CHAPTER II

THEORETICAL REVIEW

2. 1 Theory of Semantics

2.1.1 Definition of Semantics

In correlation to this study, it is important to know the general description of semantics. Lyons (1997:1) said, “Semantics is generally defined as the study of meaning, and this is the definition which we shall initially adopt”. Fromkin and Rodman (1974: 206) said in their books that the words, phrases, and sentences have the linguistic meaning is known as semantics. In order to support this statement, Adrian Akmajian(1995:213) states that semantics is generally considered to be the study of meaning (and related notions) in languages, whereas in the field of logic, semantics is generally considered to be the study of linguistic reference or denotation and truth conditions in languages. Besides that, O’Grudy and Dobrovolski (1989), defines that semantic is the study of human language.

Based on the above definition, it can be concluded that semantics is a study in which meaning or sentence of a certain language becomes the object. In this case semantic can be used to figure out the meaning and effects are made in the slogans through advertisement language. One of the forms of this is the

correlation between semantic and advertisement language; in this case, slogan is one of the linguistic phenomena that has lack of understanding in composing the structure of advertisement slogan which causes the diversity in meaning such as the interlocking relationship. It also makes the intensity of various sentence structures become the characteristic of a sense of the language which occurs in advertisement slogans. For example: the slogan "*Come to Marlboro Country"* begins with the words "*Come to"* the word *'Come"* lexically means *to move toward, into, etc*. Semantically, the use of the word "*Marlboro"* in the slogan has connotative meaning, where the phrase of *Marlboro Country* is associated with the name of the state. In truth condition, *Marlboro* is not the name of the state but it refers to the cigarette product on red package. Besides that, the phrase *Marlboro Country* creates new characteristic as an identity, namely: they create character of cowboys, men with their personality which fascinate the readers and the men who race a horse. The phrase *Marlboro Country* means Marlboro smokers' association who has characteristics and creates an image of cowboys. The slogan portrays the fresh, healthy, natural attitude, as they also embody the image of cowboys as tough individuals who are rugged, strong and independent. In this case, the word *Marlboro* involves to metonymy in which the word *Marlboro* is used to replace the Marlboro cigarette product. This image of the slogan suggests that *Marlboro* is for the people or men who love adventure in the natural world and also create

intimately invitation for people to be smoker the *Marlboro cigarette* which has particular taste.

The language of advertisement is divided into two types: spoken and written language, language used in the advertisement is arranged as good as possible to get people's attention; it must be communicative and make people easy in comprehending the message. To sum up; semantic is the main component to analyze the meaning of slogans which differently have unique characteristic in their structures and dictions.

2.1.2 Meaning

A core issue in the field of semantics is the meaning, Lyons (1968:400) on Pateda states semantics can be defined as the study of meaning. For that we firstly want to answer, what is the meaning? The word 'meaning', in accordance with the verb 'mean' is the most disputed terms in the English language. All meanings are potentially reflected in fitness for communicative intent.

According to O'Grady (1996:275), meaning can be defined as follows, *"meaning must be something that exist in the mind rather than the world and that it must be more abstract than pictures and that more abstract to it than just features.* As having explained before, meaning is a process of thinking systematically toward the core meaning of lexical words that something abstract exists in the mind expressed by the speaker in conversations as a form

of relationship between language and nature outside of language. The meaning of slogans language is important in comprehending the messages of product offered. The advertisers choose the creative and interesting words to be the language of their slogans. The language of slogans represents the particular product. The slogans of a product have the characteristic that is different from other product.

2.1.3 Interpretation of Meaning

O'Grady (1996:284) states that "*the meaning of a sentence is determined by the meaning of its component parts and the manner in which they are arranged in syntactic structure*".

There are several factors that can assist the interpretation of the meaning of a sentence, namely:

> *The speaker's and addressee's background attitudes and beliefs, their understanding of the context in which a sentence is uttered, and their knowledge of how language can be used to inform, to persuade, to mislead and so forth* (O'Grady, 1996:295).

2.1.4 Types of meaning

Leech in his book entitled 'semantics' (1974:19) divided meaning into seven types in which each of them shows the different functions in communication. Those are conceptual meanings, associative meaning; including connotative, stylistic, affective, reflective, and collocative, and thematic meaning. In this study the writer concerns only two types of

meanings. They are chosen because the data found on the slogans of cigarettes advertisement are mostly as the denotative and connotative meaning. Below are further explanations of two meaning types stated by Geofrey Leech.

1. Denotative/Conceptual meaning

   Leech (1974:20), mentioned:

   > *The conceptual meaning has very complex and complicated compositions, which is clearly comparable and can be associated with a similar arrangement at the level of phonological language and syntactical.*

   Besides that, O'Grady defines that *denotation is the meaning of a word or phrase with the entities to which it refers.…* (1996:273)". For instance: the word *adventure* means *an unusual, exciting or dangerous experience.* To sum up; the denotative meaning is the same as the lexical meaning if the lexeme is not associated with something outside the languages. In addition, Keith Alan (2001:46) *defines denotation is the relation between language expression and things or events in world-not just the world we live in, but any world and time that may be spoken.* The writer takes conclusion that denotative or conceptual meaning is meaning which contains in lexeme without associating it with other things or the figurative meanings. Moreover, the lexical meaning can support to define the denotative meaning.

   Kridalaksana, (1982:103) on Mansoer Pateda defines:

   > *The lexical meaning sama dengan semantic meaning, external meaning adalah makna leksem ketika leksem tersebut berdiri sendiri,*

> *entah dalam bentuk dasar atau leksem turunan dan maknanya kurang lebih tetap seperti yang dapat kita lihat dalam kamus. Makna leksikal ini dipunyai unsur – unsur bahasa lepas dari penggunaanya atau konteksnya*.

It means that lexical meaning is the meaning of a stand-alone lexeme simply by dictionary, because the meaning can change if the lexeme is situated in the sentence.

2. Connotative meaning

Leech (1974:23) defines that *Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual.* For example: the word "*woman"* as conceptual meaning has three characteristics *Manusia, Perempuan, Dewasa* (+HUMAN,-MALE, ADULT)' can be more explained as the connotative meaning comprising 'the nature of putative' of reference, caused by the views received by the individual or group or all members of society. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning. Additionally, O'Grady (1996:273) defines "*that connotation is "the set of associations that a word's use can evoke that one notion that is closely linked with the concept of meaning"*. Consequently, Connotations vary independently of sense and denotation; and they vary among speech communities. Keith Alan, (2001:147) states:

> *The connotations of a word or longer expression are semantic effects that arise from encyclopedic knowledge about its denotation and also from experiences, beliefs, and prejudices about the contexts in which the expression is typically used.*

Based on the explanations before, it can be deduced that the connotative meaning is vary from time to time, and one society to another societies. These changes have caused the view of individual, group or all societies' members be varied based on their perceptions of the language received.

2.1.5 Meaning and its relation to language style

The changing of meaning can be seen from two points, namely: changes in meaning caused by the association between meaning and significance, and the association's name and the name. Based on two aspects previously mentioned, we see the similarity and nearness of meaning. The similarity between the meanings is metaphor and the proximity between the meanings is metonymy. Thus, we can say that the changing of meaning can be classified into metonymy or metaphor if the lexeme put addresses on a shift in meaning. Besides that, there are some lexemes which use the language style such as, hyperboles, euphemism and synecdoche. Below further explanations of them:

1. Metaphor

The basic structure of metaphor is so simple, there is something we talked about and something used to compare with something that we talk about. A typical dictionary definition of metaphor is *"the use of a word phrase to mean something different from the literal meaning"* (Oxford Advanced Learner's Dictionary). As Lakoff has persuasively argued, metaphor is all pervasive in language, and is for the most part effortlessly interpreted, so it deserves more constructive consideration. There have been many suggestive commentaries on metaphor, however, leaving much to be explained. The Greek word from which the term metaphor originated literally means "transfer". For Aristoteles, what was transferred was the meaning of one expression to another expression. It means a metaphorical meaning was always the literal meaning of another expression. According to Lakoff on Alan Cruse (2000:205), *metaphors are not merely decorative features of certain styles, but are an essential component of human cognition*. Metaphor involves: a source domain, a target domain, and a set of mapping relations or correspondences. In addition, some experts, such as Badudu (1981:70) said that "*gaya bahasa metafora ialah gaya bahasa yang memperbandingkan suatu benda dengan benda lain*, whereas Ogden and Richards (1972:213) mentioned:

> *Metaphor, in the most general sense, is the use of one reference to a group of things between which a given relation holds, for the purpose*

of facilitating the discrimination of an analogous relation in another group".

For example: *life is journey,* metaphor borrows structuring ideas from the domain of a journey and applies them to life. In this case, life is being compared to a journey because of some point similarities and some common characteristics.

2. Metonymy

In metonymy, a word is used to stand for something that is closely related to it. Besides that, metonymy relies on an actual, literal association between two components within a single domain and no restructuring is involved. As stated by Jakobson and Halle (1956) on Alan Cruse (2000:210) who said that "*metaphor was based on resemblan*ce, *whereas metonymy was based on contiguity which we can gloss without too much distortion as association"* Metonymy contains the nearness of meaning of two things, occasionally a thing is used to replace a purposed item. For example: if someone said "buy *Bentoel*", it means *Bentoel* cigarette, lexeme *Bentoel* directly refers to object which is called product of the cigarette.

3. Hyperboles

Hyperboles or overstatements are found in euphemism. A hyperbole is a metonymy or synecdoche with more said than the writer intended the reader to understand. The exaggeration is deliberately used for effect, and

is not to be understood as if it were literal description. For example: *flight to glory* means *death* and the expression *they turned the world upside down* is an exaggeration. World is used to stand for people, in this case many people but probably not all the people in the world. The hyperbole is used to make statements or expressions feel more interesting and polite or deliberate exaggeration.

4. Euphemism

   A euphemism is talking about something distasteful in a nice way. Larson (1984:116) defines that a euphemism is a figurative expression, there is the substitution of one word for another, or one expression for another. All languages have euphemistic expression which substitute for certain words, and euphemism is used to avoid an offensive expression or one that is socially unacceptable, or one that is unpleasant. For example: the Jews avoided mention of the name of *God* by using the word *heaven.* All languages have euphemistic expressions which substitute for certain words, especially in the area of sex, death, and the supernatural. For example English language has a way of saying *die* without using the word which has the primary meaning *die* but they uses the word *pass away*.

5. Synecdoche

   Figurative senses based on part-whole relationships are also quite common in some languages and are called *synecdoche*. For example: in the Lord's Prayer it says, "Give us this day our daily *bread*". One specific member,

bread of the class *food,* is substituted for *food.* The prayer is really talking about *food* , not just *bread* which is one part of the whole class *food.* Synecdoche is used to describe the specific words that cover common words.

2.1.6 Truth Condition

The purpose of semantic theory provides an account of how speaker has the ability to recognize the truth condition on statements. Keith Allan (2001: 47) defines that a truth condition on a statement or proposition is the condition that must be met for it to be assigned one of the truth values from the range (true, false). In the meantime we rely on a common-sense understanding of what it means for a statement to be either true or else false. For example: In order to understand and evaluate the meaning of "*It is raining or Kangaroos are marsupials or De Gaulle was taller than Napoleon"*. You need to know the conditions under which these statements would be true. Knowing these conditions allows you to make inference. In this case, by examining the truth conditions of cigarette advertisement slogans are easy to determine the condition of the features of meaning build the characteristic in the slogan.

2.1.7 The characteristic of language forms

Most languages have grammatical ways of indicating the illocutionary force of an utterance. Let us examine more closely the four types illustrated:

1. Declaratives

   The normal interpretation of this sentence would be that the speaker is making statement. The declarative structure is probably what you would think of as the most normal way of arranging sentence, with the subject preceding the entire predicate. A declarative will be used, other things being equal, to make statement. Now, obviously, a sentence in declarative form can have a wide range of illocutionary force. Something like “He’s leaving” can function to inform someone of the fact, to ask whether it is true (normally with appropriate intonation), as a promise, or a threat, or a command, or even a congratulation. In this sense, perhaps that the declarative form can be viewed as basic, and prototypical manifestation, it commits the speaker to the truth of the expressed propositions, and thus belongs to the same family of illocutionary meanings as *assert, state, declare, claim, etc.*

2. Interrogatives

   All interrogatives, at least in their prototypical uses, express ignorance on some points, and aim at eliciting a response from a hearer which will remove the ignorance. The basic interrogative structure with just subject-operator inversion gives us what is known as a yes-no interrogative is as a question expecting the answer yes or no. Standardly assumed the questions are asking the hearer or reader for information about something;

either this can be about whether something is or isn't true or it can be a request for more specific information.

3. Imperatives

   The most common function of imperatives is to direct; so they aren't like statements, which can be true or false. In this case, speakers are directing someone to do something, and this can include a range of things like commands, requests, instruction, prohibition, permission, and even advice. Palmer (1986:29-30) suggests that the basic meaning of the imperative is the expression of a generally favorable attitude to the action indicated. The prototypical use of the imperative is to elicit actions which are beneficial to the speaker: case like 'come in!' in answer to knock on the door, or 'have a nice holiday!' on this view would not be prototypical uses.

4. Exclamations

   Exclamations cannot be performed by any performative verbs; *that is, those verbs one of whose functions is to signal specific speech acts, have a certain peculiar properties which set them apart from non-performative verbs*,(Alan Cruse 2000:334). Exclamative sentence will typically be used to make exclamations not surprisingly. The function of exclamative sentence is much more restricted than that of any of the other sentence type discussed before.

2.2 The Language of Advertisement

What the text in the advertisement tells the consumers and how the message is told by the advertisers is sometimes more important than visual aspect. The visual content and design have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. The language of advertisement covers all aspects of advertising languages, from the interrelation of language, image and layout to discourse between reader and advertisement. The ultimate objective of advertisement language is to attract consumer's attention to the product or service on offer. To achieve that aim, advertisers use language distinctively, they are manipulating words or distorting their visual meanings to direct the consumers to the action by influencing them with the written language. The advertiser/copywriter spreads the information of their products by using good and effective language. This causes the consumers to get impression of the product offered. Basically the good advertisement has some elements which are commonly used in the public media namely: headline, slogan/tagline, and body copy. In this case, Tom Altstiel states that slogans usually are the catchphrases that appear after the logo in a printed ad or at the end commercial, and in most cases they are very forgettable. The advertisers choose the creative and interesting words to be the language of their slogan. The language of slogans represents the particular product.

2.2.1 **Definition of Advertisement**

Rhenald Kasali, (1998:9) defines that advertisement is part of a *promotion mix*, and the *promotion mix* is part of the *marketing mix*. The quotations simply defines advertisement as messages that offer a product addressed to society through a media and ads aim at persuading people to buy the product. In addition, Frank Jefkins on Rhenald Kasali, *states "advertising aims to persuade people to buy"*.

(Table 1. The origin of the advertisement and promotions word, Rhenald Kasali, 1998:10)

Asal kata (latin)	Terjemahan Fungsional
Advertere (Advertising) To run toward Promovere (Promotion) To move forward or advance	*Sasaran iklan adalah mengubah jalan pikiran konsumen untuk membeli* *Sasaran promosi adalah merangsang pembelian ditempat.* (Immediately stimulating purchase).

The promotion is more intended as a sales promotion, namely the promotion of display, prizes, raffle coupon etc that is directly provided in a variety of distribution channels. Meanwhile the definition of advertisement is a process that involves the preparation, implementation, and monitoring delivery of advertisements. Advertisement is then used to create people's awareness of the company's product or services, immediately people's interest of the products or the services, and encourage or persuade them to

actually buy the products or services. In fact, advertisement is also used to persuade people to believe in things (believe that some thoughts offered by an advertiser is a good, right and urgent one).

2.2.2 Positioning and Brand Image

In the process of marketing a product, two fundamental aspects must be considered. These are positioning and brand image. Advertisers must consider how they position their products. *Positioning* is *"what the product does, and who it is for"*. The same product could be positioned several ways. For example, consider the positioning of a new cereal called "Start". Depending on the merits of the product, the copywriter could put this cereal to senior citizens because it contains high energy compounds that could allow seniors to partake in more activities. The copywriter could also put this same cereal as a children's breakfast cereal because the name is synonymous with the high energy level of children. The positioning of any product will determine your target audience. A second consideration is the brand image of the product. *Image* means "personality" and every product has a personality. Many things go into developing a brand image including the name of the product, the packaging, the price and the style of its advertisement. Consider cigarettes advertisement, everyone has different tastes as well as smokers who certainly have a special view of a particular cigarette brand. Each brand of cigarettes has a different image which appeals to different people.

For example: Marlboro's image appeals particularly to men who are identified with adventure and thrill seeking. Marlboro sponsors many car races which promote the image of the brand through association. Virginia Slims is positioned as a product used by independent, successful young women and Camel cigarettes, with the Joe Camel cartoon character, presents a brand image of perhaps slight rebellion or naughtiness, yet "coolness" and is a favorite brand among young smokers. Once again, it should be evident that, advertisement, like all forms of media is a constructed message containing an ideology.

2.2.3. The Purpose of Advertisement

The ultimate purpose of all commercial advertisement is to persuade people to buy. According to the interpretation of Tom Altstiel mentions that to be effective a good advertisement must have:

1. The ability to get our attention. Hundreds of advertisement are seen/heard each day. Therefore, an effective advertisement must stand out from the competition and grab the consumer's attention.
2. The ability to sustain our attention. It is important that the potential consumer learn something about the product. An effective ad involves the reader in the details of the ad and carries the reader's attention through the advertisement.

3. The ability to transmit the message. Clarity of message is important if the message is in limited space. So that, the consumers are demanded to understand deeply the messages delivered.
4. The ability to convince the potential consumers to accept the message of the advertisement and the advertisement brand. Thus, the ability of the advertisement is to persuade, to accept and to buy the product.

2.2.4. Slogans/Taglines

It's hard to think of well-known brand without thinking of its taglines. Taglines were once called slogans. The origin of the word *slogan* came from the Gaelic *slaughaiirm,* used by Scottish clans to mean *'war cry'*. Slogans have been an integral part of consumer advertisement since the civil war. In the later part of the twentieth century, many slogans became shorter and were acceptable for any companies. Alina Wheeler (2003:42) states in her book *"The tagline is short phrase that captures a company's brand essence, personality, and positioning, and distinguishes it from its competitors"*. Additionally Debra Koonttz Traverso, aouthor, Outsmarting Goliath on Alina Wheeler defines *A tagline is a slogan, clarifer, mantra, company statement or guiding principle that describes, synopsizes or helps create an interest"*.

According to the opinion of Tom Altstiel (2006:165) *explain the taglines also could say slogans, signature lines, or themes lines.* Slogans usually appear

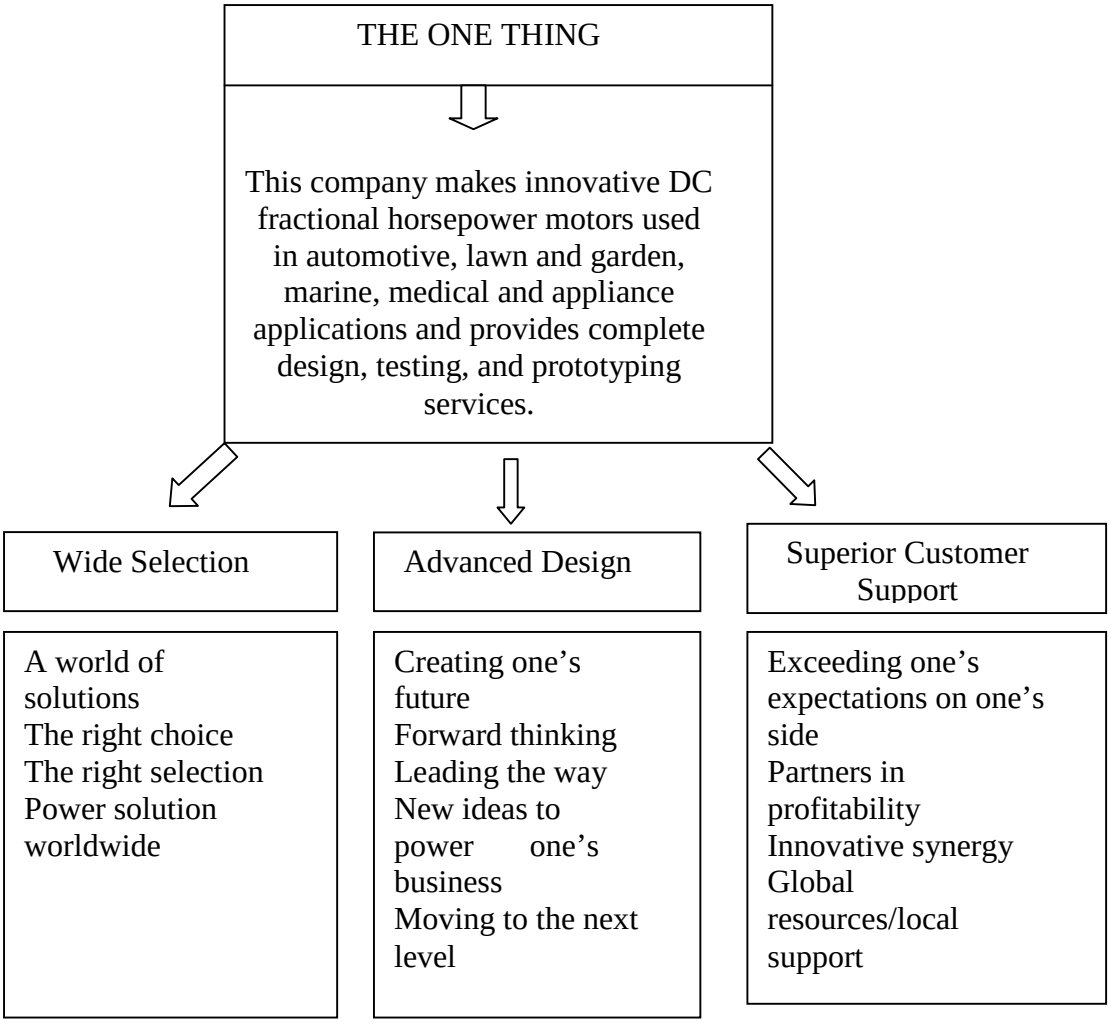
after the logo in a print ad or at the end of the commercial, and, in most cases, they are very forgettable. Taglines are the most important element in the advertisement. Some consumers typically put more expectations on the taglines, because it usually contains a description of the company taglines and product positioning. The main purpose of the taglines is to build and strengthen the presence of a product.

Having been explained before, that the slogans or taglines are often short, memorable phrases used in advertisement and often play a large part in the interplay among rival companies, also express the aims of nature of an organization. Taglines frequently have a shorter life span than visual identities. Like advertisement campaigns, they are more susceptible to marketplace and life style changes.

An effective slogan usually has basic composition as follows: a tagline must be short, be differentiated from its competitors, unique, must capture the brand essence and positioning, easy to say and remember, cannot have any negative connotations, typically displayed in a small font, protected and trademarked, evokes an emotional response, and last it is difficult to create.

Based on the writing of effective slogans, as mentioned previously, hence it emerges the ideas that writing slogans like developing whole concepts. Tom Altstiel (2007:169) states the concept becomes the creative tree for taglines as the figure below illustrates a brief template for a business to business client, although this technique works for any product or service.

(Figure 2. A creative tree template for slogan Tom Altstiel 2003:169)



Based on the explanations before, the writer can take conclusion that advertisement slogans start from one idea which later will be developed with including wide selection, advanced design and superior customer. So that, it results one tagline comprehended and in order to support the existence of advertisement product which is supported.

2.2.5. The understanding of the slogans/taglines

Xiaosong (1998:2) an expert of advertisement and translator of English to Chinese divided slogan discussion into three levels namely, word level, syntax level, and semantics level. In this study, the writer will focus only to semantics level. In the semantics level, Xiaosong said*," ad slogans have to conform to the code of commercial practices semantic ambiguity is needed to avoid any sensible legal liability".*

There are a few style of writing advertisement slogans in order to slogans to be short and easy to remember, namely:

1. To achieve an emphatic effect, the advertisement slogan is just like a headline which uses initial capitalization to attract message mentioned or to stress every words. It says to impress the reader.

   For example: Toyota ⟶ I love What You Do For Me

   It aims to achieve an emphasis effect, such as advertisement slogans headlines by using a capital letter in the beginning of every word.

2. Alliteration can help the slogans achieve the strong beating rhythm needed to make it a repeatable sentence. Alliterations also achieve an emphatic effect of the meaning.

   For example: Greyhound ⟶ Greyhound going great

3. In the present simple negative and interrogative sentence it is common to use shortened verb forms, making the sentence sound

more colloquial. In some occasions the auxiliary verb has totally been left out in the questions.

For example:

Shouldn't you company spend less on hotel bills? ⟶ FT Hotel Advertisement.

4. Comparatives and superlatives occur in almost every advertisement, often combined with the adjectives gives the positive information about the advertised item.