

CHAPTER II

LITERATURE REVIEW

2.1 Advertisement

The definitions of advertisements from three different experts. According to Morissan (2018) as cited in Najmuddin (2019), advertisement is one of the most popular promotion method, it is because advertisement can reach many customers. Therefore, it is common for people to use advertisement to promote their product. Besides, advertisement is a marketing strategy to promote products. In addition, advertisement is one the effective method to deliver a message about brand perspective or to educate the customer (Kotler, 2012). Moreover, advertisement is paid activities for promoting ideas, products, or services. From the explanation above, it can be concluded that advertisement is paid activities for promoting the ideas, product or services to deliver a message about brand perspective.

Cook (2001) divided advertisement based on its medium. There are magazine, newspaper, radio, television and internet.

2.2 Genre Theory

Bhatia (2002) stated that Genre analysis is the study of the language use in an extensive sense to examine the way text is constructed, interpreted, and exploited in particular context to accomplish specific purpose. In addition, Swales (1990, pp8-10) defines genre as forms in particular discourse with the purpose in achieving the communicative purpose through “socio – rhetorical” activities of writing. The word genre comes from France word. Genre has a meaning “kind” or “class” and it is originally from Latin. Genre has become a framework in the last two decades. The term of genre many used in rhetoric, literary, theory, media theory, and linguistic (Bawarshi & Reiff) 2010).

2.3 Rhetorical Moves / Step Analysis

Swales (1990) presented move analysis as a methodology for investigating rhetorical structure of texts. He suggested a three-level genre model; communicative purpose, move structure and rhetorical strategies. According to his model, a genre can be broken down into various move structures.

“Rhetorical Moves is a term introduced by linguist Swales to describe a particular rhetorical or linguistic pattern, stage, or structure conventionally found in a text or in a segment of a text.” (Nordquist, R, 2018).

Rhetorical Move/Step Analysis Swales (1990) points out that texts can be divided into units or “moves” depending on the communicative purpose each unit serves. A rhetorical move refers to a section of text that performs a specific communicative function. Moves have individual functions, however they also contribute to the overall purpose of the genre (Biber et al, 2007). Some genres have simple move structures, whereas others comprise of complex move structures.

A move is defined as “a discursal or rhetorical unit that performs a coherent communicative function in a written or spoken discourse”. Moves are represented by words or phrases that are used to convey meaning, provoke a response from a listener or reader and to persuade during communication. (Swales, 2004, p. 228). Swales also adds that a move in a text can be identified by recognizing the functional role of the move in the text. The identification of a move may involve a sentence or a paragraph. Each move may consist of sentences or paragraphs, which serve a specific communicative purpose. Furthermore, the collection of moves shapes the global communicative purpose and the rhetorical structure of a text.

The model identifies the steps within moves found in research article introductions. After moves and steps in a genre have been identified based on their function (i.e., communicative purpose), the analysis is usually continued by an investigation of some linguistic realizations of the genre purpose(s).

Researchers can investigate linguistic realizations by identifying the linguistic features that characterize moves such as the use of tenses, verbs, voice, or pronouns. The purpose of such integration of move/step analysis and lexicogrammatical analysis is to capture how moves are linguistically constructed in texts belonging to the same genre (Joseph et al., 2014).

A wide range of academic genres and disciplines has been investigated by adopting the rhetorical move-analysis framework of research article introductions (Swales, 1990, 2004). The application of the framework has been extended to other genre including business genres such as application letters (e.g., Henry & Roseberry, 2001), sales promotion letters (e.g., Bhatia, 1993; Yunxia, 2000), job applications (e.g., Bhatia, 1993).

2.5 Persuasive Language

According to Olson, J. M., & Zanna, M. P. (1993) persuasive is change in attitude caused by the information from others. Meanwhile definition of Language itself, according to Verderber (1999) “Language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area or the same cultural tradition” (p.52). It means, language is words for communicating between people in the same place or culture. Moreover, Marhaeni (2012:239) defined language as “bahasa sebagai alat komunikasi merupakan suatu kode atau sistem simbol yang digunakan untuk menyampaikan pesan verbal.” It means, language as a communication tools are code or sign used to deliver verbal message. Thus, from the previous explanation, Persuasive Language can be defined as sentences that able to attract customers’ interest and convince them that reading experience is important (Tarigan, 1994).

2.6 Copy

Adeleye (2003:256) described a copy from the viewpoint of advertising as the verbal (spoken or written) elements of an advertisement message i.e. the headline, the name and address of the advertiser as well as the text itself. It means

copy is a text in the advertisement that contain headline, the name and address of the advertiser. Besides, Jefkins (1976:1) explained a copy means the wording of any advertisement, whatever the medium. Thus, copy is a text in the advertisement.

2.7 Theoretical Framework

2.7.1 Analytical framework

There are many framework to examine the rhetorical moves in the advertisements. The writer used the framework modified by Bhatia (2004), Kathpalia (1992) and Labrador et., al (2014). At the first two moves (Identifying Product and Purpose) were adopted from Labrador et al., (2014). The next frameworks' moves namely Justifying the Product, Testimonials, Establishing Credentials and Urging Action were adopted from Bhatia (2004) and Kathpalia (1992).

Move 1 Identifying Product and Purpose

1. Move 1 Step 1 Referring to the manufacturing company
Referring to the manufacturing company describes about where the advertised product manufactured.
2. Move 1 Step 2 Naming the product
Naming the product tells about name of the product.
3. Move 1 Step 3 Pricing
Pricing tells about the price of the product that being advertised.
4. Move 1 Step 4 Targeting the market
This move describes the target market of the advertised product.
5. Move 1 Step 5 Extra details
Extra details give the advertisers chance to describe that connect with shape, size, colour to fulfil customers' need to know about the advertised products. For instance, it comes with travel size.
6. Move 1 Step 6 Illustrating the product with a picture

Move 2 Describing the product

1. Move 2 Step 1 Objective Characteristics
 - a. Move 2 Step 1 Sub-Step 1 Listing Features

Listing Features refers to the ingredient of the advertised products that make it attractive and unique.
 - b. Move 2 Step 1 Sub-Step 2 Listing Models

Listing Models refers to the variation of the same product.
 - c. Move 2 Step 1 Sub-Step 3 Instruction of Use

This move provides the instruction on how to use the advertised product.

2. Move 2 Step 2 Persuasive Characteristics (Labrador et al., 2014).
 - a. Move 2 Step 2 Sub-step 1 Evaluating Product Positively

This move plays an important role. This move is essential because it shows that the advertised product has benefit and. The qualities of the product deliver through the positive adjectives to help the advertiser reach their goal.

Move 3 Justifying the Product

Justifying the Product is an effective method to build a positive brand image of the advertised product. This has a purpose to persuade the viewers that the advertised product able to resolve the problem in real life.

Move 4 Testimonials

Testimonials are the opinion that given by the customers that already use the advertised product. It is helpful for the potential buyer, because they can use the feedback as the reference before buy the product.

Move 5 Establishing Credentials

Establishing Credentials has a purpose to promote the brand or company to make the viewers' trust the products. For instance, "with 10 years of expertise in fashion"

Move 6 Urging Action

In this move, the advertiser hope that the viewers will take an action, visit the social media to know more the advertised product or buy it. This can be used by mentioning the phone number, social media, website, and email address.

2.7.2. Linguistic Framework

The writer used framework Grey (2008) to examine the persuasive language in the advertisements. Grey as cited in Melynda, M. J. L. (2017), explained there are two major features of the advertisement language style. They are lexical features and syntactic features.

A. Lexical Features

Grey (2008) explained lexical is a study of the words in language that have meaning and grammatical functions. As stated by Bilal et al (2012), lexis is the total vocabulary that makes a language. Words used in a language are its lexical. Thus, lexical features are features in the form of words that use in the advertisement.

1. Hyperbole

Hyperbole is an exaggeration in speech in the literary device. It is used to express feeling.

2. Neologism

Grey (2008) defined Neologism is a combination of two or more words to form a new word. For example, the word “brunch”. It contains of two different words, breakfast and lunch.

3. Weasel word

Weasel word means the word has not specific meaning (Grey, 2008). For instance: *Supports, Helps, is useful, improved, gains, better, works, seems,*

effective, almost up, like, as many as, and most. Weasel word can make the customers think about the product. Therefore, the advertisers will use the words that can grow customers' curiosity.

4. Familiar language

Familiar Language has function to give an impact that viewer being involved in the advertisement. As stated by Grey, the use of pronoun as the familiar language will give friendly impression (2008). Therefore, advertiser can use familiar language to catch the viewers' attention.

5. Simple Vocabulary

Advertisements should use simple vocabulary. It will make the customer understand the meaning of the sentence easily. It is can be using slogan, or daily vocabularies.

6. Repetition

Grey (2008) defines repetition is to make advertisements more interesting. There are three types of repetition such as alliteration, rhyme, and rhythm. The first type is alliteration. Alliteration is the initial consonant sound of a word repeatedly to produce not only rhythmical but also musical effect. The second type is rhyme. Rhyme is identity's sound of pattern between words extending from the end to the last fully accented vowel. The last type is Rhythm. Rhythm is a regular pattern that produced by varying the stressed and unstressed syllables of the words.

7. Euphemism

Euphemism means the word has a fake meaning. It is useful to prevent something not appropriate being heard. As stated by Grey (2008) that Euphemism is a type of figurative language that has a connotative meaning.

8. Humour

The sense of humour in advertisement has functions to entertain the viewers. It is also to attract the customers' attention. Thus, if the customer impressed with the products, they will give their attention to the advertised the products.

9. Glamorization

Glamorization has a function to enhance the message in advertisement. In order to do that, the advertiser will merge the unfamiliar words in a daily speaking. The purpose of this feature is to give values to the advertised product.

10. Potency

Potency has function to attract the customers' attention to buy the product. The advertiser can use words that can build the viewers' attention curiosity. Grey (2008) explains the definition of potency is the word that has function to give value, novelty or immediacy.

B. Syntactic Features

1. Short sentence

In advertisement, customer prefer the short sentence to long sentence. As stated by Grey (2008) the purpose of short sentence is to engage the viewers' attention. Thus, the use of short sentence will make the viewers' easier to get the point from the advertisements.

2. Long Noun Phrase

Long noun phrase has a function to describe the product. Advertisers use long noun phrase to describe the products in more than three words or two or more independent phrases. Thus, it can impress the customer (Grey, 2008).

3. Ambiguity

Copi (1978:110) defines ambiguity as a word or an expression which has two distinct meanings in which the context of its use does not make clear which meaning is intended. It means ambiguity is a word, phrase or a sentence with an unclear meaning. The use of Ambiguity can make the customer become curious, so they will search for more information.

4. Use of imperative

Imperative sentences express command, request or advice. It means the function of advertisement is to give a command, request or advice to the viewer.

5. Simple and Colloquial Language

Advertisements use daily-life language. It means in advertisement, there are slang words. Slang words are categorised as Simple and Colloquial Language.

6. Present tense

Advertisement use present tense because it happens now. because it tells about the fact of the advertised product.

7. Syntactic Parallelism

According to Leech (1972), parallelism is a repetition of formal patterns of two or more similar ideas in similar structural forms. For instance, “healthy food, healthy life”. The word healthy is repeated, so the sentence look interesting for the audiences. Because they have similar patterns.

8. Association

It is stated that advertisement has to relate with other thing in a positive way. It is use words *as* and *like*. For instance, “like mother like daughter”

9. Ellipsis

Goddard (2002) states ellipsis is deleting a structure part without changing the meaning of the structure. In other words, the advertisers make the sentence shorter. The function of ellipsis is to make the sentence less formal so it will make the advertisement more interesting.

10. Incomplete Sentence

Grey (2008) stated incomplete sentence as one of syntactic features. A complete sentence consists of subject and verb. To see if a sentence is complete or incomplete is to check if the sentence expresses a complete thought. If there is not a complete thought in the sentence or if you feel left hanging when you read the sentence, it probably is incomplete.