CHAPTER II

LITERATURE REVIEW

In this chapter the writer explains some theories that give relevant to her study. It includes discourse analysis, persuasion, technique of persuasion, advertisement and previous study.

2.1 Discourse Analysis

Brown and Yule, (1983: 1) stated that Discourse Analysis is committed to an investigation of what and how the language is used for. It means that study og discourse analysis concern with text and conversation, written or spoken text. Based on Brown and Yule's opinion, discourse analysis is fundamentally concerned with the general principles of interpretation by the people to make sense of what they hear and read. Then, discourse also has relation to the context. Context is a world filled with people producing utterances who have social, cultural, and personal identities, knowledge, beliefs, goals, and wants, and who interact with one another in various socially and culturally defines situation. Paltridge (2006:3) argued that discourse analysis considers the relationship between languang and context in which it is used and concerned with the description and analysis both spoken and written.

In addition, Kinneavy as quoted in Nurul (2010) explains groups of discourse into four main types, namely:

- 1. *Expressive discourse*. It is a type of discourse in which language is used as a simple vehicle of expression of some aspects of personality. For example, individual conversation, journals, diaries, etc.
- 2. *Referential discourse*. This is a type of discourse in which the use of language stresses on the ability of language to show or reproduce reality, in a manner of speaking.
- 3. *Literary discourse*. It is a type of discourse in which the text or the product or the work itself focuses on the process as worthy of being appreciated in its own right. For example, short story, lyric, folk song, drama, movies, etc.
- 4. *Persuasive discourse*. This type of discourse is focused primarily on the decoder that is the other person involved in the process/ the receiver of the message. In this type, what essential is the encoder, reality, and language itself all become instrument of the achievement of some practical effects in the decoder. For example, advertising, political speeches, religious sermons, legal oratory, etc.

From the explanation above, it can be concluded that Discourse Analysis is concerned with the language which is used for communication and how the receiver understand about the message. In the other side, it is known that advertisement in magazine is an example of persuasive discourse where the language is used to influence and change attitude, beliefs and opinion. This research discusses about advertisement of Colours magazine.

2.2 Persuasion

Language is also used to influence other people to believe or to do something. It is called persuasion. Larson (2004:11) said that persuasion is a process that changes attitude, beliefs, opinion, or behaviour. In that definition the process of persuasion gets attention from the receiver. It means that the purpose of persuasion is the speaker try to influence the receiver or the reader to do the idea's speaker without violence and Coercion. According Aristotle persuasion can be based on a source's credibility (ethos), emotional appeals (pathos) or logical appeals (logos) or combination of them (Larson, 2004:11). The formal study of persuasion is called rhetoric. It is defined as arts of disourse or more precisely as the art of persuasive discourse (Cockcroft, 1992: 3).

Persuasive comunication have been used by some people to implement change. Such as sosial activist have used persuasion to change attitude toward minorities and women. Health communicator have launched conless campaign to change people thinking about cigarettes, alcohol, drugs, unsafe sex. Persuasion bring a positive side for other field, especially for advertising in magazine. The writer send the massage to the reader. The effort is for promoting some products or services.

Larson (2004: 14) said that The focus of persuasion is not only on the sender, the message, or the receiver, but all of them are equally focused on. All of them have to make cooperative in making a persuasive process. So, it can be said that persuasion is a result of the combined efforts of source and receiver. From that explanations above, it can be concluded that persuasion is an effort to

persuade people by using the data or evidences and understand the psychological fact from receiver.

There are four elements in the persuasive process based on Larson (2004:16). They are:

- a. A source or a persuader that is the encoder of the massage. The code can be verbal, nonverbal, visual or musical. A persuader must be able to be expressed in two ways, source credibility or believability and the source's attractiveness to the receiver (2004:16).
- b. A message which is meant to convey the source's meaning through any of the codes. In the massage includes of the evidence, style and appeal to influence the receiver. Message has three key factors, they are massage structure, message content and message language (Perloff, 210:185)
- c. A channel which carries the massage and might have distracting noise. Such as magazine, newspaper, radio, television, etc (2004:16). Channel is considered to be important since it can make the advertiser easy to achieve the target of the message. In persuasive communication, almost people will use different channel because of their various background.
- d. A receiver or persuade who decodes the massage, trying to sift out channel nise and adding his or her own interpretation (2004:16). Therefore, the presenters or persuaders of advertisement have to understand their audiences' or viewers' background of knowledge.

2.2.1 Techniques of Persuasion

Technique of persuasion becomes the main point before analyzing the data. Therefore, technique of persuasion is very important in order to make the advertisement accepted and the product sold well. Larson (2004: 20) said that persuasive strategy is the overall step by step program for reaching some goal. Technique realies on tactics which are the spesific kinds of arguments or points the persuader tries to make. For example, if a candidate want to persuade voters to support her goal, she tries to make them feel good about her candidacy (her strategy of intensifying her own god) on the technique of persuasion.

Beside that, the aim of persuasion in advertisement is to convince the consumers to use or buy the product. Therefore, technique of persuasion is very important in order to make the ad accepted and the product sold well. Hovland as quoted by Nurul (1983:30) argues that a major effect of persuasive communication lies in stimulating the individual to think both of his initial opinion and of the new opinion recommended in the communication. So, in order to achieve the best result the speaker needs some techniques.

The writer uses the theory from Larson (2004) who devided the techniques into two categories. First, is intensify their own good points and the weak point of the opposition. Second is downplay their own bad or weak point and the good point of the opposition. The persuader can use repetition, association and composition to intensify their own good point or the bad point of the opposition, or they can use ommision, diversion and confusion to downplay their own bad point or the good point of the opposition.

2.2.1.1 Intensification

This technique has two sub strategies. Those are intensifying their own good points and intensifyig the weak point of the opposition. All persuader want to look good in the eyes of the audiences. In this strategy, the persuader intensifies the own good point, for example "he is always been a willing and honest servant for good causes" and others intensify the bad point of other people, for example "He is got shifty eyes, I wouldn't trust him" (Larson, 2004:20). It means that this strategy compare with the own idea and other people idea. In advertisement, it is used to claim the advantages of the product or service. This technique is divided into three techniques. They are repetition, association and composition.

2.2.1.1.1 Repetition

One way to intensify good or bad point about a product, person or candidate is by repeating them over and over. It occurs in a slogan, jingles, and logotype. For example, in product of energizer battery "just keeps going and going". It presents in TV spot or in magazine advertisement or on the packaging for the batteries. Another example is from the advertisement of the seal hunt. "if you made a pledge today, and you have it in your hands to save the baby seals today. This repetition intensifies the IFAW's good aims and emphasizes that the ultimate success depends on each individual reader making an effort to end the slaughter of the seals. Therefore, repetition is

purposed to make a cognitive sense and also emphasize the message which convey by the persuader (Larson, 2004:21).

2.2.1.1.2 Association

Another technique for intensification is association. Larson (2004:21) said that this strategy relies on a three part process. First, a cause, product, or candidate is linked. Second, to something already liked or disliked third by audience. Than, the cause, product or candidate is identified with the thing liked or disliked. In this technique, persuader use careful audience analysis to identify the fear, want and biase of the target audience. For example is in shoe advertisement. The persuader associates with well-known professional athlete who uses them. It might also associate the shoe with everyday people who are athlete. It proves that the product associate with the condition of the audience or the receiver.

2.2.1.1.3 Composition

The third technique of intensification is composition. It means emphasizing one's own good characteristic or the other people's bad characteristic by changing the physical makeup of the message (Larson, 2004:21). Larson (2004:21) said that this change comes across through the use of nonverbal or visual means and take several forms. For example, the make up of the printed word can be changed as in changing "U.S.A" to

"U.\$.A" OR "America" to "AmeriKa". This technique also allows persuader to compare and emphasize that the own product is different with others.

2.2.1.2 Downplaying

In this technique, the persuaders want to downplay their own bad point at the same time downplay competitor good point. It is the opposite of the first technique. For example, Ford and General Motors firstly downplay a number of Chrysler specially, Chrysler invented factory, rebate 7/70.000 warranties, the manivan front wheel drive although both Ford and GM tried to match Chrysler's effort, firstly downplaying the opposite but after that left the two latecomers with a "mee too" image to be downplayed (Larson, 2004:22). This technique is divided into three categories. They are omission, diversion and confusion.

2.2.1.2.1 Omission

With omission, persuader simply leaves out critical information to avoid highlighting the own shortcoming (Larson, 2004:22). However, this technique tries to omit telling consumers about their own bad thing and the other's good point. The purpose of this technique is to omit the bad point of the message in order to influence the receiver. For example is in Claussen pickle company intensified its own good points when it advertised that its pickles are refrigerated rather than cooked and are therefore much crisper than Vlasic pickles, its major competition. They did this in TV

advertisement that showed two pickle, one a Vlasic and the other a Claussen. The "snap!" of the Claussen pickle and the brust of juice from it really intensified Claussen's good points. However, Claussen omitted telling consumers that, in order extend the shelf life of the pickles, they contain more sodium that Vlasic pickles (their own bad point) and that refrigeration is not necessary for Vlasic pckles (the other's good point) (Larson, 2004:23).

2.2.1.2.2 Diversion

This technique consists of shifting attention away from another's good point or one's own bad point. The basic purpose is to provide a substitute issue. In this case persuader also uses humor to divert attention. The key of the using humor is to make a point that no one is perfect. Besides, it also use highly emotional appeal sometimes called the ad hominem argument. For example Ford motor Company's use of emotional appeals to divert attention away from its own shortcoming in the design of the Explorer. "The vehicle had a dangerous tendency to roll over, and a number of death or injuries resulted" (Larson, 2004:23).

2.2.1.2.3 Confusion

The last technique in downplaying is making confusion in the audience's mind. It uses the highly technical terminology or jargon that the receiver does not understand and creates confusion. Larson (2004:24) said

that another device for downplaying one's own weaknesses or the competition's strengths through confusion is the use of faulty logic. For example "She's Beautiful! She's engaged! She Use Earth Balsam Hand Creme!" the supposed logical progression is that because "she" use the hand cream, she is beautiful and because she is beautiful, she met and won the man of her dream Larson (2004:23). Therefore, this technique make the audience feel confuse. This technique is purposed to downplay the own bad point by using confusion.

2.2.2 Word Choice

In addition Larson (2004:297) also said that word choice is important to persuade and influence the reader. The persuader uses the variety of word to make them livelier, flashier, sexier or more dramatic. To choose the word, the persuader may use figures of speech, vivid language, concise language and parallel structure.

First is the using of figures of speech. It can use imagery. By using imagery, it can enhance the words style. Larson (2004:297) said that Imagery is the painting of picture in the reader's mind through the use of language. Images take a variety of form. It can use a comparison between one thing and another. These types include metaphors and similes. It helps the audience visualize a point. They can ties the information to the metaphorical structure and remember the information better. The other type of imagery is creating sound picture. It includes Alliteration. It is the

repetition of consonants sounds while assonance is the repetition of vowel sounds. It can make the receiver remember about the information.

Second is the using of vivid language. Larson (2004, 297) said that vivid language helps make a persuasive presentation memorable and effective. Therefore, the advertiser should look at the language that will be used. Third is Concise Language. In persuasion almost the language is concise. Larson (2004:298) said that be as economical with your words as possible. The persuader can state the point in a short introductory declaration on it later if necessary. If the persuaders say everything in the opening sentence, it can make the audience confuse.

Forth is the using of Parallel Structure. Larson (2004,298) said that parallel structure involves using similar or even identical wordings or sentence structure. For example, from baseball to boy scouts: from keeping veterans hospitals open to keeping kids off drugs. It uses the parallel structure from.....to.

2.3 Advertisement

The word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards'. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them (Goddard,1998:6). For example, road signs such as the 'speed limit'. It tries to get our attention as an essential part of their function, but the reader do not perceive as advertising anything. In addition, advertising is not just about the commercial promotion of branded

products, but it can also include the idea of texts whose intention is to enhance the image of an individual, group or organisation. Advertisement involve mass media such as TV, radio, magazine, and newspaper that can transmit a message to the receiver.

In addition, Liliwali (1992: 13) in Nurul states that the message of the advertisement must be informative, educative, and persuasive. Informative means that advertisement tells the consumers about the advantages of the product and the qualities of the product. Educational means the advertisement is to increase the knowledge of the consumers. The last is persuasive, it means that the advertisement can persuade the consumers through their emotion and mind to follow what the advertisers say, want, and buy the products.

In modern advertising, it began in a press than on TV. One of the press is magazine. Magazine is the richest and most diverse advertising media. Roderick said (2000:253) one major advantage of magazine is the high level of market segmentation available. It means the magazine is available in a certain market segments. People who read a magazine pay attention to the advertisement relected to their need and wants. Often, people read magazine for a longer period of time because they read in a waiting situation such as in doctor's office. In addition, magazine advertisement last beyond the current issue, week and even mounths later, the people can look at the magazine. Magazine advertisement can provide telephone memberrs and web addresses. So that the reader who interestedcan obtain more informations.

From that explanation, it can be concluded that advertisement is text which creat positive impressions about a product, service or a concept. Then, in advertisement also uses persuasion to interact the reader about the product, service or the concept. Persuasive language is needed because it used as a tool to make illustration and to give special power in convincing the consumers.

2.4 Previous Study

The writer found some previous study to help her in this study. It helps in the understanding of the theory, method of the study and finding of the reeseach.

First, the writer found the thesis untitle "The Persuasive Strategies Used in Jokowi's Speech in his Governor Election Campaign" by Wynda Pramithasari (2013). In this research, whinda used Jokowi's speech in his governor election campaign as her object in her research which focused on persuasive strategies and speech function related to the type of persuasive strategies. In order to answer her reserch question, she used the theory of persuasive strategies by Beebe & Beebe (2012). In analyzing the data, she used qualitative approach, because she wanted to find the persuasive strategies by Jokowi speech. She found eight of the twelve types of persuasive strategies that were used by Jokowi's speech. The most strength persuasive strategies that Jokowi used is evidence to tell a story by giving opinion, supported by fact, statistic and example from his experience. On the other hand, the writer also found five of six speech function. It showed that speech sfunction was related in Jokowi's speech in his campaign. From that research, the writer can learn persuasive technique by Jokowi's speech. It is to give hope and

motivation to Jakarta citizen to have brighter future and change the standart of life.

Second, the research is from Melky Alexander (2012). The title is "Persuasive Strategies used by James farmer JR. And Samantha Booke in the Great Debaters Film". In his research, Melky used the Great Debaters Film as his object. He used qualitative methos supported by quantitative data because the key instrument was the writer himself and help him to the find the answer of the complex problem. In his reserch, he focused the differences of persuasive technique used by James farmer JR. And Samantha Booke in the Great Debaters Film. He found that James farmer JR used both of the persuasive strategies equally while Samantha Booke tend to use logig and evidences. He found that this phenomenon is interesting because it is related to the gendered speech theory from Wood (2009). By reading this study, the writer gets more understanding about how to analyze the data. Moreover, the writer also gets more understanding about persuasive strategy.

Third, the research is from Nurul Umi Fadhila (2010) who conducts research on persuasive strategies in DRTV advertisement. She investigated about the types of the persuasive techniques and how the persuasive techniques are used in television advertisement. Her research was designed by using descriptive qualitative method. In addition, she also used discourse analysis because she wanted to know how language used to persuade another in advertising area. The key instrument is the writer herself. She found that the presenters of DRTV Advertisement used several techniques of Gorys Keraf's theory to persuade the

audiences. These techniques are rationalization, identification, suggestion, conformity, compensation, and displacement. By reading this study, the writer gets more understanding about the theory of discourse analysis and persuasion.

Those research above are different with the writer's research. They used different object, focus, method and theory. Windy's study used Jokowi's speech as her object and it focused in persuasive technique and its speech function. She used qualitative method and used the theory from Beebe & Beebe. Melky's study used Great Debaters Film as his object that focused on differences of persuasive technique used by James farmer JR. And Samantha Booke in the Great Debaters Film. He used qualitative and quantitative method and used theory from Wood. Nurul's study used DRTV advertisement and focus on the using and the kind of persuasive technique. She used descriptive qualitative method and used theory from Keraf. While the writer's reaserch uses advertisement of Colours magazine as her object and focuses on persuasive technique and its function.

From those thesis, the writer gets inspiration from Nurul's study because the writer uses the same method. She uses descriptive qualitative method for her research. Therefore, the writer wants to analyze persuasive technique used in Colours magazine and each function by using descriptive qualitative method and answer the research problem based on the theory from Larson (2004).