

**REGISTERS AS ENCOUNTERED
IN THE WOMEN-ORIENTED ADVERTISEMENTS
OF COSMOPOLITAN MAGAZINES**

A THESIS

**In Partial Fulfillment of the Requirements
for the Sarjana Pendidikan Degree
in English Language Teaching**



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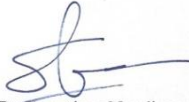
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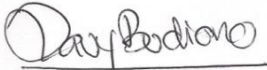
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ABSTRACT

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register, advertisement, women, magazine

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 Abibich (2003), women and men have significant differences from each other that relate to how they get persuaded. Supported by the studies of the difference of men and women by Pease and Pease and Brizendine, this study suggests that in persuading people, in this case through advertisement, sex and gender are included.

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.

The study under report analyzes the registers as encountered in women-oriented advertisements in Cosmopolitan magazines. In this study, the writer wants to find out the language features and how persuasive the registers as encountered in the women-oriented advertisements of Cosmopolitan Magazines are. The subjects of the study are the text parts of women-oriented advertisements in Cosmopolitan Magazines, issued in January to December 2010 issue. This study is a content analysis study in nature which emphasizes an integrated view of speech/texts and their specific contexts (Zhang and Wildemuth).

The writer finds the language features of registers as encountered in women-oriented advertisements in Cosmopolitan magazines are in two ways. Firstly, the language features have three patent variables in which there is a subject matter (field) , the way it says (mode) and the relation

among the advertisers and the female customers (tenor). And secondly, the language features include emotional appeal in weasel words and unfinished claim.

The persuasiveness of women-oriented advertisements in Cosmopolitan magazines is rather low. However, this study suggests that an advertisement does not depend only on the words to make women, in particular, to buy the product. There are several factors like brand knowledge and customer loyalty which are beyond the linguistic field included.

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