

LANGUAGE STYLE USED IN COGARETTE ADVERTISEMENT

Malichatur Rizqiyah, Siusana Kweldju, Aulia Apriana

Universitas Negeri Malang

malichaturr@gmail.com, siusana.kweldju@um.ac.id, aulia.apriana.fs@um.ac.id

Abstract: *This research is aimed at investigating the language style and persuasive techniques used in cigarette advertisement of Marlboro. The main focus was placed on identifying the linguistic features which create language style used in the utterances which consists of (1) lexical features (2) syntactic features. And the types of persuasive techniques which consists (1) phatos (2) logos (3) ethos. Using mix method, this study obtained the corpus of 25 advertisements from the website Advertising Archives. The analysis was conducted to find types of linguistic features and the types of persuasive techniques found in Marlboro cigarette advertisements. the finding reveal that there are various types of linguistic features derived from the two thematic of categories such as in (1) lexical features there found simple vocabulary, potency words, familiar words, weasel words, repetition words, hyperbole, euphemism and glamorization; (2) in syntactic features there found the use of short sentences, present tense, ambiguity, imperative, association, long noun phrase, syntactic parallelism, and ellipsis. The finding also reveal that there are two types of persuasive techniques found in Marlboro cigarette advertisement, those two are phatos and ethos.*

Keywords: *language style, advertisement*

INTRODUCTION

According to World Health Organization, tobacco categorize as one of the main cause of preventable death worldwide, which resulting over than seven millions deaths annually. Similarly, the United States Center for Disease Control and Prevention describes tobacco use as “the single most important preventable risk to human health in develop countries and an important cause of premature death worldwide”. It has been known that cigarette consists of toxics which can cause many kind of illness such as heart attack, cancer, tuberculosis, impotency and sterility. On the other hand, the retailing of cigarette is still raising year by years and the smokers are growing every year.

Some countries take measurement to decrease the consumption of tobacco. Many governments impose restriction on smoking tobacco, especially in the public areas such as street, theaters, workplaces, restaurants and bars to help people who want to stop smoking and narrowing the exposure to secondhand smoke, without giving negative economic effect on the restaurants or bars. Most of countries now have law of restricting places where people can smoke in public. More than forty countries have complete smoke-unfastened legal guidelines that restrict smoking in simply all public venues. In developing countries, increasing the tobacco taxes are effective. Additionally, many countries have restriction on cigarettes advertising, promotion, sponsorship, and marketing because advertisements has been connected to initiation and development of tobacco use among youth.

Advertisement come from Latin “advertere” means “to attract people’s attention” used as media to campaign a product of a company. The focus of an advertisement is to gain the consumers’ attention toward the specific products. Advertisement can easily found in any places such as in the street, public places and any other places. According Whittier, 1955, there are five functions of advertisements should fulfil, whether it is read on a printed page, heard on radio, watch on television, glanced at through the windshield of a moving car, or viewed inside a bus. The first function is idea. It means an effective advertisement is in which contains fair idea rather than no idea at all. That is why the advertisers should summed up the theme of an advertisement in a single or simple sentences. Second function is immediate impact which means that an advertisement has a power to attract the audiences’ attention instantly or called as “Power Stopping”. The third is incessant interest, means that the all information of an advertisement must be absorbed by the costumers. The next function is information. It means that the advertisement should deliver sufficient statistic to fulfill curiosity and create conviction and provided some

of it pertains completely to the product advertised. The last function is called as impulsion because it can desire the customers to own the product advertised.

Recently, the discussion of language advertisement has attract by many researchers. There have been studies investigating language in advertisement. Romanenko (2014) have researched about linguistic analysis of on-line advertising in English. The focusing of this study is the identification of linguistic features and rhetorical figures of 150 advertisements which was divided into three categories: non-commercial advertising, advertising of alcohol and cigarettes, and unspecified advertising of numerous products. The researcher come up with the conclusion that the frequency of occurrence of the rhetorical devices does not rely on the category and is distributed evenly throughout the entire corpus of analyzed sample. However, the selection of the specific rhetorical figures demonstrates the dependence on the advertising class or category

Another study done by Mutmainah,U,I (2016) on the title “Language Style of English Commercial Advertisement on Television”. This study based on William Wells theory which discussed about language style. She come up with the result that personification style is proffered for use in some in television commercial specifically in English advertisement. According the researcher, personification is thoughted to be the most effective way, this style can assist and create an interesting meaning as long as it could affect the reader’s interest and they may be drawn to buy the product.

Dharmayanti, Tika and Sudana (2017) did research on lexical ambiguity in English advertisement slogans: Unilever Products. The found that 10 of 13 slogans contain ambiguous words that are categorized as conceptual meaning (because the meanings of the ambiguous words refer to the actual meaning) and connotative meaning (because the meaning of the ambiguous words contain value of certain emotion). They came up with the results that ambiguity is increasingly making Unilever products famous and anyone who sees these advertisements will be particularly interested in those products.

The style of language use in advertisement to establish the image and the message of the product differ from daily language. In this study, the researcher would try to analyze the texts on printed cigarettes advertisement that is Marlboro advertisement. The researcher focuses her attention to the the types of language style and also how it is used in cigarette advertisement to create persuasive technique. For the source of data, the researcher decided to choose the Marlboro advertisement. There are few consideration for the researcher before finally decided the Marlboro advertisement as the research object. First thing, Marlboro is one of the most popular cigarette brands in the world. Marlboro produced by the number one cigarette company in the world. The first product was launch in 1924 and distributed in almost all over the world. Secondly, the researcher took the data from 1924 (were the first Marlboro advertisement released) until 2000s. The data were taken until in the late 2000s because after that Marlboro was a sponsor of team F1. Moreover, there is no advertisement text again. The third why Marlboro advertisement was chosen as the data of this research is because Marlboro cigarette advertisement used certain types of language in advertise the product. Furthermore, the Marlboro slogans have modified through years depend on their target. Therefore, this study focus on the language styles and the persuasive techniques used in the Marlboro advertisement texts writing.

Based on the background of the study, the present research on Language Style of Advertisement in Cigarette intends to find out the language style and the writing techniques to create persuasion.

1. What are the linguistic features used in Marlboro Cigarette Advertisement?
2. What kinds of persuasive techniques used in Marlboro cigarette advertisement to influence the consumer?

The reason why this study is significant can be defined from two aspects. Theoretically, the purpose of this research is to make contribution a higher expertise of ways the advertising language used in diverse ways since this study investigates about the language style use in text of advertisement on

cigarette. The language styles can be the writing techniques and the linguistics feature use in advertisements. Practically, the result of this research is also expected to be greater realistic in communication, since this research investigates the effect of advertisement language to the customers because a good communication may be construct if the diction is suitable to the supposed meaning. This research additionally expected to offer significant contribution for students, teachers, marketers, and future researchers. For student, especially English language learners, the result of this research is expected to give better understanding on how linguistic features used in advertisement which are widely published. However, it is important to have good skill in reading written text in order to understand the message of an advertisement and avoid wrong interpretation. For teachers, the result of this research expected to present contribution as an additional material for linguistic course. For marketers, the result of this study expected to help marketers to understand about language style in advertisement and give them information about how the use of language to market their product especially in improving the creativity of language use in their advertisement so the message can deliver to the consumers. Finally, the result is expected to give other people some interesting information about the language style used in English advertisement and the way how language style deliver message to the audiences. Hopefully, in the future research, there will be more ideas in analyzing this field.

METHOD

The data of this research was obtained from Marlboro UK (United Kingdom) and Marlboro US (United States) specifically on type of advertising which promote the products. The researcher downloaded the data (Marlboro advertisement) from the website *Advertising Archives*. The researcher focused on the written text or Marlboro advertisement from UK and US (English-based). After that, the data filtered based on several criteria: 1) the researcher looked for cigarette advertisements which consist of lexical or syntactical features. 2) Some advertisements which have different image but the same text/slogans will be raised once as a representative. After the data were collected and filtered, the researcher divided the Marlboro advertisements into two categories that are lexical and syntactical categories. The purpose is to make it easier for the researcher in analyzing the data. The frequency of each type is illustrated in the form of tables and followed by the descriptions. The data were analyzed based on Grey (2008) theories for linguistic features and the theory by Aristotle (1954) for persuasive techniques. After identification and analyzed process have done, the researcher drew a conclusion based on the research finding and correlated towards the research questions.

FINDINGS AND DISCUSSION

A. Linguistic Features

Linguistics context refers to the features of language of the text in advertisement, including sound and sentences pattern, imagery, and choice or fords or diction. The lexical features and syntactic features are two major features of the language style in advertisement.

1. Lexical Features

The words in advertisement is accomplished differently, in order to make the information accessible to audience effectively. Lexical choices is crucial to the effect an advertisement will have since it help to create a relationship with the audience. The choice of words in advertising is very important to capture the attention of mass number of audiences. The researcher found there are eight types of lexical features in Marlboro cigarette advertisements. Those are simple vocabulary, potency words, familiar words, weasel word, repetition words, hyperbole, euphemism and glamorization. The result of the data analysis dealing with the lexical features of Marlboro cigarette advertisement can be seen in the table below.

Lexical Features	Frequency
Simple vocabulary	25
Potency	13
Familiar word	9
Weasel word	6

Repetition	5
Hyperbole	3
Euphemism	1
Glamorization	1

a. Simple Vocabulary

Advertisement should be brief, simple and clear words to make it easy to remember by the audience. In addition, an attractive simple vocabulary is also important. The use of simple vocabulary is to makes it easy to remember and understand audience about what is said by the speakers (advertisers). Some types of simple sentence are statement, question, command, and exclamation (Quirk, et al. 1985:749 cited by Ismiyanto, Agung. 2010). Some example of simple vocabulary found in Marlboro cigarette advertisement are; *Marlboro the new filter cigarette, Marlboro country, new improved Marlboro filter, Marlboro filter with unfiltered taste.*

b. Potency word

Potency words is the word that have a power and influence people. It can give a new value, novelty or even immediacy. Potency words are those which are able to give new value or novelty (Grey 2008). The researcher found 13 out of 25 of Marlboro cigarette advertisement use potency word. For example, There's a *new* cigarette in Marlboro Country, *New* Marlboro Menthol Green, *New* improved Marlboro filter, *Now* available in flip-top-box. The word *new* which appeared several times in Marlboro advertisements indicate that the advertiser want to tell the consumers that they produce new product. Similar to it, the word *improved, improvement, now available* was also a potential word which indicate that Marlboro had a new product to the market.

c. Familiar word

The meaning of familiar word is the use of second pronoun "you" in addressing the audience. It use to suggest a friendly attitude between the advertisers and the audience. Cook (2001, 159-160) cited by Viskari (2008) described the usage of pronoun "you" in advertisements is that the pronoun "is a part of a high-involvement method which tries to win us over by very direct address; they step uninvited into our world, expressing interest in our most intimate concerns. The researcher found nine of Marlboro cigarette advertisement use pronoun "you" to address the audience. For example, (1) why don't *you* settle back and have full-flavored smoke? (2) *you* get a lot to like-filter, flavor, flip-top box, (3) the filter doesn't get between *you* and the flavor. The pronoun *you* can interact the target market in a reputedly conversational or even equal relationship. This is the reason why the second pronoun (you) is effective and powerful also mostly used in advertisement.

d. Weasel Word

Weasel word means words or statement that are intentionally ambiguous or misleading to prevent making direct statement or promise. Generally, it is used to prevent the consumer from searching for the real product being bought and rather begin considering about something that is bigger, better, higher or different. The researcher found that 6 out of 25 Marlboro cigarette advertisements use weasel word. For example, ivory tips *protect* the lips. The words *protect, spirit* are the example of weasel words found in Marlboro advertisement texts. Those words will affected people's curiosity to find out how the product can protect and give spirit for the customers. Another example is the statement: the *spirit* of Marlboro in a low tar cigarette, before you scold me Mom, *maybe* you'd better light up a Marlboro. Other example is the word "*maybe*" which is essentially announcing that the advertiser does no longer recognize if their product does anything. Also the sentence, *more* flavor, *more* filter, *more* cigarette. Marlboro also claim that their product have *more flavor* This categorized as weasel word because it does not explain what kind of taste of their product.

e. Repetition

Repetition means repeated of the same words. Repetition can build brand familiarity because it keep a brand or product in the forefront of consumer's minds. It also use to make a slogan of an advertisement become more interesting. Repetition usually found in written slogans. In order to make a good repetition, the advertiser must consider about the alliteration (initial consonant sound of a word), rhyme (pattern of sound), and rhythm (regular pattern produced by varying the stress and unstressed syllables of the words). For example as the data found in Marlboro cigarette advertisement, (1) Filter-Flavor-Flip top box, (2) Miracle of Marlboro

The effect of alliteration is not always become most effective desirable to our ears however it can also drawing the eye and giving lengthy memorable sense. Beside alliteration, the researcher also found rhyme. Differ from alliteration, rhyme is happen when the ending of words or syllables are having same sound. For example, ivory *tips* protect the *lips*. The end sound of the word "tips" and the word "lips" are same. Same as the effect of alliteration, rhyme also give such pleasing in our ears and give long memorable. Moreover, the texts is become more attractive. The researcher concludes that the repetition have a big effect to influence the audience toward the persuasive sentences. The text will be more attractive and can draw eye and give lengthy memorable sense to the audiences.

f. Hyperbole

Hyperbole, originally from a Greek word means "over-casting". According Cambridge Dictionary, hyperbole is a way of speaking or writing that makes it sound bigger, better, more, etc. it includes the exaggeration of thought for the sake of emphasis. In advertisement, the use of hyperbole statement is to attract consumers, not with the facts about their products but with wild exaggeration not intended to reflect the truth. For example, Marlboro country. The word "country" is to describe that the Marlboro cigarette were consume by everyone. Another word that indicate the use of hyperbole is "*best*" in the "*you always get the best of everything, even Marlboro*". From those sentence, the advertiser want to emphasize that Marlboro is the best cigarette that everyone should try.

g. Euphemism

According Oxford Dictionary, euphemism or sometimes called doublespeak is a mild or indirect word or expression substituted for one consideration to be too harsh or blunt when referring to something unpleasant or embarrassing. Euphemism is replaces a demanding or offensive word with a nicer word. It makes the bad seem good, the negative seem positive, the unnatural seem natural, the unpleasant seem attractive, or at least tolerable. For example, the longhorns come to Marlboro country. The word "*longhorns*" was the connotative of a type of cow from Texas, United States which is big, tall, strong, and has long horns. In this case, it represent that there is a new variant Marlboro cigarette which was longer and bigger than the previous variant. The advertiser use "*longhorns*" instead of used "long, big, or strong" because it sound better. Euphemism is used to give ideas about the taste of Marlboro.

h. Glamorization

Glamorization is a unique combination of words to create more interesting phrases. It is common in advertising when modified words by combining some words that are rarely used in daily speaking. Glamorization is used to give excessive even extravagant effect of the advertisement and also make the advertisement more beautiful. For example, the miracle of Marlboro. The word *miracle* was identical with something unusual or wonderful event that is believed to be caused by the power of God. In Marlboro advertisement, the word *miracle* is used to describe how the taste of Marlboro cigarette, you will want more and more when you smoked it.

Marlboro advertisements did not have the features of humor and neologism. The researcher did not find a new word which formed by joining two or more word parts commonly called as neologism. Moreover, Marlboro advertisements also did not present humor in their language style to attract the consumers.

2. Syntactic features

While lexical features focus on words, syntactical in their application centered on sentences. It deals with grammatical properties. Language style of advertisement must be simple, as shown by the use of syntactic features. The result of syntactical analysis of Marlboro cigarette advertisement could be described as the table below.

Lexical Features	Frequency
Short sentence	19
Present tense	15
Ambiguity	7
Imperative	4
Association	4
Long noun phrase	4
Syntactic parallelism	1
Ellipsis	1

From the table above, it can concluded that short sentences are the most dominated types of syntactic features found in Marlboro cigarette advertisement followed by present tense, ambiguity, imperative, association, long noun phrase, syntactic parallelism and ellipsis.

a. Short sentences

The advertising focuses on drawing attention or audiences using simple, clear, and short sentences with high readability and creating deep impression with the goods to sell by customers. The function of short sentences is to makes the advertisement easy to understand and remember by the audience. It also can grasp the audience's attention. Some examples found in Marlboro advertisement such as, "*Come to where the flavor is. Come to Marlboro*", "*Marlboro the filter cigarette with the unfiltered taste*", "*There's a new cigarette in Marlboro country*". Those sentences are used to keep the reader's interest and convey the important information in a gripping and thrilling way. Furthermore, the costumers will feel bores with long sentences, instead be direct and to the point.

b. Present tense

Present tense in advertisement implies universal timeless. The advertisement seems real whenever the audience read or hear. Present tense appeared 15 times in Marlboro advertisements. Those sentences such as *come to Marlboro country, the spirit of Marlboro in low tar cigarette, you sure enjoy your Marlboro, there's new cigarette in Marlboro country*. Those sentences are categorized as present tense because it use bare infinitive as the verb.

c. Ambiguity

The meaning of ambiguity is a sentence which has more than meaning. Ambiguity does not have a single meaning. Ambiguity in advertising generally define as what you say about your company or solution sold just competing brands. Some advertisers use ambiguity to make their brand different from other by using specifis unique attributes. For example, mild as may. The word *may* which exist in one of Marlboro advertisement have two meanings, it could mean month or possible. This may make people confused with the meaning of it. However, in this case the word *may* could mean month because the slogan were campaign that the Marlboro cigarette is save for women.

d. Imperative

The purpose of using imperative in advertisement is to have indirect message asking the audience to do something. When the audience read or hear an imperative sentences, it will sound like the speaker is bossing someone around by commanding to do something. Imperative verb do not leave room to the audience for question or discussion. An advertisement which using imperative sentence make it

sound stronger and demanding the readers to do something like but the product right nor or immediately. For example as found in Marlboro cigarette advertisement, why don't you settle back and have full flavored smoke? come to Marlboro country, have a Marlboro, you need never feel over-smoked, you sure enjoy Marlboro. The word like "need, come, have, enjoy" are some examples of imperative word used in Marlboro advertisement. According to Leech (1966, 110-111) the verbs like *try, have, use* and *enjoy*, are the common denominator for imperative that relate to the consumption or use of the product. In this case, the product is the Marlboro cigarette.

e. Association

Association is one of the techniques use by advertisers that accomplice a product with a positive cultural value or image. Some advertisers sometimes connect the positive or good side of their product to something which is familiar in daily life. The aims of using association id to connect the product being advertised to a desirable set of values or traits. In addition, association also can give touch of dramatization, help the consumer to have clear imagination of the product advertised and convince the consumer that there is a natural connection between the product and attitude. Association commonly indicated with the word *like* and *as*. For example like the most famous slogan of Marlboro cigarette "Mild as May". In this case, Marlboro associated *may* as a symbol of women. The advertiser wanted to tell to the audiences that Marlboro cigarette could be smoke by women because it was mild.

f. Long noun phrase

Grey (2008) said that long noun phrase needs at least three words or independent phrase. The advertisers have their own techniques to advertise their products. The purpose of long noun phrase is to guide the audience to have good mind or impression about the product. The researcher found the use of noun phrase for example like in the word "*the longhorns*" (long size) It means the new product that is New Marlboro 100s have long size. Another example of noun phrase is the word "*a new low tar cigarette*". It means that the new variant product of Marlboro cigarette is contain the low tar. Beside the noun phrase, Marlboro advertisement also use verb phrase, for example "*come to*" means move to a place and "*settle back with Marlboro*" means ride and enjoy the experience with Marlboro.

g. Syntactic parallelism

According to Leech (1972), parallelism means a repetition of formal patterns of two or more similar ideas in similar structural forms. It is used to heightening the emotional tone of a message and its importance. Sometimes, it can even be more rallying and convincing. Furthermore, the use of parallel structure can increase understanding, clarity, and readability. For example, (1) come to where the flavor is. Come to Marlboro country, (2) more flavor, more filter, more cigarette. The word "*more*" repeated three times to emphasize the image of Marlboro cigarette.

h. Ellipsis

The meaning of ellipsis according Oxford dictionary is the omission from speech or writing of a word or words that are superfluous or able to be understood from contextual clues. When the sentence have omitted subject, those can be replaced by anyone. In other words, anyone who reads the sentence, she, he, they, etc, become the subject substitute. Therefore, people who read the advertisement deed an action of what the aim of the sentences, the intention or the purpose of the writer. (Titscher, et al. 2000:22 cited by Ismiyanto, Agung. 2010). Ellipsis use to give sense of something informal in advertisement. The example of ellipsis found in Marlboro cigarette advertisement is come to where the flavor is, come to Marlboro country.

(You) Cometo where the flavor is. (You) Cometo Marlboro country
S V A S V A

In this case, the purpose of ellipsis is as the general persuasion. It means that the target of the advertisement is people in generally, public or reader in all social class.

From the discussion above, the researcher concludes that Marlboro advertisement did not use the features of simple and colloquial language and incomplete sentences. The researcher did not find the used of informal language which fit Grey's idea (2008) about a simple and colloquial language. Furthermore, there is no incomplete sentences found in Marlboro advertisements.

B. Persuasive techniques

According Oxford dictionary, persuasion is the action or fact of persuading someone or of being persuaded to do or believe something. Generally speaking, persuasive advertising techniques is how the advertiser convince a consumer of the product through visuals. Persuasion can exchange people's mind to buy a product advertised. According Aristotle (1954) there are three different basic of persuasive techniques or strategies in advertisement or also known as the rhetorical triangle: *phatos* (emotions and feelings), *logos* (logic and reason), and *ethos* (credibility and ethnics). The result of persuasive techniques analysis of Marlboro cigarette advertisement could be describe as the table below.

Persuasion Techniques	Frequency
Phatos	14
Ethos	6

Following the theories of persuasive advertising techniques by Aristotle (1954), Marlboro outnumber some typicality on the use of *phatos* and *ethos*. According to the findings, the *phatos* techniques are the most frequently used in Marlboro cigarette advertisement. The researcher found that 14 out of 25 are used *phatos* as the persuasive techniques. While the other type is *ethos* that is 6 out of 25.

a. Phatos

Phatos is a strategy in advertisement which will attempts to raise an emotional response in the consumer. Detish (2019) said that *phatos* advertisement techniques appeal to the sense, nostalgia, shared experience, or memory. It can be both a positive emotions such as happiness. Sometimes, it can also be a negative emotion such as pain. It can also be form of image or written. For example, the image of a baby in one of the Marlboro advertisement with the slogan "Before you scold me Mom, maybe you'd better light up a Marlboro". The aims of using a sad baby as the emotions is to suggest that Marlboro cigarette is the best cigarette that can give effect of calmness especially when take care of a child. Another example is the image of young man who play the guitar with the slogan "*Maybe never wrote a song. Be Marlboro*". The image suggest that Marlboro cigarette can help the musician to get inspiration to write a song.

b. Ethos

Ethos appeals to the audience by highlighting credibility. Such as reinforcing professional approval to get the consumer's attention. Nowadays, advertisers use credibility by getting celebrity to endorse the product or sometimes also using consumer reviews. It usually invoke the superior "character" of a brand. For example in Marlboro advertisement using image of women or men as the brand ambassador. The Marlboro advertisement 1924 with the slogan "Mild as May". The use of image of a women represent that the product is safe for women because the cigarette using filter. Other Marlboro advertisement also using image of man smoked cigarette or also called as Marlboro man.

The conclusion is the researcher only found two types of persuasive techniques in Marlboro advertisements, those are *phatos* and *ethos*. The researcher could not find the use of *logos* because there is no advertisement using logic and reason in the form of statistic, facts, and figures.

CONCLUSIONS

To sum up, this research has answered the two research questions on the previous chapter. The data taken from the website "Advertising Archives" has drawn the appropriate finding for analyzing the

language style used in Marlboro advertisement purposed by Grey (2008). There are two main conclusion based on the finding of this study: the linguistics features and the persuasion technique used in cigarette advertisement. Firstly, the researcher found there are two different linguistic features found in Marlboro cigarette advertisement: lexical and syntactical features. There are eight types of lexical features in Marlboro cigarette advertisement: simple vocabulary, potency words, familiar words, repetition words, hyperbole euphemism and glamorization. The simple vocabulary is the mostly used language style in Marlboro advertisements since it is concise for advertising content. Furthermore, there are eight different types of syntactic features that are also found in Marlboro cigarette advertisement; short sentences, present tense, ambiguity, imperative, association, long noun phrase, syntactic parallelism, and ellipsis.

Secondly, there are persuasive techniques used in Marlboro advertisement based on the concept proposed by Aristotles (1954): phatos and logos. The phatos is the most highly used persuasive technique in Marlboro cigarette advertisements.

This study covers the language style use in advertisement, however, the result of this studies does not cover all of language style in advertisement. The researcher suggests some points related to the subject of the research. Firstly, for the readers, the researcher suggests the reader to sharpen their skills in reading written text to understand the message in an advertisement and avoid interpretation errors. Secondly, for the future researcher who interested to investigate language in advertisement, it is suggested that they can analyze the other aspects of language style in advertisementsuch as how they use the language style, the context of the sentences and the function of language style. Also, the future researcher are also suggested to do more observation about language style in other object and use another theoryof language style.

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