

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

As social beings, humans need interaction with others in life. In the process of human interaction between speaker and listener, they will experience a process of communication. In this process, there is a link and that link is the language in all its aspects. In the communication process, there are factors and elements needed to support a process of communication, so that communication can be established. Communicators include the speaker(sender) and the listener (receiver of the message) is an important element in the communication process. On the other side, communication can be used as a media promotion. By means of communication as a media promotion, it purposed to educate, persuade and convince consumers to purchase about the product.

Basically, advertising is a media promotion of a product that uses languages or images as elements that build it. Thus, the role of advertising as a media campaign will be an interaction between advertisers and the product owners to consumers. The most important thing in advertising is characteristics and benefits of the product, so it can increase the value of the product. As another type of communication, is purposed to the advertisers who pay the appointed media to deliver a message to the reader.

Advertisement has a function as a media to communicate product to consumers, so consumers can change what information that they get from media promotion to allow the customers perceive about the products. The advertiser should have a strategy to make a good promotion and to make customers believe. The message of the advertisement can thus be analyzed as a piece of rhetoric and its measurably according to epistemic principles to which a message should be the evident. In this thesis, the writer wants to analyze the car products in the printed advertisement using rhetorical analysis. Rhetorical analysis may be applied to virtually any text or image (a speech), an essay, an advertisement, a poem, a photograph, a web page, even a bumper sticker. Whether they know it or not, the advertisements makers are masters of using rhetoric in their work (Corbett E.P.J. ,Connors, R.J., 1999). Through rhetorical strategy, advertisers can show to people about the products manufactured.

Hence, convincing the consumers to believe about the products can express true rhetorical strategies of Aristotle which are ethos, pathos and logos. The first strategies, ethos, is the ability to communicate one's credibility to an audience. Aristotle believed that a speaker did not necessarily have to have credibility, but should be able to convince the audience of his credentials in order to gain trust and respect. The second strategy is pathos, appealing to the emotions of an audience. Aristotle believed that one could engage an audience emotionally by using visual, descriptive and figurative language, as well as identifying the objects of certain emotions and portraying those objects as near to or far from the audience depending upon the indented emotional response. The third component of rhetoric is logos. Logos is the ability to

appeal to the logic of an audience. Aristotle felt that one could appeal to logic mainly using arguments called syllogisms which are statements that narrow from general truths to a specific conclusion. Logos could be also being displayed through communicating scientific evidence.

In this thesis, the writer used rhetorical strategy, especially theory of ethos. The main objective of this thesis is to give an argument so that the readers may be affected by the arguments made by the writer. In this thesis, the writer used rhetorical strategy, especially theory of ethos. The writer found the previous study about advertisement on Yulia Arum Hera Kusuma thesis (00.80.0015), student of English Department Programme Unika Soegijapranata the title is Schematic Structure and Communicative Purposes of Advertisements Found in Cosmopolitan Magazine. The main objective of this thesis is to give an argument so that the readers may be affected by the arguments made by the writer. Henceforth, when influence is the superseding objective, the logical point of view recommends that the way in which proclamation is communicated might be more vital than its propositional content. In addition, talk guarantees a framework for recognizing in any given case.

## **1.2 FIELD OF THE STUDY**

The field of this study is applied linguistics, especially rhetorical analysis as part of discourse analysis.

## **1.3 SCOPE OF THE STUDY**

This study focuses on discourse analysis of rhetoric on the advertising. Then, the subject is specified into rhetorical discourse, especially about

car printed advertisements from SuaraMerdeka, Kompas, and Modifikasi magazine

#### **1.4 PROBLEM FORMULATION**

The writer attempts to address the following research questions:

1. How do car companies establish ethos (personal credibility)?
2. How do the rhetorical strategies reflect the intended audience?
3. What values do car companies hold to persuade the audience?

#### **1.5 OBJECTIVE OF THE STUDY**

Regarding to the problems stated above, the writer's goals can be elaborated as follows:

1. To explain the ethos (personal credibility) that car companies want to establish.
2. To explain the rhetorical strategies can reflect the intended audience.
3. To analyze the values that car companies holds to persuade the audience.

#### **1.6 SIGNIFICANCE OF THE STUDY**

This research will be contributed to the study of linguistics, especially in discourse analysis by giving information about the ethos (personal credibility) using rhetoric theory. Moreover, it contributes some knowledge of the intended audience of car companies and the values that car advertisement holds on to persuade the audience. Language has a rule in persuading people to act and open up the language itself. On the other side, it maybe give a

feedback to advertisers in general especially the car advertisement in making strategies of advertisements.

## 1.7 DEFINITION OF TERM

The frequent terms used in this thesis are as follows:

1. Advertising : the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media. (Bove, 1986) as cited in (Taflinger, 1996). To tell people about product or service in order to persuade people to buy a product.

2. Advertisements : media used for advertising retrieved from writing advertising. A picture, set of words or a short of film which is intended to persuade people to buy a product or to use a service.

Printed advertisement: advertisements that are printed and not broadcasted

3. Rhetoric : A rhetorical device is an artful deviation (Corbett, 1990) and “occurs when an expression deviates from expectation, the expression is not rejected as nonsensical or faulty, the deviation conforms to a template that is invariant across a variety of content and context (McQuarrie, E.F., and D.G. Mick, 1996). The language that is used to persuade and influence people the art of speech and writing to persuade people.

4. Persuasion : Persuasion is the essence of successful parenting, teaching, psychotherapy, making friends, achieving intimacy, motivating performance, fighting for what you believe in, and

achieving your goal... What is the point of communicating if not to have an impact of the listener? It is important to understand the psychology of persuasion, not only we can ward off undesirable intruders, just as critically, to become the practitioners of the art ourselves. (Levine, 2003). To make someone to do something and make people believe by given them reasons why they should do it.

