

# CHAPTER I

## INTRODUCTION

### 1.1 The Background of Study

Language plays an important role in human life. It is said so because language serves many functions. Some of them are to give information, to deliver message(s), to express feeling, to persuade people to do something or to believe us, to entertain others, to share opinion of the world and to share one's thought.

Considering those various functions of language mentioned above, in a simple way it can be concluded that language functions as a tool of communication. According to Clark & Clark (1977:25), the fundamental function of language is means of communication. According to Hornby, communication itself is the activity or process of expressing ideas and feelings or giving information (2000:225). Giving information involves transferring knowledge, facts or news by the speakers as the doers to the listeners as the receivers. In the advertisement, the interaction is between the copywriters to the viewers as the receivers. While communicating, the copywriters express their thoughts by speech to direct, to inform, to instruct, to suggest, and to persuade the viewers. All speeches they used have their own functions

There have been some studies about male and female language in the State University of Medan, the first researcher is Sumarsih, from the journal of the Art and Language Faculty of State University of Medan (Volume II No. 2, October 2006). Her study is entitled "*Comparison Between the Advertisement Language*

*in Gender*". She focuses on the moves and linguistic features in male magazines such as, *Tempo* and female magazines such as, *Kartini*. Finally he concluded that the man's magazine in advertisement always uses introducing the offer and the soliciting response, but the lady's magazine in advertisement always used the establishing credential, so the man can be predicted that the man is easier to be persuaded than woman. It is meant that man's magazine and lady's magazine in advertisement always uses "adjective".

The second researcher is Srimaharani Tanjung from the English Applied Linguistics Study Program Postgraduate School in State University of Medan, 2010. Her thesis is entitled "*Gender Differences in Expressing Politeness in English*". She focuses in describing female and male which have some different strategies in expressing politeness. At the end of the thesis she described that female always expressed politeness by requesting, offering, and apologizing to attract their listener. Meanwhile, for male, they used commissive and expressive as their way to express politeness because they always had a commitment to be more polite by giving promising, offering, thanking, and condoling to make their listeners thought they were responsible when expressing politeness. It aims to protect their face, tried to achieve high social status, and showed modelling correct behaviour.

Based on the previous researches, the writer was interested to do a research conducted on the different ways that men and women use language to communicate, especially in television advertisements.

When human being interact in community, they perform interpersonal function of language. Interpersonal function is realized by MOOD and MODALITY. MOOD shows what role the speaker selects in the speech situation and what role he assigns to the addressee. If the speaker selects the imperative mood, he assumes the role of one giving commands and puts the addressee in the role of one expected to obey orders. MODALITY specifies if the speaker is expressing his judgement or making a prediction. (Halliday,1985).

The interpersonal function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar . At the level of semantics, human being performs two roles namely Giving and Demanding. The commodity exchange may be either information or Goods & Services. When the roles and commodities are cross classified, four specific activities or speech functions are derived. Based on Halliday (1994:30) states that speech functions are realized in four types, namely: statement, question, offer and command. Thompson (2003:12) emphasizes the important point that use of language lies at the very heart of social life. In general, it is noted that communication and language are important components of social life; expressing thought and feeling, conveying ideas, making request, giving command, and so on.

The previous statement shows that in communicating with others, one can express what s/he knows and s/he feels and also gives information to other people. Basically, communication takes two forms, namely spoken and written communication. At present, due to the sophisticated advance of technology,

spoken and written communications are often combined in transferring information.

One of the transmitting media of communication which uses both spoken and written communication at the same time is television. And now, there are many choice of channels in the television for the audiences: such as INDOSIAR, MNC TV, GLOBAL TV, ANTV, RCTI, SCTV, TRANS TV, TRANS 7, and METRO TV. Many things can be communicated through television. Information published on television is well packed into some segments called program. Just mention several of them are film program, news program and music program. In television, each of the programs is interrupted by commercial advertisement. Advertising, generally speaking, is the promotion of goods, services, companies and ideas, usually performed by an identified sponsor. Marketers see advertising as part of an overall promotional strategy. (<http://www.wikipedia.org/>)

In conclusion, advertising is a means of promoting the product, idea, or organization on the market with the aim to give information and to persuade people of the advantage of the product and induce them to take and buy it.

There are many reasons why advertisement makers or popularly known as copywriters choose television as the media to advertise their products. It is said so because the element of television; action, emotion, demonstration enable them to reach the viewers' attention. And television is one of the means of communication which has great influence to the viewers. Most of the people spend their time for watching television. The audiences are coming from every level of society and all level of age.

Consequently, the advertiser has to relate the commodity to an exciting meaning that is made to gratify the consumer's needs, wishes and dreams. Advertising has to know the world of consumers, their sense of identity, their attitudes and expectations and then create associations between people's dreams and the commodity. According to Jerry Goodis (in Leiss, 1997: 200), advertising does not always "mirror how people are acting, but how they are dreaming. In a sense, what we're doing is wrapping up your emotions and selling them back to you".

Language of advertisement is different from most of the other language that used in our everyday life. Advertisement needs special expressions to make it meaningful and share interesting messages. Based on Goshgarian (1977: 225) the differences between advertising language expression and other types of language expression; over the year, the texture of advertising language has frequently change. Style and creative concept come and go. But there are at least four distinct characteristics that make it different from other languages: a). the language of advertising is edited and purposeful when most other language transactions are "elliptical", b) the language of advertising is rich and arresting. c). the language of advertising involves us; in effect, we complete the advertising message, d) the language of advertising holds no secrets from us, it is a simple language

Link to the information above, it may be added further:

- a) Advertising language can't afford to be so desultory. It does have specific purpose, that is, to sell us something. In other words, advertising messages have a clear purpose, they are intended to build and attract a specific response.



- b) The language of advertising is beautiful and interesting. It intends to attract and hold our attention to know about the product and further buy it.
- c) The language of advertising is carefully engineered. It uses various devices to get our attention. It means that we could participate in it.
- d) The language of advertising is simple. The difficult words are edited out and replaced by simple words in order to avoid misinterpretation but sometimes they are complicated.

Advertisements have a great deal of influence over what people do and buy. For example; one of famous milk product in Indonesia "Anlene". In the advertisement, the actress, Indri Baren suggests the viewer to drink and walk 1000 steps everyday to get the strong bone. This advertisement influences the viewer to buy and do it.

For successful communication to take place, the audiences must be taken into consideration in the advertising process because "what is appropriate for one audience may be unsuitable for another" (Sheehan, 2004: 85). Each advertisement has its own target audiences. There are two gender of the audiences, they are male and female. For example, the most famous antiperspirant deodorant product in television is Rexona. This product is produced for two different target audiences, 'Rexona for man' for male and 'Rexona for woman' for female. The other product is 'Biore for man' and 'Biore' for female. Male and female speak and think differently that's the reason why the copywriters use different language style to deliver their products. Thus, it must have a certain style to differentiate one advertisement from the others.

Rosaldo (1974) stated that based on a traditional scenario, females stay at home and take care of children, while males work outside to build political and economic ties that control resources. Other theorists highlight this gender difference. Girls learn the traditional model of a feminine role from a mother who stays at home, while boys learn to be masculine and are forced to go into public, where they learn to create an identity and win status (Chodorow, 1974). Even though we have come a long way during the last century when it comes to equality between the sexes, we are still far from the goal.

People's different roles are not only available in our everyday lives, but are also studied and analysed on linguistics fields; to understand how differences between male and female are reflected in language use; advertising is still considered as an excellent example of the repetitive production of gender and sexuality. And in spite of the ruling gender constraints and conformity, advertising also gives space for acting out different ways of doing gender (Rossi 2000:2)

Media has become one of the most influential sources of information in our modern society. An important field within the media sector is advertising, as we are affected by it in so many different environments. Television is one of the most effective media at this time. The present study is about gender differences in television advertisement. In order to discover possible differences between two different target groups in using speech function, the writer will investigate the speech function that used in advertisement for male's and female's product in television. Is there any different evident? Can we see a pattern among the

advertisements within each target group? What is the dominant type of speech functions used in slogans of television advertisement for male's and female's products?

### **1.2 The Problems of the Study**

In relation to the background of study, the problems are formulated as follow:

1. What kinds of speech functions are linguistically coded in male and female language in television advertisements?
2. What is the dominant type of speech functions used in male and female language in television advertisements?
3. How are the different types of speech functions uttered the ways they are in male and female language in television advertisements?

### **1.3 The Objectives of the Study**

In relation to the problems, the objectives of the study are:

1. to describe how the speech function in male and female language in television advertisements.
2. to investigate the dominant types of speech functions used in male and female language in television advertisements
3. to describe what the different types of speech functions are uttered the ways they are in male and female language in television advertisements



#### **1.4 The Scope of the Study**

This study deals with the interpersonal functions of language in which it is used in advertisement for males and females audiences. When human being interact in community, they perform interpersonal function of language. The interpersonal function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar which is termed mood. At the level of semantics, human being performs two roles namely Giving and Demanding. The commodity exchange may be either information or Goods & Services. When the roles and commodities are cross classified, four specific activities or speech functions are derived. The researcher focuses the study in evaluating the four primary speech functions, namely statement, question, command, and offer. Here the writer focused the study in male and female television advertisement and limited in male and female cosmetic products which are advertised on television

#### **1.5 The Significance of the Study**

It is expected that findings of the study will be useful and relevant theoretically and practically. The results of this study are relevant to the needs of the students who want to understand more about the speech function, to enable and enrich their knowledge to communicate better than before. For teachers, it can provide some inputs in teaching speech functions. For readers, the findings of this research can be used as a guide to understand the language and gender in advertisement. In addition, this study might be significant as an additional reference for the copywriters to help them in making good advertisement.

Particularly, the findings are also expected to assist those who are really interested in advertising including the English Departement students to comprehend and become more skillful in composing a writing specifically in advertisements for the advertising world, in fact, cannot be separated from writing activities.