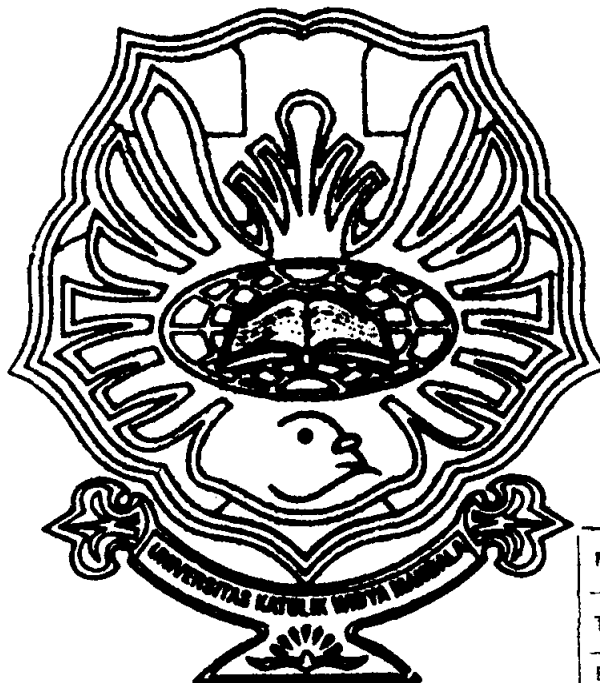


AN ANALYSIS OF THE EMOTIVE APPROACH IN TIME MAGAZINE ADVERTISEMENTS

A THESIS

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



BY :

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JULY, 1998

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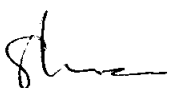
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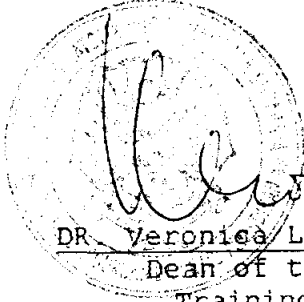

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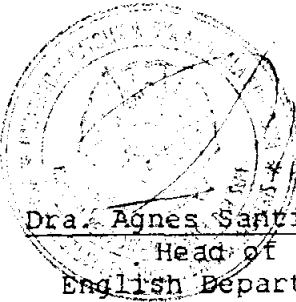

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ABSTRACT

Haryaty, Dewi. 1998. An analysis of the Emotive Approach in TIME Magazine Advertisements. Thesis, Program Studi Pendidikan Bahasa Inggris, FKIP Universitas Katolik Widya Mandala Surabaya. Advisors (I) Drs. Antonius Gurito, (II) Dra. Susana Teopilus M.Pd.

Key Words: the emotive approach, TIME magazine

Using the given parameters (such as connotations, colorful words, tones of voice, rhythms, rhymes, alliterations, verbal hypnotism, repetitions, rhetorical 'you' / 'we', and figurative language), the writer analysed the emotive language of TIME magazine of the issue of September, 1997, volume 150, which covers a variety of advertisements (Rolex, Holiday Inn, TIME customers, Telestra, Heineken, Daihatsu, IBM, Philips, AT & T, and China Airlines).

Advertisement is one of the discourse works as it makes use of language to communicate product information to public in the society. Thus, language in advertisement should express affection through words. When language is affective, it has the character of a kind of force, which can be achieved by emotive approach which not only stresses the communication of information but more the aspect of communication of feeling.

Based on the data analysed, it was found that emotive approach made use of emotive language. Advertisers often uses this kind of language to affect people's feeling or to have people's response. Then, the discourse analysis is to find the frequencies of occurrence of the emotive devices (the parameters) to show their emotiveness.

The result of the analysis shows that the writing of an advertisement always employs some emotive devices and thus makes an advertisement affective and persuasive, as has been shown in the 10 advertisements under analysis. The highly emotive advertisement is the advertisement which has the predicate of high emotive with some emotive devices in it and vice versa. It should be noted that the fairly emotive advertisement is still affective, since it still has some affective factors such as illustrations with printing technicalities concerning design, color-reproduction and style outset which are beyond this scope of study.

This study is only a start of analysing the language in advertisements at the English Department of Widya Mandala Catholic University; that is why it is still far from being perfect. Therefore, it is suggested that there will be more future researchers analyze advertisements from another aspect to enrich knowledge about advertisement, in particular, and about language, in general, especially at the English Department of Widya Mandala Catholic University Surabaya.