

CHAPTER V

CONCLUSION

The conclusion of this thesis is divided into three parts: the summary and conclusions of what had been discussed in the previous chapters, implications of the findings, and the suggestions for further research.

5.1 Summary and Conclusions

In this study the writer attempted to find how the verbal and pictorial verbal texts in written advertisements could be attractive to and retained by the consumers and what inferences and images the verbal and pictorial verbal texts of written advertisements conveyed.

Through the theory on model of international mass communication process, it is clear that advertising has objectives which are set by producer or marketer as the advertiser. To inform the messages in the advertisement, advertising agency should encode the message and select mass media to carry the message to the individuals as the viewers or readers who would think, feel and act on the stimulus. To achieve the objectives, that is, to sell the product, advertisers should be able to attract people's attention so that they were willing to read the advertisements, to convince them that the advertised products were the ones they needed in their lives and finally to persuade them to buy the product. To achieve this purpose, the advertisers made use of the verbal and pictorial verbal texts in written advertisements.

Through the use of psychological theory on consumer behavior, it could be seen that in order to attract readers' attention, advertisers should pay attention to two major factors that affect attention, namely: personal or individual determinants and stimulus determinants.

Personal or individual determinants of attention refers to individual characteristics that influence attention. Through the findings and discussion in Chapter IV, it could be seen that advertisements used personal or individual determinants of attention namely need or motivation, attitudes, and span of attention. There was still one more personal determinant of attention called adaptation level, however, it could not be found in the advertisements the writer chose to analyze.

The other way of making an advertisement attractive is by giving stimulus determinants of attention. Stimulus determinants refer to the characteristic of the stimulus itself that could gain or increase attention. The stimulus determinants of attention include the size, color, intensity, contrast, position, directionality, movement, isolation, and novelty. From the findings and discussion in Chapter IV, it turned out that the writer could not find directionality, movement, and novelty in the analyzed advertisements.

Besides, the verbal and pictorial verbal texts in written advertisements could be attractive to consumers through the use of advertising discourse namely persuasive style, deviation, parallelism, cohesive device, pronoun, polysemy/pun, metonymy, (pictorial) metaphor, and (pictorial) simile. Though some aspects of persuasive style, parallelism, and cohesive device could not be found in the

analyzed advertisements, the writer is sure that all of these aspects are used to attract readers' attention as well as to persuade them to buy the advertised products. Yet, not all of the advertising discourse above would be used together in one advertisement; instead the advertisers could choose the ones which would be appropriate for the types of products they would advertise.

Getting readers' attention is not enough for the advertisers. They should think in such a way that their advertisements would retain in the viewers' or readers' mind. If they succeeded in making the advertisements retained in the readers' mind, hopefully readers or viewers would be eager to try the product and thus they would buy the product. For the purpose of getting readers' or viewers' retention of the advertisements, advertisers use pictures, concrete words, self-referencing, mnemonic device, and repetition. The writer could also find these means of getting retention in the analyzed advertisements, except for self-referencing. Thus, it proved that getting readers' retention was essential for advertisers.

In giving messages in advertisements, it is very common that advertisers do not write the messages as clearly as possible or to the point. Instead, they would let readers or viewers give their own interpretations; therefore, sometimes people would have different interpretations on the same advertisement. They even manipulate the verbal texts through the use of advertising discourse in such a way that what could be seen from the outside are only the positive sides of the products. Even the non verbal texts or the pictures are used to create good images about the product. Therefore, readers should be critical in reading advertisements

so that they could find both the positive and negative sides of the products.

Through the use of relevance theory and advertising discourse theory, together with the knowledge of cultural values and advertising, the writer was able to find out the inferences and images conveyed by the verbal and pictorial verbal texts of written advertisements.

As what has been mentioned above, the knowledge of cultural values and advertising is essential in understanding the meaning, especially the implied meaning of advertisements. A person might be attracted by the advertisement and it might also retain in his/her memory, but s/he may not really understand the message in the advertisement if s/he does not share the same cultural values as the advertisers'.

As a conclusion, though the verbal texts and pictorial verbal texts in advertisements attract attention and could be remembered easily, readers should be critical in reading advertisements since they do not just contain explicated meanings, but implicated meanings as well. If possible, the advertisement readers or viewers are expected to give the right interpretation of the inferences and images found in the advertisements they read so that they would not buy things they finally do not need.

5.2 Implications of the Findings

The implications of the findings are divided into two parts, that is, implications of the findings for students of the English Department and

implications of the findings for English teachers. Thus, this part discusses the two things mentioned above.

5.2.1 Implications of the Findings for Students of English Department

From what has been discussed in this thesis, the writer hopes that through this study, students of English Department would realize that advertisements contain a great deal of inferences, that is explicature and implicature. The dictions, the adjectives and other grammatical patterns are specifically chosen to give certain meaning to the advertisements. By realizing all of these specific advertising languages, and knowing the theories discussed in this study, it is expected that students of English Department would have better insights concerning advertisements and would be able to give the right interpretation of the inferences and images found in the advertisements they read so that they would not buy things they really do not need.

5.2.2 Implications of the Findings for English Teachers

The writer hopes that this study would inspire teachers to choose authentic advertisements from magazines or newspapers as their teaching materials because advertisements are interesting and contain a great deal of topics for discussions. As a way of teaching reading, teachers could focus on finding the inferences of the advertisements. Since advertisements contain a great deal of inferences, students would be challenged to think logically to find the inference meanings of the advertisements.

Besides, it is expected that this study could remind teachers in pragmatics classes to use advertisement as one of the materials for analysis and to remind them that in finding the explicature and implicature of the messages in advertisements, it is essential to pay attention to Sperber and Wilson's theory on relevance communication and cognition so that the interpretation would be relevant to what is written in the advertisement.

Advertisements could also be used as teaching materials in English for Specific Purposes classes, especially in Communication Department since advertisement is also a means of communication. Thus, the writer hopes that what has been found out concerning the psychological processes of how advertisements get readers' attention and retention in communicating the messages would be useful.

At last, the writer hopes that what has been discussed would be useful for writing class as well, especially creative writing. By reading this thesis, it is expected that teachers would be inspired to use an authentic writing material concerning the persuasive writing through the writing of advertisements.

5.3 Suggestions for Further Research

After having finished writing this research, the writer realizes that this study concerning advertisements is still open for further research for students of the English Department. In this study, the writer only focuses on ten written advertisements so that there are still some advertising discourse styles and other psychological processes for attracting attention and for getting retention that are

not covered in the analyzed advertisements since it is impossible to find all of the aspects above in just a few advertisements. The aspects that could not be found are for example the 'water is wet' claim, some of parallelism aspects, and some other aspects. Therefore, another research on other written advertisements either taken from magazines, newspapers or leaflets could be undertaken to find the aspects above.

Besides, it would be advisable to conduct a further research on pragmatics to find out the meanings of the written advertisements and other research on discourse analysis to find out the other types of discourse except what has been found in written advertisements in magazines.

Besides, researches on other types of advertisements, such as leaflets or brochures concerning more on the pictures, colors and language would be advisable, especially the pictorial metaphor, pictorial simile or the images. The theories in this study are still applicable for the study above since actually leaflets and brochures are also a means of communication between producers and viewers and they are also advertisements.

Another suggestion would be a further research on oral advertisements such as radio or television advertisements that certainly focus more on the sound or oral language instead of the written language. By conducting a research on oral advertisements, people could compare the detailed differences between oral and written advertisements.

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