

CHAPTER I

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1.1 Background of the Study

This modern era is marked by competition among human beings especially in the business world. Many kinds of attempts are made so that people's business may be successful. Therefore, the business world needs a campaign method that is called as "advertising". Advertisement is one of so many activities we can see in our life. People both can hear and see the advertisements through radios, televisions, newspapers, magazines, brochures or leaflets.

Advertisements are not literary works but rather non-literary works (Cook: 1994,98). It is called non literary because their essence may depend upon language which can be neither translated nor paraphrased. They may possess nothing but the language. Therefore, advertisements can be included as one of discourse analysis activities. Samsuri (1987:1) points out that discourse analysis is being used in real life in the society both verbally and non-verbally. Speech, conversations, letters, and advertisements are some examples of the use of language in the society which are being analysed by discourse work.

Pride, et.al (1988:424) state, "advertising is the most effective and the least expensive means of communicating product information to millions of individual and firm".

It means that producers do not have to do personal selling to the consumers all over the world. In fact, the responses of the advertisements will gradually be received longer in the consumers' mind although the responses cannot be gotten as quickly as if they do personal selling. However, according to Little (1963:36), the communication of information is only one aspect of writing. Another more important aspect is the communication of feeling or emotion. Wibowo (1996) in his thesis, adds that advertisers do not mean merely to communicate their advertisements, yet, their intent is to change the consumers' mind and behavior according to the aim of advertisers, as well.

The aims of advertisements according to D.H Swastha, et.al (1986:355) in their book *Menejemen Pemasaran Modern*, are to change consumers' mind, to inform consumers about the existence of new products, to persuade them to buy the products of services and to arouse emotion about the products so that consumers will remember the products in their mind.

The last aim relates to a general method of approach (Little 1963:33), namely a scientific and an emotive approach. In advertisements, the scientific approach is not being used; that is why the writer ignores it.

The writer is concerned with the emotive approach, since in writing advertisements, this emotive approach is mainly used. There are several reasons for using emotive approach in advertisements: first, basing on the meaning of advertisement, and second, basing on the meaning of emotive approach itself.

An advertisement according to its dictionary meaning as quoted by Webster (1990:59) is a note "to call public attention to especially by emphasizing desirable qualities so as to arouse a desire to buy.....". So far the meaning of desire according to Webster (1990:344) here is "a conscious impulse toward something that promises enjoyment of satisfaction in its attainment".

Little (1963:33) says that an emotive approach is "an appeal to feeling or emotion rather than to reason, and is evident in the kinds of writing we find in oratory, humour, poetry or fiction".

Thus, the writer sees that there is a relationship between advertisement writing and the application of the emotive approach in that both have something to do with feeling or emotion.

In other words, advertisement is effective only when it is written with the emotive approach, so that the desirable aim of the advertisement can be achieved.

The above explanation justifies the thesis writer to take emotive approach in advertisements. The writer chooses

TIME magazine to complete its title "An Analysis of the Emotive Approach in TIME Magazine Advertisement".

Pride, et.al (1988:419) say that:

"Advertising in magazine (magazine advertising) is more prestigious than newspaper advertising, and it provides high quality color reproduction. In addition, magazine advertisements have a longer span than those in other media".

The choice falls on TIME magazine is a matter of random choice, since it is one of the English magazines widely read in Indonesia.

1.2 Statement of the Problem

In the society, advertisements can affect readers' mind. There are many factors that make them affected. Readers could be affected by the product itself, the picture, the artist who promotes the product, or the language.

On the basis of the thesis title and the explanation above, the writer puts forward the problem, as follow : "How emotive is the language in TIME magazine advertisements?".

1.3 Objective of the Study

The purpose of this analysis is then to find out how emotive the language in TIME magazine advertisements is. Through this analysis, the writer tries to show the emotive language used in TIME magazine advertisements. She tries to show the use of emotive language especially those with

emotional tones or connotations that have force or emotional association.

1.4 Significance of the Study

The study hopefully signifies some benefits for readers, in general, and the students at the English Department of Widya Mandala Catholic University, in particular, to a better understanding and a more critical response to advertisements, as advertisements are bombarding people's everyday lives at present. Besides, they will come to know better of the use of language, especially in its application to advertisement writing with the emotive approach.

1.5 Scope and Limitation

The scope of analysis is the emotive approach which is limited to advertisements in the TIME magazines of the month September 1997 volume 150.

The focus of discussion is on the use of emotive language as it is used by advertisers to arouse emotion in the readers. The emotion that concern is the desire to buy the products or to use the service being advertised.

1.6 Theoretical Framework

The main theory in this study is the theory of emotive language. Emotive language relates to emotive approach. Hayakawa (1972:62), the meaning of emotive language is the

language that has the force to arouse very deep feeling - physical or mental of the audience. In line with this opinion, Little (1963:37) says that emotive language can be achieved through the usage of concrete and sensuous language. Therefore, Hayakawa 1972, Hairston 1980, and Little 1963 point out that there are some affective elements in language. They are connotations, colorful words, tone of voice, rhythm, rhyme, alliteration, and figurative language.

1.7 The Key Terms

To avoid misunderstanding, it is necessary to define briefly the following key terms used in this study namely emotive approach, emotive language, and TIME magazine.

(a) Emotive Approach

Little (1963:33) says that an emotive approach is "an appeal to feeling or emotion and is evident in the kinds of writing we find in oratory, humour, poetry or fiction".

(b) Emotive Language

According to Hayakawa (1972:62) the meaning of emotive language is the language that has the force to arouse very deep feelings - physical or mental - of the audience.

(c) TIME Magazine

One of popular English magazine which is published in Hongkong, Asia (is published lisencc magazine of Time magazine New York, USA) which is also widely read in Indonesia.

1.8 Organization of the Study

Chapter I is the introduction, which the writer divides into sub-chapters : background of the study statement of the problem, objective of the study, significance of the study, scope and limitation of the study. They are followed by the definition of key terms, and the organization of the study. Chapter II is the review of the related literature which consists of a review of discourse analysis, approach, emotive language, connotation, colourful terms and advertisements. Chapter III is the research methodology which is divided into the research design, the subject, the data collection and analysis. Chapter IV is the data analysis and research finding. Chapter V is the conclusion of the analysis and followed by some suggestions. Finally, this thesis is complete with a bibliography, and appendixes.