

# **LANGUAGE STYLE IN NEWSWEEK MAGAZINE ADVERTISEMENT**

## **THESIS**

Presented to:  
The State Islamic University of Malang  
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## MOTTO

لِي فَلْيَسْتَجِيبُوا دَعَانَ إِذَا الدَّاعِ دَعْوَةَ أُحْيَبُ قَرِيبُ فَإِنِّي عَنِّي عِبَادِي سَأَلْكَ وَإِذَا  
يَرْشُدُونَ لَعَلَّهُمْ بِي وَلْيُؤْمِنُوا

*When My servants ask thee concerning Me, I am indeed close  
(to them): I listen to the prayer of every suppliant when he called on  
Me: Let them also, with a will, Listen to My call, and believe in Me:  
That they may walk in the right way.(Al-Baqarah 2:186)*

***Everything we get of our effort,***

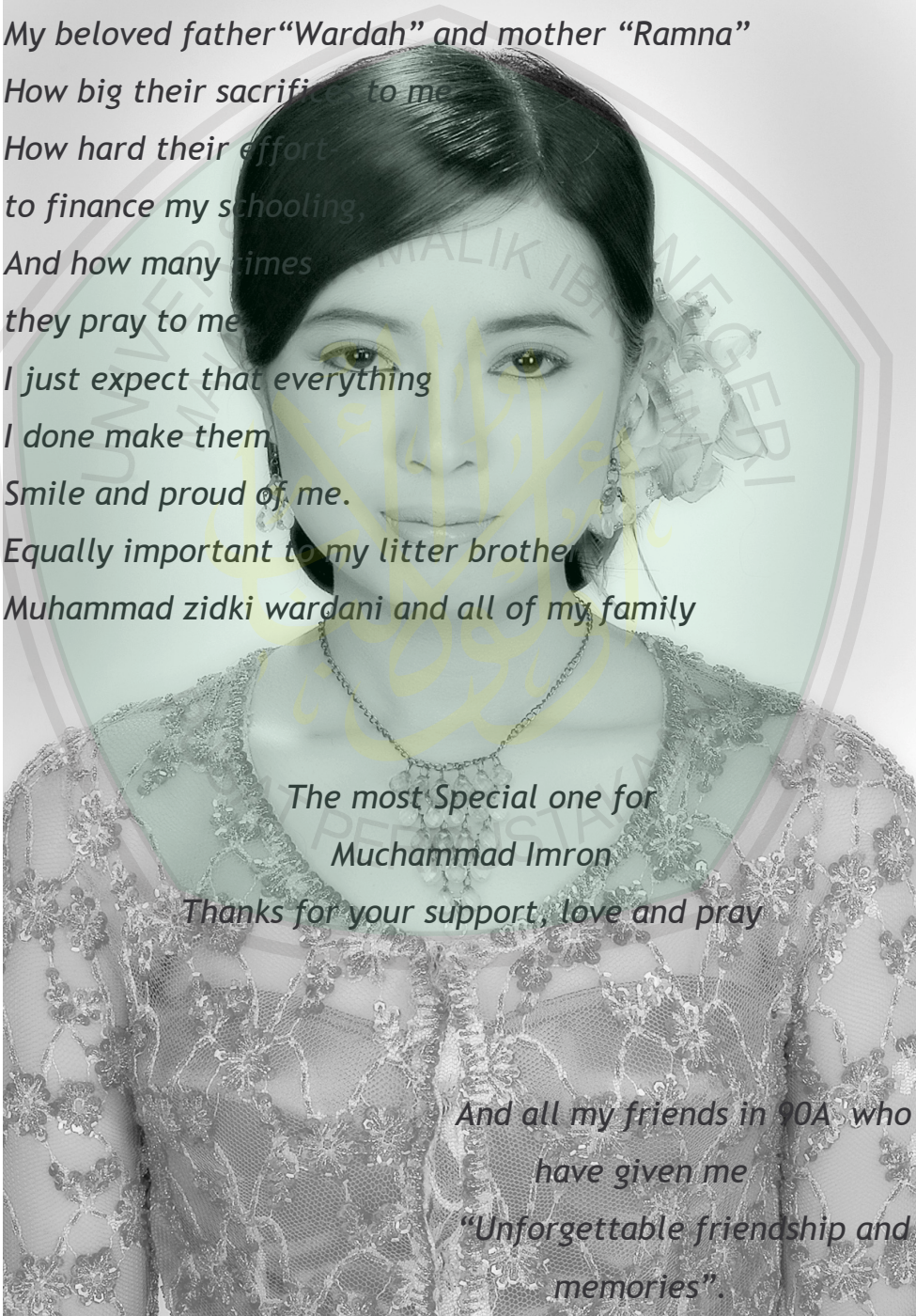
***Keep devout upon Allah.***

***Obviously, he will adjust all of our need on***

***His best divine.(Agus Mustofa)***

## DEDICATION

***This thesis is respectfully dedicated to***



My beloved father "Wardah" and mother "Ramna"  
How big their sacrifice to me  
How hard their effort  
to finance my schooling,  
And how many times  
they pray to me  
I just expect that everything  
I done make them  
Smile and proud of me.  
Equally important to my litter brother  
Muhammad zidki wardani and all of my family

The most Special one for  
Muchammad Imron

Thanks for your support, love and pray

And all my friends in 90A who  
have given me  
"Unforgettable friendship and  
memories".



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Proudly, I would like to express my best gratitude to our greatest god Allah who has given me a drop of knowledge with a million powers. Peace and salutation be upon to greatest reformer in Islam, he is Muhammad S.A.W. Through his endless mediation that I am recognized as a true exist Moslem.

Because of that divine gift of grace from Allah, I am finally able to finish this thesis entitled *Language Style in Newsweek Magazine Advertisement* as the requirement for the degree of S1 in English Letters and Language Department, Faculty of Humanity and Culture at The State Islamic University of Malang.

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Finally, I invite the reader's suggestions and critics responding to the presence of my thesis. I hope that this research will give many advantages to all of people who much concern in English language.

Finally, there is no rose without thorn.

*Alhamdulillahirabbil 'Alamin*

Malang, 25<sup>th</sup> April 2008

The writer



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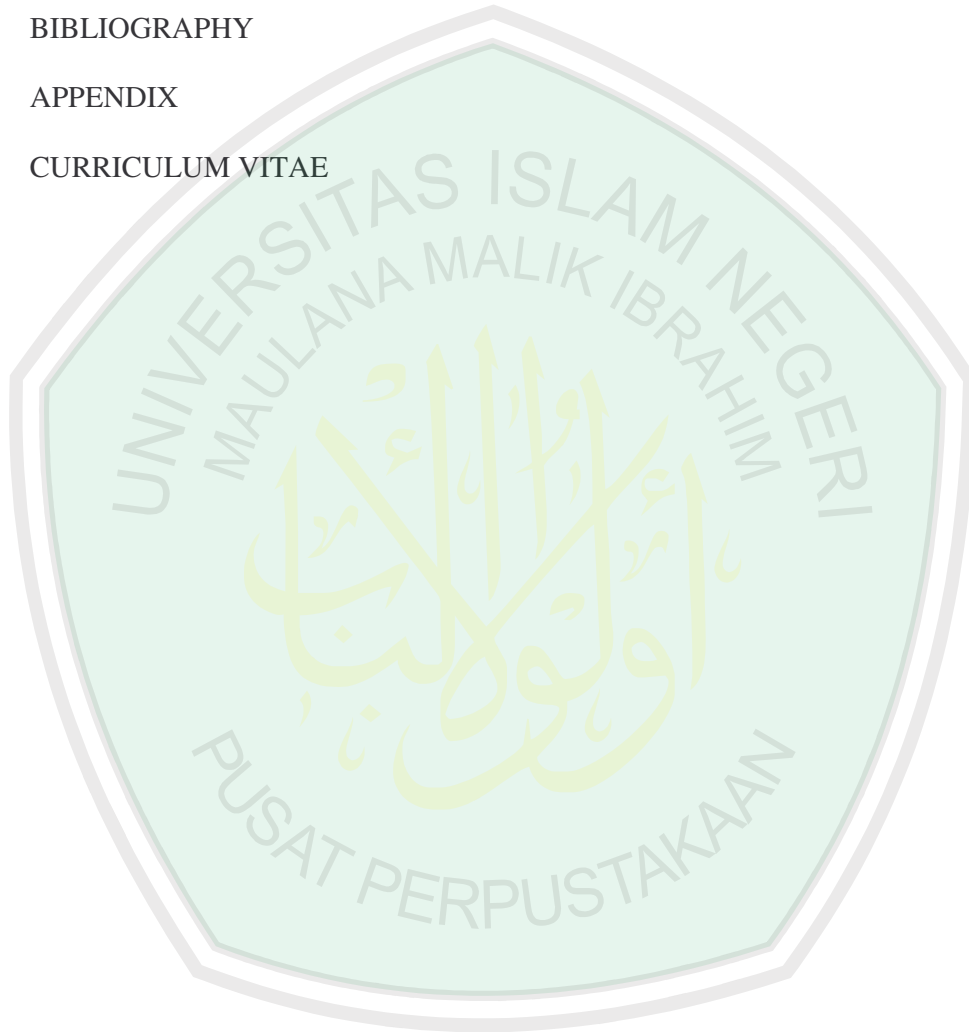
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## ABSTRACT

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Allah S.W.T said in the Holly Qur'an on *surah* Ar-Ruum verse 22<sup>nd</sup> that the constancy of the language difference is variation of social phenomena characterizing a society. Because language is social phenomena, obviously every human has own style in communication. Growing science and human's need the rule of language is not only as tool of simple communication but also it is used as tool to persuade and influence people to do something. Moreover, it is believed that a good speaker will get the success on their aim depend on how well people use word, how they talk to the other, and what they say to satisfied other. In other word, the language style in communication is extremely important to make our communication purpose run smoother. Furthermore, advertisement language becomes social phenomena in marketing level nowadays. The ability of persuading and impressing people desire in certain situation makes the researcher as linguistic students anxious about the kinds of language are used in advertisement. Even advertisement as tool of selling product has own style to make the message creative and effective in certain ways. By this reason, the researcher is encouraged to analyses language style in advertisement, for she wants to develop her ability in selecting the appropriate word in certain purpose, especially in advertisement level.

This research uses a descriptive qualitative research because the researcher effort to analyze and discuss the utterance which differentiate language style in Newsweek magazine advertisement. Analyzing language style in this study the researcher use Wells as main theory, and Mott as the second theory. The data are in the form of utterances selected from Newsweek magazine advertisement which is published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. Furthermore, there are three kind of advertisement in Newsweek magazine, such as educational advertisement, business advertisement and advertisement. However, the researcher selects all of them as research subject.

The result of this study shows that language style in Newsweek magazine advertisement is classified into soft sell style, hard sell style, straightforward style, problem solution style, comparison style, and newsy style. However, the most dominant of language style found in Newsweek magazine advertisement is hard sell style. It means advertisement of Newsweek magazine prefer rational

information rather than emotional information, although in some case both of them come together. In addition, during analyzing language style based on well's theory, the researcher did not find the demonstration style, spokesperson and slice of life style. Nevertheless, it is possible for advertisement in Newsweek magazine uses demonstration style, and slice of life in further edition.

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Study of language has been discussed for over 2000 years by many linguists in the world such how human being comes to have it, how they used in the society, and how it change and develop are being included. It is because language appears to be a unique human attribute that other species have not. (<http://linguistic study/> Academic standards – Linguistics). Even language is a fundamental aspect in every human activity either in social, political or economical. As Wardhaugh said (1985: 29) language is a fundamental aspect of human life. To communicate and establish relationship with other, people use language as tool of their communication. Thereby through language, human express their feeling, idea, thought, and whatever exists in mind. It means whatever in our mind can be reflected by the language we use. While language is not limited only in spoken it can be expressed by written. There are two types of language which is used by human as a means of communication, such spoken and written language. Spoken language is an utterance in the form of sound. For example conversation, speech, discussion, radio and television broadcast. Written language is an utterance in writing form that can be found in magazine, journal books, newspapers, letter, etc.

The rule of language is not only as tool of communication but also it is used as tool to persuade and influence people to do something. Human used varieties of style in different situation in order to get most effective attention from the listener. Even human use different style either in social or in the politic and economic aspect. Guth (1975:1) said that good speaker or writer will get a success on their aim depend on how well people use a words, how they talk to other, what they say to a dissatisfied person, and how well they understand what they are told to do. In other word he argued that in making communication people have to use various way or stylistic language to make our message receivable by other people.

While different culture, place, sex, age, and work institution different style of language we use. For instance to respect someone most Indonesian people used formal language (*romo language*) when they communicate with them but it does not mean for Australian. They may use simpler and more casual language to get more intimate or highly educated engineers may find themselves learning the language variety of the working class in order to communicate effectively with their employees. Other examples, language that is used in education institution is difference while it used in advertising or business level. It means that language that used in society different depend on the situation, speaker's intention, wants, need and desire.



However, Judith (1999: 155) states that a primary way in which society differs in communication style is in a preference for high-context communication or low-context communication. High-context communication style is one in which most of the information is either in the physical context or internalized in the person, very little in the coded and explicit meaning. In contrast low-context communication is one in which the majority of meaning and information is in the verbal code. This style of communication is emphasized explicit verbal message. Some cultural group or society might prefer to use high-context communication or low-context communication. Those all are depend on which the speaker's true intention, wants, need and desire. Sometimes it is not appropriate to communicate with explicit verbal message when we in the formal situation or we speak with uneducated person. In some cases using language style extremely importance to arrange our utterance to get more attractive and effective, moreover it used in commercial purposes such in advertisement.

Therefore, a language variety is the characteristics of each human being. This statement has been stated by Allah SAW in his holy Al-Quran surah Ar-ruum, 30: 22

الْسننكم واختلاف الأرض السماوات خلق آياته من ألوانو إن في ذلك  
للعالمين لآيات

And among His Signs is the creation of the heavens and the earth, and the variations in your languages and your colors: verily in that are Signs for those who know.

It can be interpreted that Allah create human with has different language, and color as characteristic each other. Because language is

significant part of human life, it is important for each individual to know the language and the style used in order to avoid miscommunication among individual.

The growth of technology, knowledge and human' intelligence language show more varieties. Because language has a powerful influence over people and their behaviors. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Language show more persuasive, creative, and imaginative to catches the people's attention. Even, over the years advertising has become more and more creative, which force many people to do. Even advertisement language assumes can motivate and influenced people in various situation. Essentially goal of advertising to persuade people to buy or at least to take some step has successfully in every time. In other word selecting the word in advertisement has big impact to make it commercial.

It is fact what has been said by our Prophet Muhammad S.A.W that the power of language is sharper than knife. In the Book of Ikhtilaful- Hadits 171 rowahu Abu-Daud, Muhammad S.A.W said

رب قول ا سد من صول

Obviously, a successful advertisement must be appropriate at creating beautiful image by means of creative language expressions. At the same time advertisement language has own style in forming a phrase or sentence, in which it very different in normal communication. One way in which

advertisers adapt language to their own use is to take compound words and use them as adjectives. Examples of these compounds which have become part of the English language are: *top-quality*, *economy-size*, *chocolate-flavored*, *feather-light* and *longer-lasting*. But advertising language may not always be "correct" language in the normal sense. For example, comparatives are often used when no real comparison is made. An advertisement for a detergent may say "It gets clothes whiter", but whiter than what? The real meaning of it just knows by the writer or advertiser only. Moreover it is extremely importance in advertising language noun to be used as a verb. For example "It's been re-everything-ed" in this case the new verb is also prefixed and suffixed. ([http://en.wikiledia.org/wiki.language\\_and\\_advertising](http://en.wikiledia.org/wiki.language_and_advertising)).

As a fact in the fields of marketing or advertisement, it is true that language has great power to change human's behavior, thought, and life style. Because it always emphasize certain actual information arranged with different style of language. For advertising language has a significance influence to the reader, it is important to analyze how advertisers select language for its affective and directive uses. The unit shows how language is used to stimulate consumer interest in a product and often to mask the lack of extensionally verifiable information presented about the product, advertising language contain of metaphor, personification, hyperbole, connotation and good diction. As a result advertisement as a media to sell a product frequently uses stylistic language in different ways. More advertisement language often emphasize ambiguous message and language used is not really true. For example in one of verbal advertisement the researcher found the sentence

“used this product will make you easier to miss the stain in your clothes”

sometime this utterance is not really true. Or in some cases advertisement used a rhetoric language to make the reader sure and trust with their product. So many styles of language that used by advertisement in different purpose, as Badiah (1994) said that function of language style in advertisement has several purposes there are 1) to increase the reader taste. 2) To persuade the reader. 3) To add the artistic effect of the idea being offered by the writer. 4) To transfer the writer ideas easier. And the last it is only just to entertain the reader.

The impact of advertisement as a selling a product almost we found in every place, at barber, shops, dental office, street, magazine, newspaper, television or in radio deluge us with sales message. Event there are salesman bring to the home or office to offer their product and service. Based on the data research in America that advertisement gets successfully over 100 per cent in attracting attention and stimulating action among customer. It is may be advertisement has big ability in arrange and choose the word more effective that it get success in conveying the desire meaning to the reader. Even the power of word used in advertisement can change the ideology or someone life style (Gaw, 1961:50-54)

Additionally, the presence of advertisement in any printed media can add the reader's enthusiasm. Today many people use an advertisement as a target of their business. Because it has big importance role either in economically, sociologically and psychologically. On economic aspect, advertisement is used as the marketing tool to offering commodities of new product or technology. In sociological aspect advertisement can be used to

create interaction among individuals, or it brings out the critical message for the problem happened. In psychological aspect, it persuades people's behavior to do something William (1999: 14). Further, the power of words using by advertisement arouse people to action, give shape to what people to think and do. It is very effective for advertisement to use persuasive language and varieties style that the product run smother in marketing level, for Abraham Maslow states that individual have a basic characteristic such as, ultra-sensitive, thick-skinned, the suspicious nature, the impulsive one, the know-it-all, the gullible one and the self-conscious one those all pulling the individual easy persuaded and influenced (Holtz 1983:5-11). By this several significant knowledge encourage the researcher to analyze language style in advertisement.

Regarding with Advertisement we can be found either in the television, internet, newspaper, or in the magazine. Those language are expressed attractively with different style. In this case the researcher selects the language used in advertisement of Newsweek magazine as object in analyzing language style.

The researcher selects the Newsweek magazine because of several reasons. First, 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. Second, it is published with native. The researcher expects this study will give new contribution in knowing the stylistic language expressed by native especially on advertisement language. The last reason, Newsweek is the

second largest weekly magazine published in the united state. It means Newsweek magazine has big influences to contribute language style usage.

University students have discussed language style in the other field. They are: Utomo (2000) he studied language style used in advertisement of Jakarta pos newspaper. Other researcher are Kurnia (2002) who conducted a research on language style in vacancy advertisement in Jakarta post using creative approach. The next researcher is Solikha (2003), who focused her study on the theory of language style to investigate the utterance of Military members of Kompi Paser 31 Sidoarjo. And the last researcher of language style is Ai Mulyani Az-Zahra 2005, she focuses on analyzing language style used by Bloggers in the Blogosphere. .

Obviously, many researcher interested to study the language style but in different object. However, this thesis is focused on analyzing language style used in advertisement of Newsweek magazine. Such the researcher said that she choose the text of Newsweek magazine advertisement as her object of study, because she interested to know what stylistic language usually used by American people in advertising.

## **1.2. Research Problems**

Concerning the background of study explained the researcher formulated their research as following two:



1. What types of languages style are used in Newsweek magazine advertisement?
2. What is the most dominant language style are used in Newsweek magazine advertisement?

### **1.3. Objective of the Study**

This study is intended for several objectives, they are following two:

1. To identify and to describe the type language style used in Newsweek Magazine advertisement.
2. To know the most dominant language style in Newsweek magazine advertisement, that the researcher and the reader know what stylistics of language are frequently used by Newsweek magazine advertisement in persuading the reader .

### **1.4. Significance of the Study**

In analyzing language style in advertisement of Newsweek magazine the researcher provides several purpose. 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 is presented for linguistics students to develop their knowledge in language style. Equally important it is very useful for other people who work in journalism, to know the language style system in select and modify the sentence, that it will be an interesting and effective language. And the last, the study of language style in advertisement will 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 will help other people to catch the advertisement's message easier.

### **1.5. Scope and Limitation of study**

In this case the researcher focused on analyzing the language style used in advertisement of Newsweek magazine published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. The data taken from advertisement column of Newsweek magazine published in February, 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. There are several kinds of advertisement find in Newsweek magazine such Business advertisement which offer a job opportunity, product advertisement that promote the product, and the education advertisement which offer and the educational institution. The researcher chooses all advertisement of Newsweek magazine, because the researcher intends to know language style used in any kind of advertisement either commercial or not. As the familiar known by many people that language in advertisement frequently used persuasive language. Anyhow it doesn't mean all of the advertisement languages contain of emotional information which often illustrate and manipulate language to be more persuasive. However advertisement contains of social and critical message which delivered social phenomena by the way of rational information use.

### 1.6. Operational Definition of Key Terms

To get this research easy to understand, here are the definition of our analysis

Language style :The way of expressing one's feeling, one's thought which expressed in according with his way and manner (Warner, 1986:1)

Advertisement :Advertisement is paid non-personal communication from an identified sponsor using mass media to persuade or to influence an audience (Wells, 1989:11)

Newsweek :Weekly news magazine published in New York City and distributed through out the united state and internationally.

(<http://www.wikiledia.org/Newsweek>)

## **CHAPTER II**

### **REVIEW OF THE RELATED LITERATURE**

This chapter concerns with the discussion of language style which is used as the basic of this study. There are language style, the element of style, kind of language style in advertisement, function of language style in advertisement, the advertisement, and the previous study are discussed in this chapter.

#### **2.1 Language Style**

Language style is the way people manipulating to other and controlling people in interacting to other and it brings a message usually conveyed in words or voice. In the other word, language style is the way people use the language in communication, it can be written or oral language. Chaika (1982:29) gives description of what style actually is. She claims that style actually refers to the selection of linguistics form to convey social or artistic effects. Style also acts as a set of instruction. We manipulate other with style; even we are manipulated ourselves whether consciously or unconsciously. In doing communication people usually use formal or informal language which depend on the situation they are communicating with others. Style also tells the listener to take what is being said; seriously, ironically, humorously or in some other ways.

Language style uses all the resources of language such tone of voice, different way of pronouncing sound, even choice of the words and grammar. Tone of voice can be felt when the speaker says something in certain situation or condition. To identify whether people give question or just statement, it can be decided from the tone of voice. Moreover language style can be found in choice of the word and grammar that are used in communication. In educational institution people may use simple word and grammar in order their students can understand easier the material being educated, while it is more complex when language used in advertisement. Language conveyed more stylistic, for advertisement has several purpose to listener or reader. For instance the style of advertisement which researcher found in Newsweek magazine "Global Newsweek offers 12 editions in 190 countries reaching 23 million reader. This statement is not only content of some information but also has a purpose to persuade the reader though. From the grammar pattern advertisement has own style that distinguish with other communication. Even in some cases advertisements ignore or break the grammar pattern, yet it is inappropriate when we communicate in formal situation such in office, educational institution or in ceremonials situation. Using different style in communication gives different interpretation from the listener. In communication people can not leave the style because it is integral part of social aspect. As Chaika states that style is a part of social function interaction which can not go a head if one does not speak with the right style. It means in communication whether in writing or spoken, language style that we use to

convey the message or ideas is very important to make our utterance effective and understandable by the reader.

In addition, the language style is the selection of linguistics form of one person or a group of people made within the option presented by the convention of the language and the literature to convey social or artistic effect. Therefore, the characteristics of language style are: selection or choices of linguistics form appear from a person or group of people.

Equally importance about language style is the same content can be expressed in different form of communication. Renkema (1993:97) states that the numerous of “style” divided into three categories. There are as follow: first, when the symbol aspect of language (the reference to reality) is central, style can be seen as a possible form for a specific content. Second, from the angle of the symptom aspect of expression (from perspective of writer or speaker) style can be seen as the choice of specific forms. Third, from the Engle of signal aspect of persuasion (the perspective of the reader or listener), language can be seen as deviation from a given expression.

Crystal and Davy (1969:9-10) divide style into four categories, Firstly, style may refer to some or all of the language habits of one person as when we talk about the Shakespeare’s style, or James Joyce’s style, or when we discuss questions of disputed authorship. Secondly, style may refer to some or all of the language habits shared by a group of person at one time, or over period of time. As when we talk about the style of Augustan poets, the style of old English ‘Heroic poetry’ or style of public speaking. Thirdly, style gave more restricted meaning when it is used in an evaluative sense, referring to the



effectiveness of a mode of expression. Implicitly, style is defined as saying the right thing in the most effective way or as a good manner. And the last, style refers to literary language. Style has long been associated primarily or exclusively with literature, as a characteristics of good, effective, or beautiful writing.

## **2.2 The Element of Style**

Kenney (1966:60) states that the elements of style consist of three kinds; they are diction, imagery and syntax.

### **2.2.1 Diction**

Abrams (1993:163) says that the diction signifies the kind of words, phrases, sentence structure and figurative language that constitutes any works of literature. The choice of word is very importance in all of communication types, more in written language.

Each word has several functions, such as, meaning, sound, and aesthetic function. In addition, the choice of word does not only know the meaning that is expressed but also it expresses some messages without leaving its aesthetic value. A good diction related to the word choices has a varieties of meaning to rise and develop reader' imagination.

#### **2.2.1.1 Denotation**

Kenney (1996:60) states that denotation is the lexical meaning or the meaning, which is based on the dictionary. We say that denotation is the same as cognitive meaning, conceptual

meaning, and referential meaning, because it gives some explanations as appropriate meaning with the result, such as sense of smell, sense of hearing, sense of touch, eyesight, or other experiences. Chaer (1995:65) said that denotative meaning is similar as referential meaning because denotative meaning gives an explanation as a meaning, which is suitable with result of observation. Consequently, denotative meaning describes the objective information. It is also called "the real meaning".

#### 2.2.1.2 Connotation

Connotative meaning is a kind of meaning whose responds to emotional value. Connotative has different meaning with one society to another because it must be convertible with those society's views of the life or norms. Chair (1992:92) states that a word is called connotative meaning if that word has sense of value, either positive or negative.

Furthermore, Soejibto (1992:54) says that connotation is differentiated in to two types, positive connotation and negative connotation. Positive connotation has high value of sense; good, polite, smooth, joyful, sacred, etc. while negative connotation has high value of sense, bad, impolite, dirty, etc. both of them depend on the language users themselves.

### 2.2.2 Imagery

Kenney (1996:84) says that imagery is the evocation through words of a sensory experience: imagery is simply the collection of image in the entire work or in any significant part of the works. Furthermore, perrine (1984:552) states that imagery is the representation through language of sense experience.

Based on the variety of figures of speech above, there are three kind of figure of speech that help on analyzing the language style on this study. They are hyperbole, metaphor, and personification.

#### 2.2.2.1 Hyperbole

Hyperbole is a figure of speech, which employs exaggeration (Reaske, 1996:34). Keraf (1881: 135) says that hyperbole is a kind of the figure of speech, which consists of an exaggerated expression. Exaggeration is the description of what we see and feel which are followed by emotion.

#### 2.2.2.2 Metaphor

Metaphor is figure of speech, which compare a thing to another directly (Reaske, 1996: 36) Parrine (1984: 565) states that metaphor is used as a mean of comparative thing that is essentially unlike. Moreover Keraf (1994:139) says that metaphor is a kind of analogy which compares two things directly.

#### 2.2.2.3 Personification

Personification is the process of assigning human characteristic of objects, abstraction or ideas (Reaska, 1996:39).

Parrine (1984:568) states that personification consists of giving attribute of human being to an animal, an object or concept. It means that personification is used to compare something non-human if it has human's characteristics. Consequently, the situation and event are often comparing a situation or event that has been experienced by human being. In addition, non-human object is considered as human being. It is used to make clear the situation or eventual description.

### **2.2.3 Syntax**

Syntax is the way in which the writer constructs (Kenney, 1996:67). Oxford advanced learners' dictionary (1996:1212) defined that syntax as the arrangement of word into phrases of the phrases into sentence. Furthermore Glason (1961:128) says that syntax may be roughly defined as a principle of arrangement of construction by the process and derivation and inflection (word) into large construction of various kinds. As the researcher noted that advertisement language frequently ignore the grammar structure. For example "Beautiful in its Simplicity, Inspiring in its Reliability". This sentence is incorrect because there is no subject which refers to. This kind of sentence is common use in advertisement.

English Syntax in Advertising can be identified as follow:

a) More simple sentences, less complex sentences

It will get better effect to use simple sentences than compound sentences, because the readers will get bored on reading complex sentences. Another reason is to reduce the cost of advertising, and effectively stimulate the consumers.

b) More interrogative sentences and imperative sentences

The imperative sentences have a meaning of claiming, calling and commanding, similarly the goal of advertising is to persuade and force the consumers to accept its product or service.

c) Disjunctive Clause

Disjunctive clause is unique for advertising English, which separates a long, complex sentence into several simple sentences by using full stop, dash, semi-colon, hyphen, etc. Those sentences are independent in form, but are related in the content. The use of disjunctive clause could add more information and save more space and money. The separated parts are usually the features of the product, so that they could emphasize the good points of the product.

d) Minor Clause

Minor clause has simple elements, which could lay stress on the key words. It could not only reduce the length and cost, but also disseminate information more effectively. For instance

*So come into McDonald's and enjoy a Big Mac Sandwich.*

*--McDonald. (<http://types of language in advertising.com> )*

More Guth (1975:57-60) argued to sharp our style in communication the language we use should contain several points as follow

### 1. Superlative

Some people habitually use superlative, words that express the strongest possible enthusiasm or praise. The advertisement may use the kind of word to encourage, inspire, or to impress the customer with an idea or product. For example "turkey's most profitable and innovative Bank with extensive customer portfolio and 689 branches" using superlative word "most" is aimed to give an image to the customer that the product is excellent than other. Superlative is frequently use in advertisement language because it helpful in giving positive impression to the ideas or messages conveyed.

### 2. Euphemisms

Euphemisms are soothing word for harsh facts. In advertisement euphemisms are commonly use to make a soothing the reader's hear. For example "your skin seems to be more shining with the TRUSHAY lotion" the word "*shining*" is chosen rather than a "*white*" because the word "*shining*" is more artistic and romantic. In brief, soothing word for harsh fact related with the choice of diction.

### 3. Jargon

Jargon is usually used in a certain communication to show vicinity with certain group of society. In advertisement, jargon also used to shape



creativity and to express the idea of writer, moreover jargon useful to build the high-image of product. Sometime using jargon as a sensational style in society communication. In addition the product became famous in society life. For instance, “prest –O-Lite Battery service” the word “O-lite” is a jargon which is certain group of society understands or have that language.

### **2.3 Kind of Language Style**

The scope of this study will be specified into the style of advertisement language. As the researcher presented on the background of the study that the specific characteristic of advertising language is persuasive sense. Moreover Wells (1995:435) argued that equally importance about language in advertisement is it has a creative concept to present a message to the reader or the audience. In addition, an advertisement as a tool of selling a product it should offer an object to the society using many style of language to get successful in business aspect. The style refers to the way in which language is used in a given context, by given person for a given purpose and so on (1981:10) Wormuth. Using variation of style depends on the environment in which the message is presented; the language style used in upper-class environment is different from the style used for the lower-class environment. The environment also refers to the stratification, such as age, gender, and other social status.

To sell a product, advertisement has varieties concept or style in presenting its message, which contributes to the successful of advertisement purpose. The creative concept of advertisement language brings the idea to

life. Since effective advertisement is build on strategy, it is important to understand how different strategy effect creative perception of the reader.

Wells (1995:435-140) states that there are several style of advertisement formulas the message. These include hard sell, soft sell, lecture, drama, straightforward, factual message, demonstrations, comparison, humor, problem solution, slice of life, and spokesperson.

#### 1) Hard sell

Hard sell 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.

#### 2) Soft sell

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.

#### 3) Lecture and drama

Most advertising use a combination of two basic literary techniques such as lecture and drama. Lecture is a serious structured instruction given verbally by a teacher. A drama is a story or play builds around characters in some situation. Lectures are a form of direct address. Stylistically, the

speaker addresses the audience from the television or written page. The audience receives the message “at the distance” the speaker presents evidence (broadly speaking) and employs such technique as an argument to persuade the audience.

#### 4) Straightforward

In a Straightforward factual message, the advertiser usually conveys information without using any gimmicks or embellishments. In other words in this style advertisement conveys the messages more rationally rather than emotionally. Cigarette advertisements that make claims about low tar, for example, are usually presented in a straightforward manner.

#### 5) The Demonstration

The demonstration style is the way of delivering an idea or message which is focused on how to use the product or what it can do for you. The product strengths take center stage. In demonstration people are persuaded to believe what has been said by the advertiser. Moreover in presenting the messages the speaker speaks loudly, and with enthusiasm as if what has been said is fact and true. That, demonstrations can be a very persuasive technique.

#### 6) The Problem-Solution

The problem-solution also known as the product-as-hero technique, the message begins with some problem and the product is presented as a solution to that problem. This style is a common technique which is used by an advertiser to make their product advertised run smoother.

#### 7) The Slice of Life

The slice of life is an elaborate version of a problems-solution message presented in the form of a little drama. It uses some commonplace situation with “typical people” talking about the problems. It puts the audience in the position of overhearing where the problems is stated and resolved.

#### 8) The Spokesperson

Using the person to speak on behalf of product is another popular message technique. Spokesperson and endorsers are believed to build credibility. They are celebrities we admire, expert we respect, or someone “just like us” who advice might seek out.

#### 9) Comparison

Comparison is the way of advertisement conveys the ideas or message by compare certain product to other product. it contrast two or more products and usually find the advertisers brand to be superior. The comparison can be direct, in which the competitor mentioned, or indirect way, which just a reference to other leading brands.

According to Mott (1968:359-360), the language style in advertisement is classified into five categories, they are:

##### 1. The Narrative Style

Narrative style is the style used to narrate consumer a certain product advertised. The narrative style is used to show the narrative of product whether explicit or implicit. Explicit way shows the extraordinary clear. While implicit shows the product indirectly. The narrative style is very flexible and effective in showing anything in product. This style used a

description of product, information about user of product before, the quality of product, information of service, information about facilities (service business). In narrative style, the advertiser or producer gives explanation about the product or service that relates to style, quality and facilities that the readers get. To summarize the narrative style usually explains about superiority of a certain product.

## 2. The Dramatic Style

Dramatic style is the style to give information of the way to use the product. This style uses an asking from costumer can express the use of product. The dramatic style is usually used by the advertiser to introduce the product. Moreover, it uses introduction of using the product than the reader can use the product easily.

## 3. The Newsy Style

The newsy style is the style used to convince the reader by informing the costumer that many other costumers also using the product. This style uses statistical data: the domination of product in the market for a long period of time, the appreciation from the national or international community. It is also the producer or advertiser wants to prove about the good quality of product by giving the other consumer's experience.

## 4. The Dialogue Style

The Dialogue style is the language style uses in advertising using dialogue among consumers. This kind of style commonly uses a slang or idiom language in order to get costumers' attention.

## 5. The Humorous Style

The humorous style is the advertising style using humorous sense to persuade consumers. In this case advertiser expresses the language humorously to get more intimate and friendly with consumers.

Based on Mott' idea above, there are five kinds of language style in advertisement. They are the narrative style, dramatic style, newsy style, dialogue style and humorous style.

### 2.4 Function of Language Style

According to Chaika (1982) the function of language style is to convey social artistic effects. Furthermore Badiyah (1994) argues the function of language style as follow.

#### 1. To increase the reader's taste

Using language more stylistic can increase the reader's thought toward what is being said by the writer or speaker. It will raise the people opinion about what is being written or said, what are speaker mean, purpose, need, and want.

#### 2. To persuade the reader

In some case the function of language style in advertisement also can make the reader sure toward what is being said by the speaker or writer. Commonly, the speaker or writer asks the reader or listener attractively using rhetorical language. As the politicians who attract

society attention in order to make them sure and trust with what is being said

3. To add the artistic effect of the idea being offered by the writer.

Equally importance, language style used in advertisement also adds the artistic effect. To make the reader impressed to product which offered, it is very effective for the advertisers convey their ideas with romantic words, jargon, or with a good diction. In the fact today many group of society adopt the advertisement language as style in their daily communication. It will make the reader or listener enjoys attracted.

Sometime advertisers or copywriters use daily word in promoting their product to get the message of advertisement easier to catch and understood by the reader.

4. To create certain mood

Finally, the function of language style in advertisement consider as a tool to create certain mood of people. Using stylistic language will increase the reader's desire to read. Such it can assert the joke or humor in presenting advertising.

5. To make the writer's idea clearer

Sometime advertiser or copywriter uses daily word in promoting their product to get the message or purpose of advertisement easier understood by the reader.

## 2.5 Advertisement

Gaw (1961:9) defined Advertisement as a tool for selling ideas, good, or services to a group: it employs paid space or time or uses a vehicle to carry it message that does not disguise or hide the identity of the advertiser or his relationship to the sales effort. Furthermore definition wells (1989:11) states advertisement is paid non-personal communication from an identified sponsor using mass media to persuade or to influence an audience. In some cases the point of its message is simple to make consumer aware of the product, it is also tries to persuade or influence the reader to do some thing. According to Termspra (1973:411) advertising is the paid communication of company message through impersonal media. The message may be audio, as in radio advertising, and visual as in television or cinema advertising. Advertisement is actually a message to public and services as one of communication process with the advertiser as the communicator and the costumer as the communicant.

Wells (1973:411) defined the advertisement is any form of personal stimulation of demand for product, service, or selling institution to prospective buyers through direct mail or a paid medium. Bolen (1984:4) gives similar definition from both advertising and advertisement. Advertising or advertisement is any controlled from of non personal presentation and promotion of ideas, good, or service by a market.



### 2.5.1 The Function of Advertisement

The primary function of advertisement is to offer a product or service to the costumers. It carries out the producer's want; need and purpose.

Advertisement actually is giving a two-sided mutual impact for both the producer and the costumer, the producer will automatically gain his/her commercial benefit if the product use by many people, while the consumer will get adequate information about any product or service need.

Gaw (1961:21) describes the function of advertisement as a tool of selling, as media of education, as a molder opinion and good will builder.

1. As tool of selling

Generally, producers offer their through advertisement either in television, newspaper pamphlet, or in magazine. It is primary function of advertisement to introduce and offer their product with varieties of style in order to get more attractive and impressive to the reader.

2. As media of education

As media of educator, advertisement teaches the people to adopt the newest and untried technology quickly. In reality, advertisement always carries out current information either economic

or technological improvement. Furthermore, advertisement accelerates the application of advance technology in industry, help reduce accident and contribute to building a better understanding and appreciation of ideology.

3. As a mold opinion

Equally importance advertisement as a mold opinion means builds faith in democratic way of life. It is like the politician who promotes himself using rhetorical language to make the audience trust on him.

4. As goodwill builder

Last, the function of advertisement according to Gaw is as goodwill builder. It means advertisement also assist in maintaining goodwill among the various group interests that must function in harmony in a democracy.

While Whitthier (1958:48-54) who states that an advertisement is any paid for message that seeks to motivate someone argued that advertisement should fulfill five functions as follow;

1. Idea

In reading or listening an advertisement might be the first question in our mind is what the idea of that advertisement is.

Advertisement as media of paid message that seeks to make someone buy a product has to contain of an idea about what is the purpose of producer or writer. The better the idea, the better any advertisement is likely to be. There is reasonably sure way to identify an idea. If the

sales theme of advertisement can be summed up in a single sentence, chances are there is an idea in it.

## 2. Immediate impact

Immediate impact defined as “stopping power”. This is really the power to distract, to halt minds concerned with other things, to give people greater concern for the advertising message that appear suddenly. This power to stop people is one of the most importance functions of an advertisement, for if no body stops to look or read, the advertisement is a total loss. finally it must be seen before it can be persuaded.

## 3. Incessant interest

Ideally, any advertisement should hold a prospective customer’s attention until he has absorbed all the information it has to give him. Not just some of the information, but all of it such as the product has to satisfied, good, etc. Presumably everything in an advertisement contributes to the single purpose of making a sale, and maximum persuasion is the sum of all its parts.

To hold attention, advertisement must maintain interest. It should make a reader or listener want to know more so long as the advertiser has more to tell. So the language use should make the readers anxious to know more. As a fact it is not amazed went we found many advertisement present in complete utterance. This way is make the reader’s mind predict the next word or utterance. As a result language use will catch the reader’s attention and interest.

#### 4. Information

Some advertisement also has to contain some information about the product advertised. Enough information to satisfy curiosity and create conviction is usually sufficient. The information that conveyed has a power to make a reader interested in a product. This way can assert the competitive word to claim that the product is more effective than other such as “this television are clear, sharp, modern design, and excitingly real”.

#### 5. Impulsion

The last function of advertisement based on Whittier idea is it should force the reader or listener's desire to buy the product advertised. It can use a hyperbole to convince the costumer. Creative ability to use a language in different style can build the reader's desire.

Originally, advertising was created to help someone sell something. That means the ultimate goal of advertising is to increase the advertiser's sales. However, in preparation for an advertising campaign, a more specific advertising goal is required to provide advertisers or advertising agencies a certain direction regarding how the campaign will be executed and how the campaign will be evaluated after the campaign period.

Although there are various advertising objectives targeting consumers, they can be largely generalized into the following eight areas:

1. To increase brand awareness
2. To improve brand attitude
3. To provide product information
4. To convert product concept
5. To establish public opinion
6. To improve the advertiser's image
7. To inform other promotion strategies
8. To create a new fashion

Beyond the above objectives, the external functions of advertising should be examined considering its impact on our society. Generally, they can be categorized as four major functions:

a) Marketing Function

The most effective way to increase the sales of a brand may not be advertising because other influential factors, such as price, product quality, or product distribution, can be more important factor in satisfying consumer needs and obtaining consumer acceptance for the advertiser's products, services, or ideas. However, advertising sends the advertiser's message to as many prospects as possible through mass media. Therefore, advertising can solve the possible

limitations that might be caused by geographic, time, or perceptual differences between consumer and advertiser.

b) Economic Function

Advertising stimulates the economy by informing many prospects about available products and services at a relatively low price. As a result, advertising helps advertisers decrease costs and increase profits, which can be distributed to more capital equipment and job offerings.

Furthermore, competitive advertising activities help consumers compare several brands with a lot of information, so it brings about the improvement of the overall product quality and the failure of inferior products.

c) Communication Function

All forms of advertising deliver messages to consumers. As the message sender in the process of communication, advertising can let people know about a new brand, make an impression on consumers' minds about the brand, build or maintain positive attitudes toward the brand, form a strong motivation to make consumers take action, and establish a strong brand loyalty for repeated purchases.

d) Social Function

Advertising provides the opportunity to choose the most ideal products or services that best match consumers' social needs by identifying good products, teaching consumers how to compare each brand, and creating new trends. Moreover, advertising is the largest financial source for mass media and has a powerful effect on our society. Nonetheless, advertising is sometimes subjected to wide criticism due to the fact that advertising is the most visible marketing activity of advertisers. ([http://magazine/function of advertisement.net](http://magazine/functionofadvertisement.net))

### **2.5.2 Language of Advertisement**

As the writer has been notes, the language in advertisement is different from the language used in daily life. According to Gaw ideas the different exists because it has several targets such as tool of selling product, as a media of education, as a molder opinion, and last as a goodwill builder. Therefore, the language used in advertisement should be creative, interested, informative, and persuasive. Creative means that the words used have to illustrate and arrange with different ways, such as contain of a jargon, hyperbole, personification, metaphor or good diction. Moreover to be creative advertisement have own style in producing their message. From the vocabulary advertisement has several features as follow:

- a) The advertisement commonly use Compound words: these occur as hyphenated words, such as 'competitively-priced'.

- b) Use of adjectives: adjectives are used to an unusually high degree, eg. Shining, luxury, elegant, smooth.

Adjectives are important in advertising for they are used to add prestige and desirability for the consumer.

- c) Use of the imperative: often in advertisements the imperative form of the verb is used, where we are told to do something, eg. 'try the...', 'see your dealer', 'call your State Distributor'.

- d) Use of repetition: advertisements tend to repeat words or ideas. Something repeated frequently is more likely to be remembered. Most often it is the brand name of the product, or some word associated with it.

- e) Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product such: 'Nike. Just do it', 'Always Coca-Cola' Neologisms: these are newly made words such as 'schweppervescence', 'mostest', 'roll-together'.

From the sentence structure the advertisement used simple, compound, complex, minor, or incomplete sentence.

- a) Simple sentences: sentence with either a subject and a verb or a subject, verb and an object. For example the cat slept on the mat.
- b) Or in some cases advertisement used compound sentences: two or more simple sentences joined together by a conjunction (a joining word).  
For example, the cat slept and the mouse ate.
- c) Next, in Complex sentences advertisement have a subordinate clause.  
For instance, the cat, which was very old, slept.



- d) **Minor sentences:** These are used in advertising because information is put across to the consumer in a very brief manner. The minor sentence does not have a verb.

Example, A cool mint gel.

- e) **Incomplete sentences** are a group of words without a noun.

eg. Help! ([http://en.wikipedia.org/wiki/language\\_of\\_advertising.net](http://en.wikipedia.org/wiki/language_of_advertising.net))

To be interested advertisement language uses a provocative phrase in sentence. It also contains newest information about technology or economy development, that the reader want to know more and want to try the good advertised. (Whittier, 1958:52).

### **2.5.3 Advertising in Magazine**

Wells said (1995:351-352) Magazine is a valuable medium for reaching many demographic groups. By their nature, magazine must fill a niche with unique content in order to satisfy specific group of reader. As a result, they are extremely diverse in terms of their characteristics, reader, and interaction. In evaluating a magazine, it is importance for advertisers to examine the full range of characteristics that distinguish one magazine from all others. First character of advertising is technology. New technologies has enable magazine distinguish with other. For example, selecting binding, and jet-image allow publisher to construct and personalize issue for individual subscriber one signature or insert at a time. Selective binding combines information on subscribers kept in a data-base with a computer

program to produce a magazine that include special section for subscriber based on their demographic profiles. Next character is format. Each magazine categorize uses its own terminology to describe its format.

#### **2.5.4 The Advantage of Advertising in Magazine**

According to Wells (1995:353) states the benefits of magazine advertising include the ability to reach specialized audience, audience receptivity, a long life, visual quality, and distribution of sales promotion devices.

##### **a. Target Audience**

The greatest areas of growth are expected to be a special-interest magazine and special edition of exiting publication. The ability to reach specialized audience has become a primary advantage.

##### **b. Audience**

The second advantage of magazine is their high level of audience receptivity. The editorial environment of magazine lends authority and credibility to the advertising. Many magazines claim that advertising in their publication gives a product prestige. Clearly an ad in fortune would impress business audience, just as ad in seventeen impress teenagers.

##### **c. Long Life Span**

Magazines have the longest life span of all the media. As a result, people tend to read magazine at a relatively slow rate,

typically over a couple of days. Therefore, magazine offers an opportunity to use long copy. The magazine format also allows more creative variety through multiple pages, insert, and other features it is of course will impact to the reader; they can be easy to remember language styles used by advertising.

d. Visual Quality

The visual quality of magazine tends to be excellence because they are printed in high-quality paper stock that provides superior photo reproduction in both black and white color. Behind it have visual high-quality also has creative concept, a big idea that makes the message distinctive, attention-getting, and memorable.

e. Sales Promotion

Magazines are an effective media through which to distribute various sales promotion devices, such as coupons, product samples, and information cards.

While, Gaw (1961:275-277) give an idea that magazine as a medium of an advertising medium has greatest advantages to offer some product than other media as well. Among the more outstanding of the advantages of magazine as an advertising medium are following:

- 1) Magazine offer the advertiser good reproduction of his advertisement both in black-and-white and in full color.
- 2) It is possible by the proper selection of magazine to obtain an audience that is especially receptive to a particular product or service.

- 3) Magazines are kept about the home for relative long periods of time, giving the advertiser's message a long life than it might enjoy in some other types of medium.
- 4) Most magazines have considerable prestige and are accepted as authoritative sources of information in their fields of editorial specialization. Much of this prestige and authoritativeness is carried over to the advertising that it place in such magazine. That is, people are willing to accept as authoritative not only the information contained in the editorial matter but also much of the advertising.
- 5) The distribution pattern of magazine circulation enable the advertiser to obtain national coverage among those people who presumably are best able to make purchases of specific products by reason of income, age, education, or other characteristics.

## **2.6 Previous Study**

Several students have discussed language style in the other field as Utomo (2000). He studied language style used in advertisement of Jakarta pos newspaper. He found that there were five categories of language style used in advertisement of Jakarta pos newspaper. There are narrative style, the dramatic style, the newsy style, dialogue style and humorous style.

Further researcher is Kurnia (2002) conducted a research on language style in vacancy advertisement in Jakarta post using creative approach. The result of her study is there are three kind of creative approach

is in written vacancy advertisement of Jakarta post newspaper. There are the dogmatic approach, the reason approach, and emotional approach. From her the data analysis she found that vacancy advertisement of Jakarta pos newspaper frequently use a reason approach and emotional approach, while it rarely use a dogmatic approach. She didn't describe the reason why it frequently use the reason approach and the emotional approach because she only classified the language style of vacancy advertisement of Jakarta pos newspaper.

Other researcher is Solikha (2003), who focused her study on the theory of language style to investigate the utterance of Military members of Kompi Paser 31 Sidoarjo. She found that there are two style of communication used by Military members of Kompri Paser 31 Sidoarjo, there formal and informal style.

Next, the resent researcher of language style is Ai Mulyani Az-Zahra. She focuses on analizing language style used by Bloggers in the Blogosphere. She classified language style used by Bloggers into six styles or keys. There are consultative key, casual key, deliberative key, oratorical key, intimate key, and informative function.

Obviously, many researcher interested to study the language style but in different object and approach. However, after studying their thesis, the researcher interested to analyzes in the some field, language style. Yet, in this case the researcher has some thing different with them. She focused on language style in Advertisement of Newsweek Magazine.

The researcher choused advertisements in Newsweek magazine as her object of study, for she interested to know about stylistic language usually used by American people in advertising. Because Newsweek published by native speaker, it is probably different with language style used in advertisement of Jakarta pos newspaper or other printed advertisement which published by Indonesian people. Finally, the result of this study supposed give new knowledge to the linguistic student about language style used in advertisement of Newsweek magazine and it function.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

To answer the research problems, the descriptive qualitative use to analyze the language style in Newsweek magazine advertisement. Qualitative research is used to describe and to analyze the phenomena that usually happen in daily activities and is not deal with number as a data. In addition, qualitative research is used as research procedure that the result is contain of spoken, words or people's behavior (Moleong 2002:3). This study is classified into a descriptive qualitative, since the data are in the form of words or utterance.

Biklen in (Moeleong, 2002:27-29) states that there are five characteristics of qualitative approach. First, it has natural setting the direct language data source and the researcher are the key of instrument. Second, the data obtained are in the form of word not in statistic one. Third, the processes are more importance than the result. Forth, the data are analyzed inductively, the researcher analyze from the general and conclude into specific aspect. Fifth, qualitative approach is participant perspective; it means the analyzing of language style in this study using the researcher perceptive.

Precisely, this research use a descriptive qualitative research, for the researcher analyze and interpret language style used by advertisement in Newsweek magazine published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008.

### **3.2. Research Subject**

The subject of this study is the text expressed by advertisement in Newsweek magazine published on February, 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. Since the researcher was taking a data, the researcher found several kinds of advertisement in Newsweek magazine. There are business advertisements that offer job opportunity, commercial advertisement that offers the product, and education advertisement which inform the educational institution. Therefore, the researcher selects all the kinds of advertisement in Newsweek magazine, for she wants to know the language style in any kind of advertisement, whether it is commercial or not. Analyzing language style, the text that found in the advertisement are classified and further analyzed using theory of language style in advertisement.

### **3.3 Research Instrument**

In order to get the study more effective and efficient in collecting the data of language style in Newsweek magazine advertisement, the researcher use the key or main instrument (the writer). Arikunto (2002:126) said that Human instrument is the only primary instrument that is possibly used to collect the data needed. In a similar manner with Lincoln and Guba's idea (1998:76) that the concept of human as an instrument to emphasize the unique role that qualitative research play in their inquiries. In brief, qualitative research studies human experiences and situation. The researchers here need a flexible instrument to capture the complexity of the human experience. Lincoln and Guba believed that only a human instrument was capable of this



task. Thereby in analyzing language style the researcher collects the data from Newsweek magazine advertisement published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008.

### **3.4 Research procedure**

To answer the research problem on this study, the researcher does several steps. First, the data are collected by finding the text expressed by advertisement in Newsweek magazine which is published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. Second, the researcher identifies the word, phrase and sentence that are used. It is done to know the part of speech and the diction used which will help the researcher to classify the language style of advertisement in Newsweek magazine. Next, the researcher classifies the text expressed by advertisement in Newsweek magazine based on Wells and Mott's theory of language style; both of them complete each other. After classifying the language style of each advertisement the researcher identify the most dominant language style use by Newsweek magazine Advertisement. To make the data are reliable and easily understandable, the researcher presents the table of language style classification that was found in Newsweek magazine.

### **3.5 Data Analysis**

After collecting the data completely from the Newsweek magazine advertisement published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008, several steps are done by the researcher to analyze the data. First, the researcher begins to classify the text expressed by advertisement in Newsweek magazine based on

Wells's theory of language style. Either it is include into 1) hard sell, 2) soft sell, 3) drama and lecture style, 4) straightforward, 5) demonstration, 6) problem-solution, 7) slice of life 8) spokesperson style, or 9) corporation style. Again the researcher also use Mott' theory of language style in advertisement. This way is done to complete each other.

After classifying the language style of each advertisement, the researcher identifying the most dominant language style that find in Newsweek magazine advertisement. In addition, the researcher makes a table to conclude what are the most dominant style find in the Newsweek magazine advertisement.

### **3.6 Triangulation**

To check the validity of the data the researcher use triangulation.

Triangulation is the way to check the validity of data that use other thing outside of the data to check and compare it. Denzin (1978) divided triangulation into four; those are source, method, investigated officer and theory triangulation. To get this study more reliable the researcher rechecks her data using investigated officer who is very expert in linguistics, they are first and second advisor of this study.

## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

This chapter presents research findings of language style in Newsweek magazine advertisement. The chapter is divided into two sections, First, data analysis, Second, data finding.

#### 4.1. Data Analysis

1. *Beautiful in its simplicity inspiring in its reliability. The movement found in the Cosmography Daytona is the perfect illustration of Rolex's matchmaking expertise. It is elegantly simple, incorporation a more 290 component, far fewer than a standard chronograph. This exceptional architecture reduces complexity while maintaining chronometric precision and guaranteeing an improved reliability. Conceived and assembled exclusively by Rolex, the movement took more than five years to develop and features element unique to Rolex, such as the blue parahairspring. This level of innovation and expertise is found in watches across the enteri Rolex range, ensuring that every watch is a masterpiece from the inside out.*(February 11<sup>st</sup>, Daytona, 2008)

The Daytona advertisement uses hard sell style. Advertiser conveys some informations that the product is the best than other products. The hard sell style is used to create a response of the reader based on logic. It is known from the information which is given to the reader. This advertisement presents the feature and the benefit of product naturally and does not exaggerate the product more than its feature. The rational information show in the utterance “ *It is elegantly simple, incorporation a more 290 component, far fewer than a standard chronograph.....* ”. from the utterance above, the researcher does not find euphemism language to impress the reader. In brief, hard sell style prefers using a rational message

to make the reader or customer trust to the product which is offered. Hard sell styles more emphasizes on the rational information that the reader will get the real information. In other word, language that is used in hard sell style does not contain any promise and dreams.

2. *From departure to arrival, witness the creation of your own private room. Excellence in space equipped with personal AVOD and 180 reclining Kosmo sleeper seat, we have done justice to flying by providing so private, it becomes your own. Www.Koreanair.Com* (February, 11<sup>st</sup>, Korean Air, 2008)

The advertisement of Korean Air is categorized into soft sell style.

As the researcher has noted that Wells defined soft sell style as a style of advertisement conveying a message emotionally, which is intended to touch the heard of reader and to create a response based on feeling and attitude. The statement that refers to how the advertisement sells moods and dreams of the product is known from the following utterance

*“witnesses the creation of your own private room. Excellence in space equipped with personal AVOD and 180 reclining Kosmo sleeper seat”*. It

Indicates that advertiser gives a promise to the customer about the quality of product. Consequently, the reader is interested in the service and the product.

3. *One of mankind’s biggest challenges is to make our world in a way that sustains everything that is wonderful about this planet. To do so will take a special kind of skill. Some call it engineering. We call it creative problem-solving. Real energy solutions for the real world.* (February, 11<sup>st</sup>, The Engine, 2008)

The advertisement above conveys an idea or message by presenting some solution of what have to do by someone. The sentence

*“Real energy solution for the real world”* shows the product as the hero and best solution of the problem which is happened in the world. In addition, the Engine advertisement classified as a problem-solution style, for the language style illustrated a message by offering some solution.

4. *Imagine the convenience of 2 phones in one*  
*Designed for generation of multi-taskers, here’s one phone that does the job of 2 effortlessly. The Samsung D880 keeps 2 GSM SIM connections “ON” simultaneously. So even if you maintain separate numbers of your professional and personal lives, or travel between places of varying coverage, you are never out of touch. Plus, picture the savings when you work the perks of 2 mobile plants to your advantage. With Samsung Dual Standby, it’s not that hard to imagine.* (February, 11<sup>st</sup>, Samsung, 2008)

The utterance of Samsung advertisement is classified into hard sell style and soft sell style, for the advertisers do not only convey their ideas by presenting the feature or benefit of the product but also they convey the message using emotional information. Using hard sell style can catch the reader’s belief and market desire. Moreover, it informs the newest innovation about the product. The utterance *“here’s one phone that does the job of 2 effortlessly. The Samsung D880 keeps 2 GSM SIM connections “ON” simultaneously”* indicate that the advertiser inform the product feature and inspire the reader’s desire by informing the superiority of product. In other word, the choice of word “simultaneously” forces the reader’s feeling. This way is very effective to persuade the reader’s market desire, Moreover, Abraham Maslow’s states that the basic characteristic of human is the need of satisfaction. It means that every humans want tend to be satisfied in everything their need.

5. *TOSHIBA leading innovation*

*Toshiba recommends Windows Vista® Business*

*Ultra-slim, ultra-light, ultra-loaded. Toshiba portege R500*

*Leave it to Toshiba to redefine true mobile in notebook computing for the executive...yet again. The new portege R500 is practically a paradox in notebook engineering-full loaded power-user features in an astonishing 19.5mm super-slim, 979g durable body, plus up to 12.5 hours of battery performance, making it the slimmest and longest performing computer in its class. For on-the-go-mobility, style and extreme productivity, the portege R500 is as much a wonder to look at as a marvel to us. (February, 11<sup>st</sup>, Toshiba, 2008)*

The essential purpose of advertisement is to persuade the readers or customers. It is natural when advertisement languages often manipulate their ideas with persuasive language or they exaggerate the product more than their feature. Some advertisements combine two or more styles to get the product sells off in the market business such as the Toshiba advertisement. The Toshiba advertisement use both hard and soft sells style. Because it does not only inform the product feature rationally but also present the message with euphemism language or persuasive language. In other word, superlative word is often used in this advertisement. The rational message is expressed as in the following statement “*The new portege R500 is practically a paradox in notebook engineering-full loaded power-user features in an astonishing 19.5mm super-slim, 979g durable body, plus up to 12.5 hours of battery performance*”. The advertisement informs the product based on the real feature, for it forces the reader to think about the product in term of the prospect and benefit. Moreover to make the reader more interested, the soft sell style emphasizing superlative word also used by this advertisement. For instance, the following the utterance “*ultra-slim, ultra-*

*light, ultra-loaded.* This utterance is considered as ambiguous ideas, because the readers do not know truly what is the real meaning of ultra-slim, ultra-light, and ultra-loaded. In brief, it is understandable that the Toshiba advertisement conveys its ideas with rational information and dramatic information.

6. *St. George's School in Switzerland. 1927-2007 80 years of academic excellence. Summer Camp for girls and boys, age 10-16. A success since the 1980's. Over 20 nationalities every year. 3 weeks in July and/or August, Day & Boarding students, Intensive courses in English or French, Excursion every week, Qualified & experienced staff, On site sports, Beautiful extensive ground overlooking Lake Geneva.* (February, 11<sup>st</sup>, Summer school, 2008)

The advertisement above conveys the message or ideas using hard sell style, because the advertisement just give brief information without using any persuasive and exaggerated word. Similarly, the message or idea which is delivered with a simple language. The message of advertisement above just mentions the service and prerequisite of its service. It does not persuade the reader by giving any promise of dreams.

7. *Schiller International University Florida\*London\*Heidelberg\*madrind\*Paris\*Leysin (switzerland) American graduate & undergraduate degrees. Internatioanal Business International hotel & tourism management. International relatins & diplomacy. Busines communication. Management of information technology. International economics.* (February, 11<sup>st</sup>, Summer school, 2008)

The advertisement of Schiller International University conveys the message by the way of hard sell style. It is also categorized as a narrative style. Mott states narrative style is the way offering product by giving the



explanation about the quality and facilities of product or service. It has understandable clearly from the message of Schiller International University advertisement. It just informs the facilities of service based on the logic information.

8. *SUMMER PROGRAMMES 2008*

*Two intensive three-week programmes on key challenges of world politics, diplomacy and multilateralism. International affairs and multilateral governance, June 16-july. . WTO< international trade and development, July 7-25. <http://graduateinstitute.ch/exeutive/summer> deadline for application: april 1,2008  
The Graduate Institute | Geneva  
Instate de hautes etudes internationales et du developement graduate institute of international and development studies. (February, 11<sup>st</sup>, Summer School, 2008)*

The language style of this advertisement is classified as hard sell, for it just informs us about the facilities of product or service without impress the reader's desire with exaggerated message. As the researcher has noted that soft sell style emphasizes the rational message. In addition, Message convey more reliable because it does not contain of persuasive language or it does not claim the product is the best than others. In some cases, hard sell style is appropriate to make the reader believe on the product, for the fact, many advertisements just inform the product more than its feature.

9. *AALL & ZYLEMAN founded 1967*

*We specialize in:  
The professional management & incorporation of Hong Kong companies. Unlike other jurisdictions, Hong Kong, at the center of Asia and doorstep to china, is an international trade, industrial and financial center. AALL & ZYLEMAN CO. LTD.*



*Established 1967, member of the aall & zyleman group 3<sup>rd</sup> floor, Jonsim place, 228 Queen's road East, Wanchal, Hong Kong.*  
Telp: (852) 2861 2222, Fax: (852) 2861 2266  
e-mail: [info@aall-zyleman.com](mailto:info@aall-zyleman.com). [www.aallandzyleman.com](http://www.aallandzyleman.com) (February, 11<sup>st</sup>, Business Opportunity, 2008)

Conveying its ideas, the advertisement of AALL & Zyleman uses the combination both soft and hard sell style. Those ways are commonly used by advertisements to get the message more effective and creative. In the first way the message is conveyed with more persuasive language. Such as the utterance "*we specialize in the professional management*". It means that the advertiser want to create a positive perspective to the reader through soft sell style. It is true as Wells said that one of human characteristic is self-interest. As a result, people are easily persuaded without the ability to think for themselves (1983:5). While, in the second ways the advertiser inform the product using hard sell style. The language which is used more real and emphasizes the rational information of product feature. The rational information is known from the utterance "*Established 1967, member of the aall & zyleman group 3<sup>rd</sup> floor, Jonsim place, 228 Queen's road East*". The researcher decided as rational information because it informs the product's feature without using dramatic word.

10. *Company Formations. Offshore and worldwide. Anglo International Group. The first-class professionals. Free initial consultation.*  
*A confidential, personal service*  
Tel: ++44 (0) 1884 251370. Fax: ++44 (0) 251422  
Email: [nwk@anglo-offshore.com](mailto:nwk@anglo-offshore.com). Website: [www.anglo-offshore.com](http://www.anglo-offshore.com).  
(February, 11<sup>st</sup>, Business Opportunity, 2008)

Introduction the product some advertisement convey the message in brief information. It is done to make the reader is anxious to the product. Sometime this style is effective to encourage the reader to know more about the product. Moreover, it also arranges the message with simple sentence and does not force the reader with intriguing language. Finally, the advertisement of company formation uses straightforward style to address its message.

11. *Offshore Companies. Ready made companies. Full corporate administration. Trade services (L/C. shipping). Banking/Accounting service. Contact stella ho for immediate service & company brochure. NACS LTD. Suite 1505 6, Albion Plaza 2-6 Granville road, T.S.T.kowloon, Hong Kong*  
*Email: [nacs@nacs.com.hk](mailto:nacs@nacs.com.hk). Tel: (852) 2724 1223. Fax: (852) 2722 4373.*  
(February, 11<sup>st</sup>, Business Opportunity, 2008)

Stylistically, the advertiser of offshore companies addresses the reader some information briefly. In other word, the language style which is used to convey the ideas is needlessly long sentence. The language style of this advertisement is mostly similar with style of advertisement of company formation. In presenting its message, the offshore company does not give any superlative word and does not offer a dream that will impress the reader's mind. In addition, the message convey by advertisement above based on the reality of product feature. Thereby, the language style of this advertisement is classified into straightforward style. Wells defined straightforward style as the way of advertisement conveying information or ideas without using any gimmick of embellishment.(1995:432-140).

12. *IQS (I Quit Smoking) Franchising Network. Start your own business! Minimum Investment Great Return!. Quit Smoking International. Ltd. Now offers for suitable applicants exclusive franchises "WORLDWIDE" Quit smoking therapy successfully tested in Europe and USA. Up to 90% success rate. Contact: Ph.: + 353 51 67707. (February, 11<sup>st</sup>, Business Opportunity, 2008)*

To inspire the reader's market desire, it is common for using advertisement a superlative word to get positive response from the reader in advertisement, such as the advertiser claims that the product is excellent, more satisfied or the best than others. The advertisement of IQS conveys its message by showing that the product or service is excellent. Persuading the reader with subtle ways is selected by this advertisement. In brief, the advertisers address their ideas using emotional approach or soft sell style. Soft sell style in this advertisement can be identified from the utterance that expresses, for instance *Minimum Investment Great Return*, and, *Up to 90% success rate*. The statement inspires the reader with the great quality of product.

13. *Discount Fares First & Business Class Round-the-world fare from \$3,400. Business-class and from \$4,700 first-class. Also 1<sup>st</sup> and business class flights up to 50% off. Imperial American express travel services. (February, 11<sup>st</sup>, Business Opportunity, 2008)*

Several ways are done by advertisement to catch the reader and customer's attention. The choice of word is extremely important to make the product run smoother in the market business. Even presenting the messages with emotional information often used by advertisement. Using superlative, hyperbole, euphemisms are believed as the best technique inspiring customer's market interest, yet the advertisement above conveys

its ideas without using any exaggerated statement of product. Finally, straightforward style is used by this advertisement in promoting the product. It just presents the message in brief explanation and does not use gimmicks of embellishments.

14. *Start your own business as an energy management consultant UK manufacturer technologies proven to significantly reduce energy consumption in commerce & industry. Seeks overseas distributors. Tel: 144 (0) 1872 223000. Ontact:www.somars.com. For further information* (February, 11<sup>st</sup>, Business Opportunity, 2008)

The advertisement of Energy Efficiency Business conveys its message by the way of problem-solution style. It is known from the utterance of “*UK manufacturer technologies proven to significantly reduce energy consumption in commerce & industry*” this statement indicate that advertiser offer best solution to the reader by promoting the product which significantly reduces energy consumption in commerce and industry.

Probably before this product many people use plenty of energy in their industry. To overcome this problem, this product offer the best solution.

The problem-solution style is selected to make the product is successful in marketing level, for the reader think that the product helps their problem.

15. *Authors*

*Please Submit: A synopsis plus sample chapters (3) for consideration. Olympia Publisher. www. Olympiapublishers.com. 60 cannon street, London, EC4N 6NP. (February, 11<sup>st</sup>, Business Opportunity, 2008).*

The advertisement above begins to convey the message with imperative sentence. It is known from the utterance “please submit”. It is also delivered the message with brief information without any dramatic

and gimmicks of embellishments language. In brief, advertisement above uses straightforward style. The advertisement just informs what have to done by applicant without giving dramatic statement of product. This ways very effective to make the reader believe to what being said, for people think that the advertisement does not exaggerate the message is more reliable and serious.

16. *China Recruitment. CEO< GM< operations Dir, CFO, HR Mgr, etc. All industries, 20 yrs in China, 12 yrs in recruitment for multinationals, Aust. Passport holder, Chinese origin; able to find you the right, High-quality candidates with integrity. Good English skills at reasonable fees: Alfred shum: 86-1360 1099 872 or [ashum@onpressint.com](mailto:ashum@onpressint.com). (February, 11<sup>st</sup>, Business Opportunity, 2008)*

To convey the purpose, want, and ideas of writer, the advertisement of Ompression Company illustrates the language with high persuasive word which offers some promise and dreams. High persuasive language is known from following statement “*Chinese origin; able to find you the right, High-quality candidates with integrity*” the statement indicates that the advertiser persuade the reader or consumer by offering some promise to satisfy the consumer. Moreover, this advertisement also uses a superlative word to inspire the reader’s desire such as “highest-quality”, for Abraham Maslow states that one of basic human characteristic is satisfaction need. Thereby advertisement of Ompression Company presenting its ideas by the way soft sell style emphasizes an emotional information rather than rational information. The researcher classified this advertisement into soft sell style, for she finds many exaggerated and persuasive word.

17. *Writer or Journalist?*

*Distance learning diploma courses in freelance and news journalism, short story writing, poetry and business English. Free prospectus: London school of journalism. Fax: (44) 20 7706 3780. [news@lsj.org](mailto:news@lsj.org). 1920 [www.home-study.com](http://www.home-study.com) 2008. (February, 11<sup>st</sup>, Business Opportunity, 2008)*

London school of journalism advertisement transmits its ideas using both problem-solution and hard sell style. The utterance “writer or journalism?” indicate that the advertisement offers some solution for people who really interested in journalistic. In a like manner, the advertisement also presents the ideas by the way of hard sell style.

18. *Love, Italian style*

*Sweet Valentine. There is no time like valentine's day for a full-immersion chocolate experience. And for couples in love, there is no better place to indulge than perugia, the Italian city seeking to earn the mantle of chocolate capital of the world. It is impossible to go more. (February, 11<sup>st</sup>, Chocolate, 2008)*

The advertisement of chocolate illustrates its message by using soft sell style, for it exaggerate the product more than its feature. In other words, the message is presented with subtle ways and full of romantic. Such as in the following utterance “*There is no time like valentine's day for a full-immersion chocolate experience*”. Soft sell style is believed as the most effective way inspiring and impressing the reader's thought. Holtz (1983:10) states that one of human's character is impulsive or easy to be persuaded without the ability to think for themselves. In brief, the utterance of “*There is no time like valentine's day for a full-immersion chocolate experience*” intended to touch the heart and to create the response based on feeling of the reader.



19. *Hotel Boscolo Aleph Rome a few step from Via Veneto, this sleek hotel was transformate from an old bank by New York architect Adam Tihany. Inspired by Dante's "Divine Comedy" the themes of saints and sinners make it the perfect place for being naughty or nice this valentine's day. Ambience: the common areas feature floors and furniture with devil-red textures and black-lacquer finish. Caged stone lions and two larger-than-life samurai warriors stand guard over the red crystal lobby. Room: inside, the room are warm and plus, accounted by 1930s-inspired furnishings and black-and white wallpaper prints of rome....., (Newsweek, February, 11<sup>th</sup> 2008). (February, 11<sup>st</sup>, Hotel Boscolo Aleph Rome , 2008)*

The advertisement of Hotel Boscolo Aleph is classified into both hard and soft sell style, for beside it mentions the facilities, feature and benefit of product, it also exaggerates the service or use many adjective. The example of hard sell style is "*A Hotel Baskolo a few steps from via Veneto, this sleek hotel was transformed from an old bank by new York architect Adam Tihany*". This statement informs the reader about the feature of product and it also mentions the facilities of product such as the Rome, Ambience, food and drink. Furthermore, to make the reader is more interested in the product, it also conveys the message by the way of soft sell style, which contain of exaggerated statement or emotional information, such as in following utterance "*the theme of saints and sinners make it the perfect place for being naughty or nice this valentine's day*". The word "perfect" indicate that the product sell promise and dream to persuade the reader. And also the word "perfect" is ambiguous for the reader, because they did not know what the real meaning of perfect is based on the writer of advertiser.

20. *The maximalist anyone can give diamond earrings for Valentine's Day. But what about diamond earphone? Norwegian jeweler Thomas heyerdahl has created the diamond ear, hewn from 18-karat white and rose gold and encrusted with 206 brilliant cut diamond about 1.62 carats' worth. One thousand numbered pairs are being manufactured and sold for \$6,400 apiece too bad a matching iPod is not included (heyerdahl.no). (February, 11<sup>st</sup>, Diamond Earphone, 2008)*

The advertisement above conveys its ideas by the way of hard sell and newsy style. Based on Well's theory that hard sell is rational information message that is designed to touch the reader's mind and to create response based on logic. Moreover, it emphasizes to mention the feature, benefit and facilities of product. Mott gives definition of his theory about newsy style. The newsy style is the way to convince the reader by informing the customer that many people use the product. In fact, the advertisement of Diamond Earphone informs the feature and benefit of product. Rational information is know in the following utterance

*"Norwegian jeweler Thomas heyerdahl has created the diamond ear, hewn from 18-karat white and rose gold and encrusted with 206 brilliant cut diamond about 1.62 carats' worth".* From this utterance, the researcher does not find any persuasive statement that inspire to the emotional sense. In addition, this advertisement just inform base on the real product feature without using any superlative or adjective word. Moreover, to make the reader trust to the product, it presents the data of sell, such as the following utterance *"One thousand numbered pairs are being manufactured and sold for \$6,400 apiece"*



21. *Global perspective Newsweek offers 12 editions in 190 countries reaching 23 million readers.* (February, 11<sup>st</sup>, Newsweek, 2008)

This kind of advertisement is classified into newsy style. As the researcher has noted that varieties language style is used by advertisement to persuade the reader or to catch the reader's attention. In addition, the advertisement above use newsy style to convey the ideas of advertiser. The message above claim that the product is sell off in the market level, by this way the reader will trust the quality of product. To make the information is reliable advertiser presents the data of consumer. Such in the following utterance "*Global perspective Newsweek offers 12 editions in 190 countries reaching 23 million reader*" this states that Newsweek is famous and sell off in the market.

22. *Lorena Ochoa is Mexico's greatest hope in professional golf. Despite her youth, she's already one of the biggest stars on the LPGA tour, and a national icon in her country. Her achievements on the golf course are only eclipsed by her ability to inspire the dreams of million. As she continues to perfect her game in the coming years, there is no doubt her popularity is only destined to grow.* (February, 18<sup>th</sup>, Rolex, 2008)

To narrate the ideas, the Rolex advertisement uses the newsy style. The advertisement conveys its ideas by comparing the product to human characteristic. The advertisers compare directly the quality of product with Lorena ochoa's skill. In other word, the advertisement states that the quality of product is same as lorena Ocha's proficiency.

23. *The first airline to fly the a380 brings you business in a new light Experience the Singapore airlines new business class, the most spacious the world has ever seen. The premium seat unfolds to reveal the largest ever full-flat bed; offering you plenty of room to stretch out and enjoy a rejuvenating night's rest. Unrivalled space and direct access to the aisle*

*arte signatures of our innovative seat. With these unique feature, and the in-flight service even either talk about, the Singapore airlines A380 will change the way you view flying forever, for more details, visit [singaporeair.com](http://singaporeair.com)*

*Singapore airlines a great way to fly. . (February, 18<sup>th</sup> , Singapore Airlines, 2008)*

The advertisement of Singapore airlines is classified into soft sell style. To convey the message it illustrates the language to be more persuasive, because it sell mood and dreams more than product's feature. Soft sell style can be known from the following utterance "*Experience the Singapore airlines new business class, the most spacious the world has ever seen*" the statement "the most spacious in the word has ever seen" indicated the exaggerated statement. Moreover, it also contain of too many adjective and superlative word which refers to subjective view, such as the utterance "*the largest ever full-flat bed*" and "*new flat*". This ways is used to inspire the reader's desire although those statements are mostly untrue. Consequently, the language of this advertisement has a high-intriguing statement that people are interested to enjoy the service. It is true what has been said by Whitter that one of advertisement function is impulsively human's desire (1955:54).

24. *It takes a real innovation to persuade your customers to empty out a boutique. Now you can persuade customers to enter an empty boutique and clean out the shelves, thanks to NEC's innovative Digital Signage solution. Designed to provide information to the right people, in the right place, at the right time, our Digital signature solution is ideally suited for retail outlets, shopping malls, airports, hotels, museums and more. You can create highly effective marketing communications that lead to reduced costs and higher return. Technological innovations like these have made us a global leader in IT and networking integrated solution, and your reliable business partner. No matter which business you are in, you can be sure of one thing.*

*NEC empowers you through innovation.* . (February, 18<sup>th</sup> , Digital Signature Solution, 2008)

The advertisement above illustrates the message by giving emotional information; in addition, soft sell style is selected by Digital Signature Solution as a medium of presenting its ideas. The utterance “*designed to provide information to the right people, in the right place, at the right time*” indicated the ambiguity of message, because the reader will think who the right people is, what the right place is and when the right time is. The ambiguity of the message is useful to increase the reader’s interest, because people are forced to know more.

25. *A global commitment to environmental awareness. With powerfully moving photos. Olympus digital imaging technology supports efforts to raise awareness of climate change. We may be famous for our camera, but not many people know the image they capture are being used to alert the world to the consequences of climate change. to find out more, visit well-known wildlife photographer Mitsuaki Iwagos’s Global warming witness at [www.olympus.co.jp/gww](http://www.olympus.co.jp/gww). olympus oppto-digital technology solution. Bringing new benefits to medicine, science, industry...and life.* . (February, 18<sup>th</sup> , Olympus, 2008).

The Olympus advertisement classified as a straightforward style. As it conveys information about the product without using any gimmicks of embellishment. In other word, the idea or message is presented naturally and does not exaggerate the product more that its feature.

26. *Napoleon Bonaparte, from 1798, a client off Breguest’s.* (February, 18<sup>th</sup>, Brequet, 2008).

According to Mott’s theory, one of language style in advertisement is newsy style, which convinces the reader about the quality of product by giving the other consumer’s experience. Commonly this kind of style uses

a famous people or artist to be its model. To sum up, Brequest advertisement uses a newsy style, because it uses a Napoleone Bonaparte as the model of product.

27. *One-flat rate across Asia pacific.*

*Enjoy as much as 90% saving on data roaming and 10 times more usage. How you can roam freely with Bridge DataRoam15 at USD30 for 15MB or Bridge DataRoam40 at USD60 for 40MB. Contact your local Bridge alliance member operator for more information today. (February, 25<sup>th</sup>, Bridge Dataroam, 2008).*

The language which is used by this advertisement is simple and understandable for the reader. It inform the reader about the product based on the real feature of product, it does not exaggerate that the product is excellent and better than other product. Moreover, the message is not use any gimmick of embellishment. Thereby, the advertisement of Bridge Dataroam is classified into a straightforward style. Wells said that straightforward style is the way of advertisement to convey the message or ideas without using any gimmicks of embellishments. In other word the advertisement just gives brief information and does not force the reader with superlative and euphemism word.

28. *Delicate care...*

*Enjoy high-grade services dedicared for you in Vietnam Airlines business class and receive delicate care from our cabin attendant through-out your flight. [www.vietnamairlines.com.vn](http://www.vietnamairlines.com.vn). (February, 25<sup>th</sup>, Vietnam Airlines 2008).*

The Vietnam Airlines advertisement presents its ideas with intriguing language. It is know from the word which is expressed such as “high-grade” and “delicate care”. Those indicate that advertisement offers

the product using emotional approach. In other word, the advertisement impresses the reader with persuasive language which is done by giving dreams or promises of safety, pleasure and satisfaction of product. Indeed, The Vietnam Airlines advertisement uses a soft sell as style to convey its message.

29. *Mediterranean bluefin tuna are killed to make sushi and now stocks are on the verge or collapse. The EU must cut its fishing quota in half or the species may be lost from the Mediterranean forever. If you care about seafood that doesn't destroy ocean life, go to: [www.panda.org/tuna](http://www.panda.org/tuna). WWF. For a living planet. (February, 25<sup>th</sup>, WWF, 2008).*

To change people' perspective and life style, the usage of language style of advertisement is extremely important. Moreover, this kind of advertisement uses a problem solution. The problem-solution style is selected to make the reader know what really happen in the world. In the first ideas the advertisement above illustrate the problem that happen in the world. Next, the advertisement gives the solution that should be done by the reader. The utterance "*Mediterranean bluefin tuna are killed to make sushi and now stocks are on the verge or collapse*" explain what reality happens to the Mediterranean Bluefin Tuna". Next, the advertisement gives suggestion that the reader have to do and avoid the collapse of tune. The statement offering solution can be identified from the following utterance "*The EU must cut its fishing quota in half*".

30. *The convenience of 2 phones in one*

*You have got one mobile number for acquaintances. And another set of digit for other to call. If you are familiar with the ideas of toting around 2 devices to stay in touch. You will love the Samsung D880. now, one phone is call you will need. With dual standby, this versatile slider keeps 2 GSM connections "ON" simultaneously. So whether you are a mobile warrior doesn't compromise on business and pleasure, or a frequent traveler, the D880 deliver an elegant solution for all your communication.....*  
(February, 25<sup>th</sup>, Samsung, 2008).

Encouraging many people to buy the product, several ways are done by advertiser of Samsung. The advertisers convey their ideas do not only introducing the feature, benefit and facilities of product but also persuade the reader by the way illustrating the message emotionally. In other way it inspires the reader's taste by using too many adjectives word. In brief the hard sell style and soft sell style use by Samsung. Soft sell style is selected to build new customer's perspective about the product. As a result, the customers are encouraged to buy the product. The statement "you will love the Samsung D880" indicates that advertiser claim the product is appropriate and satisfied.

31. *Turkey's most profitable and innovative bank with an extensive customer portfolio and 689 branches. .* (February, 25<sup>th</sup>, Akbank, 2008).

Akbank advertisement delivered an idea using emotional information, soft sell style is selected to inspire the reader's interest. In this way, the advertiser uses a superlative word to create positive perspective of product. Soft sell style is expressed such as in the following utterance "Turkey's most profitable and innovative". This sentence is expressed to show the superiority of product. Moreover, to make the reader believe on the product, advertiser gives the statistical data such as the achievement of



product for along period of time. Statistical data found in this advertisement such as in the following utterance “*extensive customer portfolio and 689 Branches*”. This kind of style is expressed to prove that the product is really better than others.

32. *Weaving the sky. Advantages with a new modern air fleet in a boundless network, Vietnam Airlines can bring you to anywhere in the world conveniently. Fly with us to Vietnam and other countries, your trip will be smoother than ever.* (February, 25<sup>th</sup>, Vietnam Airlines, 2008).

To sell the product or service, advertisement has varieties of concept or style in presenting its message either by rational information or emotional information. Anyhow, the primary purpose of advertisement is to persuade the reader or consumer to be interested to the product or service. Similarly, the advertisement of Vietnam Airlines uses soft sell style and comparison style to narrate its ideas or purposes. Soft sell style in this advertisement can be identified by the utterance which is expressed such as “*Advantages with a new modern air fleet in a boundless network*”. This statement attempts to persuade the readers with the ambiguous message, for the advertiser does not explain clearly the intended of “*boundless network*”. Moreover, the advertisement above also gives statement which can be arouse the reader’s desire. Such as the utterance “*Vietnam Airlines can bring you to anywhere in the world conveniently*” this statement indicates that the producer of Vietnam airlines promises the enjoyable and satisfaction of service. Furthermore, it also compares the service with others. Such in the following utterance “*your trip will be*

*smoother than ever*” the statement smoother than ever indicate than the service is better than other service. To summarize the advertisement of Vietnam Airlines classified into soft sell style and comparison style.

33. *Your trusted heart care provider*  
*Regional referral center for cardiovascular disease*  
*Largest heart specialists group in Singapore who are highly skilled and have extensive postgraduate qualifications*  
*One-stop center offering comprehensive services with various cardiac subspecialties and supporting services.*  
*Treats complex cases and sees the highest volume of patients in Singapore.*  
*First heart centre outside USA and in Asia to be JCI-accredited, an assurance of safe and quality patient care for our patients.* (February, 25<sup>th</sup>, National Heart Center Singapore, 2008).

The advertisement of National Heart Center Singapore is classified into hard sell style, for it narrates the service with rational information. Moreover, it does not exaggerate the service more than its feature. It is classified into hard sell style, because the researcher does not find the ambiguous message. It tries to persuade the reader by giving complete explanation about the facilities, feature and benefit of service without camouflaging the message. For instance the utterances of “*Largest heart specialists group in Singapore who are highly skilled and have extensive postgraduate qualifications*” indicate that the service does not sell dreams and tell as it, for it has inform clearly the quality of service.

34. *Strong traditions and latest innovations*  
*The international school of Brussels (ISB) was established in 1951. today, with 1450 students aged 2 up to 19 from 70 nationalities, it remains the oldest and largest English-language international school in Belgium. We are deeply committed to the strong tradition of excellence that have always characterized our school. However, we also recognize that appropriate use of latest technology environment for all our student.*To



*find out more about ISB's teaching and learning through technology project, including its commitment to online learning, the development of a wireless campus and 1-to-7 access to mobile technology, visit: [www.isb.be/technology](http://www.isb.be/technology). (February, 25<sup>th</sup>, The International School of Brussels, 2008).*

The advertisement above persuades the reader by the way of hard sell style, in other ward, it emphasize the logic information. In the first way, it informs the feature of service by showing the statistical data. Furthermore, it also informs clearly the facilities of service which is conveyed by the following utterance *"We are deeply committed to the strong tradition of excellence that has always characterized our school. However, we also recognize that appropriate use of latest technology environment for our students"* this statement indicates that strong tradition of excellence and latest technology are the characters of school. Obviously, the message of this advertisement is not ambiguous that the readers will think rationally.

35. *When we develop a new fuel we don't just apply chemistry and engineering, but also a special kind of creative thinking. Because, to create something different, you need to start somewhere different. In this case, starting with cleaner natural gas and turning it into liquid fuel. The result? GTL fuel-a fuel that typically produces between 26% and 40% less sooty emissions in tested cars. Real energy solutions for real world. (February, 25<sup>th</sup>, GTL Fuel, 2008).*

The GTL fuel advertisement conveys the ideas by offering some solution to the reader. To crate the new perspective of the reader it presents the statement by asking the reader to do something. Such as in the following utterance *"Because, to create something different, you need to start somewhere different"*. Next, in the second statement it offers some

solution . The solution is conveyed through following utterance “*In this case, starting with cleaner natural gas and turning it into liquid fuel*”.

Briefly, The GTL fuel advertisement is classified into problem-solution style.

After analyzing the data of language style in Newsweek magazine advertisement the researcher begin to answer the second research problem of this study which is formulated as following question, what is the most dominant language style in Newsweek magazine advertisement?.

Advertisement as a tool of selling a product and service, obviously, the success of its depends on how big impact of message that it convey. Thereby, the advertisement language must be appropriate at creating beautiful image by means of creative language expressions. It is true that language has great power to change human’s behavior, thought, and life style, because it always emphasizes certain actual information which is arranged with different style of language. Based on Wells’s theory, the language style of advertisement classifies into nine types. First, hard sell style conveys the message with rational information and emphasizes tangible product feature, benefit and facilities. Second, hard sell style that use emotional information intendes to create a response based on feeling and attitude. Third, lecture and drama style is a style of advertisement to convey ideas by the way of dialogue between producer and consumer. Fourth, straightforward style conveys information or message without using any gimmicks of embellishment. Fifth, demonstration style is the way of

delivering an idea which focus on how to use a product and what it can do for the consumer. Sixth, problem solution is the way to illustrates message or ideas by offering some solution. Seventh, slice of life which presents the message in the form of little drama. Eight, spokesperson style which uses the person to speak on behalf of product. Last, is comparison style.

Comparison is the way of advertisement conveys the ideas or message by comparing certain product to other products.

On the whole, the researcher find many kinds of language style that is used by Newsweek magazine advertisement. There are hard sell style, soft sell style, straightforward style, demonstration, problem solution, and comparison style. However, analyzing language style of Newsweek magazine advertisement which published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008 the researcher finds the most style which is used in advertisement of Newsweek, they are hard sell style soft sell style. The researcher finds hard sell style for about 40% and soft sell style 30%. Hard sell style is used as media of selling product which emphasize the information of product based on logic information is believed as effective technique to make reader trust on the product.

Moreover, soft sell style also the most style which is used by advertisement in Newsweek magazine. According to Holtz (1983:1-3), is one of persuasive writing having big power to change the human's mind and life style. Consequently, advertisement does not only contain some information but it should give immediate impact to the reader. Thereby, Newsweek magazine advertisement conveys its message with emotional

information. Emotional information is the way inspires the reader with subtle, ambiguous or persuasive message. In other ways, it claims that the product is better than other or it exaggerates the product more that it features. In brief, the most language style find in Newsweek magazine advertisement is hard sell and soft sell style. In order to make the data finding of this study to be understood clearly, the researcher give table of data classification of language style used in Newsweek magazine advertisement published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. (See the table 1)

#### **4.2. Data Findings**

As the researcher has noted that the most dominant language style in advertisement of Newsweek magazine is hard sell and soft sell style. Analyzing language style the researcher uses well's theory which is classified language style in advertisement as follow: hard sell style, soft sell style, straightforward style, demonstration style, problem-solution style, slice of life style, spokesperson style and comparison style. Classifying language style based on Well's theory the researcher identifies the utterance each of them.

The language style refers to all differences among varieties of language, pronunciation, word usage, and syntax. In this case, the researcher shows the word usage that differentiates the kind of language style. Moreover, the table data analysis presents to make the reader understand easily the criteria of each style. (See table 2).

**Table 2**  
**The Findings Language style**

No	Findings	Types of language style	Criteria
1	<p><i><u>Beautiful in its simplicity inspiring in its reliability.</u></i></p> <p><i>The movement found in the Cosmography Daytona is the <u>perfect illustration</u> of Rolex's matchmaking expertise. It is <u>elegantly simple</u>, incorporation a more 290 component, far fewer than a standard chronograph. This exceptional architecture reduces complexity while maintaining chronometric precision and guaranteeing an improved reliability. <u>Conceived and assembled exclusively by</u> Rolex, the movement took more than five years to develop and features element unique to Rolex, such as the blue parahairspring. This level of innovation and expertise is found in watches across the enteri Rolex range, ensuring that every watch is a masterpiece from the inside out.(February 11<sup>st</sup>, Daytona, 2008)</i></p>	Hard sell	Mention the product clearly
2	<p><i>From departure to arrival, witness the creation of your own private room. <u>Excellence in space equipped with personal AVOD and 180 reclining Kosmo sleeper seat</u>, we have <u>done justice</u> to flying by providing so private, <u>it becomes your own</u>. Wwww.Koreanair.Com (February, 11<sup>st</sup>, Korean Air, 2008)</i></p>	Soft sell	Use many adjective, superlative and sell of promise
3	<p><i>One of mankind's biggest challenges is to make our world in a way that sustains everything that is wonderful about this planet. To do so will take a special kind of skill. Some call it engineering. <u>We call it creative problem-solving</u>. Real energy solutions for the real world. (February, 11<sup>st</sup>, The Engine, 2008</i></p>	Problem-solution	Offer some solution
4	<p><i>Imagine the convenience of 2 phones in one</i></p> <p><i>Designed for generation of <u>multi-taskers</u>, here's one phone that does the job of 2 effortlessly. The <u>Samsung D880 keeps 2 GSM SIM connections "ON"</u></i></p>	Hard sell	Inform the feature, facilities and benefit of product rationally.

	<p><i>simultaneously. So even if you maintain separate numbers of your professional and personal lives, or travel between places of varying coverage, you are never out of touch. Plus, picture the savings when you work the perks of 2 mobile plants to your advantage. With Samsung Dual Standby, it's not that hard to imagine. To learn more, visit <a href="http://www.samsungmobile.com">www.samsungmobile.com</a> (February, 11<sup>st</sup>, Samsung, 2008)</i></p>	Soft sell	Use Exaggerated statement
5	<p>TOSHIBA leading innovation Toshiba recommends Windows Vista® Business <u>Ultra-slim, ultra-light, ultra-loaded.</u> Toshiba portege R500 Leave it to Toshiba to redefine true mobile in notebook computing for the executive...yet again. The new portege R500 is practically a paradox in notebook engineering-<u>full loaded power-user</u> features in an astonishing 19.5mm <u>super-slim</u>, 979g durable body, plus up to 12.5 hours of battery performance, making it the <u>slimmest</u> and <u>longest</u> performing computer in its class. For on-the-go-mobility, style and extreme productivity, the portege R500 is <u>as much a wonder</u> to look at as a <u>marvel</u> to us. (February, 11<sup>st</sup>, Toshiba, 2008)</p>	<p>Hard sell</p> <p>Soft sell</p>	<p>Mention the feature and benefit of product</p> <p>Using many superlative, and epnemism word</p>
6	<p>St. George's School in Switzerland. 1927-2007 80 years of academic excellence. Summer Camp for girls and boys, age 10-16. A success since the 1980's. Over 20 nationalities every year. 3 weeks in July and/or August, Day &amp; Boarding students, Intensive courses in English or French, Excursion every week, Qualified &amp; experienced staff, On site sports, Beautiful extensive ground overlooking Lake Geneva. (February, 11<sup>st</sup>, Summer school, 2008)</p>	Hard sell	Inform the product without using persuasive word
7	<p>Schiller International University Florda*Londen*Heidelberg*madrind*Paris*Leysin (switzerland) American graduate &amp; undergraduate degrees. Internatioanal Business International hotel &amp; tourism</p>	Hard sell	<p>inform the service naturally</p> <p>does not use many</p>



	management. International relations & diplomacy. Business communication. Management of information technology. International economics. (February, 11 <sup>st</sup> , Summer school, 2008)		adjective
8	SUMMER PROGRAMMES 2008 Two intensive three-week programmes on key challenges of world politics, diplomacy and multilateralism. International affairs and multilateral governance, June 16-july. . WTO < international trade and development, July 7-25. <a href="http://graduateinstitute.ch/executive/summer">http://graduateinstitute.ch/executive/summer</a> deadline for application: april 1,2008 The Graduate Institute   Geneva Institute de hautes etudes internationales et du developement graduate institute of international and development studies. (February, 11 <sup>st</sup> , Summer School, 2008)	Hard sell	Idem
9	AALL & ZYLEMAN founded 1967 <u>We specialize in:</u> <u>The professional management &amp; incorporation of Hong Kong companies.</u> Unlike other jurisdictions, Hong Kong, at the center of Asia and doorstep to china, is an international trade, industrial and financial center. AALL & ZYLEMAN CO. LTD. <u>Established 1967, member of the aall &amp; zyleman group 3<sup>rd</sup> floor, Jonsim place, 228 Queen's road East, Wanchai, Hong Kong</u>	Hard sell  Soft sell	Informs the feature of product  Inspire the reader with the utterance <u>We specialize</u> .....
10	Company Formations. Offshore and worldwide. Anglo International Group. The first-class professionals. Free initial consultation. A confidential, personal service. (February, 11 <sup>st</sup> , Business Opportunity, 2008)	Straightforward	It gives brief explanation
11	Offshore Companies. Ready made companies. Full corporate administration. Trade services (L/C. shipping). Banking/Accounting service. Contact stella ho for immediate service & company brochure. NACS LTD. Suite 1505 6, Albion Plaza 2-6 Granville road, T.S.T.kowloon, Hong Kong (February, 11 <sup>st</sup> , Business Opportunity, 2008)	Straightforward	It gives Brief explanation

12	<p><i>IQS (I Quit Smoking) Franchising Network. Start your own business! Minimum Investment Great Return!. Quit Smoking Interntional. Ltd.</i></p> <p><i>Now offers for suitable applicants exclusive franchises "WORLDWIDE" Quit smoking therapy successfully tested in Europe and USA. <u>Up to 90% success rate.</u> (February, 11<sup>st</sup>, Business Opportunity, 2008</i></p>	Soft sell	Subtle message
13	<p><i>Discount Fares First &amp; Business Class Round-the-world fare from \$3,400. Business-class and from \$4,700 first-class. Also 1<sup>st</sup> and business class flights up to 50% off. Imperial American express travel services. (February, 11<sup>st</sup>, Business Opportunity, 2008)</i></p>	Straightforward	It gives Brief explanation
14	<p><i>Start your own business as an energy management consultant UK manufacturer technologies proven to significantly reduce energy consumption in commerce &amp; industry. Seeks overseas distributors. (February, 11<sup>st</sup>, Business Opportunity, 2008)</i></p>	Problem - solution	It Offer solution
15	<p><i>Authors Please Submit: A synopsis plus sample chapters (3) for consideration. Olympia Publisher. <a href="http://www.Olympiapublishers.com">www. Olympiapublishers.com</a>. 60 cannon street, London, EC4N 6NP. (February, 11<sup>st</sup>, Business Opportunity, 2008).</i></p>	Straightforward	It gives Brief information
16	<p><i>China Recruitment. CEO&lt; GM&lt; operations Dir, CFO, HR Mgr, etc. All industries,20 yrs in China, 12 yrs in recruitment for multinationals, Aust. Passport holder, <u>Chinese origin; able to find you the right, High-quality candidates with integrity.</u> Good English skills at reasonable. (February, 11<sup>st</sup>, Business Opportunity, 2008)</i></p>	Soft sell	It Contain of promise or dreams
17	<p><i>Writer or Journalist? Distance learning diloma courses in freelance and news journalism, short story writing, poetry and business English. Free prospectus: London school of journalism. Fax: (44) 20 7706 3780. <a href="mailto:news@lsj.org">news@lsj.org</a>. 1920 <a href="http://www.home-study.com">www.home-study.com</a> 2008. (February, 11<sup>st</sup>, Business Opportunity,</i></p>	<p>Hard sell</p> <p>Problem - solution</p>	<p>It Inform the facilities of product</p> <p>It Offer the solution</p>



	2008)		
18	<p><i>Love, Italian style</i>  <i>Sweet Valentine. There is no time like valentine's day for a full-immersion chocolate experience. And for couples in love, there is no better place to indulge that perugia, the Italian city seeking to earn the mantle of chocolate capital of the world. It is impossible to go more.</i>  <i>(February, 11<sup>st</sup>, Chocolate, 2008)</i></p>	Soft sell	Emotional message
19	<p><i><u>Hatel Bascolo Aleph Rome a few step from Via Vaneto, this sleek hotel was transformate from an old bank by New York architect Adam Tihany. Inspired by Dante's "Divine Comedy" the themes of saints and sinners make it the perfect place for being naoughty or nice this valentine's day. Ambience: the common areas feature floors and furniture with <u>devil-red textures</u> and <u>black-lacquer finish</u>. <u>Caged stone lions</u> and two <u>larger-than-life samurai warriors</u> stand guard over the <u>red crystal lobby</u>. Room: inside, the room are warm and plus, accounted by 1930s-inspired furnishings and black-and white wallpaper prints of rome.....,</u></i>  <i>(Newsweek, February, 11<sup>th</sup> 2008).</i>  <i>(February, 11<sup>st</sup>, Hotel Boscolo Aleph Rome , 2008)</i></p>	<p>Hard sell</p> <p>Soft sell</p>	<p><i>It Informs the feature of product rationally</i></p> <p><i>It Uses too many adjective</i></p>
20	<p><i>The maximalist anyone can give diamond earrings for valentine's day. But what about diamond earphone? Norwegian jeweler Thomas heyerdahl has created the diamond ear, hewn from <u>18-karat white and rose gold</u> and encrusted with <u>206 brilliant cut diamond about 1.62 carats'</u> worth. One thousand numbered pairs are being manufactured and sold for \$6,400 apiece too bad a matching iPod is not included (heyerdahl.no). (February, 11<sup>st</sup>, Diamond Earphone, 2008)</i></p>	<p>Hard sell</p> <p>Newsy - style</p>	<p><i>It Inform the feature and benefit</i></p> <p><i>It State that many people use the product</i></p>
21	<p><i>Global perspective Newsweek offers <u>12 editions in 190 countries reaching 23 million readers</u>. (February, 11<sup>st</sup>, Newsweek , 2008)</i></p>	Newsy - style	Idem
22	<p><i>Lorena Ochoa is Mexico's greatest hope in professional golf. Despite her youth, she's already one of the biggest stars on the</i></p>	Newsy - style	Idem

	<p><i>LPGA tour, and a national icon in her country. Her achievements on the golf course are only eclipsed by her ability to inspire the dreams of million. As she continues to perfect her game in the coming years, there is no doubt her popularity is only destined to grow. (February, 18<sup>th</sup> , Rolex, 2008)</i></p>		
23	<p><i>The first airline to fly the a380 brings you business in a new light</i>  <i>Experience the Singapore airlines new business class, <u>the most spacious the world has ever seen.</u> The premium seat unfolds to reveal <u>the largest ever full-flat bed;</u> <u>offering you plenty of room to stretch out and enjoy a rejuvenating night's rest.</u> Unrivalled space and direct access to the aisle arte signatures of <u>our innovative seat.</u> With these unique feature, and the in-flight service even either talk about, the Singapore airlines A380 will change the way you view flying forever, for more details, visit <a href="http://singaporeair.com">singaporeair.com</a></i>  <i>Singapore airlines a great way to fly. . (February, 18<sup>th</sup> , Singapore Airlines, 2008)</i></p>	Soft sell	<p><i>It presents many adjective and Superlative</i></p>
24	<p><i>It takes a real innovation to persuade your customers to empty out a boutique. Now you can persuade customers to enter an empty boutique and clean out the shelves, thanks to NEC's innovative Digital Signage solution. <u>Designed to provide information to the right people, in the right place, at the right time,</u> our Digital signature solution is <u>ideally suited</u> for retail outlets, shopping malls, airports, hotels, museums and more. You can <u>create highly effective</u> marketing communications that lead to reduced costs and higher return. Technological innovations like these have made us a global leader in IT and networking integrated solution, and your reliable business partner. No matter which business you are in, you can be sure of one thing.</i>  <i>NEC empowers you through innovation. . (February, 18<sup>th</sup> , Digital Signature Solution, 2008)</i></p>	Soft sell	<p><i>Ambiguous statement</i></p>

25	<p>A global commitment to environmental awareness. With powerfully moving photos. Olympus digital imaging technology supports efforts to raise awareness of climate change. We may be famous for our camera, but not many people know the image they capture are being used to alert the world to the consequences of climate change.to find out more, visit well-known wildlife photographer Mitsuaki Iwagos's Global warming witness at <a href="http://www.olympus.co.jp/gww">www.olympus.co.jp/gww</a>. olympus oppto-digital technology solution. Bringing new benefits to medicine, science, industry...and life. . (February, 18<sup>th</sup> , Olympus, 2008).</p>	Straightforward	It Does not use any gimmick of embellishment
26	<p>Napoleon Bonaparte, from 1798, a client off Breguest's. (February, 18<sup>th</sup>, Brequet, 2008).</p>	Newsy - style	Idem
27	<p>One-flat rate across Asia pacific. Enjoy as much as 90% saving on data roaming and 10 times more usage. How you can roam freely with Bridge DataRoam15 at USD30 for 15MB or Bridge DataRoam40 at USD60 for 40MB. Contact your local Bridge alliance member operator for more information today. (February, 25<sup>th</sup>, Bridge Dataroam, 2008).</p>	Straightforward	Simple statement
28	<p>Delicate care...  <u>Enjoy high-grade services dedicated for you in Vietnam Airlines business class and receive delicate care from our cabin attendant through-out your flight.</u>  <a href="http://www.vietnamairlines.com.vn">www.vietnamairlines.com.vn</a>. (February, 25<sup>th</sup>, Vietnam Airlines 2008).</p>	Soft sell	It Gives Promises of satisfaction
29	<p>Mediterranean bluefin tuna are killed to make sushi and <u>now stocks are on the verge or collapse. The EU must cut its fishing quota in half</u> or the species may be lost from the Mediterranean forever. If you care about seafood that doesn't destroy ocean life, go to: <a href="http://www.panda.org/tuna">www.panda.org/tuna</a>. WWF. For a living planet. (February, 25<sup>th</sup>, WWF, 2008).</p>	Problem - solution	It Presents the problem next it Offers the solution

30	<i>The convenience of 2 phones in one You have got one mobile number for acquaintances. And another set of digit for other to call. If you are familiar with the ideas of toting around 2 devices to stay in touch. You will love the Samsung 0880. now, one phone is call you will need. <u>With dual standby, this versatile slider keeps 2 GSM connections “ON” simultaneously. So whether you are a mobile warrior doesn’t compromise on business and pleasure, or a frequent traveler, the D880 deliver an elegant solution for all your communication.....</u>, (February, 25<sup>th</sup>, Samsung, 2008).</i>	<i>Hard sell and Soft sell</i>	<i>It inform product feature with exaggerate d statement</i>
31	<i>Turkey’s most profitable and innovative bank with an extensive customer portfolio and 689 branches. . (February, 25<sup>th</sup>, Akbank, 2008).</i>	<i>Soft sell</i>	<i>Persuasive statement</i>
32	<i>Weaving the sky. Advantages with a new modern air fleet in a boundless network, <u>Vietnam Airlines can bring you to anywhere in the world conveniently. Fly with us to Vietnam and other countries, your trip will be smoother than ever.</u> (February, 25<sup>th</sup>, Vietnam Airlines, 2008).</i>	<i>Soft sell  Comparis- on</i>	<i>It Give a promise  It Compare with other service</i>
33	<i>Your trusted heart care provider Regional referral center for cardiovascular disease Largest heart specialists group in Singapore who are highly skilled and have extensive postgraduate qualifications One-stop center offering comprehensive services with various cardiac subspecialties and supporting services. Treats complex cases and sees the highest volume of patients in Singapore. First heart centre outside USA and in Asia to be JCI-accredited, an assurance of safe and quality patient care for our patients. (February, 25<sup>th</sup>, National Heart Center Singapore, 2008).</i>	<i>Hard sell</i>	<i>It Narrate the service’ benefit with simple statement and does not use too many adjective</i>
34	<i>Strong traditions and latest innovations The international school of Brussels (ISB) was established in 1951. today, with 1450 students aged 2 up to 19 from 70 nationalities, it remains the oldest and largest English-language international</i>	<i>Hard sell</i>	<i>It Narrate the service’ facilities with simple statement and does</i>

	<i>school in Belgium. We are deeply committed to the strong tradition of excellence that have always characterized our school. However, we also recognize that appropriate use of latest technology environment for all our student. To find out more about ISB's teaching and learning through technology project, including its commitment to online learning, the development of a wireless campus and 1-to-7 access to mobile technology, visit: <a href="http://www.isb.be/technology">www.isb.be/technology</a>. (February, 25<sup>th</sup>, The International School of Brussels, 2008).</i>		<i>not use too many adjective</i>
35	<i>When we develop a new fuel we don't just apply chemistry and engineering, but also a special kind of creative thinking. Because, to create something different, you need to start somewhere different. In this case, <u>starting with cleaner natural gas and turning it into liquid fuel. The result? GTL fuel-a fuel that typically produces between 26% and 40% less sooty emissions in tasted cars.</u> Real energy solutions for real world. (February, 25<sup>th</sup>, GTL Fuel, 2008).</i>	<i>Problem - solution</i>	<i>It offers some solution</i>

In addition, hard sell is the most dominant style found in Newsweek magazine advertisement. Persuade the reader by rational information is effective, because many people nowadays tend to think rationally. However, the second dominant language style found in Newsweek magazine advertisement is soft sell style. It is possible for advertisement frequently use superlative or too many adjective in conveying its ideas, for the primary purpose of advertisement is to impress the reader's mind. In same cases sbth of them come together.



## CHAPTER V

### CONCLUSION

After analyzing and interpreting the obtained data in the previous chapter, the conclusion and suggestion as the last part of this study are taken. The conclusion below is the answer of the statement of the problem, while suggestions are intended to give information to the researchers who are interested in doing further research in this area.

#### 5.1. Conclusion

This study was conducted to find the language style in Newsweek magazine advertisement, published on February 11<sup>st</sup>, 18<sup>th</sup>, 25<sup>th</sup> 2008. The conclusion of this study can be formulated based on the research question. The researcher uses the Well's theory as main theory. Furthermore, the researcher also uses Mott as second theory. This way is done to complete each other although one of their theory has some definition. According to Wells there are nine language styles of advertisement to convey the message or ideas. They are hard sell style, soft sell style, lecture and drama style, straightforward style, demonstration style, slice of life, problem-solution, and spokesperson style. Based on Mott's theory there are five styles of advertisement in presenting the message. They are narrative style, dramatic style, newsy style, dialogue style, and the last humorous style.

Style as the way in which language is used in certain context, certain purpose, and certain person or media make the advertisement conveys the message in varieties way, for each of advertisement has different purposes to the reader. In addition, the researcher finds varieties of language style which is used by Newsweek magazine advertisement. Obviously, the advertisement as a media of selling a product still convey the message by the way giving emotional information or illustrates the message by selling moods and dreams more than product feature. It is found in some of Newsweek magazine advertisements, such as in the Korean Air advertisement. Giving emotional information can be known in the following text “witnesses *the creation of your own private room. Excellence in space equipped with personal AVOD and 180 reclining Kosmo sleeper seat*”. It Indicates some promise to the customer that the product is satisfied and excellent. It means that conveying the message with persuasive language commonly used in advertisement especially in Newsweek magazine. Emotional information contain of too many adjective, superlative, euphemism that exaggerate the product more than it feature.

However, offering product with rational information also selected by Newsweek magazine advertisement, for narrating the message use gimmick of embellishment is not enough. It should contain of some logic informations about the product feature, benefit and facilities. This style make the reader trust on the product. The example of hard sell style can be identified in the following text “*The Samsung D880 keeps 2 GSM SIM connections “ON” simultaneously. So even if you maintain separate*

*numbers of your professional and personal lives, or travel between places of varying coverage, you are never out of touch”* the statement illustrate the feature and benefit of product. Rational information contains of clear message or complete information that does not use any promise and claim. To summarize, Both hard and soft styles are frequently used by advertisement of Newsweek magazine.

Moreover, the researcher also finds the straightforward style, problem-solution and comparison style infrequently. Indeed, in this study the researcher did not find demonstration style, slice of life and lecture-drama style.

Analyzing language style in Newsweek magazine advertisement, the researcher gets several significant improvement and knowledge. The most significant contribution that the researcher gets from this study is she can improve the ability in creating an attractive and creative writing especially in advertisement field. Moreover, the extremely importance for the researcher is she can select the appropriate language style in certain context, certain purpose, and certain person or media used.

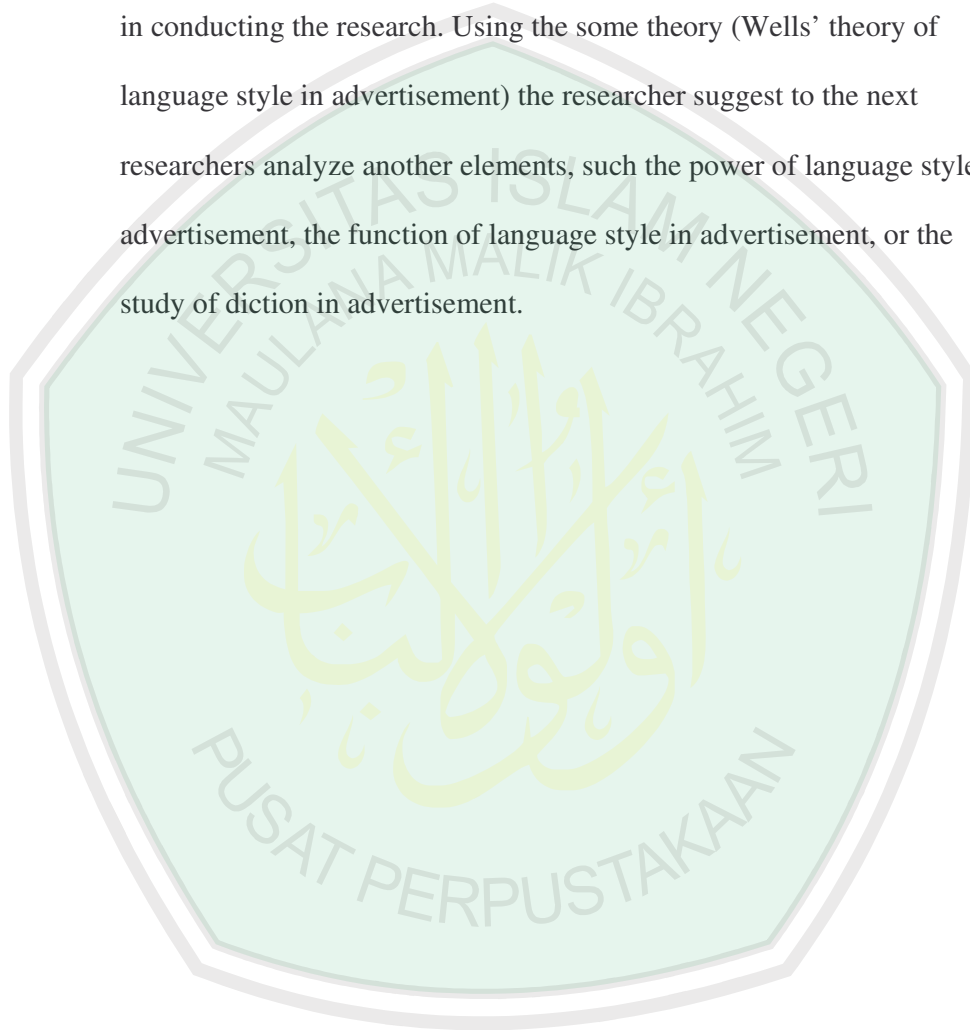
## **5.2 Suggestion**

Based on the finding of this research, it is recommended to the readers to determine what kinds of language style used in certain purpose, topic and background, for using style in communication depend on those three characteristic. Moreover, In order to have a good comprehension



understanding of language style in advertisement reading the whole contain of this study is extremely important.

It is also recommended for the next researchers who are interested in doing further research in this area to use these finding as a starting point in conducting the research. Using the some theory (Wells' theory of language style in advertisement) the researcher suggest to the next researchers analyze another elements, such the power of language style of advertisement, the function of language style in advertisement, or the study of diction in advertisement.



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Judul Skripsi : The language style in Newsweek magazine advertisement

No.	Tanggal	Materi	Tanda Tangan
1.	04 September 2007	Pengajuan Judul dan Outline	1.
2.	15 September 2007	Pengajuan Proposal	2.
3.	23 Oktober 2007	Seminar Proposal	3.
4.	25 November 2007	Konsultasi Bab I	4.
5.	10 Desember 2007	Revisi Bab 1	5.
6.	09 Februari 2008	Konsultasi Bab II	6.
7.	25 Februari 2008	Revisi Bab II & konsultasi Bab III	7.
8.	30 Februari 2008	Revisi Bab III	8.
9.	10 Maret 2008	Konsultasi Bab IV	9.
10.	22 Maret 2008	Konsultasi Bab V	10.
11	24 Maret 2008	ACC keseluruhan	11

Malang, 25 Maret 2008  
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