

CHAPTER II

LITERATURE REVIEW

This chapter explains the theories underlying the problem to support arguments in discussion. It discusses about Linguistics features, advertisement, advertising language, and slogans.

2.1 Definition of Linguistics Features

In Linguistics, the study of language science, the term features refers to the characteristics to classify certain phenom or word based on grammatical and construction to create appropriate meaning. “**Features** are the elements into which Linguistics units, such as words, can be broken down” (Kibort & Greville, 2008). Similarly, “Linguistics features refer to the use of sentence construction, grammar, and mechanical aspects of writing” (Budiharso, 2006). This statement supports the idea that Linguistics features are the classification of word based on its function in a sentence. For example: subject, verb, adjective, adverb, etc. In order to create a good sentence, a writer must put good relationship in choice of words and word order. The construction of a sentence should be appropriate to create certain meaning. Grammar regulates the words position in the sentence to create certain patterns to fully represent the mean of the writer. For instance: singular and plural, subject-verb connections, modifier-verb, modifier adjective, etc. Therefore, Linguistics feature is a study about the characteristics of some components of language like grammar, vocabulary, etc.

McNamara (as cited by Crossley, 2020) state “the Linguistics features examined by writing researchers fall into three large constructs: lexical, syntactic, and cohesion”. Lexical relates to the meaning of words or the content of words. Meanwhile, syntactic is relating to the rules of language that regulates the grammatical form of sentence. Syntactic also discuss about the formation of word order, structure, and punctuation. Then, cohesion is grammatical and lexical collaboration which form a sentence and create certain meaning. In brief, Linguistics features examined by lexical, syntactic and cohesion basic to regulate how a language works.

2.1.2 Linguistics Features of Advertisement

According to Grey (2008) in *Language in use*, "Linguistics features of advertising language style divided into two parts. The first part is lexical features and the second part is syntactic features".

2.1.2.1 Lexical Features

Lexical features relates to the words or vocabulary of language. "Hyperbole, neologism, weasel word, familiar language, repetition, euphemism, humor, glamorization, and potency are lexical features in advertisement" (Grey, 2008).

a. Hyperbole

"Hyperbole is an expression that is more extreme than justified given its ontological referent" (Burgers et al., 2016). Hyperbole is the way of making the literal meaning being said is different with the intended meaning. For example: if a person wants to say his friend is beautiful, but he says that his friend is more than beautiful. Hyperbole is exaggerating something by using excessive statements which create non-literal meaning. "When using hyperbole, speakers do not say X, rather they say something is more than X" (Claridge as cited by Aljadaan, 2018). The use of hyperbole in advertisement usually promises outstanding benefit from the product. The example of hyperbole expression is in *Toyota New Fortuner 2013* slogan "The world is mine". This phrase indicates non-literal meaning, because if we translate the phrase as original, it is impossible that the world will be owned by someone only by using Toyota Fortuner Car. The function for using hyperbole phrasal is certainly to make a slogan more interesting.

b. Neologism

"Neologism is newly coined lexical units or existing lexical units that acquire a new sense" (Putri, 2014). Just like other field of science, Linguistics also has innovation of its aspect, that is called neologism. It is about new word, or phrase that is used in a new sense or meaning. The function of neologism itself is to create new word. "Neologism is a new word or a new meaning for an established word. The use of, or the practice of creating, new words or new

meanings for established words” (Li Na Zhou, 2016). Neologism is often created by combining existing words or by giving words new and unique suffixes or prefixes. Neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words, or simply through playing with sounds. It happens quite often that old words fail to convey the meanings of new circumstances. The word spork (spoon and fork), brunch (breakfast and lunch), staycation (stay and vacation), webinar (web and seminar), netizen (internet and citizen) are neologism words. One of the effects in advertising is, in the future, that word will always be remembered together with the product.

c. Weasel word

“A weasel word suggests a meaning without being specific”(Grey, 2008). It can also be understood that weasel word has ambiguous or misleading meaning. For example: ‘reorganization’ means some jobs are eliminated from the office. “Weasel word is word used in order to evade or retreat from a direct or forthright statement or position” (Meriam Webster, 2021). Weasel word is used to imply a meaning without being specific. It is an informal term for words and phrases aimed at creating an impression that something specific and meaningful has been said, when in fact only a vague or ambiguous claim has been communicated. Using weasel words may allow one to later deny any specific meaning if the statement is challenged, because the statement was never specific in the first place. Weasel words can be a form of keeping away from direct promise and may be used in advertising, conspiracy theories and political statements to mislead or disguise a biased view. Conspiracy theories usually unclear, because the theories are not scientifically valid. Political statement usually use the same characteristic which is not direct Weasel words, or phrases, are used in marketing/advertising in order to avoid making a direct statement or promise.

Examples include:

- a. Helps, supports, is useful (friendly, but no real value added)
- b. Better, improved, gains (does not say how much)
- c. Acts, works, effective, efficient (action, but no quantitative value)
- d. Seems, appears, looks, is like (gives impression, not real change)

d. Familiar language

Familiar language is the language that is friendly and easily understood by the audience. Advertisement slogans use pronouns to make people feel involved in the advertisement. “Second person pronouns have been found to direct attention

inward toward the person reading the message” (Pennebaker as cited in Ryan et al., 2017). Making audience feel involved in advertisement is important in advertisement. It is the same as make them feel as an important part of the company. In terms of service, company must put highest effort to provide friendly service to their customers to make sure that the customer will feel valuable and be loyal. Meanwhile, in terms of advertisement, the friendly communication attached in its slogan can help brand touch the sense of belonging to its customer. “The simple inclusion of one or more second person pronouns is likely to increase consumer involvement and brand attitude” (Ryan et al., 2017). It can be from words like *you* and *we*. One can pay attention to the product as long as they have feels of involvement in advertisement. The pronoun you and we can imply as if the advertiser called the audience and try to communicate with. In brief, this kind of communication pattern delivers the message more easily to the audience.

e. Simple vocabulary

Simple vocabulary could help advertisement deliver the meaning easily. In making slogans, people tend to use familiar words, which is easy to be understood in just one moment. Simple vocabulary means words or phrase that commonly used in daily conversation. No matter what is their background, the audience can easily catch the meaning and remember about the slogan itself. Common words usage also help society who do not speak English regularly can still understand the meaning. Especially for company who aim to sell the product to many country. The advertisement or slogan need to be able to reach audience from all over the world, so that the advertisement will be efficient. For example, if the audience is not a linguistics graduate, pharmacy graduate, or others, the slogan will still reach them. The reason for using simple vocabulary is because understandable word or phrase is the key to grab the audience’s attention.

Words can be interpreted in different ways by different people in different situations. For this reason, it is important to choose language which is as precise and clear as possible. The more precise and clear one's use of language becomes, the fewer the number of possible interpretations for a message (Washington Edu, 2021)

In other words, the purpose for using simple vocabulary could avoid misinterpretation by the audience. Clear meaning is prerequisite for slogan or advertisement to be easily grab the audience attention. In contrary, people tend to be less interested with advertisement that they do not even understand. Examples include some words: *use* instead of *utilize*, *delicious* instead of *cushioned*, *help* instead of *facilitate*, etc.

f. Repetition

“To maximize the impact that the advertising message may have in the consumer, advertisers employ specific linguistic resources. Thus, the construction of the ideal tagline to create a brand slogan by choosing the right figure of speech to convey the message is important for the advertising industry as it allows them to make the kind of impact they desire on the consumer” (Muste et al., 2015)

Repetition is a literary device that involves intentionally using a word or phrase for effect, two or more times in a speech or written work. “To get the meaning, it is possible that someone sometimes repeat their words or sentences to stress what they intend to say to the interlocutor” (Mubarak, 2019). For repetition to be noticeable, the words or phrases should be repeated within close proximity of each other. Repeating the same words or phrases in a literary work of poetry or prose can bring clarity to an idea and/or make it memorable for the reader. Used intentionally in the right context, repetition can be a powerful tool to make an audience savor words, understand a point, or believe in a cause. Repetition is a favored tool among advertiser because it can help to emphasize a point and make a speech easier to follow. It also adds to the powers of persuasion—studies show that repetition of a phrase can convince people of its truth. Writers and speakers also use repetition to give words rhythm. As with other devices such as rhyme, consonance, and assonance, repetition adds musicality to a piece of text and makes it more pleasing to listen to. One example of repetition in slogan is “Have a break, Have a Kit-Kat”. In the KitKat slogan, the repeated word is “have a”. In

order to create an easy-remember slogans, advertiser repeat the words. Repetition can be in a form of same first letter, syllable, sound, etc. Therefore, repetition can help advertiser to convey the point to the audience. There are three types of repetition: alliteration, rhyme, and rhythm. The purpose is to make advertisement slogans more interesting.

g. Euphemism

“The euphemism is to avoid calling a negative reality, offend, disrespect, or violate moral norms, or to conceal them; it is used to convey an unpleasant message in a softer, softer form” (Inomovna, et al., 2020). Euphemism is synonym of the word that has connotative meaning. The definition of euphemism is a polite expression used to replace words or phrases that might otherwise be considered harsh or unpleasant. The function is to minimize the negative effects of situations that offend, offend, disrespect, or violate moral norms, or to conceal them; it is used to convey an unpleasant message in a softer, softer form.. “The word 'euphemism' derived from Greek, composed of the word 'eu' which means good, and 'pheme' which means to talk, so it means speaking using good words (Bachriani et al., 2018). These phrases are used regularly. People will generally understand the meaning of a euphemism, even though you're not "coming right out with it". For examples, “economical” instead of “cheap”, “aging” instead of “getting old”.

It is not rare to find discussion on sensitive issues or topics such as death, religion, excretion, and sex, on the media. In the discussion of these topics, certain expressions are used, which are considered taboo and unpleasant by the society. (Jurianto, 2016)

The purpose of using euphemism in advertisement slogan is to be more polite but still deliver the main point. “Politeness is a concern and necessity in advertising because of sensitization goals to be achieved in the midst of cultural, legal and competitive challenges (Dalamu, 2018). From that statement, advertisement has to create as positive sense as possible to represent company or brand in a good way. In some advertisement, some negative expression is needed to show some problems that the product can solve. For example, a deodorant

product should mention that the product can avoid body smell. However, the attempt can be done with “body odor” word, which is not too direct.

h. Humor

Advertisement tends to use humor or joke to attract people. Moreover joke can help people feel that the brand is friendly and close to them. Some advertisements use funny expression designed to be comical or amusing to attract the audience. In contrary, this research’s samples are not using this feature. Getting people to laugh also makes them more inclined to think positively about a business and buy its products. In advertising, humor can also be situational, anecdotal or character-driven. The main goal is to always have the product placed prominently just as the laughter occurs. Businesses want their brand associated with that good feeling. Humor creates memorable marketing campaigns.

“The best way to reach the consumers is when the use of humor is directly related and integrated with the messages that the advertisement raises as well as having previously screened the product” (Barriopedro et al., 2019). For example, Metro Trains Melbourne: 'Dumb Ways to Die'. In the advertisement, they tried to explain about the importance of using train more carefully to reduce the number of accidents that were taking place on its railway network. The trick is finding the right kind of humor to connect with the audience for the product. “Another point to consider when using humor in advertising is that some things are funny to some people, it is not a must also funny for another person too” (Kovindasamy & Emmanuel, 2017). This statement means advertiser should consider appropriate humor that does not contain any harassment to any identity or group.

i. Glamorization

Glamorization is an act of mentioning something in a more exciting and attractive way. Instead of saying ‘old house’, the use of ‘classic house’ is more attractive. Glamorization is the way of making something or someone more beautiful through certain phrase or clause in a statement. Glamorization is to make something seem better than it is and therefore more attractive: The main purpose is to describe something more and more in compare to the reality. Some word like

refreshing, newly-harvested, up to date, passionate, extravagant, and other expressions are more glamorizing in comparison to new, good, and fresh. The reason for using those expressions is definitely because of the extra meaning they have.

j. Potential word

“Potential words are words that can give new value, novelty or immediacy” (Grey, 2008). Potency in lexical is a term used for the unbounded list of potential words, where 'potential word' is defined as any word form that can be generated by the word formation rules of a language.

The meaning potential of a lexical item or a grammatical construction is the set of properties which together with contextual factors, including features of the linguistic co-text as well as various situational conditions, make possible all the usages and interpretations of the word or construction that language users find reasonably correct, or plainly reasonable in the actual situations of use. (Noren & Per, 2007)

Hence, the potential lexicon contains the actual or attested words plus the potential, but not attested words. In the brief explanation, potency are some words that is potential to be used regularly in the future. It can be something that is not following the right order of grammatical, yet has certain contextual meaning in current condition. The example for potential words are deprival from derive, and describal from describe.

2.1.2.2 Syntactic Features

Syntactic features of advertisement are short sentence, long noun phrase, ambiguity, imperative, simple and colloquial language, present tense, syntactic parallelism, association, ellipsis, and incomplete sentence. (Grey, 2008)

a. Short sentence

“Most experts would agree that clear writing should have an average sentence length of 15 to 20 words” (Plain Language Association, 2015). From that statement, it can be concluded that the sentence that has less than 15 words are considered as short sentence. In making slogan, the purpose of using short sentence is mainly to grab audience’s attention. Although, it can cause confusion if the writer put short sentence incorrectly. Writing simple and clear is important

in making slogans. It allows the slogan to be succinct and direct. Again, because long slogans are not easily readable in a short glance. Simple and short sentence make the slogans has clear meaning. For example: LG Life Good.

b. Long noun phrase

Long noun phrase is a group of two or more words. For example: *First automatic plate washing machine*. Like any noun, a noun phrase can function as a subject, an object, or a complement within a sentence. “A noun phrase contains a noun and a determiner. It is formed by adding some words in front of or in behind the headword or keyword” (Putrianty, 2020) A noun with any sort of modifier (including just a number or an article) is a noun phrase. As is the case with nouns, a noun phrase may act as a subject, the object of a verb or verbal, a subject complement or object complement, or the object of a preposition. In a study, a grammar expert stated that a noun phrase has 8 structures. Greenbaum (as cited by Putrianty, 2020) stated that there are 8 structures of noun phrases, as follows:

- a. Noun
- b. Determiner + Noun
- c. Pre modifier+Noun,
- d. Determiner + Pre modifier + Noun,
- e. Noun + Post modifier,
- f. Determiner + Noun + Post modifier,
- g. Post modifier+ Noun + Post modifier,
- h. Determiner + Pre modifier + Noun + Post modifier.

c. Ambiguity

A word that has more than one connotative meaning called ambiguous. The main purpose is to grab audience’s attention. “Syntactic ambiguity occurs when the grammatical order permits two or more meanings to emerge” (Kadlub, 2017). Ambiguous sentence or statement has no clear or certain meaning, therefore it could be interpreted into some different perspective. In terms of advertisement, advertiser wants to avoid generalized statements that could be applied to any brands or products. Instead, they usually want clear, concise and impacting messages that highlight things that make your brand and products

stronger than others. Ambiguity has often been used for the effectiveness of persuasion, which can be termed as strategic ambiguity.

d. Imperative

The use of imperative words is to give commands or orders. For example: talk less, do more. Imperative can be translated into direct command. Imperative meaning usually comes from present verb. The imperative mood is one of the four main verb moods in the English language. As opposed to verb tenses, which indicate time, moods indicate states. The imperative mood indicates the state of commanding. Here's an example of an imperative sentence: "Just do it" from Nike.

e. Simple and colloquial language

The use of simple and daily language makes advertisement slogans easier to deliver the message. For example: it ain't half good. "An expression is said to be ambiguous when more than one interpretation can be assigned to it" Leech (as cited in Rohmaniah, 2017). One sentence can have more than one meaning, it called ambiguity. Linguistics ambiguity is a quality of language that makes spoken or written text open to multiple interpretations. It often occurs because words and phrases can have multiple meanings. Ambiguity has often been used for the effectiveness of persuasion, which can be termed as strategic ambiguity.

f. Present tense

Present tense creates the meaning that the advertisement is happening now. It makes people relate to the advertisement whenever they see it. "Present tense implies a universal timelessness" (Grey, 2008). Present tense is a grammatical tense which the main function is to locate a situation or event in the present time. The present tense is used for actions which are happening now. In order to explain and understand present tense, it is useful to imagine time as a line on which the past tense, the present and the future tense are positioned. The term *present tense* is usually used in descriptions of specific languages to refer to a particular grammatical form or set of forms; these may have a variety of uses, not all of which will necessarily refer to present time.

g. Syntactic parallelism

“Syntactic parallelism is a repetition of formal patterns of two or more similar ideas in similar structural form” (Leech, 1972). For example: Keep simple, keep cool. Parallel syntax (also known as parallel construction and parallelism) is a rhetorical device that consists of repetition among adjacent sentences or clauses. The repeated sentences or clauses provide emphasis to a center theme or idea the author is trying to convey. Syntax is the structure of a sentence, so this can also be called parallel sentence structure. This rhetorical tool improves the flow of a sentence, making it more concise by eliminating unnecessary words that could distract the reader from the main point. Parallel structure is like the derived conjunction analysis because it assumes several underlying complete sentences. As long as the phrasal structure is similar, it can be considered parallelism. For example: I am washing the clothes and he is cleaning the room. The pattern of that sentence is pronoun-present continuous verb-noun.

h. Association

The use of *like* or *as* to implies association between two words or phrase of different meaning. For example: *clear as no glass*. The word ‘as’ associate clear and no glass to create a meaning that the product could make glass very clear as if there is no glasses. In semantics, *associative meaning* refers to the particular qualities or characteristics beyond the denotative meaning that people commonly think of (correctly or incorrectly) in relation to a word or phrase. A word can sweep by your ear and directly suggest hidden meanings, preconscious association. Just like these words: *lemon*. We know the mean literally that it is a fruit, but people have associations with those words that are cultural, as well as your own personal associations. When people hear a word “lemon”, what come directly in mind are acidity, sour taste, yellow, watery, etc.

The associative meaning of a word often has very powerful communicative and argumentative consequences, so it is important to mention this aspect of meaning. In the sample of this research, there are only two slogans that has associative meaning. It comes from the noun involved in the slogans.

i. Ellipsis

“Ellipsis is the omission of words which still can be understood to make advertisement more interesting and simple” (Grey, 2008). One of the example is: *Coffee, what else?*. It makes the slogans does not follow good grammatical rules. Ellipsis is the omission from a clause of one or more words that are nevertheless understood in the context of the remaining elements. *He will help, and she will (help), too*. The second word *help* could be omitted and the sentence still keep the same meaning as the previous

j. Incomplete sentence

“According to rules of grammar, sentence structure can sometimes be quite complicated. For the sake of simplicity, however, the two most basic parts of a sentence are the *subject* and *predicate*” (Butte College, 2021). .Incomplete sentence is effective to simply deliver the main point of the slogans itself, without making it too long.

2.2 Advertisement

2.2.1 Advertisement Definition

Advertisement is commonly known as the activity of placing promotional tools in mass platforms to ask audience to do something. Advertisement is the result of an activity called advertising. Richard et al. (2011) states “advertising is a paid, mediated, form of communication from an identifiable source, designed to persuade the reader to take some action, now or in the future.” Advertisement needs a platform to publish it, usually a well-known and familiar platform such as television, radio, newspaper, etc. Advertisers pay to the platform as the benefit for placing their advertisement. It is because the platforms provide them audience, which is the target of advertisement persuasion. The action that an advertisement asks to the audience could be buying a product, saving money, voting political candidates, or stopping smoking. Those actions could only happen if the content of the advertisement present attractive content. In brief, advertisement is the way of presenting a product or service to introduce it and create impacts through paying a media or platform.

Ivanovic and Collin (as cited by Durmaz, 2011) states that “Advertising is the business of announcing that something is for sale or of trying to persuade

customers to buy a product or service”. The reason why advertising called as business is because company usually ask third party that is expert on making persuasive advertisement. The advertisement is a method of giving information to persuade society to buy certain product. The product could be new coming product that aims to introduce it, or existing product that aims to maintain the trust of people about the product. That means the goal of advertisement is not only to introduce the product to the society to be new customer, but also to maintain the existing customer become loyal. Therefore, the business of advertisement always tries to persuade people due to its purpose on increasing the products selling.

2.2.1 Advertising Language

Advertisers tend to use persuasive language in making advertisement. “In advertisement, language has a role to reflect the naturality of use value toward product commodity or service which are advertised”(Widyahening, 2015). Understanding that advertisements are made to make people to do something, the command is delivered by making them trust to the product through persuasive language. “Persuasive means to persuade or influence subtly to the other person.” (Kubro & Imam, 2019). Meanwhile Simons (as cited by Sari, 2018) define persuasion as “human communication designed to influence the autonomous judgement and actions of others”. To make sure that the advertisement could successfully command people, the language is the main aspect. Therefore, in order to make successful advertisement, the persuasive language function is the main factor.

Advertising language takes on an expressive function through using hyperbole or other features.

To convey the persuasive message of advertisements, advertisers often use some Linguistics features, such as hyperbole, repetition, glamorization, and some syntactic features, such as short sentences, long noun phrases, and ambiguity (Grey as cited by Permatasari, 2016)

Those features are used to make special meaning. The hyperbole feature is the way of describing something in a way that is much greater than the real condition. For example: this chocolate could make your mood fly to the moon.

Advertisers utilize the choice of words that have the ability to build a self-image for their products. For example, the word luxury, premium, exclusive, elegant, and others. (Kubro & Imam 2019). If a product is described as premium product, people tend to use it because it makes them proud. Therefore some special features could make particular meaning.

2.3 Slogans

A slogan is a short word or a group of words regularly used by the advertiser to impress upon the readers, a basic idea about the product. “A slogans is a short, simple, clear, catchy and colorful word, which is used to attract and hold the attention of the customer”(Chitra, 2018). The word should be simple because advertisement has to adapt to the limited time. Advertisement has limited time because it is usually placed among other contents. In a television, advertisement is placed among the shows which if it is too long people more likely to ignore it. Another example is the advertisement in newspaper is placed among some articles which people usually only glance in some seconds. Therefore, the use of short and simple sentence is the only way. More importantly, it should also be attractive because in that short period of glance the advertisement should be able to make people recognize the product. That is why advertisers always innovate the way of making advertisements, to make sure it can impress its audience.

“Advertising slogans and promotional tools enable companies to introduce themselves, their products, or services. (Abdi, 2013)” The content of every advertisement should represent the identity that a company want to build. If the company wants to be seen professional, the advertisement can show how the product being produced with high quality technology. The use of slogans is the main aspect to be considered because it is the first thing people read in the advertisement.

Slogans are the most effective means of drawing the attention of the general public or consumer base to one or more aspects of a product, while visual or audio materials, only help to consolidate the slogans in the customers' minds (Skorupa, 2015).

The statement means that in order to reach the attention of public, slogans are the main aspects. Meanwhile other aspects like videos or images are only supporting aspects to deliver the advertisement. It is because the attention of public is easily attracted by the short slogans. Therefore, Slogans should not only contain short group of words, it should state words that are easy for people to remember it. For example : Suzuki, way of life. If people hear about Suzuki then what comes in their mind is “way of life”. The slogan also makes people think that Suzuki is a good choice in life. It can help company to be remembered easily. Therefore the slogans should be formulated as good as possible to create good image of the company and catch public attention.

Based on Chitra (2018), There are seven characteristics of a good slogans. First, the slogans must be short and convenient. It means the sentence should not contain complex structure and hard to be understood. Second, it must be pleasing. The sentence should be giving friendly meaning. If it is in a form of sounds, make sure that the sound is smooth and pleasant. Third, it must deliver sales strategy in a compact form. Fourth, slogans must affect the audience to buy the product. The content of the slogans should use persuasive words. It can be the benefit of products, testimonies, or challenge. Fifth, slogans must have memorizing value. Sixth, slogans should be innovative. The existing slogan with small changes is not a wise choice. Seventh, it must not contain any misleading or exaggerative words. This kind of slogans only creates conflict. For example: vilifying other brands. All in all, a good slogan should be able to fulfill these seven characteristics.