CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter describes the theory of advertising as discourse, techniques of persuasion in advertising, lexical choice and the previous study.

2.1. Advertising as Discourse

Goddard (2001:1) states that advertising is so familiar to contemporary environment that it may seem odd to ask what an advertisement is. Advertising is always around us, both in printed and electronic media. People easily find advertisements on the roads, newspapers, magazines, television, internet, etc. But they are infrequently recognized them as a form of discourse. Advertising basically is a type of discourse, as a system of language used by the writers to communicate with their readers.

Meanwhile, Fairclough (2003:20) mentions discourse has two meanings. Abstractly, as an abstract noun, discourse means language and other types of semiosis as element of social life. Then concretely, discourse as a count noun means particular ways of representing part of the world. Discourse is an element of social practice. Since one way of acting and interacting is by speaking or writing, discourse is believed as part of the action. Then, discourse figures in the representations which are always a part of social practices. Representation is clearly a discoursal matter. We can clarify different discourses that may represent the same place of the world from different perspectives.

2.2. Rhetoric

Hesford and Brueggemann state that rhetoric is the art of persuasion (2007:2). Although the term rhetoric is frequently used to associated negative meaning, for instance, "It's just rhetoric" or "Nothing but rhetoric". People assume that rhetoric has no meaning. Actually rhetoric is not exactly true, but also not extremely nothing. Rhetoric always expresses something to people. It has aim to persuade somebody.

Cockcrofts (1992:3) state that Aristotle devided means of persuasion into three main categories. They are permanent working principles of persuasion. The

first principle is ethos, persuasion by using personality and stance. The second is persuasion by arising emotional engagement, known familiarly as pathos. The last is logos. It is kind of persuasion by using reasoned arguments.

2.2.1. Lexical Choice

The three principles, ethos, pathos and logos, determine the lexical choice (Cockcrofts, 1992:115). They influence, in this term, the advertisement to choose the right words in a given context. Although the main responsibility of a media is to give explanation about facts (logos), the involvement of political and emotional bias (ethos and pathos) cannot be avoided. In advertising, an advertisement does not only suppose to provide facts but also adds emotive lexis (p. 16-17).

2.3. Persuasion

Canavan (1974:252) states that persuasion is the art of convincing a person, usually a group of people, to receive a thought that you have made about someone, something, or some ideas. Persuasion can be as simple as changing your friend's mind not to go to the cinema, but going for a concert instead. It can be as important as convincing the people of a country to elect a certain candidate of president. While in advertising, persuasion is mostly used to commonly attracting consumers to purchase or use, or to change their attitudes and idea.

2.3.1. The Techniques of Persuasion

Brierley (2002:151) describes that advertisements have used models of behaviour to express their idea since the inter-war years. They have looked for the way how to explain and understand their target market. Models of consumer behaviour have also been developed to build advertising which produces the expected response.

Creatives of advertising agencies have worked to a behavioral model which is popular as AIDA: Awareness, Interest, Desire and Action. In this case, the aim of the advertising is to increase awareness then stimulate interest that will lead to desire and finally action to buy. The action might often need no long time to take place, not until the next day, week, or even year. Sometimes in a car advertisement, an action for purchasing happens for instance. Therefore, the

advertisements have to make many advertisements in the same or different media/shops to strengthen the sales persons' work.

2.3.1.1. Raising Awareness

Raising awareness is one of the persuasion technique to make people remember, be aware, realize and consider about some ideas or facts related to the product inside the advertisement. Brierley stated, there is always competition in advertising. Advertisements have to compete with others in media, frequently with editorial and with saturation of consumers (2002:145). Some of the creatives see that there is two categorized gender in interests and social life. Therefore it is easily increase the attention of women by the image of using animals, royalty, weddings, babies, fashion and astrology. While sport, sex, cars, politics, wars and disasters can be used to get through a man.

This technique is often employed by involving readers into the advertisements, or giving them some advice. Popular brands use the words "new" and "improved" to maintain brand loyalty and to make existing consumers feel that the products are improving all the time. Hopefully, this will encourage the customer to try to purchase. A brand should also give general dictum that contains information about facts. It is a short explanation, especially one expressing advice or a general truth.

2.3.1.2. Expressing Proximity

Proximity includes elements of the ads that directly affect the life of the market target (2002:152). As Brierley cited from Crompton (1987:86), that the copywriters of an advertising often utilize the word "you" in the text much more than the words "we" or "I". This is aim to deliver the message more closely to the audience. This is one of the example ads expressing proximity, "A mix of protein, carbs and fiber helps fill you up".

2.3.1.3. Sustaining Interest and Winning Consent

Advertisements believe that consumers have wrong perception in accepting advertising messages (Brierley, 2002:157). That's why many of them have become not affected to persuasive form. They also become immune to the content of advertising messages. Creatives then do effort to produce the better advertisements, by employing unusual and attractive storytelling, jokes and self-

parody to stand out the ads and destroy the consumers' wrong assumption about advertisements. Sustaining people's interest can also be applied by presenting a credible expert who supports the product's superiority. It will increase the consumers' trust and persuade them to try the product.

2.3.1.4. Performing Fear, Guilt and Insecurity

Some advertisements may contain fear and anxiety. For example, fears about getting sick, fat, hair loss, etc. Many ads nowadays have anxiety inside their promotion. People perceive advertising containing anxieties; problems with face, skin, home decoration, loss of job, esteem and even social status (Brierley, 2002:165). Then the advertisements come with their products to solve their fear, anxieties and problems. They use the advertising language to 'help' and persuade their consumers to buy their products.

2.3.1.5. Testimonial

Sutherland (2008:120) asserts that testimonial can be employed to boost consumers' attention. It is commonly used in electronic and printed advertisements. Testimonial is a basically real person endorsement that is intended to increase the natural advertisement by using word-of-mouth. The advertisements may present a doctor or an expert who describe the superiority of the products. They also often show 'ordinary people' who appear to be like us and explain their satisfaction of the product. For example, a commercial TV program that show a woman wearing slimming suit. She might state that her former weight was 70kg, and it decreases to 60kg after wearing the slimming suit for several months.

2.3.1.6. Celebrity Endorsement

Sutherland (2008:81) asserts that the choice of brands can show someone's self identity. Some international celebrities such as Paris Hilton, Tiger Woods, Charlize Theron, Brad Pitt, David Beckam etc. have earned well to endorse brands like Nike, Pepsi, Tag Heuer, Motorola, Loreal and Raymond Weil. In Indonesia, we know Dewi Sandra who endorses beauty brand Wardah, Agnez Mo who become the model or celebrity endorsement of herbal product Fresh Care, and many other examples. By consuming and performing the endorsed brands, people's mind will be strengthened toward identification and closeness with the

celebrity's character. Then people tend to emulate the character and identity by using the products.

2.4. Cohesion

Cohesion refers to the relation of meaning in a text. It is the source of the text that has meanings related to its semantic environment (Halliday and Hasan, 1976:4). It is manifested through ties in which every one of them refers to a single instance of cohesion and expressed partly through grammar and partly through vocabulary. That is why there are grammatical cohesion and lexical cohesion.

Cohesion is examined based on the sentence. That is because a sentence is the highest grammatical structure and can determine how cohesion is expressed. For example, when the same word is mentioned twice, there are rules ordering if the second word will be mentioned again or referred by pronoun. These rules are determined by the sentence structure.

2.4.1. Types of Cohesion

Halliday and Hasan (1976) categorize cohesion into grammatical and lexical cohesion. The grammatical cohesion includes reference, substitution, ellipsis, and conjunction. Meanwhile, lexical cohesion includes repetition and collocation. This is because both of them come from two different elements. They are grammar and words.

2.4.1.1. Grammatical Cohesion

The grammatical cohesion is determined by the use of the grammatical elements of the text that expresses the semantic relationships within and between the sentences. It includes reference, substitution, ellipsis, and conjunction. In this case, reference and conjunction are described.

2.4.1.1.1. Reference

Reference utilizes other signalling word to refer particular thing in the same semantic. It requires referential meaning to interpret what signalling items represent. That is why reference is defined as a particular type of cohesion which has specific meaning of information that is referred to.

Reference has similar characteristics as definite articles. It carries specific meaning that can be achieved through context of situation which is found in

reference. Also, the item that is being referred to should have the same or similar semantic properties, e.g. similar part of speech.

2.4.1.1.1.1. Personal Reference

Personal reference represents a single system of person (1976:43). Generally, the personal reference involves personal pronouns, possessive determiners and possessive pronouns.

For instance:

Susan was sad. She has lost some money.

The pronoun 'she' in the sentence above refers to Susan in the previous sentence

2.4.1.1.1.2. Demonstrative Reference

Demonstrative reference is especially for verbal pointing (1976:57). The reference is identified through the scale of proximity. The functions are as modifier, head or adjunct. The words 'this' and 'that' refer to singular participant. Meanwhile, the words 'these' and 'those' are used to refer plural participant. Then the words 'here' and 'there' are used to refer a place, while the words 'now' and 'then' indicate time.

For example:

Raina goes to Malang. She will spend her holiday there for a week.

The word 'there' here refers to Malang at the previous sentence.

2.4.1.1.1.3. Comparative Reference

Comparative reference is a kind of reference that shows if two things are similar or different (1976:77). It is also used to compare the quantity and the quality of things. The comparison is expressed by adjectives and adverbs. The adjectives of comparison are same, similar, equal, different, else, better, more, etc. Meanwhile, the adverbs of comparison can be the words like so, less, differently, such, likewise, identically, similarly, otherwise, so, and others.

In addition, the comparative reference is classified into two types based on the aspect of comparison. They are general comparison and particular comparison. In general comparison, the likenesses of two objects are compared. For instance,

You are like your mother when you are smiling.

The word 'like' here compares the participant 'you' and 'your mother'.

On the other side, the particular one states the comparison between things based on the quantity or the quality. For example,

The sport car is more expensive than the city car.

The word 'more' here indicates the particular comparison in the matter of the cars price.

2.4.1.1.2. Conjunction

Conjunctive elements are primarily devices to create cohesion by the virtue of their specific meanings. It means that they by themselves express certain meanings and their meanings enable them to presuppose the presence of the other elements. They can relate to the preceding or following text. By specifying the way that is the next is semantically connected to what has gone before, conjunction can establish the semantic relation.

In the point of view of cohesion, conjunction is seen from their actual sequence in the text. It is because in connecting the sentences, sentences of a text can only follow one after the other. Hence, the focus is not semantic relation,butit is their function in relating linguistic elements that occur in succession (sequence). Again, conjunction is not only a matter of connecting two sentences, but also relating two events semantically.

There are four types of conjunction. They are additive, adversative, causal, and temporal (1976:238). They have different signal words and they relate sentences in different ways based on their actual meanings. The additive and adversative conjunctions are discussed below.

1.   Additive Conjunction

Additive conjunction refers to a kind of cohesion that structurally appears and coordinates each other. It is used to add more information, facts or ideas which are related and support the previous sentence. They have no anything expressed contrary. It means that it depends on the structure of the sentence. They are tied to structural coordination and express the succession of two independent elements. The conjunction marker can be and, also, not only…but also, in addition, besides, further, furthermore, moreover, etc.

For instance,

She is not only a diligent student but also a hard worker

In the sentence above, the writer wants to give additional information about the character of the participant.

2. Adversative Conjunction

Adversative refers to the contrary expectation (1976:250). The connection in the adversative relation is gained by contrasting two statements. These are some conjunctions which are classified as adversative conjunction: but, in contrast, yet, instead, nevertheless, even so, still, however, etc.

For example:

Robert came to the campus, but he did not join the literature class.

3. Causal Conjunction

Causal conjunction is used to describe the cause or effect of something. The causal conjunction words are because, so, as a result, due to, in order, therefore, in case, in this way, so that, etc.

For example:

We cannot go camping today because it is raining.

2.4.1.2. Lexical cohesion

As previously mentioned, the lexical cohesion is constructed from the vocabulary. Halliday and Hasan(1976) mention that the lexical cohesion refers to the cohesive effect by non-grammatical elements or the selections of vocabulary. The lexical cohesion appears in discourse by means of reproducibility and co-occurrence. Reproducibility relationship (reiteration) includes the original words (repetition), synonyms, superordinate and general words. Meanwhile co-occurrence relationship (collocation) refers to the tendency of common occurrence.

2.4.1.2.1. Reiteration

As previously mentioned, reiteration is a type of lexical cohesion that establishes the semantic links by means of using repetition, synonym, superordinate, and general word. Repetition refers to re-writing the same word in another place as the item being referred. Synonym includes the words that have similar meaning to the word that is being referred. Superordinate is a means of establishing semantic relation by mentioning the word that has more general

classification that the word that is previously mentioned. General word refers to the most general category of the word being referred. All shares the same purpose to establish the link semantically based on the presence of lexical items.

Reiteration often refers back to the previously mentioned item. It connects the words anaphorically. It functions as cohesive reference. Reiteration solely depends on the words that are mentioned in the text. It is mainly textual cohesion.

2.4.1.2.2. Collocation

Collocation refers to tendencies of common occurrence. It does not depend on any semantic relationships. The tendency is derived from the same lexical environment. In other words, it should have similar context since similar context will generate a cohesive force if they occur in adjacent sentences. With this regard, some researchers might recognize this kind of lexical item as one of the potential element to cause a problem in written discourse analysis. Even, several researchers refuse to deal with this. It is because it is difficult to determine for sure whether cohesive relationship exists or not. Despite of this characteristic, collocation is mainly textual, for the context is mainly found in the text.

2.5. Previous Studies

There are three previous studies which are related to the persuasion on advertisements. The first research was conducted by Kenechuku S.A., Ezekiel S. Asemah and Leo O.N.Edegoh (2013). They studied about the language of persuasion behind advertising. Kenechuku et al stated that as a paid tool of marketing communication, advertising is structured and composed information. It is kind of public communication of information. They also argued that the persuasive nature of advertising has created critical opinion and controversies because advertisements are regarded to attack some people to buy, frequently, unimportant and useless products. However, the authors emphasized the language of advertisements that is designed to use persuasion technique to catch consumers' interest. They used the theory of Meyrowitz (1985) and Cutlip (1978) about principles of persuasion. They are identification principle, action principle, principle of familiarity and trust, and clarity principle. The result of the study, they found several persuasive techniques of advertising. The techniques are name

calling, plain folk, card stacking, bandwagon, glittering generalities, bait and switch, testimonials, humour, and creating advertising appeal. In short, the persuasive language of advertisement attempt to boost consumers' interest by presenting the products' functions and superiority; and engaging the individual's emotion.

The second researcher is Lilis Dwi Cahyani (2014) who has studied about the discourse analysis on persuasion technique used in Smartfren advertisement. This study focuses on finding out the way of the ads and how the way of the persuasion techniques are implemented on the television commercial ads. The author utilizes the theory of Guy Cook and Gorys Keraf to explain the connection between the advertisement's way of persuasion and how the way the advertisement persuades the people. As the result, the researcher found that the commercial clip of Smartfren advertisement mainly combines images, music (lyric), talk and writing. On the way of persuasion, the author also identifies that some techniques of persuasion are employed. They are rationalization, identification, conformity and suggestion. They are all connected to the principles of persuasion, such as personal character, controlling emotion and showing evident needed to the audiences.

The third study comes from Ilz Oļehnovičaa, Zaiga Ikereb and Solveiga Liepac (2016). They wrote about metaphorical meaning in printed advertisement. Ilz and the partners argued that the relationship of literal and metaphorical meanings is frequently used in creating images in advertising. Not only literal but also metaphorical meanings of a linguistic unit provide message of advertisement. Focusing on language use, the authors distinguished seven types of meaning: conceptual, connotative, collocative, social / stylistic, affective, reflected and thematic. The authors also described that the effect of double reading is created by the help of a phenomenon visualized in an advertisement. Further, the researchers tried to compare some advertisements which contain different advertisement texts, idioms and illustrated pictures. The result of the study showed that the interplay of literal and metaphorical meanings in advertising is employed to increase that the readers see and understand the whole semantic space implied in the linguistic unit and its visualization.