

CHAPTER I

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1.1 Background of Study

There are many kinds of advertisements that exist in society. They are in written and oral forms. The written advertisements are found in newspapers, magazines and in any other printed media while the oral ones are found on radio and television. Basically, advertisement has the main purpose to attract readers or listeners to create favorable opinion about an organization – its policies and action, its goods or services. According to Geis (1982 :23) language can and does play an important role in the process of commercial persuasion. It is the primary vehicle for presenting messages to consumers. It is one of the tools advertisers use to get readers' or listeners' attention.

One example of the advertisement forms is magazine advertisement, the kind of advertisement that only employs on written language. Magazine employs visual communication to its readers. It places a much greater perceptual and cognitive burden on consumers than does any other advertising medium (Geis 1982 : 1) this is because magazine advertisements are long lived and people take more time to read a magazine (Rein 1982 : 78). A magazine also gives the readers more opportunity to examine and appraise advertisements in considerable details because they may look at them over and over again, so the advertisements can relatively be studied more intensely.

According to Geis (1982 : 23) the goal of commercial advertising is to cause consumers to buy products and services and it usually uses persuasion for

its aim to increase the demand for a product or service . Larson (1986 : 4) says that today more than ever before human history, persuasion pervades the everyday life of each of us . Indeed, persuasion today is the keynote of public decision making in our society. It is one of the most important means of creating and affecting choice both public and private life . It marks media communication, workplace interaction and family relations. Persuasion is natural and unavoidable part of our human condition .

Advertisements are designed to appeal the groups of people according to factors such as age , income and interest. They concentrate on persuading someone to do something . That is why it is imperative in creating advertising . What we are going to say and write in advertisement is not limited to the neutral and impartial information contained in press releases or feature stories.

The main decisive factor of making advertisement is Positioning. What is meant here is that before making an advertisement, the advertiser must know what the product has that the others lack and what other products have that advertiser lacks. Every product has specific physical characteristics, for example , Nokia Mobile Phone Producer positions itself as the connecting people for its GPRS or WAP features , ring tone editor , streamline aerodynamic shape and wide screen phone that fill human needs . Those are its features, and it is the advertiser's task to look for unique product features to be advertised. The ads try to answer the following questions : What can this product do that others cannot ? Is it easier to use ? Is it cheaper ? More pleasant to smell or taste or see ? Does it work faster ? Is it more reliable ? Is it easier to find ? . In other words, we can say

that positioning is simply concentrating on an idea or a word that defines the company in the minds of consumers (Trout 1995 : 54)

There can be no doubt that nowadays advertisement has so much influence on consumers. Advertising depends upon the strength of the advertiser's talent to be able to write persuasively. It is the power of persuasion that influences consumers to buy one product rather than others. It is the power of persuasion that can attract more consumers and in the end provides profitable return on advertising investment.

Stanley C. Linda and Lanner H. Allen (1987 : 349) said that in making effective persuasion we need kinds of tools. Tools of persuasion are the abilities to reason well and to use language effectively. The tools of persuasive language are many such as connotation, figurative language, repetition, humor or satire, categorical statements and logical terms. However the advertiser's language must also be appropriate for the audiences / listeners / readers .

Based on the fact that persuasion is very important to advertisement in order to influence the 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

1 . 2 Statements of Problems

Based on the background of the study , the writer is able to state the research problems as follows :

1. How persuasive is the language in News Week Magazine's advertisement ?

2. What are the common persuasive language tools that usually take part in News Week magazine advertisement ?

1.3 Objective of the Study

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 advertisement in order to make it more effective and persuasive.

1.4 Significance of the study

This study is expected to give some contribution to students of English Department who work in broadcast or advertising agency to make a good persuasive advertisement .

1.5 Theoretical Framework

According to Holmes (1992 : 286) language serves many functions of speech. One of them is persuasive expression whose function is to persuade. It is defined as a communication process, involving both verbal and nonverbal messages that attempt to reinforce or change people's attitudes, beliefs, values or behavior.

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1 . 6 Scope and limitation :

The writer decides to limit the study in several ways :

1. The magazine the writer chose is Newsweek magazine special issues, December 2002 – February 2003 as this magazine is considered to be well known magazine.
2. The writer chose 10 advertisements randomly that were believed to be familiar for the brand as well as the product.

1 . 7 Definitions of the key terms

- Persuasion :

According to Seller (1992 : 132) persuasion means a communication process, involving both verbal and non-verbal messages, that attempts to reinforce or change readers or listeners' attitudes , beliefs , values or behavior .

- Advertisement :

A message that seeks to motivate someone. It may be a postal card or a 24 sheet poster . It may be a 20-second announcement on television. It may be a salesman's portfolio, a leaflet, or broadside, a window display, handbill, telegram or message that seeks to make someone buy a product , use a service, or embrace an idea (Whittier 1955 : 48)

- Magazine advertisement :

The non-personal communication of information usually paid for and usually persuasive in nature about products , services or ideas by identified sponsors through specific printing media which is magazine (Bavee and Arens 1986 : 5)

- Positioning :

An idea or words that defines the company in the mind of consumer (Jack Trout 1986:54). It usually uses a distinctive advertising appeal to meet the needs of a specialized group without making changes in the physical product .

1 . 8 Organization of the Thesis

The thesis consists of five chapters. The first chapter is the introduction. It gives the readers some explanation about the background, statement of the problems, the objectives of the study , theoretical framework, definition of the key terms and organization of the study. The second chapter reviews some literature related to the study under report. It discusses the theory as used in the study, namely ; Persuasive Writing , Positioning and Advertising. The third Chapter is about research methodology. It discusses the nature of the study , the subject , the research instruments , the procedures of collecting the data and the procedures of analyzing the data. The Fourth Chapter is discussing about the data analysis and the finding. The Final chapter of this thesis presents the conclusion and some suggestions concerning the topic under the study