

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

After analyzing the whole data deliberately, the conclusions are drawn:

1. The logical appeal is seemingly the strongest one to apply in smartphone advertisements as it is related to technology that must be scientifically proven.

The arguments in logical appeal engage readers or observers by appealing to reason, logic, and data in order to convince them that the real proven or tested products are much more important. Therefore, to gain such achievement, the characteristic strategies that frequently occurred in the smartphone advertisements are evidences, facts, & examples. Thus, the rhetorical appeals and their strategies in the smartphone advertisements are tightly related to each type of rhetorical appeal. Each strategy must depict or represent the three rhetorical appeals natures or characteristics. By ably recognizing & understanding the characteristic strategies, it is easy to relate it with what rhetorical appeal that they are encompassed in. As a whole, both the verbal & visual texts are the ideas & arguments to promote the smartphones.

2. The reasons of rhetorical appeals are used in smartphone advertisements are to evoke people's reasoning, influence people's minds & feeling, gain people's acceptance through any ethical values. It can be investigated by analyzing the rhetorical appeals such as logical, emotional & ethical to understand the message and meanings of smartphone advertisements to persuade and convince the target consumers.

5.2 Suggestions

In line with the conclusions that have been stated, some suggestions are offered to the readers, especially for those who are interested in doing further study on rhetorical appeals not only in advertisements but also in any discourse as follow:

1. It is suggested for other students to study about rhetorical appeals in other kinds of advertisements that may present particular arguments& ideas to uncover the message of the advertisements in order to discover whether the rhetorical appeal is strong or not.
2. It is suggested for the students who want to study about the theory of rhetorical appeals in any social interaction, such as in advertisements, speech, news, entertainment, articles, and so on in order to know whether there is failure or fallacy in any rhetorical appeal that is used.
3. It is suggested for other researchers who want to conduct a research by using rhetorical appeals in any research fields, such as in economics, politics, journalism, laws, etc in order to understand the ways of the rhetorical appeals are used and managed in them.