

CHAPTER V

CONCLUSION AND SUGGESTIONS

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This chapter consists of two sections. The first section is the conclusion, in which all of the main points that have been discussed in the previous chapters are summarized. The second section gives some suggestions that might be useful for the people who deal with discourse analysis, especially the ones who are doing some researches on advertising.

5.1 Conclusion

After analysing the data, the writer found out that the advertisements in TIME magazine under analysis applied emotive devices.

From the findings, the writer concluded that all of the advertisements except one made use of five to eight devices; they were connotations, colorful words, verbal hypnotism, repetitions, rhetorical 'you'/'we' and figurative language. They were moderately or fairly emotive compared to the one advertisement i.e advertisement about trade: Heineken (the promotion of beer) which was written in the form of a poem. Thus, it also applied such devices as rhythms, rhymes, and alliterations. This advertisement was highly emotive than the rest advertisements under analysis.

In this thesis, the writer made use of emotive language generally and the emotive approach specifically. The writer concluded that advertisement cannot be scientific since advertisement does not show factual and logical analysis. Yet, advertisement can be didactic, persuasive or propaganda. In this analysis, the advertisements using the didactic approach were Rolex and AT & T because of the mentioning names of the authority. The advertisements using the persuasive approach were Holiday Inn, TIME customers, Telestra, Heineken, Daihatsu, IBM, Philips, and China Airlines. The writer did not find the advertisements using propaganda in this analysis. Nevertheless, there are some advertisements using propaganda in other media. For example, "Encyclopedia Bangsaku" (Sampoerna, Television). This advertisement has a positive purpose (propaganda has two purposes, positive and negative).

The writer also concluded that in the application of the emotive devices, the advertisements showed similarities and differences. The similarities were in the making use of persuasive language to support the aim of every advertisement. The aim was to "persuade" the readers or customers, so the advertiser's attitude toward the readers was always affective and the advertiser's attitude toward the subject (goods or services being advertised) was always subjective. In this way, the advertisements could raise readers' desire to be attracted to the offered goods or

services being advertised. While the differences were in the advertiser's emphasizing the subject of the advertisement. In this case, the attitude of the advertiser toward the subject is objective. Moreover, the writer found out that the writing of an advertisement always employed some emotive devices and thus made an advertisement affective and persuasive, as has been shown in the 10 advertisements under analysis.

5.2 Suggestions

In this section, the writer would like to give some suggestions that might be useful for the advertisers and the readers.

1. for the advertisers, they should orientate their aims to the truth otherwise their advertisements will be consider as bad advertisement since there are two kinds of advertisements; good and bad advertisement. It is good when the advertisement still considers to the truth. On the other hand, it is bad when the advertisement does not concern anymore about the truth although it still uses emotive language. In other words, it only shows the advantages but hides the disadvantages for the sake of the advertisers interest.

2. for the readers in general, and the student at the English Department of Widya Mandala Catholic University, in particular, to have a better understanding and a more critical response to advertisements, as advertisements are bombarding people's everyday lives at present. As the analyzing of advertisements have not been studied very much, the writer also hopes that there will be more future researchers study it further whatever from another mass media or electronics.

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