**AN ANALYSIS OF LANGUAGE PLAY**
**IN WRITTEN ADVERTISEMENTS**


**THESIS**


**Submitted in Partial Fulfillment of the Requirement**
**for Strata One (S1) Degree**





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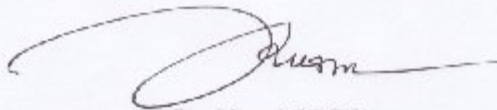**STATE UNIVERSITY OF PADANG**

**2011**

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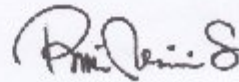| | | |
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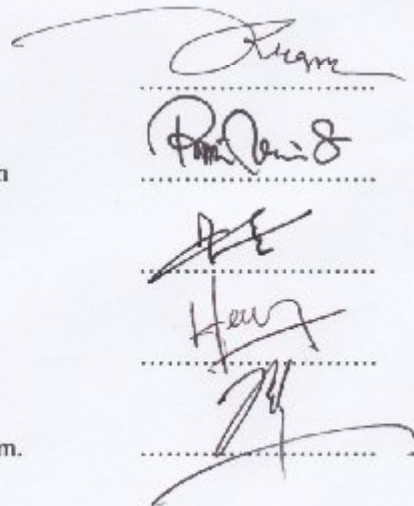Jurusan Bahasa dan Sastra Inggris

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# ABSTRAK

**Levina, Suzia.** 2011. "An Analysis of Language Play in Written Advertisement". *Skripsi*. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa, Sastra dan Seni. Univeristas Negeri Padang.

Permainan bahasa diciptakan sebagai cara untuk menarik perhatian dalam berkomunikasi dan juga sebagai cara untuk menyampaikan sebuah maksud dengan cara yang menarik. Karena itulah penggunaan sebuah permainan bahasa juga digunakan untuk tujuan professional seperti periklanan. Tujuan dari penelitian ini adalah untuk mengetahui permainan bahasa yang ada pada iklan terulis beserta makna semantiknya. Karena, dalam periklanan cetak, keterbatasan efek audio visual menjadikan bahasa yang digunakan merupakan komponen yang diperhatikan. Sebab itulah, permainan-permainan bahasa digunakan untuk membuat iklan lebih menarik, menciptakan pencitraan, kehalusan dan keharmonian.

Data dalam penelitian ini diambil dari iklan tertulis yang terdapat didalam 3 majalah wanita, Elle, Female, dan Bazaar. Data dikumpulkan dari periode April sampai pada periode Juli 2011. Metode yang digunakan dalam penelitian ini adalak teknik penelitian deskriptif. Pengambilan data didasarkan pada iklan yang mengandung permainan bahasa didalamnya. Setelah itu, data dianalisa berdasarkan klsifikasi jenis permainan bahasanya dan juga berdasarkan makna semantiknya.

Data yang ditemukan adalah sebanyak 43 iklan yang menggunakan permainan bahasa menurut teori Mcloughin dan 57 data permainan bahasa dalam bahasa figuratif (majas). Data dianalisa berdasarkan pada tipe permainan bahasa dan juga makna yang menyertainya. Dari hasil analisa tipe yang muncul adalah *rhyme* yang mendominasi sebanyak (18), disusul oleh *intertextuality* (9), *pun* (6), *aliteration* (4) *superlative* (3), *nominalization* (2), dan tipe *contraction* (1). Sedangkan jenis makna yang terdapat dalam permainan bahasa tersebut adalah *conotative* yang mendominasi sebanyak (14), *conceptual* dan *afective* masing-masing (11), *collocative*(3), *reflective*(2), dan jenis *social* beserta *tematik* masing masing muncul (1) kali.

# ACKNOWLEDGEMENTS

# TABLE OF CONTENTS

# LIST OF TABLES

# LIST OF APPENDICES

# CHAPTER I
# INTRODUCTION

## A. Background of the Problem

People play with language and also respond to language play. Although the main purpose of language is seen as a tool for communicating information, the language play cannot be avoided because it has already been a part of language phenomenon. Some play with language to take pleasure while others may be obsessed by it. The use of it is not only primarily to communicate meaning but also to draw attention to the way of normal rules of language. However, language play exists in both of everyday language and professional purposes like advertisement.

Advertisement is one of marketing strategy. It informs people about products existences, benefits, as well as services and persuades them to buy and use the products. Advertisement in general can be classified into written and oral form. Advertisement in written form can be seen in a magazine, newspaper, and internet. On the other hand, in oral form, advertisement can be found on TV, radio, and a direct selling in shopping centers.

Whatever kinds of advertisement, they should be able to get large consumers. As a result, many things should be considered by advertisers in making effective advertisement. For example, they have to pay attention on visual content and design which give great impact on the people interest. However, its language helps people to identify a product and remember it. An interesting language is chosen to present the quality of product. It is expected to attract

people's attention and reflects the power of the product which is offered. The more creative its language in representing the products, it will be easier for people in remembering them. For example, the slogan of a cigarette advertisement in Indonesian *Nggak ada lo, nggak rame,* "no fun without you" is familiar for people to the product of cigarette.

The measure of advertisement's success is how well the advertisements achieves their goal, increase sales, be memorable, change attitude and present brand awareness. These are requirements of both oral and written advertisement. However both of them has different characteristic. In oral advertisement, there are prosodic features such as stress, intonation of speech, melody which gives additional pleasure for people who watch it. Moreover, it has audio visual picture and other effect that offer more value. In contras, written advertisements do not have them to achieve its goal. Therefore, written advertisements should have a creative concept as a central idea in order to get the attention and prevails in the consumer's mindset. Creative concept of written advertisement can be an emotive power of the language they use. More creative and imaginative its language more people will remember the advertisement.

As described above, language play can be established in language of advertisement. Smart advertisers use a language play as a creative concept to catch people's attention to the product. Moreover, it is more applied in written advertisements because its language is a central attention on it. Language play can be in a form of puns, jokes, language tricks, onomatopoeia, idiom, and also figurative language. Crystal in Carter (2004:72) gives explanation that play with

language means break the rules of it. It can manipulate linguistic feature and can alter the meaning such as a word, a phrase, a sentence, a part of word, a group of sounds, and a series of letter. For example, it is presented in chocolate advertisement *'ada break ada Kit-Kat'*, "there is a break there is a Kit Kat". The use of alliteration as a language play and the repetition of the word *'ada'* make this slogan become interesting and memorable. As a result, it is easy to people indentify this product.

Wernick (1991:19) states some points about how to make a good advertisement. It is stated that advertisement should avoid to use nonsense word and difficult to understand by the audience, and contains persuasive meaning. On the other side, with using language play it will blur the meaning and it can not be understood straightly. In fact, many of written advertisements use language play as their creative concept.

For that case, the researcher wants to see the differences of the language of advertisement supposed to be, with the current language advertisement which tends to use language play and break the function of language. The second reason, there have been many linguistic researches about the language of advertisement, there are also researchers about the language play. However, there are none of them which discussed about the language play in written advertisement deeply. The third reason, the writer wants to see how creative a language play in written advertisement nowadays, because there are many language of advertisement written in creative ways. The written advertisements which contain a language play will be selected from three magazines. They are Bazaar, Female and Elle

which are published from April until July 2011. The researcher chooses these three selected magazines because it more contains language play in its advertisement rather than the other magazines.

**B. Identification of the Problem**

The research about language play that is found in the language of written advertisement can be studied from several points of view. It can be conducted from discourse analysis study, pragmatic study, and semantic study.

The first study is discourse analysis study. From the point of view of discourse study, language play can be researched from the various levels of dimension discourse. For example, it can be researched its sounds, structure, turns and relation between the uses of language play with written advertisement. For instance, it can be done an analysis about the cohesion and coherence of language play which is used in written advertisement with the visual picture.

The second study is pragmatic study. Pragmatic is the study of linguistic acts and the context in which they are performed. This type of study necessarily involves the interpretation of meaning by considering to the role of context. In interpreting the message of the slogan in the language of advertisements, occasionally it is needed the construction of contextual factor in interpretation. In this case, the pragmatic study is used in order to get what the language of advertisements informs to people. Therefore in analyzing the some of the language of written advertisement which is used connotative meaning, the role of construction context is used.

The last phenomenon is semantic study. Semantic is part of linguistic study which relates to the study of meaning. It studies about the meaning of words, phrases, or sentences without considering thr role of context. Semantic analysis can describe the study of words, phrases or sentences because semantic is the study of how words literally connect to things through language. Furthermore, in analyzing how language play is interpreted and constructed in written advertisement, semantic study is needed.

**C. Limitation of the Problem**

Based on the identification above, it can be seen that in analyzing interpretation and construction of how language play works in written advertisement needs semantics and pragmatic study. Semantic study is needed in order to know the conceptual meaning from the language that is used in writen advertisement. On the other hand, pragmatic study is needed to relate the languge with the context. By using both of these studies, the appropiate meaning in analyzing types of meaning in written advertisements can be classified appropiately.

The analysis of language play can be in a form of tricks of language (rhyme, alliteration, assonance, superlative, jokes, intertextuality, contraction, and nominalization), idiom, pun, metaphor, metonymy, simile, and hyperbole. In this case, the writer focused on tricks of language, for example rhyme, alliteration, assonance, superlative, jokes, intertextuality, contraction, and nominalization. These kinds of language play are selected because they are most commonly

appeared in language of advertisement. Futhermore, the research is done in written advertisements in the magazine advertisements. The advertisements are collected from Bazaar, Female, and Elle magazines. The leght of periode is from April until July 2011.

**D. Formulation of the Problem**

Referring to the limitation above, the problem in this research is formulated as follow; what are the types of language play and semantic meaning in the written advertisements in Bazaar, Female, and Elle magazine?

**E. Research Questions**

For this research, the researcher formulates some research questions as follows:

1. What are the types of language play in written advertisement in Bazaar, Female and Elle magazine?

2. What are the types of semantic meanings of language play in written advertisement in Bazaar, Female, and Elle magazine?

**F. Purposes of the Study**

The purposes of the study are:

1. To find out the types of language play in written advertisement in Bazaar, Female, and Elle magazine.

2. To find out the types of semantic meanings of language play in written advertisement in Bazaar, Female, and Elle magazine.

## G. Significance of the Study

This research hopefully will give the contribution in semantic study about language play and language of advertisement. Moreover the result of this research is also hoped to be useful for the readers who are interested in doing and developing research about the other linguistic phenomenon in language play.

## H. Definition of Key Terms

1. Language play: manipulating some linguistic features such as a word, a phrase, a sentence, a part of a word, a group of sounds, series of letters. It also bends and breaks the rules of language as it is.

2. Written advertisement: advertising in printed medium such as a newspaper, magazine or trade journal. It allows private individuals or companies to advertise their product or service for a low fee advertising a product or service.

3. Magazine: a periodic paperback publication containing articles, fiction, photograph, etc.

4. Bazaar: an international magazine for women since 2000 which is published by PT Media Insani Abadi. It is originally from USA published since 1867.

5. Female: Indonesia's Leading Fashion & Beauty Magazine. It was first published in September 2000 by PT. Femalindo Media Sejahtera.

6. Elle: a worldwide magazine of French origin that focuses on women's fashion, beauty, health, and entertainment. It was first published in March 2000 in Indonesia.

# CHAPTER II
# REVIEW OF RELATED LITERATURE

## A. Some Theories of Meaning

Every utterance which is delivered by people contains meaning. When they convey information, ask question, give command, express wishes, they utter what they mean. For this reason, language is created based on its meaning. Every word has been designed for its purpose. Language without meaning is meaningless. It is the reason why people have capacity to discover when sentences or utterances are true or false. When people recognize the meaning of them, they know its truth condition.

The study about meaning is called semantics. Furthermore, the study about language play in written advertisement belongs to semantic analysis because it analyzes its meaning. Semantic in general is the systematic study of meaning. In linguistic study, meaning can not be separated from semantics aspects. Semantic concern the meaning of individual words contained in the language and also meaning which has result when those words are combined in the various ways.

Wierzbicka (1996:3) states that study language without reference to meaning is like studying a road sign from the point of view of their physical properties. In another word, it can be like studying the structure of the eye without any reference to seeing. Furthermore, she said that language is an instrument for conveying meaning. Through language, people communicate what they mean.

In addition, Adrian and Demers (2001: 227) tell that language is a conventional system for communication. They tell that it is a system for

conveying messages. Moreover they find that communication can be accomplished in the system only because words have certain meanings. Therefore, to characterize this system or the language, it is necessary to describe these meaning.

Furthermore, they describe meaning into two categories (2001:229). The first meaning is linguistic meaning. Linguistic meaning exists when people speak literally. It can be illustrated that how a speaker can mean something quite different from what his or her words mean. On the other hand, speaker's meaning can differ from the linguistic meaning, depending on whether the speaker is speaking literally or nonliterally.

Richard (2003:119) also defines meaning as a concept. It is stated that meanings are concept in the form of word, or phrase whether it is spoken or thought. It express concept which is an abstract entity from which beliefs, desires, and other states of mind are composed. It has a similar idea with Adrian and Demers who notify that language is a system to convey the messages. Thus, Richard says that meaning as a concept. There will be a meaning in every message that is delivered.

Further information comes from Fromkin (2007: 174) that says the study of linguistic meaning of morphemes, words, phrases, and sentences is called semantic. She explains that subfield of semantics are lexical semantic, which is concerned with the meaning of words, and the meaning of relationship among words. Sentential semantic is concerned with the meaning of syntactic unit larger

than the word. Then, the study of how context affects meaning is called by pragmatic.

As well as those explanations, Leech in Prosad (2009) and Fromkin (1990:200) divide meaning into several types. Leech proposed seven types of meaning. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning collocative meaning and the last one is thematic meaning. He also identifies meaning as linguistic forms and entities word that literary connect to thing. On the other hand, Fromkin points out that there are two types of meaning. They are denotative meaning and connotative meaning. He indentifies semantic as a study of linguistic meaning of words, phrases, and sentences.

The first type of meaning proposed by Leech in Prosad (2009) is conceptual meaning. Conceptual meaning refers to the logical sense of the utterance and recognizable as a basic component of grammatical competence. It means, it is the basic propositional meaning which corresponds to the primary dictionary definition. It can be said that it assumes the literal meaning of the word indicating the idea or concept to which it refers. For example *boy* is human, male, and adult in a rough way. Conceptual meaning deals with the core meaning of expression. It is the denotative or literal meaning. It is essential for the functioning of language. For example, a part of conceptual meaning of *'needle'* may be thin, sharp, or instrument.

The aim of conceptual meaning is to provide an appropriate semantic representation to a sentence or statement. A sentence is made of abstract symbols.

Conceptual meaning is created in order to distinguish one meaning from another meaning of an utterance. Thus, conceptual meaning is an essential part of language. A language essentially depends on conceptual meaning for communication. The conceptual meaning is the base for all the other types of meaning and the central factor in the communication.

The second type is connotative meaning. Connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its conceptual content. It is something more than the dictionary meaning. Furthermore, it is a meaning beyond its conceptual definition. For example, the word *'women'* in conceptual meaning or it's literal meaning means human, female, and adult but the connotative meaning or psychosocial connotations could be gregarious, having maternal instinct, experienced in cookery, skirt or dress wearing, and the others meaning which deal with women environment.

Further Leech says that connotative meaning can embrace putative properties of a referent due to viewpoint adopted by individual, group, and society as a whole. On the other way, it is influenced by concept of thought of society. Moreover, Connotative meaning varies age to age and society to society. So in the past woman was supposed to have attributes like frail, prone to tears, emotional, irrigational, inconstant, and cowardly as well as now they have more positive qualities such gentle, sensitive, compassionate, and hardworking. In conclusion, Connotative meaning is regarded as incidental, comparatively unstable, in determinant, open ended, variable according to age, culture and individual perspective.

The third type of meaning that is classified by Leech is social meaning. In social meaning a piece of language convey about the social circumstances of its use. The decoding of a text is dependent on our knowledge of stylistics and other variations of language. Social meaning is related to the situation in which an utterance is used. For example, words or pronunciations as being dialectical can be recognized by its regional or social origin of the speaker.

Furthermore, social meaning concerns in the social circumstances of the use of a linguistic expression. For example, some dialectic words inform people about the regional and social background of the speaker. In the same way, some stylistic usages let people know something of the social relationship between the speaker and the hearer. The utterance of *'I ain't done nothing'* reveals about the speaker's origin. He is probably a black American, underprivileged and uneducated because this expression likely used by them.

Social meaning can show stylistic variation. Stylistic variation represents the social variation. This is because styles show the geographical region social class of the speaker. Style helps people to know about the period, field and status of the discourse. Some words are similar to others as far as their conceptual meaning is concerned. But they have different stylistic meaning. In conclusion social meaning is what communicated of the social circumstances of Language.

Next, the fourth meaning from Leech is affective meaning. It concerns on how language reflects the personal feeling of speakers, it includes the attitude to the hearers of what they are talking about. It can be used to express the emotion. Moreover, for some linguists it refers to emotive association or effects of words

evoked in the reader, listener. It is what is conveyed about the personal feelings or attitude towards the listener.

In affective meaning, Leech defines language is used to express personal feelings or attitude to the listener or to the subject matter of its discourse. It stimuli responds from the listener or the reader toward the expression or utterances that is used. For example, the word "home" for a sailor, soldier or expatriate will have special effective, emotive quality. It reveals that affective meaning refers to what is convey about the feeling and attitude of speak through use of language. In addition, it is often conveyed through conceptual and connotative content of the words used. Finally it must be noted that affective meaning is largely a parasitic category. It overlaps heavily with style, connotation and conceptual content.

The fifth meaning is reflected meaning. Generally between reflected meaning and collocative meaning involve interconnection. At the lexical level of language, Reflected meaning arises when a word has more than one conceptual meaning or multiple conceptual meaning. In such cases while responding to one sense of the word we partly respond to another sense of the word too. Leech says that in church service 'the comforter and the Holy Ghost 'refer to the third in Trinity. They are religious words, but unconsciously there is a response to their non-religious meanings too. Thus the '*comforter'* sounds warm and comforting while the *'Ghost'* sounds 'awesome' or even 'dreadful'. One sense of the word seems to rub off on another especially through relative frequency and familiarity.

Furthermore, in such type cases of multiple meaning, one meaning of the word pushes the other meaning to the background. Then the dominant suggestive power of that word prevails. This may happen because of the relative frequency or familiarity of the dominant meaning. This dominant meaning which pushes the other meaning at the background is called the reflected meaning. So, it can be stated that reflective meaning is what communicated through associations with words which co-occur with another word.

The word *'intercourse'* immediately reminds us of its association with sex (sexual intercourse). The sexual association of the word drives away its innocent sense, for example 'communication'. The taboo sense of the word is so dominant that its non-taboo sense almost dies out. In some cases, the speaker avoids the taboo words and uses their alternative word in order to avoid the unwanted reflected meaning. Thus we can see that reflected meaning has great importance in the study of semantics.

Next meaning that is classified by Leech is collocative meaning. It acquires on an account of the meaning of word that tends to occur in its environment. It means Collocative meaning is the meaning which a word acquires in the company of certain words. Collocative meaning refers to associations of a word because of its usual or habitual co-occurrence with certain types of words.

For instance *'Pretty'* and '*handsome'* indicate 'good looking'. However, they slightly differ from each other because of collocation or co-occurrence. The word 'pretty' collocates with – girls, woman, village, gardens, flowers, etc. On the other hand, the word 'handsome' collocates with – 'boys' men. Collocative

meanings need to be invoked only when other categories of meaning do not apply. Generalizations can be made in case of other meanings while collocative meaning is simply on idiosyncratic property of individual words.

The last type in Leech meaning is thematic meaning. It concern about what is communicated by the way in which the speaker or writer organizes the message in term of ordering, focusing, and emphasizing. Thematic meaning helps people to understand the message and its implications properly. In the term of active and passive sentence it can be concluded that Thus active is different from passive though its conceptual meaning is the same. Various parts of the sentence also can be used as subject, object or complement to show prominence. It is done through focus, theme (topic) or emotive emphasis.

For example, the following statements in active and passive voice have same conceptual meaning but different communicative values.

*Mrs. Smith donated the first prize*

*The first prize was donated by Mrs. Smith.*

In the first sentence "who gave away the prize "is more important, but in the second sentence "what did Mrs. Smith gave is important". Thus, from the example before, it can be seen that the change of focus change the meaning also.

On the other side, Fromkin (1990:205) points out that there are two categories of meaning. First is denotative meaning. It also can be called intellectual meaning because it shows the real or literal meaning to the fact without any interpretation. It is related to scientific language that involves the factual objective information. In a meaning system, denotative meaning may be

regarded by as a central meaning or core meaning of lexical item. In this case in can be concluded that dictionary definitions are included to denotative meanings.

The last one is connotative meaning. Connotative meaning is the suggestive of word-all the vales judgment, and status implied by a word, the historical and associative accretion of unspoken significance behind the literal meaning. This meaning is a kind of meaning that relate to emotional values or additional meaning beyond its central meaning. It persuades and responses emotional values. Some of connotation meaning occurs because the speaker wants to stimulate the emotion of listener to fell agree or disagree, happy, unhappy, etc.

Those theories above assumed that studying language play in general can not be apart from semantics, because semantic study deals with meaning of words or sentences. In interpreting the language play in written advertisements, it is needed semantic analysis because it is able to reveal the meaning.  Furthermore, it also studies about how they relate each other.


**B. Some Theories of Pragmatic**

Pragmatics is one of the linguistic study that also study about meaning. There is differences between pragmatics and semantic. If semantic just discuss the meaning, pragmatics takes an account of contribution of context. In pragmatics, contextual knowledge allows the hearer or the reader to comprehend that the intended meaning is distinct from the literal meaning. Levinson (2000: 6) says pragmatics is the study of principles that will account for why a certain set sentences are anomalous, or not possible utterances. It means, by considering

pragmatic the meaning that is delivered by someone or an utterance can be various. If the context is different, the meaning in one case can be different too.

Next theory comes from Yule (1996:4) that defines pragmatics as the study of relationship between linguistic form and the users of those forms. He adds that the advantage of studiying language via Pragmatics is that one can talk about people's intended meaning, their assumption, their purposes or goal, and the kind of action that they are performing when they speak. From Yule's theory it can be seen that in comprehending a meaning, it should consider several aspects. The assumption of an utterance or the goal of conversation or discourse is depend of its meaning and context.

Futhermore, Huang (2007:7) gives defenition about pragmatics that it is the systematics study of meaning by virtue of, or dependent on the use of language. The central topics in pragmatics includes of implicature, presupposition, speech acts, and deixis. Huang's defenition about pragmatics informs that pragmatics has several branch in itself. It proves that pragmatic is needed in understanding a discourse.

From those theories above, it can be concluded that the message of a discourse is depend on several factors. It is a reflection of how human work, how human communicate, and how they manipulate one onother in general. The language of written advertisements are not always can be meant literally. It not always can be understood straightly. Therefore, it is needed the consideration or role of the context. For example, the nature of the product, the material of the product, the theme of the product, and the target consumers. In conclusion, In

interpreting the message of written advertisements, it should be based on pragmatics study.

## C.  The Nature of Language Play

In telling what they mean, people commonly use their own way. Several tend to strike to point in delivering an idea, but others like to play with their language. The language phenomenon has already taken a part in doing communication. It can occur orally, like having a conversation and it also exists in the language of media. Language play is influenced by several factors. It also has some purposes in its use.

Generally, people play in using language in order to get the source of enjoyment. But enjoyment can not be the only reason people play with language. As it is known that the function of language is not simple. It does not only to communication as a conventional said, but it is to transfer knowledge which can be defined as concepts, facts, opinions, emotions, or other kind of information. The sense of play in transferring this concept is proving that people need creative idea.

Campell (2001) states that the term of language play inextricably to play. It is intrinsically symbolic, adventurous, informative, and dynamic. Furthermore she explains that language and plays share several characteristic. Both of them use symbol to stand for a range of ideas, feelings, and experiences. Not only that they are also reflections of human thinking and also creator of new thought.

Still in Campell (2001), there are two major clarifications of language play. The first one is playing with meaning and another one is playing with sound. Language play that is playing with sound can be found in teaching literature to children. It can be found in nursery rhymes, nonsense poem, limericks and the others. When language plays with meaning, it can be seen in media. As one of media function, it is a place to share an Idea and information. Many ideas and information is shared trough using uncommon language. It involves language play in order to give additional value.

Furthermore, Campell writes that it is important to a writer to make some point memorable or pity in media. It can be released by using language play. She states that language play can be found in a form of alliteration o a headline, in the rhymes and a jingle of advertisement and radio shows, in pop songs, slogan, magazine headers, and TV presenter's catchphrases. In short, she explains whenever someone is trying to sell something or even just sharing an idea, it can count on them doing something surprising with language.

According to Sherzer (2002: 2), the word play can be a manipulation and along with freedom, but still always with the set o rules. We used to talk about the play of the door or window within their frame. Also, we use the word play to indicate nonserious behavior such joking and jesting, musical performance, or game. Here, Shezer defines play with language can mean manipulate the language. Play with different pronouncing the same word or expressing related ideas.

Back to what Campel and Sherzer utter, it can be assumed that, language play is one of language phenomenon in the everyday exchanges between people are replete with wordplay, puns, and formulaic jokes. Further, there are several purposes of language play based on Carter (2004:72). He states that Language play does not exist wholly for entertainment or simple for the intrinsic pleasure obtained from the recreation of the new words and meaning from familiar pattern. However, he adds it also can be a social and critical purpose to the language.

According to Crystal in Carter (2004:72) that a language play exists when there is a manipulating language as a source of enjoyment, either for our selves or for the benefit of others. Manipulating language there means taking some linguistic feature such as a word, a phrase, a sentence, a part of word, a group of sounds, a series of letter and makes it do things it does not normally do. Not only those, in manipulating the pattern of language it will affect, bend, and break the rules of language. Language play exists both of everyday language and also for professional purpose. In everyday language, a language play can be seen in riddles; jokes, limericks, etc. in addition for professional purposes it can appeared in the work of headline, advertising copy –writer, professional collector of *ludic language,* comedians, and writer of humorous text.

Carter also says that language play involves varying degree sophistication and knowledge on the part of the consumer and that knowledge can be specific to particular cultural context. In reveals that language play is different from ordinary language or common talk because it needs creativity. It means it will have

different interpretation in translating language play. As a general, it plays in cultural allusion, phonetic play, and lexical ambiguity.

Not only that, language play also will be varies in cultural context. It means that language play is culturally variable. An original or language play act in one culture may not be so valued or may be though trivial in another culture. Not all culture regards language play as an individual response, some preferring to see it as a collective, collaborative phenomenon and as an event which may be publicly performed and evaluated. Generally, language play has a root in oral tradition. However, written creativity of language play is more recent phenomenon which is more specifically associated with industrial creativity.

Tomkova (2005) notify that language serves many more functions than just communication of information. That is the reason why people has tendency in playing with language. According to him language play displays many characteristic. Language play is universal, natural, and as a source of enjoyment. It can also occur in spontaneously and often unpredictable. She adds that many *aspects* of linguistic structure are available to become the focus of language play: pronunciation, writing system, vocabulary, syllable, structure, pitch, and even speed of speech.

Like Campell does, Cook (2006) implies that people play with language in order to create group identity, to express affection and aggression, and because it is an attribute on which our survival and success depends. Cook identifies three typical feature of language play. The first feature which Cook described is the way in which much language play refresh to what he terms 'fictional'. Fictional

feature, according to him comes from fictional character on television. The creation of language creativity involves fictional character and it is used as everyday interaction. Furthermore, he explains it can be in the feature of puns and world-play. For example the catchphrase like 'aight' comes from word 'alright' which is borrowed from suburban parody acted by young black.

The second feature is that of repetition and language patterning. This includes aspects such as rhymes and rhythms, and repetition of grammatical construction. The third feature is the way that language performs two opposing social function those of inclusion and exclusion. Language play can have interactional function as treated as inclusion social function to create a common bound or competition between participants or perhaps do both simultaneously.

The last theory comes from Rambousek (2007) says language play is not only part of the everyday life of the speakers of English. It has also become part of their literature. Puns and word play influence the way authors and readers perceive their language, and encourage readers to think of it in terms of deconstruction, twisting and rebuilding. Beside that, he defines there are three language play as play with sounds or with letter shapes to create patterns of rhyme, rhythm, assonance, consonance, alliteration. Another one, it plays with grammatical structures to create parallelisms and patterns.

From the theory that is delivered from the authors above it can be assumed that language play occurs in all aspects of communication. It occurs in everyday interaction as a verbal art and it also getting involve in written one. It is not only aimed to get an enjoyment, but it also as for professional purposes. As a source of

enjoyment, language play can be heard in telling jokes in having a conversation, nursery rhymes, puns, and the others. For professional purposes, language play can be seen in headlines of news, magazine headers, comedians, literary works, and jingle of advertisement.

Thus, generally language play can be classified into three forms. The first one is play with sounds, the second is play with words, and the third is play with meaning. Essentially, the language play occurs if there is a manipulating language. It means, taking some linguistic feature, such as a word, a phrase, a sentence, a part of word, a group of sounds, a series of letter and makes it do things it does not normally do. Moreover it can also will affect, bend, and break the rules of language. In conclusion language play is a reflection of human thinking and also creator of new thought.

## D. Tricks of Language

Generally, tricks can be defined as a clever or ingenious device or expedient, adroit technique or the tricks of the trade. It also has meaning as a ludicrous or grotesque act done for fun and amusement. So, it can be assumed that took a trick in language can be a device to make the way of delivering that language's concept turn to be clever, has adroit technique, and amusement. Trick has a close relation with manipulation. It reveals that in creating a trick of language, a language play is implicated. The functions and forms of language play can be a foundation of tricks of language.

Tricks of language mostly can be found in media discourse. Media discourse as source of information needs a way to attract mass attention.

Especially in commercial works such as advertisement. It needs a trick in its language of catchphrase in order to present brand awareness. Trick of a language in advertisement contains a language play. It can play with meaning and sound.

Mcloughlin (2000:21) mentions one of feature of the language advertisement is using tricks of language. Tricks of language are used in the language of advertisement in order to attract people attention. She classifies the trick of language in the advertisement into several patterns. They are rhyme, alliteration, assonance, superlative, puns, intersexuality, contraction, and the last one is nominalization.

Rhyme, alliteration, and assonance are kinds of sounds play. Rhyme can be created if there is a repetition of the word. A rhyme is a repetition of similar sounds in two or more words Repetition is a feature of rhetoric. For example is *catch him, snatch him, make him* yours. In this example there is a similar sound in the last syllable of word *catch* and *stanch*. Rhyme is also the art skill of effective communication. Rhyme is a familiar found in the literary words such poetry. However, they are popular to take apart as language play that is created to catch reader attention in the language of advertisement.

Syllabic is a rhyme in which the last syllable of each word sounds the same but does not necessarily contain vowels, For example Cleaver, silver, or pitter, patter. Alliteration can be created when the initial consonant sound is repeated in adjacent words. For example *Allied Irish Bank: Britain's best business bank*. Xiaosong (2003) says that Alliteration can help the slogans achieve the strong beating rhythm needed to make it a repeatable sentence. By so doing, the

sentences are more slogan-styled. They can be easily remembered by the audience. Alliteration can also achieve an emphatic effect of the meaning.

Assonance as a trick of language is created when the same vowel sound is repeated in adjacent word. Assonance according to Nordquist is the same as with perfect rhyme, assonantal rhyme begins with the last stressed vowel of a line and may consist of either one or two syllables, depending on whether or not the last stressed vowel is the final syllable in the line. For example,

Superlative, joke, and intertexuality are also kinds of trick of language in advertisement. Superlative offer a comparison to the highest degree. It is a common way in the language of advertisement in order to show the quality of the product. For example *scrap the rest we've got the best*. The use of word best in this case has a superlative function.

The creator of language advertisement loves to play around with language. Some of cleverest way in doing this is trough jokes. Jokes can be formed by several ways. An ambiguity sense in text can make joke. It can be formed by the creation of polysemous and homophone. Polysemous is some words which means that they have more than one meaning. In homophone, words will be spelt differently but have the same sound. In addition it can be formed from the creativity of hyperbole expression that is used and also from illogical expression.

Intertextuality is when reference is made to another text. For example *looks who's stalking* or *curl power*. The first example is a well known saying and reference to the title of film, *look who's talking*. On the other hand, for the second example is actually got from a modern teenage catch phrase *girl power*. These

references are made meaningful because of the phonological similarity between the words stalking and talking also the word curl and girl.

Noka and bloome also give definition about intertextuality. They say it will occur if its simple definition is based on the commonsensical notion that texts are influence by other text. That is, text has long histories replete with convention, function, and particular ways of making meaning. It is also supported by the others way of interacting with others text.

Contraction occurs when the words are shortened. For example the *boy spesh!* Contraction *spesh* instead of *special* are feature of in group language. This particular contraction is almost certainly recognizable by the reader to catch their attention. Shortening word in this way suggest a familiarity with the reader. Furthermore, nominalization is a process when a verb or verb group is turned into noun. For example *gorgeous looks for your bathroom*. Gorgeous looks is an example of nominalization. A process such as *your bathroom looks gorgeous* is a temporary state or condition which has been changed to something more permanent, something to be work upon.

**E. The Language of Written Advertisement.**

Advertisement plays an important role to get benefit and promote a product to people. It will persuade people to buy the product and service. Engels (1980:93) introduces the term copy to refer the printed words in advertisement. Copy is actually the text of advertisement. It is made up two main components, headlines and body copy. Headlines are the most important part in advertisement,

by some of estimates 75-80 percent of its value. It is an influential key to judge the successfulness of an advertisement.

Wernick (1991:19) adds how to make a good advertisement. The first character to make a good advertisement is the headline of advertisement captures attention of the readers. The second, the advertisement can attract the attention of the audience. Then, the advertisement must be brief. The last one is the advertisement should avoid nonsense word and difficult to understand by the audience.

Moreover, Winardi (1992:32) explain the function of headline. There are three functions of headline. The first one is to create interest. The headlines should select the reader. It tells whether the subject matter of advertisement interest the reader. Thus, without any headlines, it is difficult to create the interest of the readers. The second one is to state the theme. The headline should tell the story and it must present the complete selling data. The third is to provoke the desire of reader at the part of advertisement. The headline needs to inform the reader or viewer of the benefits of product or service. Some headlines are written to provoke the reader's curiosity. To learn more, the reader must read other part of advertisement, which is body copy.

The first part of body copy is follow up. Function of follow up is to promise the headline with information that invites further interest. To develop powerful selling words, the copy writers often use words that have style. They develop a rhythm, vary their sentences structure and choice of word should be memorable, interesting, and getting and easily remembered. The second part of

body copy is the convincer. The convincer's function is to arouse the desire of the readers. The desire toward the product depends on how well the copywriter arranges the spell of words, pronouns, and the others feature to make their product stand out.

The last part of body copy is closing. In this case a copywriter must learn the "closing' function. The words used in closing must motivate readers to act. Copywriter must never assume that readers know automatically that they are expected to do something after reading the advertisement. Their job is to suggest or tell people what to do.

Gerot and Wignel (1994:112) emphasize three significant lexicogramatical features of the advertisement. They are appropriate noun, use of verb, and use of simple present. The use of simple word is able to communicate emotion, thought, and image toward the readers. By using simple words the advertiser can express the big things. But, it is also comprehensive, easy to remember and interesting.

Other version comes from Mackenzie (1997) who states that advertisement informs consumers about existence benefit of products, service, and attempts to persuade them. In advertising, one of the efforts to gain reader's attention is with using meaningful language. It concerns on the words used and the expression they made. It also needs creativity to combine the words into a good sentence. When it refers to the use of language in advertisement, it mostly concerns on how the sentences influence people emotionally. It will help the advertisers in sending their message to the customer and appeal the customers' felling.

On the other hand Nayak (2002:46) says that a successful advertisement is expected to accomplish five functions. All these five function are interrelated and in concert serve to promote the selling power of the product. They are attracting attention, commanding interest, creating desire, inspiring conviction, and provoking action In achieving these function in the production of an advertising copy, an effective use of language becomes all the more important.

As well as Nayak explanation, Bernbach (2006) says that the simple words are able to communicate emotion, thought, and image toward the reader. By using simple words the advertisers can express things. But it is also comprehensive, easily to remember and interesting. Each words has an important role in business of advertising that is way the main text is considered as the heart of advertisement because it develop the idea that serve in the title or subtitle.

From the theory about features of advertisement above, we know that the advertisement should promote the product honestly; the advertisers should tell the real quality of the product, so the customers can be satisfied in buying in the product. The good advertisement should be made in simple, understandable language, and the advertisers also have to adapt the target market, so the advertisement can be success to promote and offer the product or service. Then, by making the kind of advertisement, the customers will be interested to buy the product that the advertisers offer.

**F. Review of Related Studies**

There are several research about language play and also research about the language of advertisement. The first comes from Chrystal (1996) who tried to see the universality of language play among adults, and the way how language play is at the centre of child language learning. Chrystal proposed some possibilities for the use o language play in reading are illustrated from several areas of language structure and use phonology, graphology, grammar, semantics, pragmatics, sociolinguistics, and metalanguage.

Next research came from Melvile (2006) who did an investigation about features of language play in everyday communication. Melvile tried to find how important the role of language play takes a part in aspect of everyday communication. He classified data into two classifications. The first datum was taken from public domain conversation as spontaneous transcript. The second datum was taken from semi-scripted talk from television interview. The data are classified into the future of language play based Cook's theory (2006). The first future is fictional future, second is repetition and language patterning future, and the last future is third feature is the way that language performs two opposing social function those of inclusion and exclusion. This research result some natures about language play. Language play was able to create group identity. It expressed affection and aggression. Furthermore, language play can have an interactional function in order to create a common bond or competition.
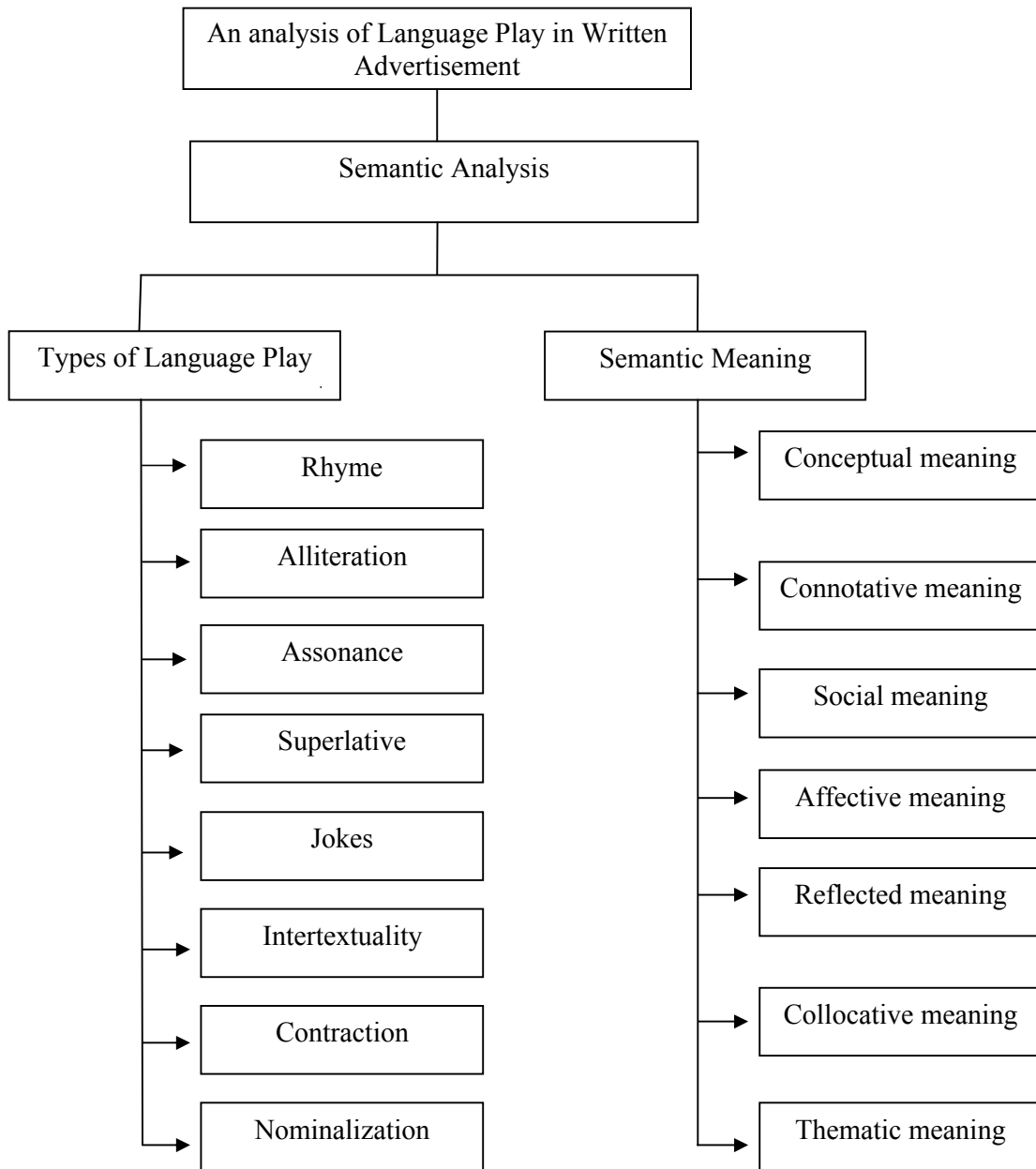
The first research was done by Savitri (2007) to get a description about the use of affective meaning in several tourism advertisements in west Sumatra. It

used a descriptive method which gives a description about the affective meaning in several tourism advertisements. It was concerned to affective meaning which can be found from utterances of those tourism advertisements. The data of this research was got from some tourism information such as brochure, leaflet, and booklet. It was started by collecting the data which contain affective meaning. After that, give a description and clarification about the affective meaning which appeared in data. From this research, there were several combinations of language functions in getting affective meaning. They are expressive and directive function then, expressive and esthetic function. This affective meaning was created to influence and grab reader's attention to an object which was talked.

Those researchers discuss about the language play and the language of advertisement both in oral and in written form. However it focuses in different linguistic field. The researches are various from conducting about the use of affective meaning, universality of language play, the application of language play in language learning and the feature of language play in daily conversation. The writer has a similarity in conducting this research. It also focuses in the language of advertisement and how the language play takes a part on it. However, the writer conducted the research about the creativity on language play in written advertisement. It was limited on, rhyme, alliteration, assonance, superlative, puns, intertextuality, contraction, and nominalization because they most commonly appeared in language of advertisement.

**F. Conceptual Framework**

In creating written advertisements, advertiser should consider several aspects because it does not have prosodic features. People will pay attention to its visual image and its persuasive language. Since in designing slogan of advertisements often use a language play, the writer is interested to analyze about the types and meaning of language play in the written advertisements. The following scheme shows the conceptual framework of research.

| An analysis of Language Play in Written Advertisement |
|---|

| Semantic Analysis |
|---|

| Types of Language Play | | Semantic Meaning |
|---|---|---|

| Rhyme | | Conceptual meaning |
|---|---|---|

| Alliteration | | Connotative meaning |
|---|---|---|

| Assonance | | Social meaning |
|---|---|---|

| Superlative | | Affective meaning |
|---|---|---|

| Jokes | | Reflected meaning |
|---|---|---|

| Intertextuality | | Collocative meaning |
|---|---|---|

| Contraction | | Thematic meaning |
|---|---|---|

| Nominalization |
|---|

# CHAPTER V

# CONCLUSION AND SUGGESTION

## A. Conclusion

From data analysis and finding, there are several conclusions that are concluded by the researcher. The data of language play in written advertisement that is got by the researcher is collected from three selected magazine. They are Elle, Bazaar, and female. These magazines are aimed to up class women who pay attention to life style and fashion. Therefore, most of advertisements on it are dominated by cosmetics, clothing, beauty Clinique, and life style.

Not all types of language play will appear in written advertisement. Moreover, the language play that plays in sound pattern still to be a favorite one. The sound parallelism that is made by rhyme makes the language of written advertisement sounds interesting and fun. It is also treated more eye catching to be a good way in capturing the readers attention, it because the mind accepts rhyming process more quickly and thus people feel comfortable with them. Furthermore, by using rhyme in the language play in advertisement it will make easier for people to process information and plays a large role in their ability to trust that information. Some of the language of written advertisement which uses rhyme also includes brand name mention which can be also the best technique to remain the name of brand.

In addition, the language play that plays in meaning also make such a well done work in promoting a product in written advertisement. intertextuality and

jokes also play role in building creativity in language of written advertisement. In intertextuality, most of existing text as reference texts is taken from well known idiom, slogan, and jargon. By using text that have been already familiar for people, the meaning and message that is delivered by the advertisement can be understood. The existing texts are also selected and chosen that can represent the quality of the product and encodes the message of it. Furthermore in written advertisement, there some slogan that take just half of text reference as intertextuality, and there some other that takes the whole existing text to be intertextuality.

Furthermore, jokes in the language play of written advertisement tend to use figurative language. They use hyperbole and personification. In its language, they play with logical thinking which creates sense of humor in the language use. Several slogans of written advertisements which contains pun is also written in a question form. Moreover pun also encourages the reader to think in twisting the logical thinking toward the language use in the slogan. Then, it is more creates the appeal of humor and stimulate the reader to laugh.

Word pattern such as superlative, contraction, and nominalization is not too popular in the language play of written advertisement. They are too simple and do not too encourage the reader to think it in terms of deconstruction, twisting, and rebuilding. Except nominalization, they just use ordinary language. They do not need the degree of sophistication and knowledge in interpreting its language play. Furthermore, they also tent to use persuasive language like common language of advertisement.

The meaning of language play in slogan of written advertisement can be varying. In interpreting the meaning of language play in written advertisement, the knowledge about the product that being promoted is should be known. It is used in order to give the key in interpreting the language of written advertisement. Moreover, it leads the reader to find the type of semantic meaning on it. However, even the language of written advertisement does not involve ordinary language, but in some cases the conceptual meaning still to be aimed on it. It is created in order to give straight information to the reader about the benefit and advantage of the product. It reveals that, not all language play in written advertisement is interpreted by connotative meaning. They use creativity in patterning the sound or word order but they can be meant conceptually.

## B. Suggestion

The research about language play can be very varying since it has been a phenomenon that takes a part in doing communication. It is a reflection of human thinking and also a creator of a new thought. In this research, the researcher only do a research in analyzing and explaining about the type and meaning of language play in written advertisement which is collected from some magazines. Therefore it is needed a more investigation about the phenomenon of language play from both of daily communication and for media discourse. Language play can be investigated based on sociolinguistic by doing comparison of style in language play based on cultural variation. Moreover, the investigation about the system of writing and type's variation of language play can be researched from many media

discourse such as billboard, shop's name, headline of news, magazines headers, and the others media discourse.

In addition, the researcher would like to have an expectation that written advertisements in magazine do not only pay attention to the picture that they display, but the advertiser also should find the language of advertisements that able effectively to persuade people to but their product. The language also should be able to be memorable so that it is easy to people to recognize the product. Futhermore, The language play that is used also should be able to be a representative of the product so that it is not only being arrangement of language advertisement but more have meaningful and memorable message.

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