characterized by special lexical, syntactic and even phonological features. (Holmes, 1996 : 276)

Advertisement : Advertisement is a print media which tries to persuade people to buy a product or service (Cambridge Advanced Learner's Dictionary, 2008).

Women-oriented advertisements :

In this study, women-oriented advertisements are the print medium which try to persuade women in particular to buy the products or services offered. For example like makeup tools, skin care, and periodic needs like tampons or pads.

Cosmopolitan Magazine :

Cosmopolitan is one of the most popular female magazines in the world, which is originally from USA, and contains adult female's issues like relationships and sex, health, careers, self-improvement, celebrities, as well as fashion and beauty.