

## CHAPTER II

### REVIEW OF RELATED LITERATURE

Some theories related to the study is reviewed in this chapter. They are the theories of linguistic, pragmatic, stylistic and magazine and advertisement.

#### 2.1 Relevant Theories

##### 2.1.1 The Concept of Linguistics

Language is an important part of human life. According to Dardjowidjojo (2003: 16), the language is a system of arbitrary vocal symbols used by members of a community language to communicate and interact between each other, based on the culture they have in common. According to Prera (2004), Language is a phenomenon of significance in human communication wherever he is, that is the meaningfulness of communication traits as a sign of language communication. Acquired language children ranging from the simplest form to the pursuit of perfection.

Language is the ability to communicate with the others. Language is an essential factor that distinguishes man from other creatures. At first human study that describes the names of specific concepts. But human as well as children not only repeat the words that he heard before, but also can produce new words, and arrange the words to create new sentences.

Each human language is a complex of knowledge and abilities which enable to speakers of the language to communicate with each other, express ideas, hypothesis, emotions, desires, and all the other things that is needed to express. Linguistic is the study of these knowledge systems in all their aspects, such as

how is a knowledge system structured, how is it acquired, how is it used in produce and comprehension of messages, how does it change over time.

Based on Crane, Yeager and Whitman (1981), Linguistics is the study of language which is more concerned with anthropological, and sociological ramification. Beside that, Raja T. Nasr (1984) said, Linguistics is concerned with human language as an universal and recognizable part of human behavior and of the human abilities. In addition, according to Monica Crabtree & Joyce Powers (1994), Linguistics is people competence to speak a language and the realization of that potential is from their linguistic performance.

Based on theories above, it can inferred that linguistics has a close relation with lexical human behavior. It is because everything that people does use language as a tool for people to deliver everything in mind.

## **2.2 The Concept of Pragmatic**

In studying pragmatic, it discusses about the meaning of utterance in communication. Experts interpret the definition of pragmatic differently. As Yule (1996:3) states that pragmatic is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). In other words, studying pragmatic discusses about the meaning which is uttered and the meaning which is communicated by a speaker.

In addition, Griffith ( 2006:1) states that pragmatic is concerned with the use of these tools (language) in meaningful communication. Pragmatics is about the interaction of semantic knowledge with our knowledge of the world, taking into account contexts of use.

From the definition above, it can be concluded that pragmatic is an important part of communication that relates to the meaning. The use of language is evident which involves speaker and listener in communication. Language is a tool to create a good communication and similarly in communication, language is a primary thing to achieve a good communication. So, in a communication, it will be successful if listeners understand what speakers said.

Meanwhile, Mey (2001:5) states that pragmatic is interested in the process of producing language and in its producers, not just in the end product, language. It means that pragmatics does not only focus on utterances which are uttered by speaker as the product of language. But, it requires a consideration of how speaker organizes what they want to say in accordance with where, when and who they are talking to.

Based on explanation above, studying pragmatic is not only discussion about an utterance. In communication, it also considers a process that must be performed by people, that is the process of producing language. A process of producing language relates to someone's comprehension and ability in producing of sentence or utterance either spoken or written. A word can be produced if someone has own prior comprehension. It means that someone has kept word in his memory before.

According to Levinson (1983:21) defines that pragmatic is the study of the relation between language and context that are basic to an account of language understanding. This is to say that the meaning is not only based on word but it depends on the context of language. In addition, Cutting (2002:1), adds that

pragmatic is studying language's relation to the contextual background features. In other words, pragmatic can be defined as study about the use of language in context.

From the statement above, it can be inferred that language and context are an important thing to be understood by everyone in doing communication. In this part, the importance of pragmatic study in linguistic, which is located on the language and context as well as the use of language itself. In use of the language itself, there is a placement in talking based on the needs of each field. However, study of meaning in pragmatic is also related to the context other than the use of language.

Pragmatic is a branch of linguistic that becomes an object of language in use it, such as oral and written communication. On the other side, Djajasudarma (2012:48), elaborates that pragmatic encompasses the study of interaction between knowledge of language and basic knowledge about world that is owned by listener or reader. Pragmatic focuses on how listener and reader use their knowledge to interpret the meaning of language.

Based on definition above, pragmatic deals with knowledge both language and world in interaction among speaker (writer) and listener (reader). Knowledge of language relates to vocabulary, form or structure of sentence, affixation and others. Pragmatic is not only study about meaning that is delivered by speaker, but also study about the use of language in daily based on the context. In addition, pragmatic has closely relationship with speech act, namely in the form of



utterances. Pragmatic is also a study in the field of discourse, deixes, implicature, and presupposition.

According to Tarigan (2009:24) it forths that pragmatic as a study of meaning in correlation with variety of speech situation. It means that pragmatic is a study about how context affects the participants in interpreting the sentence or analyzing the meaning of sentence in connection with speech situation. While Darma (2014:74) sees pragmatic as knowledge of understanding the meaning of words in certain situation. It means that the study toward the meaning of speech in particular situation. From the ideas above, in studying pragmatic situation and meaning are important thing, because it can affect the meaning of what a speaker says. Pragmatic needs meaning and situation in its relationship with language. Sometimes, language has certain meaning, which can change at a particular time and situation. In studying pragmatic, this knowledge is essential to guide us so that we can use variety of languages based on the situation and use the language well.

Furthermore, the definition of pragmatic is described differently by some experts. But, the goals of pragmatic understanding itself are the same. So that, the advantages of studying language through pragmatic are people talk about other people's intended meaning, think about other people's purpose or goal, and discuss about people's assumption or opinion when they speak. Pragmatic is very relevant which is used to express the meanings of speech acts that relates to the context. Therefore, with many definitions of pragmatic, it is expected will be added our knowledge about pragmatic.

### 2.3 Definition of Stylistics

Stylistic etymologically related to the style , thus stylistic can be translated with the study of forces that are closely related to linguistics. According to the book Stylistic Bradford Ricard (1997), stylistic is an elusive and slippery. Every contribution to the dicipline of the vast and multifaceted literary studies will involve an engangement with style. Style is everything that “deviates” from normal use. Such as irregularities are aiming for beauty. This beauty appeared in many literary works, because literature is a condition with an aesthetic element. Al these elements lead to the manipulation of language aesthetic, plastic wrapping language and language so as to resemble a neat idea the author. (Endraswara, 2003: 71).

On the other hand, stylistic defined differently by different experts according to the point of view of how they see stylistics itself. Stylistic may refer to analysis of literature text, because commonly stylistic used as the tool to determine, classify or interpret the variety and deviation language of literary writing. As the development of stylistic itself, stylistic is not only limited in analyzing literature text, but it is already grown to be the analysis of another form of discourse such as advertisement, popular song, news report and so forth. As quoted from Simpson (2004: 3)”..... creativity and inovation in language use should not be seen as the exclusive preserve of literary writing. Many forms of discourse (adverising, journalism, popular music-even casual conversation) often display a high degree of stylistic dexterity, such that it would be wrong to view dexterity in language use as exclusive to canonical literature”. In the same as Al

ma'ruf (2009) said that, stylistics is a branch of applied linguistics which the focus of study is in aesthetic linguistic with all the uniqueness and specification of various texts, like literary text, advertisement, or another discourse.

In addition, in their book "Investigating English Style", Crystal and Davy also append detailed stylistic analyzes of the languages of sport commentary, state funeral proceedings and advertisement. This fact reinforces that stylistic can be applied in others text or speech beside literary work. This is also equivalent as Nurgiyantoro's (2014: 74), said that in the stylistic development and that, stylistic also has been applied in discourse beside of literary writing. It is because language as tool of communication that has been created in a certain way and form can also gives significance effects.

Beside that, in term of description of the text that related to the meaning, Verdonk also has the same opinion as Lawal. Lawal cited in Udofia (2011) said that, definition of stylistics is concerned with the analysis and description of the linguistic features of the text that related to their meaning. Furthermore, according to Verdonk (2002: 4) stylistics is the study of style that can be defined as the analysis of unique expressions in language and description of their purpose and effect. In the point of view of Verdonk, stylistic analysis about style in language is more specialized on uniqueness expressions found in language used, description of porpuse language used and the effect which given by certain language used. Uniqueness in text means a text which has certain specialy that are different from the other kind of text. According to Sarah (2015), style is as a branch of applied linguistic which studies about style in spoken or written text. Sarah also added

that style is “the way of using language”. The definition above is to support the point that stylistic analysis is related to study of styles in language usage.

In addition, in term of aesthetic in language, Al ma’ruf (2009) defines stylistic as a branch of applied linguistics which focus on aesthetic linguistic with all uniqueness and specification of a text. In Al Ma’ruf’s opinion, stylistic focuses on the esthetical in language of a text, on how the esthetic effect are made and given affection to readers.

Furthermore, as qouted from Zhukovska (2010),” in general stylistics is defined as a branch of linguistic which studies the principles and effect of choice and usage of different language elements for rendering thought and emotion under different conditions of communication”. Pateda (2010: 127) states that stylistic meaning is related to the use of language which caused effect, especially toward readers. From both of expert opinion above, it means that even stylistic has many definitions from different exprts, it has the same intention to explain in scientific linguistic way what are the effect made by certain types of written and speech and how text or speech interact with reader or hearer.

### **2.3.1 The Purpose of Stylistic**

In this case will give a brief porpuse of stylistic from some experts. According to Min Li (2009), in literary field, stylistic anaysis uses as the interpretation of a literary text in order to create understanding and meaning of a text by connected logical thinking with the linguistic approach. While the porpuse of stylistic in non literary text refer to analysis of pattern identification and usage in speech or writing. But it is believed that teh goals of stylistics is not only to



bring out the linguistic feature in a text, but to show their effects, the meaning and the use of certain style by analyzing why a writer or speaker choose such linguistic features. Simpson (2004: 3) sees it as, “ to do stylistics is to explore language and more specially to explore language creativity in language used”. Simpson also adds that stylistic is a method of textual interpretation in which dominance of place is deal in language.

According to Sudjiman (1993: 56), stylistic is aimed to show how elements of a certain text combined to create a message and language esthetic effects from creativity of particular writer. That means doing stylistic is to describe elements in certain text such as linguistic feature of all level linguistic, literary devices like figurative language, and contextual factor which unified in a text to work together to create a message which give certain effect or achieve particular purpose to readers. According to Elnaili (2013: 11), the purpose of most stylistic studies is not only to describe the linguistic form but also to present the function of linguistic form itself for interpretation of the text.

So, the most suitable expert views that this study stand regarding to purpose of stylistic is Simpson’s argument. It is because this study is intended to explore more the specially of advertisement style.

### **2.3.2 Syntactical Features**

Syntactic features are features that related to grammar and form of a sentence. Grey (2008) classifies syntactic features of advertisement based on the emergence of similar grammatical structure in the form of phrase. the syntactic

features are divided into ten smaller features. The ten features will be explained as follows.

### **2.2.3.1 Short Sentences**

Consumers usually take a look at an advertisement in a short time or just in a glance. Therefore, a short sentence gives a clearness impact to the consumers when they hear or see utterances in advertisements. Based on Grey (2008), a short sentence has a purpose to capture the audience's attention.

### **2.2.3.2 long- noun Phrases**

A long-noun phrase is a group of words which is used to describe the product. It is more efficient than a group of adjectives. Grey (2008) states that a long-noun phrase describes the advertised products in three or more words or two or more independent phrases to impress the audiences. Long-noun phrase can make the consumers feel that the products have many special qualities compare to other similar products.

### **2.2.3.3 Ambiguity**

Ambiguous phrase or sentence is a phrase or sentence which has more than one cognitive meaning. Sometimes, ambiguity in a sentence creates different interpretation or perception. Leech (1972) differentiates ambiguity into lexical ambiguity, which consists of lexical homonymy and polysemy. The use of ambiguity is usually to direct the consumer's curiosity to seek more information.

### **2.2.3.4 Use of Imperative**

An imperative sentence is a sentence which gives a command to the readers to do something. Based on Grey (2008), an imperative is used to make an

order. Usually, the imperative sentence is started with a verb, such as “fell it” or a negative verb, such as “do not break it”. The purpose of using imperative in advertisement is to make the consumers buy or use the products or do something that connected with the products.

#### **2.2.3.5 Simple and Colloquial Languages**

Grey (2008) states that colloquial expressions do not bear the meaning they normally have. This kind of language is normally used in informal language. It means that this language is an everyday-speech language. Colloquial language may interest the consumers easily because the language which is used is simple and easy to understand.

#### **2.2.3.6 Use of the Present Tense**

Grey (2008) assumes that a present tense implies a universal timelessness. It will give a sense to the consumers a real condition as it is whenever the consumers see or hear the advertisements. Besides, the present tense has “always right” effect. This effect can create the consumer’s mind that the information of the advertised products is true.

#### **2.2.3.7 Syntactic Parallelism**

Leech (1972) states that parallelism is repetition of formal patterns of two or more similar ideas in similar structural forms. The same pattern in a sentence by repeating some words makes the idea becomes one and makes it easier to remember. For instance, “stay alive”. The word ‘stay’ is repeated to make the sentence more interesting for the audiences because of the similar pattern.

### **2.2.3.8 Association**

Grey (2008) assumes that advertisements should associate the positive side of the advertised product with something else. Sometimes, the advertisers associate the products with other things which have no connection at all. Association is indicated by the word *like* or *as* to connect the two things.

### **2.2.3.9 Ellipsis**

Goddard (2002) defines ellipsis as the omission of a structure part without changing the meaning of the structure. It means that the advertisers make the sentence shorter. The use of ellipsis is to make the sentence less formal so that the consumers will be easier to understand and remember.

### **2.2.3.10 Incomplete Sentence**

Grey (2008) defines incomplete sentence as one of linguistic features of advertisements. A complete sentence contains at least a subject (noun) and a predicate (verb). Therefore, if one of the two aspects disappeared the sentence will be called incomplete. Incomplete sentence will help the consumers to catch the main point of the advertisement. It also helps the advertisers to send the message because it saves the space and emphasizes the points.

## **2.4 Advertisement**

### **2.4.1 Definition of Advertisement**

Advertisement is derived from French word “Avertissement” whose meaning is “public notice”. According to Solik (2014:211), Advertising refers to a communication form. In advertising, the writer or the sponsor try to convey a particular message to audience, and the main goal is to promote the product or



services. Indeed, Chan (2017:1) stated that advertising is form of communication which is very similar to human traditional communication model. The model includes six main components, they are, the source or the sender, the encoding process, the message, the channel, the decoding process, and the reciever. In advertising, the source or the sender is substituted with the advertiser or creatives that creates and produce the advertisement (encoding process). The advertisement is the message that can be found in variuos media (channel) to the readers of advertisement (the reciever) which can have different intepretation of the advertisement (decoding process).

In addition, the existence of a advertisement as form of communication cannot be separated from human life. Affirming the previous idea, Putra (2017:36) noted that advertisement is closely realeted to human life. Day and night people see advertisements in every corner of the city. People are barraged with commercial message. It can be seen from people activities; for example, they listened to radio's advertisements, read the billboard at the bus station, read newspaper on the train, watch TV commercial in the living room. Those advertisements and commercials which have message can be found in various advertising media such as television, radio, newspaper to few kinds of audience that have different level of interpretation of the advertisement message.

Next, advertisement is designed to change people mind. It is because advertisement has purpose to persuade people, persuade to buy or use services. According to Vera (2014:43), advertisement is part of communication and process to inform message, it is information about products or services. In Indonesian

Language Dictionary (KBBI;2012-2016), advertisement is news or messages to encourage or persuade people to be interested in the goods and services offered. It means advertisement is part of communication to gives information and persuades about something like buy products.

In the same case, advertisement also realeted to advertising. According to Khan, et al (2011:2), advertising is used for communicating business to provide information. Meanwhile, according to Pandey said advertising is a powerful communication tool helping to sell goods, services, images, and ideas through channel of information. According to Juliantari (2014), advertising is kind of media that used to inform people, it is usually intended to inform people to do something or buy certain products.

Based on ideas above, advertising is a form of communication business which has purpose to sell and provide people or consumers to buy goods or use services of advertisements.

According to Kuswandi (1996:81), type of advertisement in the mass media is classified into two parts, they are : (1) Commercials Advertisement, which is promotion form of goods or services through mass media in display picture or language that is processed through movie or news, e.g. drug advertisement, clothes, and food. (2) Public Services Advertisement, which is form of display picture in drama, movie, music or language that directs viewer in order to do or act as like in advertisement, e.g. tourism advertisement, disaster donation, health, tax and others.

Based on idea above, people know about types of advertisement and their purpose nowadays. There are purposes that just to promote their product, building the image of companies and showing the important things in society. Then, focus on this analysis is commercial advertisement type.

Now, according to Danesi (2004), there are three main categories of advertising: (1) consumer advertising, which is directed towards the promotion of some product, (2) trade advertising, in which a sales pitch is made to dealers and professionals through appropriate trade publications and media and (3) political social advertising, which is used by special interest groups and politicians to advertise their platforms. Then, focus on this analysis is related to consumer advertising. It is cause shows about promote of goods and services in advertisement.

Beside that, magazine is one of media communication in printed form. Newspaper is printed media which published every day that contain the latest information or phenomenon that happen in real life. Meanwhile, according to Nurhayati (2010), definition of magazine is a printed media which is published every week, or twice a week with issue that being presented is deeper in subject than newspaper. As a printed media which usually people read regularly, magazine and newspaper is the most appropriate printed media for advertising. Magazine and newspaper also allocates special place in it content for advertisement. Unlike television or radio advertisements that attract target consumer by presenting attractive picture or easy listening instrument or song,

magazine and newspaper as printed media attract people by the visual appearance and text.

In this case, the special place of content for advertising in magazine is usually wider than in newspaper. It causes magazine advertisement appearing in more words than newspaper. Unlike the advertisement in newspaper which is not fully colored, magazine advertisement is usually full of colors and big picture in a page. It sometimes makes advertisement in magazine more effective to attract target consumer than newspaper. The language in printed advertisement especially in magazine and newspaper advertisement has important role to attract reader's interest and curious into finally buy their product or use their service. The structure of language in advertising has a peculiar form and there are many factors to determine vocabulary selection in advertisement. According to Leech (1996:25), there are characteristic outlined which are necessary for successful advertising :

1. Attention value: This refers to the unorthodox use of language to provoke the consumer's attention and curiosity by presenting something surprising and unexpected.
2. Readability: The advertisement must be easy to grasp and assimilate.
3. Memorability: An advertisement gains nothing unless the name of the product is remembered. In fact, it is desirable that part of the stylistic message should be memorized. This includes brand names, slogans, key phrases, snatches of songs, etc.



4. Selling power: One of the most striking features of the language of advertising is an extreme infrequency of imperative clauses aimed at attracting potential buyers to goods and services being advertised.

Based on the explanation above, the advertiser or copywriter should be creative in their words and sentences in order to achieve certain effect when readers read their advertisement. In addition, Udofia (2011) states that the language of advertising is also brief and concise. There is no room for unnecessary verbosity because advertisements are expensive and it is a field where the coat has to cut according to the cloth.

Although advertisement has the same purpose that is to introduce, promote, spread and give information of something, advertiser tends to create their own style in advertising. It is due to the reason of consumer or reader can easily recognize and remember what has been advertised. The variety of language and variety of visual appearance of advertisement need to be appreciated more and to be studied more by using stylistic approach.

#### **2.4.2. The Function of Advertisement**

In this chapter, Jung (2015: 55) proposed that at the beginning, the main function of advertisement is clearly to introduce and promote and services into society. Nevertheless, nowadays the main function of advertisement has changed. The main elements of advertisement and social images in advertisement play important role in affecting social perspectives related to communication. It

makes the function of advertisement developed by entering the social relation between iconic participants or elements of advertisement and the viewer of the advertisement.

In another think, Hu (2016: 30-31) claimed advertisement has become an important object discipline to be learned, for the main role of advertisement to promote and activate the consumer interest on the products or services. In fact, not only the company but also many researchers have tried to study the elements of advertisement. They want to know how images, words, and other visuals elements work and create a value for the readers of those advertisements.

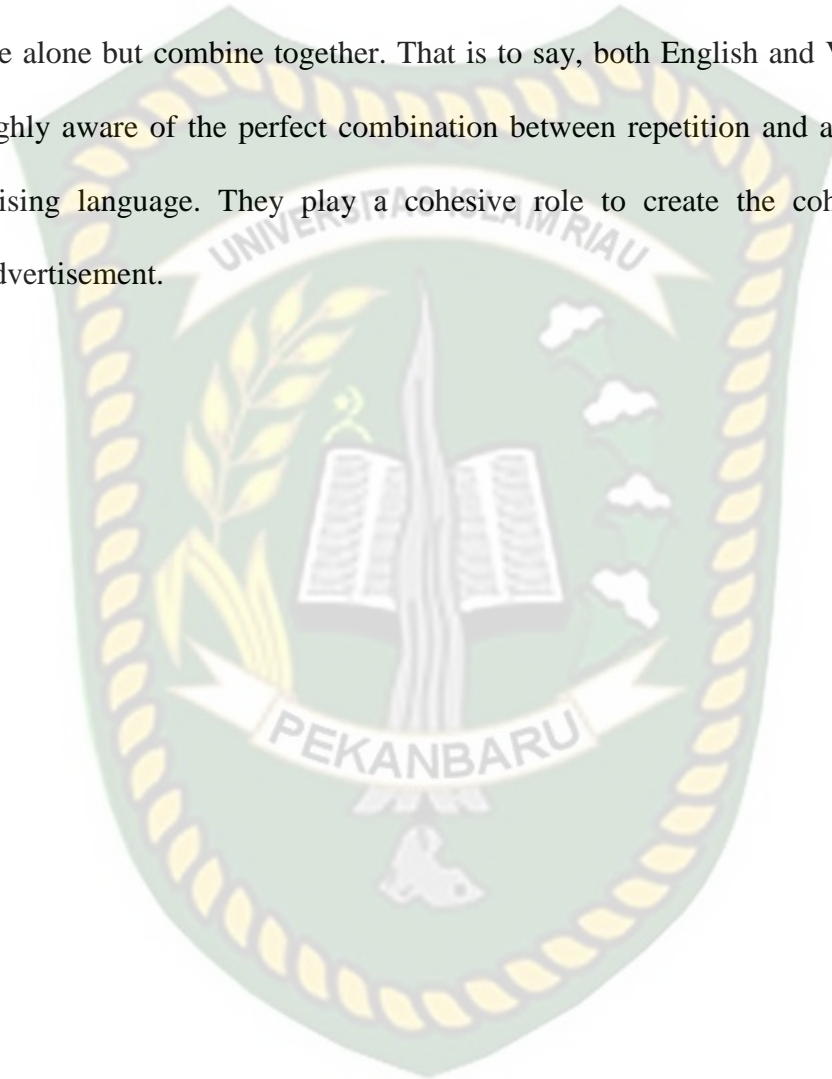
## **2.5 Relevance Studies**

In relevant study regarding to stylistic analysis of advertisement, there are several people who already conduct this research. Baeza Hapsah in 2008 has conducted stylistic analysis with title “analysis of the language style, in headline of English magazine advertisement”. In Hapsah papers, Hapsah analyze figurative language style in headline which is often used in advertisements taken randomly from different edition such as Cleo magazine in September 2007, Vogue magazine in July 2006, and Cosmopolitan magazine in April 2005. Hapsah used 15 advertisements as the object of her research. She analyzed the advertisement by using stylistic theory and figure of speech approach about language style. As the result of her research, it was found that personification mostly appears five times. Alliteration appears four times, Assonance and Hyperbole appears twice and Ellipsis and Simile appear once in all 15 advertisement.

Annisaro Rumba in 2009 already conducted the stylistic analysis of advertisements with the title “ analisis stilistis dan semiotis iklan “Du bist Deutschland”. In that research, Rumba used stylistic theory of Benhard (1991), advertisement theory from Nina Janich (1997) and semiotic theory of Charles in Van Zoest (1993). In her research, Rumba analyzed the stylistic of Germany Du bist Deutschland advertisement in term of syntactical feature and lexical feature and analyzed the relationship of visual and verbal sign (semiotic) in that advertisement. The result of her research shows that message in advertisement can be explained by the relation between internal substance, like verbalization and visualization. On the other hand, the internal substances are influenced by external substances. In a good advertisement, internal substances must represent the external substances, which is in Du bist Deutschland, although it does not explicitly tell the reader, it was found that the advertisement is come from the Germany government which invite and ask their inhabitants to have more children in their family.

Another research related to this study also conducted by Nguyen thi ngoc anh in 2012 with title “An investigation into linguistic features of some stylistic devices in English and Vietnamese advertising language”. In Nguyen papers, Nguyen intended to present linguistic features of repetition and antithesis in English and Vietnamese, also to figuring out the similarities and differences in linguistic features of repetition and antithesis in English and Vietnamese advertising language. From Nguyen thesis, it was found that both repetition and antithesis in English and Vietnamese advertising language have high aesthetic

effects in expressing ideas and drawing attention to products or services making a strong impression on customers in order to arouse their interest of buying products and services. English and Vietnamese repetition and antithesis often do not operate alone but combine together. That is to say, both English and Vietnamese are highly aware of the perfect combination between repetition and antithesis in advertising language. They play a cohesive role to create the coherence for each advertisement.



Dokumen ini adalah Arsip Miik :

Perpustakaan Universitas Islam Riau



2.6 The Concept of Framework

Dokumen ini adalah Arsip Miik :

Perpustakaan Universitas Islam Riau

**LINGUISTIC**

Microlinguistic

- Phonetic
- Phonology
- Morphology
- Syntax
- Semantic
- Pragmatic
- Discourse Analysis
- Applied Linguistic
- Developmental Linguistic

Macrolinguistic

- Historical Linguistic
- Language Geography
- Evolutionary Linguistic
- Psycholinguistic
- Sociolinguistic
- Clinical Linguistic
- Neuro Linguistic

Biolinguistic

**Stylistic**

**Syntactical Feature**

Short sentence, Long-Noun phrase, Ambiguity, Use of Imperative, Simple and Colloquial Language, Use of the present tense, Syntactic Parallelism, Association, Ellipsis, Incomplete

Note : Researcher takes the first subfield to be subject of this research this is stylistic.