

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

We are living in an era of information explosion in which advertising seems to be an indispensable building block of the media. Internet, radio, TV, and the Press are financially motivated to present advertisement. Although the media depend on advertisement financially, an advertisement in and of itself does not seem to contribute very much to the communicative goal (s) of the discourse with which it appears. In fact, advertisements seem to be superfluous and irrelevant to layman's everyday life. People often tend to ignore them, or they think they do so. But, like it or not, they influence the choices people often make.

From a linguistic point of view, advertisements seem, in effect, to constitute a genre with distinct features whose function is not only to inform but also to persuade and influence (Swales, 1990 : 54). Koll-Stobbe (1994 : 387) maintains that by using the linguistic system as a tool kit in a creative manner, advertising discourse has become a type of public and coexistent communication, manifesting and mediating a mass folk culture.

If advertisements were designed to publicize a product a product or service in order to sell it, the desired outcome an advertiser looks for would be the response "I'll buy that". This function of persuasion in advertisements is realized through a text possible laden with certain linguistic, discorsal, and societal signals. In a word,

down to a single fact: writers of advertisements exploit all these devices, strategies, etc. not to engage in communication, but to promote products only

From those quotations, it is assumed that advertisement has its own typical linguistic patterns. It is due to the fact that advertisement should be practical, brief, and clear so that the readers or the customers will be easy to catch the messages in the advertisement and finally want to buy the products.

Furthermore, when human beings use language in any kind of media, they represent each of their messages in a clause. The clause in this case functions as a representation. It represents the phenomena of the real world in languages. They use the system of *transitivity* as to represent the meaning in a clause. Through the system of transitivity, we shall be exploring the clause in its function. For example to answer the questions of using *who, what, whom, when, where, why, or how*. There are, in fact, three semantic categories, which explain in a general way that phenomenon of the real world is represented as linguistic structures. These are : *circumstances, processes, and participants*.

Understanding the system of transitivity will help us to understand social function of the language in the community. We will know who does something, what does he/she do / Whom does he/she do to/for? Who does it? When does he/she do? Where does he/she do ? why does he/she do ? Or how does she/she do something? This study seeks to understand, the use of how text producers attain such a communicative goal, what linguistic resources they use, and what social there are on the choice of texture for their texts.

advertisements often exploit both the aesthetic features of verbal communication and fashion of the day dominant in a particular culture in order to promote a product.

Since in a linguistic perspective, the language of advertising (i. e., standard advertising English), according to Leech's (1966 : 27) classic treatise, characterized by a number of preferred linguistic patterns and techniques:

- (a) Unorthodoxies of spelling and syntax, and semantic oddities are common to attract attention.
- (b) Simple, personal, and colloquial style and a familiar vocabulary are employed to sustain attention.
- (c) Phonological devices of rhyme and alliteration and sheer repetition are utilized to enhance memorability and amusement. Repetition is usually of two types: intra-textual and inter-textual. In the former, the product's name and certain highlighted features are repeated several times. In the later, a single product or manufacturer.
- (d) Abundant use is made of superlatives and hyperbole in characterizing the product, with often-indirect reference to rival products.

In the same vein, following Habermas (1984) Fairclough (1989: 198) is of the same opinion that advertising is an instance of strategic discourse – discourse oriented towards instrumental goals, to get results, etc. strategic discourse is then broadly contrasted with communicative discourse, which is fundamentally oriented towards reaching a common understanding between interlocutors. All these boil

Considering the importance of understanding transitivity system used in certain genre, especially in advertisement, then the research chose the topic of analyzing experiential function in Internet advertisements. There are at least three reasons of choosing the topic in this research.

1. Internet as a mass media of communication takes an important role recently and predicted in the future. It is due to the fact that the use of internet will help businessmen in expanding their area of business world wide. Therefore, promoting products in Internet will make efficient cost in promotion.
2. Internet media is not similar to other mass media in reading any messages from Internet users tend to do scanning reading in reading any messages from Internet text. That's why the messages in Internet advertisement should be attractive to catch the Internet user's attention. The should colourful and having enough font size to be attractive.
3. As it is indicated previously, understanding experiential function of certain genre will help us in understanding social function of the language in a community, especially the community of Internet users.

Based on those reasons, the rescacher is interested to to a research on the use of experiential function in Internet advertisements.

1.2 The Research Problems

The problems of the study are formulated as the following.

1. What type of processes is dominantly used interned advertisement ?
2. What type of circumstance is dominantly used in internet advertisements?
3. Why are the dominant realities used?

1.3 The Objectives of the Study

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

1. to investigate the ¹ dominant type of processe used in internet advertisements
2. to investigate the dominant type of circumstance used in internet advertisements, and
3. to describe causes of using the dominant types of processes in internet advertisements.

1.4 The Scope of the Study

The study are formulated as the following.

1. What type of process is dominantly used in internet advertisements?
2. What type of circumstance is dominantly used in internet advertisements?
3. Why are the dominant realities used?

1.5 The Significance of the Study

The findings of this study are expected to be useful for

1. advertisers as a contribution for them in producing better advertisements for their products.
2. those who want to conduct further in-depth researches in linguistic functional analysis, especially in terms of advertisement analysis.

