

**ANALYSIS OF LANGUAGE STYLE IN THE NEW YORK
TIMES ADVERTISEMENTS**

THESIS



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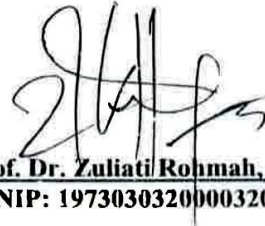
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Analysis of Language Style in 'The New York Times Advertisements

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function of language. It means that style is a one way which has structure uses on writing text, such advertisements, poems, songs, novels,. Actually, on form those have style which have structure language is style. Style refers to the way in which language is used in a given person, a given purpose, a given context, message and etc. Style can be describe expression which spoken written such as Advertisement, poem, songs and novel. Style also is characteristics of language and form structure language which both form each relation.

Literal and figurative language is a distinction within some fields of language analysis. Literal language refers to words that do not deviate from their defined meaning. Non-literal or figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. Figurative language is a comparison between two thing which being compared or figurative language is categorized as the implied meaning because the words in figurative language is not the real meaning but it is the connotative meaning.

Chaika (1982) define the language style of spoken and written language can be analyzed from different point of view: words, grammar, and pronunciation. Furthermore, Keraf (1984) states that language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as well as direct and indirect meaning.

Language style is a way writer's expression than figurative language is a comparison between two thing and figurative language refers to words, and groups of words, that exaggerate or alter the usual meanings of the component words. Language style is a way which something is said, done expressed or performed and figure of language fall within the domain of style. Style in

language is the manner of expressing ever is expressed. Language style is the particular way of language spoken to express feeling and thought through language.

Although everyone has language to communicate with other people. But, everyone has own style to express what he or she say or want with language. Basically, someone has language style and their language style is different with other. Language style that use person has mean to say what they meant and person who hear able to understand. Language style that use person, make person different with other and everyone has language style when communication.

In the globalization era, mass media have an important role to deliver news and other kinds of information to the public. Mass media as communication media has many functions; one of them is to give 'a way' to those who want to sell products through advertising. Advertising has been used for a long time in trade. Nowadays, advertising plays a great role in business; it can be one of the best tools to get the consumers' attention. No wonder if many advertising of any products are easily to be found everywhere.

Advertising is one of the important things of mass communication intended to persuade an audience to purchase or take a desired action upon ideas, services, products and another. According to Lewis (2000), advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence a reader or audience. Advertising produce the advertisement, which is needed to assure people of commercials being advertised. Consumers usually be wary to buy products if they never or do not see the products ads yet. By seeing or hearing the ads, the consumers create an opinion in their mind about the products and make a decision whether the products are compatible with their needs or not.

In order to make a good opinion and also to persuade people to use or buy the products, the producers create advertisement.

As the product of advertising, the main function of advertisements is to create desires, emotions, feelings, values, attitudes, etc towards the products in its viewers. It is a medium of communication and expression and it effectively accomplishes the set goals. A successful advertisement is expected to achieve five goals, i.e. attracting attention, commanding interest, creating desire, inspiring conviction and provoking action. All these five functions are inter-related and in concert serve to promote the selling power of the product advertised.

There are several reasons, why researcher taken advertisement for research. For the first reason, advertisement is a form of written communication that develops at the same time with the advance of technology, whether in written ways or oral. Technology developed allows people to communicate with other people in many ways. For the second reason, on linguistic study, advertisement in newspaper or magazine included into transactional discourse since its stress is an expression of message from an advertiser to reader or consumers. For the third reason, advertisement on language, which is persuasive and compact, is different from most of the other language uses in daily life.

Advertisements went through with the most well-known mass media because many companies use advertisements for particular aims. According to Taylor (1986), the functions of advertisements are to create consumers good-will, to create consumers awareness and product differentiation, to make sales and to reinforce existing behavior. Therefore, some companies use advertisements as the media to achieve those functions for their profits. Broadcasted advertisements are

now the familiar one because people can know many kinds of advertisements in some channels of television, internet, and radio.

According to Asher (1994), advertising language is used to persuade or to tempt people to buy companies products. It means that advertisements use convince someone language to collect consumers. Advertisers should know what kind of convince someone language which is suitable for certain products and make consumers believe in the company products. Although the use of convince someone language is important, advertisers cannot ignore another function of advertisements, such as to create a good image of a product. Persuasive language should emphasize the functions of advertisements themselves.

Grey (2008, p. 5) argue that to convey the persuasive message of advertisements, advertisers often use some linguistic features, such as repetition, glamorization, hyperbole, and some syntactic features, such as long noun phrases, short sentences, and ambiguity. Hyperbole is the common one which can make advertisements more alive. As the consumers experiences increase, advertisers have to be responsible for the advertised products because advertisements can influence the development of the companies. Unfortunately, companies have bigger responsibility to their advertisements because consumers never judge advertisers. Consumers will comment on the products of companies which can affect the image of the companies. Therefore, diction will be a very crucial thing in advertisements.

The researcher selects The New York Times newspaper as a data source because several reasons. For the first reason, it is printed media that can be long life and person can see anytime they want, that easy for them to know the style of

language used. For the second reason, it is published with native. And the last the researcher expects this study will give new contribution in knowing the stylistic language expressed by native especially on advertisement language.

This research discussed the language styles used in The New York Times advertisement which is focused on the kinds of language style and also investigate how the language styles are used in The New York Times advertisement. Several students have studied about language style in other fields. Zahra (2006) on her thesis under the title “The Language Styles Used By Bloggers In The Blogosphere”. She used language style theory to investigate how the language styles were used by the bloggers in blogosphere. Besides that, the researcher also found Hidayat (2011) conducted a research on language styles of advertisement in Jawa Pos. Result of his study shows that there are five categories of language style in the advertisement according to Mott Hidayat (2011). They are used narrative style, dramatic style, newsy style, dialogue style, and humorous style.

For the third is from Sonia Niken Permatasari (2014) with under the title “An Analysis on The Language Style of The Utterances In Magnum Advertisements”. She tries to analysis utterance in Magnum Advertisement using language style and she uses document analysis to find her research problems and also to analyze utterances in Magnum Advertisement. For the last is from Baeza Hapsah (2008) on the title “The Analysis Of Language Style In Headline Of English Magazine’s Advertisement”. She was using language styles to analyses headline of English magazine’s advertisement. For analyses, she was using the theory of stylistics and figure of speech approach about language style.

1.4 Significance of the Study

The principal purpose of this study is to contribute a richer and more systematic conceptual understanding of rhetorical structure in advertising language. Furthermore, this study provide for linguistics students to develop their knowledge in language style. And the last, the study of language style in advertisement is expected to give very significant contribution for many people to enrich their style in communication that they can use a language style as in advertising. Hopefully this study is expected to help other people to catch the advertisement's message easier.

1.5 Scope and Limitation of Study

Researcher on this research is focused on analysis the kinds of language style used in The New York Times advertisement with had published on March 6th, 7th, 8th, 9th, 10th, 11th, 12th 2019. The data taken from advertisements column of The New York Times published on March 6th, 7th, 8th, 9th, 10th, 11th, 12th 2019. The researcher selects this duration of The New York Times because several reasons. For the first reason, the language of advertising is rich and arresting. It is specifically intended to attract and hold the reader's attention. For the second reason, the language of advertising involves readers. In effect, readers complete the advertisement message. For the third reason, the language of advertising holds no secret from the readers. It is a simple language. For the last reason, the language of advertising contains of social and critical message which delivered social phenomena by the way of rational information use.

There are several kinds of advertisement found in The New York Times such as product advertisement that promote the product, and business advertisement which offer a job opportunity, the education advertisement which offer and the educational institution. The researcher chooses all advertisement of The New York Times newspaper, because the researcher intends to research language styles used in any kind of advertisements either commercial or not.

1.6 Definition of the Key Terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, the researcher would like to give some definitions of the key terms as follows.

Language style is the choice of words used by a specific group of people when they speak. Language style can be analyzed based on the linguistic contexts which are divided into word choice, tone, sentence structure, as well as direct and indirect meaning.

Advertisement is information that is publicly communicated through mass media communication to persuade or to influence an audience.

The New York Times is an American newspaper based in New York City with worldwide influence and readership. Founded in 1851, the paper has won 127 Pulitzer Prizes, more than any other newspaper.

Romane (1994, p. 74), argues that styles not only do some of the same linguistic features in pattern of both regional and social dialect differentiation but they also display correlations with other social factors. From Romane statement above, it is clear that style displays the correlation between social factors and the language that is used by the society. It means that the society can predict what the style that they will use in their communication according to the running situation.

In addition, Giles and Powesland (1975) Giles and Sincalair (1979) in Thomas and Wareing (1999, p. 146), state that people may use different style in the way they talk depends on the situation and context they are talking in. This theory is based on the premises that people are mainly seeking to show solidarity and approval there, dealing with others.

According to the statement above, the use of language style occurs during conversation where it depends on situation and context they talk about. It is used in order to make the listener and reader understand. The style of language in a communication mainly focuses on an intended social message rather than gets the message of communication. Chaika (1982, p. 31) states that communication occurs transformation messages from the speaker to the listener, so they are conveyed by intonation or infection that are given by style. Actual words are used only on the rare occasions that the offending party is too abuse to get “the message”. It must be emphasized that the social message conveyed by style is not coded directly into actual words that mean what intended social message is.

By the statement above, in using the language style, one must determine the purpose of communication. One of them is abusing to get the message, because in a society, there are many people who have different characters. So, using the language style in society's communication will help us in communication with other people without disturbing others either partially or personally.

There are some ways of using language style in communication. People possess themselves in relation to other with the way they talk in different kinds of interaction. People do not always talk exactly in the same way all the time: they do not always use the same grammatical forms Thomas and Wareing (1999, p. 146).

Therefore, Chaika (1982, p. 31) argues that speakers give a great deal of information about themselves just by word, grammar, and pronunciation they choose both unconsciously and consciously. Thus, the listeners have the same interpretation as speaker's style, but the information reveals to the hearer such as the speaker's social grade, educational background, or regional affiliation. The style markers of a particular social group or region may be deliberately used for other purposes it will make the listeners have some meanings of word such as emotional definitions that can be attached from the style of speaker.

In conclusion, language style is the way people manipulate others and control their interaction in bringing messages or ideas conveyed in word and tone

services, as well as the distinguishing characteristics of companies and institutions. Advertising also tells the consumer what specific product, brand or service should do when it is used and thus helps him or her to understand and evaluate experience with the products and services that he or she uses.

In addition, advertising helps people judge the performance of the companies and institutions with they come in contact. Thus, advertising tends to help us understand the product, service, and institutions that we encounter in our culture and provides us with some understanding of our relation to them.

2.5 The Definitions of Advertising

There are many definitions of advertising given by experts. Weilbacher (1984, p. 16) says that advertising consist of media messages paid for and signed by a business firm or institution that wishes to increase the probability that those reached by these messages will behave or believes as the advertiser wishes them to behave or believe. According to Hepner (1949, p. 22) advertising is dissemination of information concerning an idea, service, or product to compel action in accordance with the intent of the advertiser.

A report by the committee of Definitions of National Association of Teacher of Marketing and advertising Hepner (1949, p. 33) defines that advertising is any paid form of non personal presentation of goods, services, or idea to a group such presentation being openly sponsored by the advertiser. It involves the use of such media as the following: magazines and newspaper space, radio, motion pictures, outdoors media, car cards, catalogues, direct mail,

Cigarette advertisements that make claims about low tar, For example, are usually presented in a straightforward manner.

For the result, researcher found Straightforward used in The New York Times advertisements Such us JAEGER – LECOULTRE POLARIS advertisement, INVISIBLE NO MORE advertisement, A modish twist by the sea advertisement and GOLF & COUNTRY CLUB. The straightforward style used in The New York Time magazine advertisements

For the Second is Hard Sell Style. Wells (1995, p. 438) states that hard sell style is rational, informational message that is designed to touch the mind and to create a response based on logic. The approach of this style is direct and emphasizes tangible product features, facilities and benefits. Hard sell message try to convince the consumer to buy because the product is very good, better, or best.

Researcher has found on Hard sell style used in The New York Times advertisements are LA Manga Club Sport & Leisure advertisement, COSTA NAVARINO (Let your home work for you) and for the last GOLF RESORT advertisement. The hard sell style used in The New York Times advertisements.

For the third is Soft Sell Style. Base on Wells (1995, p. 438) states that soft sell use an emotional message and it is designed around an image intended to touch the heard and to create a response based on feeling and attitude. The message present with subtle, intriguing, and ambiguous illustrates how advertisement sell moods and dreams more than product feature. Hard sell style is clearly more persuasive than soft sell. Sometime hard and soft sell style come together.

Soft sell style used in The New York Times advertisements can be found in Experience the World like Never Before advertisement, the 40th Oil and Money

style; it is used in order to give the reader information about product features, benefits and facilities. The second is soft sell style, it is used to describe something uses emotional information intended to create a response based on feeling and attitude. The third is straightforward style, it is used to show what the applicant has to do without giving the dramatic statement of the product. The fourth is Comparison style; its way of advertisement conveys the ideas or message by comparing certain product to other product.

5.2 Suggestion

The result of this research does not cover all of the kinds of language style. However, this is still far from the complete one, but by this research, at least it can be known the language styles used in English advertisement on The New York Times. Hopefully, criticisms and suggestions will rise from the reader to gain the better researcher. Here, the researcher would like to suggest some points related with the subject of the research. To the students, to understand the types of language styles especially in advertisement language style. Thus, they may have a good comprehension on the spoken text by see the whole texts. Furthermore, it can improve their skill in English language in spoken text. To the teachers, in order that their students can easily comprehend the language style theory. It is also suggested that they should take examples of language style in advertisement. To the other researchers who conduct the same research could complete this research not only about the kinds of language style used and on how they use the language style, but also about the context of the sentences and the function of the language style. Furthermore, the next researchers are suggested to use different data sources and the other theory of language style.

