

CHAPTER II

REVIEW OF RELATED LITERATURE

Human being needs to communicate each other. They use language as a tool to communicate. In bussines field, someone also use language to publicate their products in society so that way language is very important for us. This chapter the writer wants to explains advertisement, language of advertisement, Characteristic and Function of language advertisement, figure of speech, hyperbole as one of figure of speeches, form of hyperbole expression.

A. Advertisement

Advertising is central to the creation and maintenance of the wider meaning.¹ Advertisement is a text that has the objective to announce a something that ap peals to many poeple and that adds a well known product in all public. Using advertisement people easier to promote their product or sevice. Advertisement is an identified sponsor has paid for any form of non-personal communication about anorganisation, product, service or idea that has passed through a mass communication channel to reach a broad audience.²

Advertising can be found in the form of print advertisements in newspapers and magazines, or in electronic media such as the Internet, radio, and television. Nowadays Advertising on the internet become modern businesses because especially those that do business outside their local community.

¹ Hackley C. *Advertising And Promotion: Communicating Brands*, London: Sage, 2005. P.1.

² Karlsson, Linda. *Advertising Theories and Models . How Well Can These Be Transferred From Text Into Reality?*. "Dissertation" Faculty of Economics and Technology. Hogskolan Halmstad: 2007. P. 7

B. Language of Advertisement

Language has a powerful influence over people and their behaviour. 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. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

The language of advertising is, of course, normally very positive and emphasizes why one product stands out in comparison with another. 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?³

C. Characteristic and Function of language advertisement

Advertisement has characteristics in lexical level. It is most important lexical feature are used in advertisement.⁴

1. Monosyllabic Verbs

Advertisement usually use simple words, especially monosyllabic verbs for example make, buy, try, take, need, see, give, choose are often found in english advertisement. The aim of using monosyllabic are to make advertisement information easily understood and remembered.

³ Kannan And Sarika Tyagi. "Use Of Language In Advertisement". *Journal Of English For Specific Purposes World*, Vol. 13, 2013.

⁴ Linghong, Zhu. "The Linguistic Feature of English Advertising". *CELEA Journal Bimonthly*. 2006.

2. Weasel Words

Weasel Words are used to avoid or retreat from a direct statement in advertisement, for instance replacing the word *buy* in advertisement into *get*.

3. Favorable Words

- a. Adjective: favorable adjective will assure the quality of the product, such as unbeatable fairness.
- b. The use of comparative and superlative degree: to indicate the good quality of the product. Comparative is used to show the characteristic quality of the product, whether superlative is used to point out the special aspect. The superlative degree only occurs to claim the comparative superiority to their product.

4. Personal pronoun

The most common personal pronouns in advertisement are *you* and *we*. They indicate friendliness between the readers and the advertisers.

5. Compounds

Compounds are easy to form and have many variations. It can raise the reader's attention, for example attracts deep-seated...

6. Neologism

- a. Coinage: making a new name without reference to another word. It can make product of advertisement have strange qualities. For example: superslim, ultracare.

- b. Anagrammatic spelling: the using of unexpected letters, such as the slogan of an advertisement “Beanz Meanz Heinz”. The advertisement uses –z to replace the letter –s in the words beans and means. Anagrammatic used to make the advertising text unusual and memorable.
- c. Borrowed words: borrow foreign words to make the product more appealing, such as in lancome foundation advertisement which uses Frenceh, new teint miracle

D. Figure of Speech

A figure of speech is a way of saying one thing and meaning another.⁵ figure of speech is any way of saying something other the ordinary way.⁶ The purpose of figure of speech is more narrowly definable as a way of saying one thing and meaning another, and we need with no more than a dozen. Seven common figure of speech are listed below with their definition. The first three types of figure of comparison, the second two are types of figure substitutional, and the third two are types of exaggeration.⁷

1. **Simile** is a stated comparison, introduced by the words “like” or “as”.

For example : “*My love is like a red red rose.*”

It called simile because the word “like” in this sentence has function to compare “my love” with “red rose”.

⁵ Rezaei A. *Poetry in Translation*. Tehran: Sam Publication. (2004). P.1

⁶ Peerine, Laurie, *Literature: Structure, Sound and Sense*, New York: Harcourt, Brace & World, P 577

⁷ Mezo, Richard E. “*Fire in the blood*”: a Hand Book of Figurative Language, USA: Universal Publisher. 1999. P 1

2. **Metaphor** is a comparison without the words *like* or *as*.” We can conclude that metaphor is the process of comparing two unlike things as if they are one. This thing happened because metaphor does not have connective words such as *like, as, than, similar to* and *seems* determining them as figurative.

3. **Personification** is a metaphor, of course, in the sense that there is an implied comparison between a non human being and a human being. Giving human characteristics to an object, animal, or an abstract idea.

For example : “*The old train crept along the narrow.*”

The old train like human being with the word “crept” that is meaning crawl. By crawling is a connotation with the slow motion, like old people.

4. **Metonymy**. Describing one thing by using the term for another thing closely associated with it.

For example : “*The crown*” used for “*The King*”.

Those words are having closely relationship for the empire. The empire itself have a king and crown as a symbol of government.

5. **Synecdoche** is a figure of speech that showing the use of a part for the whole. Synecdoche substitutes some significant detail or aspect of an experience for the experience itself.

For example : “*Fifty winters (years) passed him by.*”

The word “winters” using a part for the whole sentence and in this sentence means “*Fifty years passed him by*”.

6. **Hyperbole** is an exaggeration used for special effect.

For example : “*Drink to me only with thin eyes. Go and catch a falling star*”. In this sentence is impossible that no one could catch a falling star and the star cannot fall. The word “*Go and catch a falling star*” is an overstatement.

7. **Litotes** is Understatement; that is, saying something is much less than it actually is (for example, “Having your kneecap broken is somewhat painful” or “Buying a new Ferrari will set you back a few bucks”).

E. Hyperbole as one of Figurative of Speeches

Hyperbole comes from Greek exceed a common figure or trope in speech as well as literature in popularly known as exaggeration or overstatement expression and hyperbole is different from telling lies to the other.⁸ The other definition comes from Greta Barclay Lipson . Hyperbole is is figure of speech. It is a device which uses exaggeration to give a statement impact. Hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression something.⁹We hear it and use it frequently in everyday conversation and read it often in books, newspapers and magazines.¹⁰ This is deliberate exaggeration, sometimes for comic effect, sometimes serious. For example the flight of eagle 'close to the sun in lonely lands' in Tennyson's poem "The Eagle" is hyperbolic. It doesn't look out of place. When we watch the eagle flying high, it seems close to the sun.

⁸ Wales, Katie. *A Dictionary Of Stylistics (2nd)*. (London: Person Education Limited, 2001), P.190

⁹ Claridge, Claudia. *Hyperbole in English*.2011

¹⁰ Barclay Lipson, Greta. *Poetry Writing Handbook (Ebook): Definitions, Examples, Lessons* (USA: Lorenz Company, 2013), P 46.

Practically it is impossible. Anyhow, this exaggeration doesn't look out of place and can rightly be called hyperbole.

F. Form of Hyperbole Expression

According to Claride (2011) cited from research study of the form and function of hyperbolic expression in online perfume advertisements by saomi wahyu voltadewi hyperbole is an expression which exceeds the literal expression and contains more semantic attributes of expression.¹¹ There are seven forms of hyperbole, namely single word hyperbole, phrasal hyperbole, causal hyperbole, numerical hyperbole, the role of superlative, comparison, and repetition.

1. single word hyperbole

This form only occurs when there is only one exaggerated content in an utterance or sentence. If the word is omitted, the hyperbolic meaning will completely disappear. In advertisement one word hyperbole more economic and simple. There are also universal quantifiers referring for single word hyperbole referring to number. They are, every, all, everything, nothing.

2. Phrasal hyperbole

Phrasal hyperbole is a certain combination of words and senses that create hyperbole meaning. Among the other forms, this form occurs frequently. Noun phrase is the most common, and adjective phrase is

¹¹ Wahyu Voltadewi, Saomi. *The Form And Function Of Hyperbolic Expression In Online Perfume Advertisements*, Faculty Of Humanities Diponegoro University Semarang. P.4.2014

somewhat uncommon to occur. Verb phrase has more numbers than adjective phrase and preposition phrase is rare. One of the examples of phrasal hyperbole is “This home costs *my entire money*.” (Noun phrasal hyperbole). *My entire money* literally means all of the speaker’s money, until the debt remains 0. In fact, the speaker wants to emphasize that his house costs most of his money by saying *my entire money*.

3. Clausal hyperbole

Clausal *hyperbole* is a hyperbolic style which occurs by combining two or more clausal constituents. *This* form hardly occurs compared to the others. The example is “Nobody ever learns anything”.

4. Numerical hyperbole

Number can be one of the hyperbolic sign and they occur frequently. Numerical hyperbole can be found in single word hyperbole, phrasal hyperbole or in clausal hyperbole. There are significant words to recognize numerical hyperbole, they are *hundreds, thousands, millions, billions, etc.* A sentence example for the significant word is “There are still *thousands of works* waiting for me tonight.” By saying *thousands of works* the speaker intends to say that he has so many works to do, but the number is not literally in thousand.

5. The role of superlative

If there is superlative, there must be comparison and superlative form can indicate hyperbole. Superlative makes something sound so

excessive and extreme, therefore it leads to overstatement. Example of superlative hyperbole: “It is *the cheesiest thing* that I’ve ever heard.”

6. Comparison

In comparison, there is something that is being compared, and it potentially contains hyperbole. However, not all comparative phrases make sense to reach the goal. An example for a comparison hyperbole is “She misses more words out than she gets in”.

7. Repetition

Repetition in hyperbole mostly occurs in conversation or we can call it as a phenomenon in spoken language. It appears from just saying ‘more X’ by repeating ‘X’ for several times. The repetition here is repeating at the same thing in a strict combination without interruption. Not all repetitions are hyperbole, many of them are just common repetition. An example for repetition is “Sexy today, sexy tomorrow, and sexy forever.”