

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

In this chapter, the theories and earlier studies that underlie the problem of analysis are presented. It is divided into two parts. The first part is the review of related theories that discuss about the principle of language in advertisement, theory of slogan, the theory of stylistics, theory of figure of speech, and theory of meaning including denotation, connotation, and theory of pragmatics about intended meaning, context, and schemata. The second part is review of related theories. It consists of the figure of speech and its figurative meaning used in the language of cosmetics advertisements in Cleo magazine (marlina, 2006), the study of slogans in Coca cola advertisements (sari, 2007).

#### **2.1 Review of Related Theories**

##### **2.1.1 Principles of Language in Advertisement**

According to Dyer, catching our attention and imagination and aiding memory are the primary functions of advertising language (1982: 140). The first thing that an advertisement has to be is to be able to attract attention to the readers. It has to be able to make the readers stop and stare then the message finally can be transmitted. The second one is it has to be imaginative. If an advertisement is obliged to be imaginative, it means that the advertisement should make the readers figure out about the message that the advertiser intended to but not in dull way. The third one is aiding memory. It means that in order to build a deep impression to the readers, the advertisement must be written in such a way that it can transmit the information from the advertisers to the public, create interest to the individual, and cause the desire on the individual to buy.

Furthermore, more often advertising language attracts attention to itself by being colorful and imaginative, and sometimes involves stretching or breaking the rules or conventions of normal. These use of language sometimes called figurative (1982: 152). Hence, the figurative in advertisement would be brought

up to the surface to be able to observe further about the using of figures of speech in Coca cola slogans.

### **2.1.2 Theory of Slogan**

Slogan is related to the attention seeking in the language of advertisement. In Goddard's view slogan is a phrase designed to be memorable attaching to a product or service during a particular advertising campaign; is suggested for a phrase which is used by a company throughout all its advertising campaign (1998: 125). Moreover, slogans are short, simple, memorable, easy to repeat and most important, helpful in differentiating the product or the company from its competitors (Arens, 1998: part. III). It means that slogan has to be creative enough to attract people's attention or to suggest an idea quickly.

Therefore, Slogan is an important part in an advertisement. According to Alstiel and Grow, slogan is the catchphrases that appear after the logo in a print ad or at the end of the commercial (2006: p.165). It is the first verbal thing that will be seen by the readers. It means that slogan is a determinant whether an advertisement is successful or not.

### **2.1.3 Theory of Ellipsis**

Ellipsis belongs to cohesive devices and it is defined as "the omission of part of a structure" (Goddard 1998: 123). Moreover, ellipsis is the leaving out of words or phrases from sentences where they are unnecessary, which are precisely recoverable from the linguistic or situational context (Quirk, 1985).

Ellipsis in advertising is used for many purposes. The first one is for economical reasons; to save space and money because words cost money. The second one is to avoid drawing attention to features of the message which do not serve the advertiser's interest. The third one is to create a sense of informality. Ellipsis is normally used in spoken, in face-to-face casual communication. Ellipsis in advertising creates an effect of closeness with the reader and conversational tone sometimes suggests immediacy. The fourth one is to create proximity and intimacy. It is indicative of shared knowledge and interests; it suggests a trusting relationship, in which people assume a desire to understand on

the part of their interlocutor (Cook 1996: 169). Hence, the ellipsis is an important part of the slogan itself.

#### **2.1.4 Theory of Stylistics**

Stylistics is the study of style (Wales, 1989: 437). Style itself refers to the manner of expression in writing or speaking, just as there is manner of doing things (1989: 435). Moreover, based on Holman style is defined as the arrangement of words in manner which at once best expresses the individuality of the author and the idea and intent in his mind. Style is a combination of two elements: the idea to be expressed and the individuality of the author (1978: 514). Finally, Verdonk concluded that stylistics, the study of style, can be defined as the analysis of distinctive expression in language and the description of its purpose and effect (2002: 4).

According to Wellek and Warren, linguistics study become literary only when it serves the study of literature, when it aims at investigating the aesthetic effects of language – in short, when it becomes stylistics (1973: 174). Stylistics tends to focus on a literary text meanwhile its model is taken from. Thus, it can be said that stylistics is mediation between two disciplines: linguistic and literature.

However, linguistic stylistics can refer to a kind of stylistic whose focus of interest is not primarily a literary text but the refinement of a linguistic model for a further linguistic analysis, for instance, linguistic model advertisement text. Thus, stylistic can also be used as a cover term to discuss the analysis of non-literary. In this case, the theory of stylistics is used to analyze the language style of Coca Cola slogans. Moreover, to find out the uniqueness of language style in Coca Cola slogans, the theory of figures of speech is used to have deeply analyzing of the style in the language usage.

#### **2.1.5 Theory of Figure of Speech**

There are some figures of speech theories that are used to analyze the data. The main theories are by Perrine. According to Perrine, figures of speech

are “another way of adding extra dimension to ”. Broadly defined a figure of speech is any way of saying something other than ordinary way (1992: 61). In order to support Perrine’s theories about figures of speech to analyze the data of this research, the Asmaradhani’s theories are also applied. Figure of speech is “a way of using that deviate from the literal, denotative meanings of words in order to suggest additional meanings or effects.” Moreover, Figures of speech say one thing in terms of something else (Asmaradhani, 2012:10). Moreover, Figure of speech is popularly associated with such expressive devices of as metaphor and simile by which images are evoked through comparison of one object to another (Wales, 1989: 176). In short, a figure of speech is a change from the ordinary manner of expression, using words in other than their literal sense to enhance the way a thought is expressed.

In addition, based on Perrine, more theoretician have classified as many as 250 types of figures of speech, to narrowly define figure of speech as a way of saying one thing and meaning another, and the readers or listeners need to concern no more than a dozen (1992: 61).

There are twelve figures of speech based on Perrine’s theories. They are personification, apostrophe, simile, metaphor, synecdoche, metonymy, symbol, paradox, allegory, overstatement or hyperbole, understatement, and verbal irony (61). This thesis will take Figure of speech used in Coca Cola slogan. They are metaphor, simile, personification, hyperbole, verbal irony and synecdoche.

#### **2.1.5.1 Metaphor**

According to Perrine, Metaphor is comparison between things essentially unlike that the comparison is implied but without using the words or phrase, such as *like, than, as, similar to, resembles or seems*. (1992: p.61). It is also supported by Adsmaradani. A metaphor is a figure of speech that makes a comparison between two unlike things, without using the word like or as. Moreover, metaphors assert the identity of dissimilar things. Broadly defined that metaphors can be subtle and powerful, and can transform people, places, objects, and ideas into whatever the writer imagines them to be. Finally, it is also stated that the

existence of an implied metaphor that is a more subtle comparison; the terms being compared are not so specifically explained (Asmaradhani, 2012:15).

Asmaradhani further states,

For example, to describe a stubborn man unwilling to leave, one could say that he was ‘*a mule standing his ground.*’ This is a fairly explicit metaphor; the man is being compared to a mule. But to say that the man ‘*brayed his refusal to leave*’ is to create an implied metaphor, because the subject (the man) is never overtly identified as a mule (2012:15).

In short, it could be said that metaphor is the substitution of something for some other thing whose meaning is close to the original one. It could be in the manner of explicit or implied metaphor.

#### **2.1.5.2 Simile**

Simile is comparison between things essentially unlike but the comparison is expressed by the use of some word or phrase, such as *like, than, as, similar to, resembles or seems* (Perrine, 1992: 61). It is fortified that simile is a common figure of speech that makes an explicit comparison between two things by using words such as like, as, than, appears, and seems (Asmaradhani, 2012:24). Asmaradhani further states,

“A sip of Mrs. Cook’s coffee is like a *punch in the stomach.*” The effectiveness of this simile is created by the differences between the two things compared. There would be no simile if the comparison were stated this way: “Mrs. Cook’s coffee is as strong as the cafeteria’s coffee.” This is a literal translation because Mrs. Cook’s coffee is compared with something like it—another kind of coffee (2012:24).

It is simile because it compares different kinds which have at least one point in common and uses the comparative words such as like, as, than, similar, to, or resembles.

#### **2.1.5.3 Personification**

Personification means giving the attributes of human being to an animal, an object or a concept (Perrine, 1992: 64). Moreover, Personification is a figure

of speech where a form of metaphor in which human characteristics is attributed to nonhuman things (Asmaradhani, 2012:19).

For example, the *coal settles comfortably* in fireplace. From the sentence, we can see that it is a personification sentence because that sentence considers the coal as human being can settles comfortably. Personification offers a way to give the world life and motion by assigning familiar human behaviors and emotions to animals, inanimate objects, and abstract ideas. In other words, It gives animals, objects and concepts human qualities as of they can act and perform the actions like human beings.

#### **2.1.5.4 Overstatement (hyperbole)**

Overstatement, or hyperbole, is simply exaggeration but exaggeration in the service of truth. Furthermore, it is merely adding emphasis to what someone really mean. It means that saying thing in a bigger way than its ordinary one. (Perrine, 1992: 101). It is supported by the theory that personification is one of the rhetorical devices where there is a boldly exaggerated statement that adds emphasis without in-tending to be literally true. Moreover, Hyperbole (also called overstatement) may be used for serious, comic, or ironic effect (Asmaradhani, 2012:13)

For example : *I will die* if I did not pass the exam. The sentence contains exaggeration, because the speaker did not really mean to what he or she has said. It is said to add emphasis to what he or she really mean. By the example, it can be seen that hyperbole is extravagant statement used to make a strong impression, but not intended to be taken literally.

#### **2.1.5.5 Verbal Irony**

Verbal irony is saying the opposite of what one means (Perrine, 1992: 104). For example: “*Bad news* for you, but *you get an A* instead”. In that sentence, the speaker says the opposite of what he means when he or she gives back the result of the test to the hearer.

#### **4.1.5.6 Synecdoche**

Synecdoche is the use of the part for the whole (Perrine, 1992:p.65). It means that the use of synecdoche can simplify what being talked about by stating significant detail only. Moreover Wodack say that there are two types of synecdoche which are particularising synecdoche (pars pro toto) that is to say a part standing for the whole or collective synecdoche as the singular stands for the plural and generalising synecdoche (totum pro parte) that is the whole standing for the part (2001:57).

For example: I did not see your nose in the party yesterday

The sentence above is synecdoche pars pro toto because the speaker uses nose as a part of you, thus the sentence means that he speaker did not see “you” in the party yesterday.

Another example: Brazil trashed German last night

The sentence above is synecdoche totum pro parte because the speaker uses Brazil and German to generalize Brazil national football team and German national football team.

#### **2.1.6 Theory of Meaning**

There are two types of meaning. According to Yule, there are conceptual meaning and associative meaning (2010: 113). Conceptual meaning is the basic propositional or referential meaning of words, the denotational meaning, that which corresponds to the primary dictionary definition (Wales, 1989: 87). Associative meaning is an inclusive term for kinds of affective or emotive meanings or connotations which word can attract other than their conceptual meaning (1989:39). In short, they can be compared with the idea of denotation and connotation meaning

Since this research is going analyze the meaning of the figures of speech, then only the explanation of the connotation meaning is going to be used. However, the denotation meaning also mentioned with a brief explanation which is meant to be a comparison and makes the understanding of the meaning clearer.

### **2.1.6.1 Denotation**

Denotation is one of a pair of terms from philosophy used in semantics and semiotics to distinguish what is seen as the basic or central conceptual or referential meaning of words or sign, without the associations (connotations) or metaphoric meanings which they can acquire in particular context (Wales, 1989:113). Based on Holman, therefore, one can conclude that denotation is the specific, exact meaning of a word, independent of its emotional colorations or associations (1978:150). Concisely, denotation states directly the meaning of the word which often deals with dictionary meanings indeed.

### **2.1.6.2 Connotation**

Beyond its dictionary meanings, a word may also have connotations. Connotation is commonly used to refer all kinds of associations words may evoke: emotional, situational, etc, particularly in certain contexts, over and above the basic denotation meaning (Wales, 1989: 89). Almost similarly, based on Holman, connotation is the cluster of implications that word or phrases may carry with them, as distinguished from their denotative meanings. In simpler words, the connotations of a word are the association it creates (Goddard, 2002:123). Therefore, connotation provides a rich source for people who exploit the imaginative possibilities of language.

However, in Wales's view, there is an element of subjectivity involved which is some words may evoke different connotations to different people (1989: 90). Almost similarly, Holman defines connotations may be private and personal as the result of individual experience, group (national, linguistics, racial), or general or universal, which is held by all or most men. The literary artist relies upon connotation to carry his deepest meanings (1978: 119). For example, the connotations of 'December' mainly within British and North American culture would be of cold, dark nights and Christmas parties. Noted that context itself refers to certain situation where the words are uttered or written, people should be careful in interpreting the word in such circumstances due to certain word could produce different meanings from the basic on in different situations.



Because associations (connotations) are powerful, fluid and often convert aspects of meaning, advertiser pay particular attention to this aspect of language (Goddard, 2002:123). Hence, the connotation theory would be used to analyze the figures of speech occurred in Coca cola slogans.

### **2.1.6.3 Theory of Pragmatics**

Due to the purpose of this study is to reveal the meaning occurred in Coca cola slogans, it is not enough to reveal the words' meaning based on the independent meaning of the words itself without relating them with the context. Therefore, the theory of Pragmatics as the study of word meaning within the context is covered.

According to Yule pragmatics is the study of speaker's meaning (1996:3). Yet in Yule's view, he describes pragmatics as the study of meaning as communicated by a speaker or writer, and interpreted by a listener or reader (1996:3). In other words, it is related to what people mean by their utterances in communication.

Then, it can also be understood as the study of contextual meaning (1996:3). Yule describes it to be concerned with how speaker organize what they want to say in accordance with whom they are talking to, where, when, and under what circumstances (1996: 3). It is about the interpretation of what people mean in particular context and how the context influence the communication.

Furthermore, pragmatics is considered as the study of how more gets communicated than is said (1996: 3). Here, it deals with how listeners can make inference of what is said. Therefore the listener is able to interpret of the speaker's intended meaning.

Based on several definitions quoted above, it is concluded that pragmatics is the study of interpretation of speaker's intended meaning within the context. It studies what speaker mean by his utterances in communication and how the hearer receive or interpret the utterances in particular context and how the context

influence the communication. Hence, in this research, the speaker's or writer's intended meaning of Coca Cola slogans is what would be analyzed further.

#### **2.1.6.3.1 Intended meaning**

Here, the Intended meaning or well known as invisible meaning is explicated. According to Yule, invisible meaning is what is not actually said or written (2010:128). In short, it is the speaker's or writer's meaning. Since this research is going to analyze the meaning of the figures of speech, then the intended meaning is the connotation meaning which has been explained in previous part about meaning: denotation and connotation.

In order to make an advertisement become more interesting, the advertiser usually uses intended meaning in their promotion. According to Yule, people who read slogans or promotions can understand them well though it is not said (2010: 128-129). Yet in Yule's view, he also gives an example which is when people see this advertisement: "Baby and Toddler Sale", they understand that the advertisement does not mean the shop sells babies and toddlers but it sells clothes for babies and toddlers (2010: 129). Coca Cola slogans also have intended meaning. The intended meaning of them are the speaker's meaning, in this case are the advertiser's meaning. Therefore, to get the message from the advertisers, the readers should interpret the intended meaning.

Consequently, we must use the meanings of the words, the context in which they occur, and some pre-existing knowledge of what would be a likely message as we work toward a reasonable interpretation of what the producer of the sign intended it to convey (Yule, 2010: 129). In short, what is needed to interpret the intended meaning is the meaning of the word, the context, and the schemata that would be explained more in the next part of this research.

#### **2.1.6.3.2 Context**

According to Yule, There are two kinds of context; they are linguistic context which is also known as co-text and physical context (2010: 129-130). Yet

in Yule's opinion, the co-text of a word is the set of other words used in the same phrase or sentence. The surrounding co-text has a strong effect on what we think the word probably means (2010: 129). While, physical context is physical part of the environment in which a referring expression is used (Yule, 1996: 3). Thus, in order to interpret one's meaning, it depends on assumptions of knowledge that are shared by both the speaker or writer and listener or reader.

In this research, it is only the co-text that is applied because the study of this research is the Coca Cola slogans. The written Coca Cola slogans are used as the only data to be analyzed. Accordingly, the context of each slogan through co-text context is the only part that is applied in this research.

Based on Cutting, researching through the co-text context also considers the existence of grammatical cohesion that consists of elision (2002: 9). Ellipsis is the leaving out of words or phrases from sentences where they are unnecessary, which are precisely recoverable from the linguistic or situational context (Quirk, 1985). Hence, the interpretation of the full sentences of the ellipsed slogans could be a contribution in the co-text context analysis in order to help to find out the intended meaning of each Coca cola slogans.

### **2.1.6.3.3 Schemata**

A schema is a general term for a conventional knowledge structure that exists in memory (Yule, 2010: 150). We have many schemas or schemata that are used in the interpretation of what we experience and what we hear or read about. In short, it is background knowledge.

Moreover, Yule says that a schema could be something that is more dynamic, called script. It has a series of conventional actions that take place (2010: 150). For example: script for "Going to the dentist" and another script for "Eating in a restaurant".

## **2.2 Review of Related Theories**

There are two studies that are related to these studies that becomes the inspirations. They are *The Study of slogans in coca cola advertisements (2007)*

by Tety Endah Puspita Sari and *The Figure of speech and its figurative meaning used in the of cosmetics advertisements in Cleo Magazine (2006)* by Dessy Marlina.

### **2.2.1 The Figure of Speech and Its figurative Meaning Used in the Language of Cosmetics Advertisements in Cleo Magazine**

Marlina (2006) analyzed some cosmetics advertisements in Cleo Magazine from the point of view of figures of speech and the meaning from the point of view of figurative meaning. In her study, she tried to find out how figures of speech and figurative meaning were used in the cosmetics advertisements in Cleo Magazine.

She applied the theory of figure of speech by Perrine and the theory of connotation meaning by Jackson in order to help her in doing this research. Furthermore, she used descriptive approach in analyzing the data was provided. The data was in the form of written text, and

A description of the types of figure of speech and their figurative meaning in the language used in cosmetics advertisements in Cleo magazine.

After doing the analysis, the type of figure of speech mostly used was personification. It was most often used in the language of cosmetics advertisements in order to give a clue so that the audiences or readers could easily capture and understand the message of the advertisement. Finally, she found out that the extensive use of figure of speech in cosmetics advertisements in Cleo magazine was used to promote the interactive communication between the advertiser and the audiences or consumers, so it could easily be understood.

The similarities of the present research study and the previous study are the object of investigation and the data of their thesis. Both of them use figures of speech as the object of investigation and English advertisements as the data.

The differences of these researches are the present one analyzes Coca cola slogans; while the previous one analyzed cosmetics advertisements in Cleo magazine. The other difference is that the present one analyzes the meaning of the data using the intended meaning with the context and schemata. On the other

hand the previous analyzed the meaning using the theory of figurative meaning supported by the connotation meaning by Jackson

The contributions that were made by the previous research toward this research were that the inspiration that figures of speech were suited also in the of advertisement. This research also broadened the prior knowledge on the analysis of advertising using stylistics form limited to the figures of speech.

### **2.2.2 The Study of Slogans in Coca Cola Advertisements**

Sari (2007) analyzed slogans in Coca cola advertisements from the point of view of stylistics form limited to the sound patterns. In her study, she tried to find out how sound patterns were used in the slogans in Coca cola advertisements. She also wanted to find out the intended meaning of slogans in Coca cola advertisements.

The previous research used the theory of sound pattern by Short (1996) and also uses the theory of Pragmatics by Yule (1996). The context and schemata are also used to help in analyzing the intended meaning. The previous one used descriptive-qualitative approach. The research was also helped by three American Native Speakers as the triangulators of the slogans.

The results of the analysis showed that there were four kinds of sound patterns that can be found in Coca cola slogans, that was, alliteration, assonance, consonance and also combination and she also found out the intended meaning of Coca cola slogan that most all Coca cola advertisements slogans said that Coca cola had good taste that could refresh people who drink it.

The similarities of the present and previous study are the object, data and theory to interpret the intended. Both of them use Stylistics form as the object of investigation. Moreover, both of them use Coca cola slogans as the data. Both of them also use the same theory which is the intended meaning by Yule with the context and schemata to find out the intended meaning of the slogans.

There are also some differences of the present and previous study. First, the present one analyzes the figures of speech Coca cola slogans; while the previous one analyzed sound patterns were used in the slogans in Coca cola

advertisements. Second, there are twenty three Coca cola slogans analyzed in the present study, while there are only fifteen Coca cola slogans analyzed in the previous one. Third, the present study analyzes the meaning of the data using intended meaning with the context with the consideration of the full sentences of each ellipsis slogan and schemata. On the other hand the previous one analyzed the intended meaning but not considering the full sentences of the ellipsis slogans but using three American Native Speakers as the triangulators of the slogans.

The contribution that was made by the previous research towards this present research is the research gives some input on how to get the intended meaning of advertisements slogans by using context and schemata.