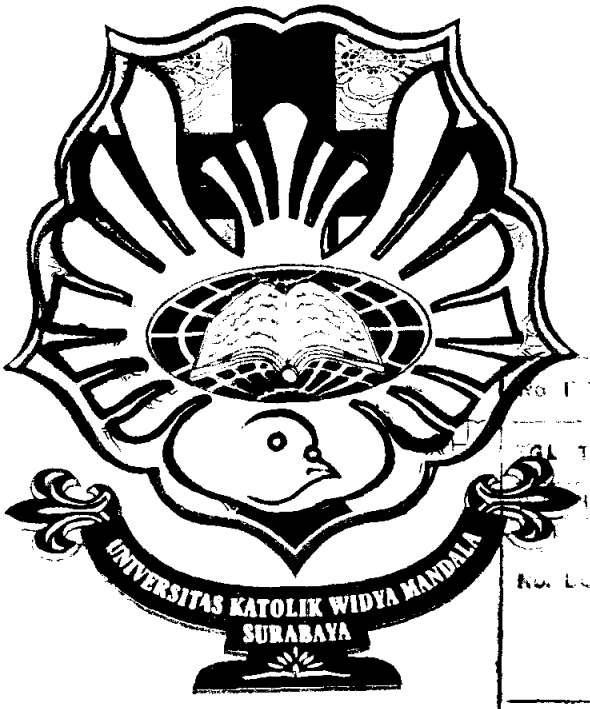
A STUDY ON PERSUASIVE LANGUAGE USED IN A MAGAZINE ADVERTISEMENT

A THESIS

As Partial Fulfillment of the Requirements for
The Sarjana Pendidikan Degree in
English Language Teaching Faculty



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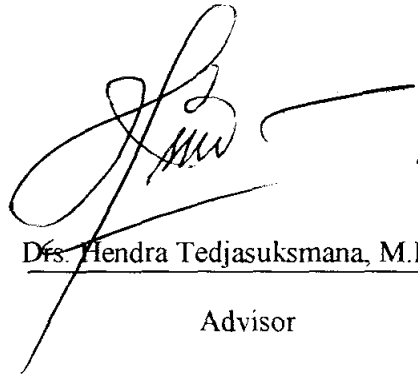

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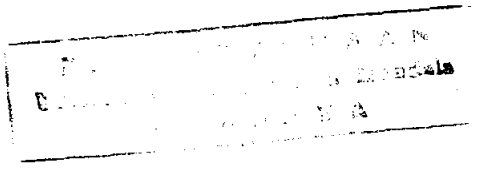

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Abstract

Octavia, Maria Melly , 1995. A Study on Persuasive Language used in a Magazine Advertisement. Thesis, Program Study Pendidikan Bahasa Inggris. Fakultas Keguruan dan Ilmu Pendidikan Universitas Katolik Widya Mandala Surabaya . Advisor Hendra Tedja Sukmana M.hum

Advertising is designed to appeal groups of people according to factors such as age, income and interest. It concentrates on persuading someone to buy or do something. Commercial advertising causes consumers to buy products and services and it usually uses persuasion for its aim to increase the demand for a product or service. Thus, language in advertisement should express affection through words.

Based on the fact that persuasion is very important to advertisement in order to influence people to do or buy something, the writer decides to do a research on magazine advertisement connected with persuasive writing entitled: A STUDY ON PERSUASIVE LANGUAGE USED IN A MAGAZINE ADVERTISEMENT.

In this study the writer wants to find out how persuasive the language in Newsweek advertisement is and name the persuasive language tools that often take part in magazine advertisements in order to make them more effective and persuasive.

Stanley C. Linda and Lanner H. Allen (1987 : 349) said that in making effective persuasion we need the abilities to reason well and to use language effectively. The tools of persuasive language used in the analysis of the magazine ads in this thesis are connotation, figurative language, repetition, humor or satire, categorical statements and logical terms and the ad samples in this study were HSBC, Airbus, Agilent Technologies, Martel, Allianz, International Advertising Associations, Mitsubishi, Patek Phillepe, Shell and Mild Seven, which were all taken from Newsweek Magazine Special Issues, dated from December 2002 up to February 2003.

The result of the analysis shows that *Connotation Words* is the most persuasive language tools used by the advertisers with the percentage of 34.78%, followed by *Repetition* and *Figurative Language* with 21.74 % each. And the third is the logical terms 17.39%. In figurative Language, the most language tools used is personification which is 57% , followed by Overstatement/ Hiperbole 29% and the last is metaphor which is 14% .

Among the ten advertisements, Agilent Technologies is the only advertisement that is considered to be the most fairly persuasive advertisement. This is because it applies almost half of the persuasive language tools namely: *Connotation words, Overstatement / hyperbole, Repetition. and Logical Term.*

Even though some ads are fairly or poorly persuasive, they are still affective. The writer think that they have some affective factors such as illustrations with printing technicalities concerning color reproduction and style outset which do not belong to the persuasive language tools, yet they are quite influential and effective to attract potential buyers.