

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter presents the review of the related literature which includes the concept of discourse. There are definition of Critical Discourse Analysis (CDA), types and function of CDA, and beauty product advertisements.

A. Critical Discourse Analysis (CDA)

The theoretical framework employed in this study is Critical Discourse Analysis (CDA) proposed by Fairclough (2001). “Critical means not taking thing for granted, opening up complexity, challenging reductionism, and dogmatism, being self-reflective in the research, and through these processes, making structures of power relations and ideologies manifest” (Wodak, 2001:17). CDA is critical thinking that relates to the social elements in everyday lives such as mass media, institutional, political, and other aspects.

According to Esposito (2011:37), “Critical Discourse Analysis (often abbreviated to CDA) provides theories and methods for the empirical study of the relations among discourse, social and cultural developments in different social domains”. Confusingly, the label CDA is used in a theory: Fairclough (2001) uses it both to describe the approach that he has developed and as the label for a broader movement within discourse analysis of which several approaches. Fairclough (2001) represents Critical Discourse

Analytical movement that the most developed theory and method for research in communication, culture, and society.

By using CDA, the issues can be answered based on the available theory. The people can think critically through social phenomena around the environment. CDA refers to the following senses of language use in speech and writing, meaning-making in the social process, and a form of social action that is "socially constitutive" and "socially shaped" (Fairclough and Wodak, 1999:38). The concept Fairclough finally centers semiosis which is not only linguistic communication but also visual communication that have different meaning of the term discourse. "Semiosis represents the world that includes interacting, constructing identity, and can be identified with different perspective of different groups" (Fairclough, 2009:164).

CDA has theory to critique social change about many phenomena in the world. CDA has power relations that are available in the hidden texts or languages. By using CDA, the hidden texts or languages can be analyzed in order to get real meaning. CDA is not only language approach but also attracts many knowledge. By using CDA, the social phenomena can be answered by analyzing them. The society can know social issues in private and public environment or discourse.

CDA seeks to show the manipulative nature of discursive practices and improve communication through discourse. "CDA is used to expose the link between the nature of social practice and the properties of language texts" (Kaur et al, 2013:62). CDA is not only to analyze texts and images but

also for relating the languages to socio-cultural processes and changes. CDA is also useful tool to investigate the use of power and ideology that relate to the social phenomena.

B. Types and Function of Fairclough's CDA

To know the classification of the types in the CDA. In this research, the researcher explains two types of CDA. Those are text (micro level) and discursive practice (meso level).

1. Textual Analysis (Micro Level)

The textual analysis relates to the linguistic features in the advertisements analyzed. “At this level of analysis the linguistic features such as vocabulary, syntax, and rhetorical devices employed in advertisements are discussed” (Fairclough, 2003:39). Fairclough employes detailed text analysis to gain insight into how discursive processes operate linguistically in specific texts. Those are the analysis of linguistic features (micro level):

a. The use of second-person personal and possessive pronoun

In the study there is a great use of direct address in the advertisements for both ideological and practical reasons. “The use of the second-person personal and possessive pronouns such as you and yours seek to address the readers especially women directly and personally” (Fairclough, 2003:39). When people are addressed individually rather than as part of mass audience it is

considered highly valued. This handling of people on an individual basis is referred as “synthetic personalization” (Fairclough, 1989:62).

The advertisers point the readers especially women directly in order to persuade them to take some certain actions and buy the products. The advertisers engage the readers or women with good language in order they use the products in daily lives. The interesting language can persuade the readers or women because there is a good word indeed. “The use of pronouns in advertisements helps create a friendly atmosphere to persuade the audience” (Halliday, 1994:65). The example of the use of second-person personal and possessive pronoun ‘you’ and ‘yours’:

- Because you’re worth it. (L’Oreal-Cleo, March 2012 by Kaur et al, 2013:63)
- Lush fullness. Lashes are so perfectly satisfied...they finally deserve the throne. That aura and that beauty...it is yours. You are the king of all kings (Majolica Majorca-Cleo, March 2012 by Kaut et al, 2013:63)

b. The use of imperatives

In addition advertisements also need to persuade readers to buy or take some certain actions. Thus advertisements usually use imperatives. By using imperatives the advertisers are trying to establish a closer relationship with the readers. Such informally can signify equality between advertisers and readers. “Imperative

sentences are sometimes preferred because such sentences are persuasive and appealing to readers” (Linghong, 2006:76).

By using imperative form, the advertisers will persuade the readers especially women to buy and use the beauty products in daily life. The advertisers will show that the beauty products can make women body looks good. The example of imperatives:

- Get your own meal plan and easy recipes
- See the dramatic results with your own eyes (Shisedo Eye Cream by Kaur et al, 2013:63)

c. The use of question forms

In the beauty product advertisements, there are question forms to impose to the readers especially women to create a personal relationship by simulating informal conversation with the readers to persuade them. It is to convey information of the beauty product advertisements.

Question forms are also frequently found in advertising English. Question forms are questions primarily used to seek information on a specific point. “In the advertising, English question forms are mainly used as a rhetoric device which does not expect any answer or the advertisers answer the questions themselves” (Linghong, 2006:76).

The example of question forms:

- Want it? (Avon lipstick by Kaur et al, 2013:63)
- Why just color when you can shine (Avon lipstick)

d. The use of disjunctive syntax

Another type of strategies to simulate conversational style is the use of disjunctive syntax, that is, sentences without verbs or subjects. In disjunctive syntax, these sentences consist of one or two grammatical items only. It is to manipulate women beliefs in order to buy the products because the products contain the good side of the advantages.

According to Leech (1996:90), “disjunctive syntax, meaning incomplete clauses, is a common characteristic of advertisements that deviates significantly from the normal discursive mode”. According to Myers, 1994:55; Delin, 2000:128, “in disjunctive grammar, non-finite and verbless clauses occur independently and can therefore punctuate phrases as if they were complete clauses, thus forming clauses that may consist of phrases without a main verb or even of a single element”.

Disjunctive syntax is one of the linguistic features in the advertisements. “These constraints are inadequate as the sole reason, however; and goes on to state four further reasons for the use of incomplete clauses” Delin (2000:129). According to Delin, 2000:129; Pop, 2005:5, “first, clauses punctuated into smaller grammatically incomplete segments may mimic the conversational style of face-to-face interaction and also enhance memorability, which is what

advertisers often aim for. Second, non-finite clauses do not have mood and cannot be regarded as statements”.

According to Delin, 2000:129; Toolan, 1988:57, “third, the advertisers use disjunctive syntax may be the fact that each segment has a separate information focus. Finally, disjunctive syntax can also be used in “reason-why” style advertising”. Delin (2000:129) states that connectives (e.g. *and*, *because*, *so*, *plus*) may give impression of an argument based on logic, especially when placed at the beginning of the sentences. The example of disjunctive syntax:

- Volum’ Express (Maybelline Mascara)
 - Buttery Balm (Revlon Lipstick)
- e. The use of vocabulary (positive adjective and negative adjective)

Vocabulary is the means for advertisers to express ideological opinions about people and events. Adjectives are pertinent in advertising as they convey a positive or negative affective meaning. Affective meaning will display reader’s positive or negative evaluation of an item shown. The advertisements in this study contained adjectives with both ‘positive and negative connotations’ (Bernstein, 1974:64).

The positive adjectives are related to the qualities of the product. Positive adjective can persuade the women because the products have many advantages. The negative adjectives are linked to the problems which existed prior to using the products or due to not using the

problem. The example of vocabulary (positive adjective and negative adjective):

- Anti-ageing, water proof (positive adjective)
- Wrinkles, damaged eyelashes (negative adjective)

f. The use of compound words

In the beauty product advertisement, compound words are used to show the special items of the advertisements. It is to engage the women in order they buy and use it every day. In the products, the words consist of formal and informal words. Compound words are apart from adjectives. For example, “long-lasting, short-lashed, and high-performance”.

g. The use of modality

Modality is also evidence in the advertisements. The sentences in the advertisements are simple and declarative type. In addition most of the sentences in the discourse are active sentences. “Mood and modality are significant parts in the interpersonal function” (Huang, 2001:79). The examples of modality in the advertisements are can, will, and could. The example in sentences:

- It seems that giving a wide selection of first run movies, music video, news, games, and sports will make your trip relaxing and enjoyable...
- It contains numerous vitamins, amino acids and essential fatty acids that could help slow the skin’s aging process!

h. The use of conjunctive adjunct

Advertisements can be categorized as ‘reason advertising’ and ‘tickle advertising’ (Bernstein, 1974). As most beauty product advertisements are the reason advertisements, conjunctive adjunct is used in the text of the advertisements. According to Simpson (2001), “conjunctive adjuncts may characterize the discourse of reason advertising because they function to draw attention to the reasons for a purchase and explain the benefits of buying the advertised product”.

Conjunctive adjunct is to add emphasizing of the language in the advertisements. Conjunctive adjunct is also evidence of the advertisements. According to Halliday (1994:36), “the main types of conjunctive adjuncts in reason advertisements are as follows”:

- Additive : and, also, moreover, nor
- Adversative : but, yet, however, on the other hand
- Conditional : if...then; in the event of; when (positive)
otherwise, if not (negative)
- Causal : so, then, because, as a result, that means
- Purposive : in order to, for, to [+ infinitive]

i. The use of technical words

The advertisers also use technical sounding words to attract the readers especially women. The advertisers hope to reflect advancement in technology. They also want to be up-to-date with technology. It shows that the products are made by using good

technology. For example, “Flex-Polymer Technology, New ROC Sublime Energy Eye with e-plus technology”.

j. The use of slogan

The slogan can help the consumers to remember the brand of the product easily. The advertiser will persuade the consumers by using easy language. For example, “*Because you’re worth it* (L’Oreal), *Maybe It’s You. Maybe It’s Maybelline* (Maybelline)”.

k. The use of number

The number is found in the advertisement that one of the evidences. It is shown in the findings of the advertisements. It is one of the advantages in the products. For example, “In just 3 hours get anti-ageing results that our other eye creams give in 4 weeks”.

2. Discursive Practice Analysis (Meso Level)

Discursive practice analysis (meso level) is related to the strategy of the advertisements. “This level of analysis involves studying the text's production and consumption focusing on how power relations are enacted” (Delin, 2000:64). In this study, the advertisers used various strategies in their discourse to attract consumers. The main audiences of the beauty products advertised are women. The advertisers manipulate women by giving facts about their beauty products. “Advertisers also use language in a way that connotes their power over beauty to overcome unattractiveness. They show their readers that they have something more than others” (Kaur et al, 2013:69).

The advertisements seem to insinuate that women who aspire to be beautiful should have big, expressive, and sexy. Discursive practises, through which texts are produced (created) and consumed (received and interpreted) are viewed as an important form of social practice which contributes to the social world including social identities and social relations.

According to Kaur et al (2013:68), “there are many strategies of discursive practice analysis (meso level) in the beauty product advertisements”:

a. Manufacturing consent through implication

It is a strategy of discursive practices to persuade women beliefs by showing consent of factory to produce the product through implication. The example of manufacturing consent through implication:

- Sheer, brilliant color infuses lips with lasting moisture.
- With advanced night repair eye, you’ll see a reduction in the look of every sign of aging around your eyes.

b. Invoking inadequacies

It is strategy to help the women by decreasing spots in body. The advertiser shows the good side of the advertisements. For example, “wrinkles, puffiness and dark circles are visibly reduced”.

c. Irrealistic representation

The strategy is to show the image description of the advertisements about good side in order to engage women. It is to help women in increasing excess of the body. For example,

- Kisses as soft as rose petals. Blooming rosy lips (lipstick ads)
- One drop unlocks younger looking eyes (mascara ads)

d. Positive self-representation

The strategy is to persuade women by showing the positive effect of the product's material. The use of 'our + mention the material' is to show good products. "Positive self-representation is strategy that focuses on participants as social groups rather than individuals" (Van Dijk, 2009). The example of positive self-representation:

- Our precision tapered brush grabs every lash individually and coats it to plump perfection.
- Lashes are 2x more visible with our exclusive spoon brush and our formula with Pro-Keratin Fiber leaves no gap unfilled.

e. Celebrity endorsement

This strategy is used to manipulate women by showing the celebrity in promoting the products. The factory wants to show excess of the products because the artist also uses it. The example of celebrity endorsement:

- Fan Bing Bing: “I love the electric colors. They sparkle at every angle (L’Oreal mascara ads).
 - Emma Stone is the face for the collection, and is a fan of the Peach Parfait Shade (Revlon lipstick ads).
- f. Emotive words

The strategy shows interesting words in the advertisements. It is to influence the readers by using the words in order the consumers buy the product. For example, glamorous, long lasting, passion romance, moisturizing, and exclusive.

C. Beauty Product Advertisement in the Web

Advertisement is one of media mass that content of the purpose to persuade audiences, readers, listeners, viewers, to take some actions on products, services, and ideas. Advertisements can be used to refer to text, audio, video, photography, and graphic design. Beauty product advertisement is one of media which often persuade people especially women to take some actions based on the language that can persuade them.

There are many sorts of beauty product advertisements such as face wash, eye cream, lipstick, face cream, deodorant, mascara, etc.

1. Face wash

Face wash is a foaming cleanser while a cleansing lotion or cleansing milk that it simply called cleanser. Face wash is to remove deeper seated

debris and also clean pores. Face wash is used to our face in order to get bright skin.

2. Eye cream

Eye cream is cream around the eyes. It is formulated specifically for the delicate skin around the eye, so they tend to be thicker.

3. Lipstick

Lipstick is a cosmetic product that embellishes the lips or changing the natural color. It is to give color for the lips in order to look bright. For example, red color, brown color, black color lipstick, and so on.

4. Face cream

Face cream is the cream that uses to face. It is to make the skin softer and less dry in order the face skin look shine. Face cream is used to face after using face wash in order to get beautiful face.

5. Deodorant

Deodorant is the product to underarms. It works to neutralize the smell of the sweat and antiseptic action against bacteria. By using deodorant, the underarms get white and clean area.

6. Mascara

Mascara is a cosmetic product that applied to the eyelashes. It is to serves to thicken and define the eyelashes and also color, lengthen, or curl them based on the type of mascara. By using mascara, the eyelashes look black and thick.