

CHAPTER I

INTRODUCTION

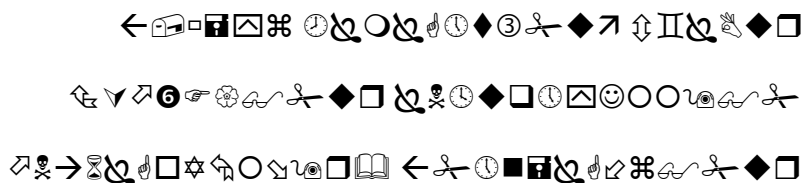
A. Background of Study

Human almost need some products every day. In this era, they can easily get some new products or services that they want by many ways. One of the ways to know new products is through advertisement. They almost see advertisement everywhere.

The information about products or services can be known by advertisement. Advertisement is any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. (SHH Kazmi, Satish K Batra, p.10). From the statement above, the writer can sees that advertisement needs media which its messages can be accepted by readers later. There are many ways which is done to promote products or services so that consumers interested to buy them.

Generally, advertisement is not far from using language. Using language is an important aspect in the advertisement. The purpose is to give effect to readers so that they are interested with what is advertised. Language can attract them to buy or to use the products and the services that are advertised.

The language can be used communicate and also send messages. As it is stated in the Holy Qur'an, in *Surah Ar- Rum*, verse; 22, as follow:





The verse describe that Allah the Almighty creates different languages. Although different languages, they can send messages.

Language is important, whether in speaking or writing. An advertiser usually chooses language aspects like word, phrase, clause, and sentence. To arrange the words, an advertiser also needs choose words. That is called diction. Diction do not only is used in writing poems but also it is used by advertiser in writing advertisements.

The language that is used in advertisements usually is simple, not too long especially in headline of advertisements. Headline is summary of the main points and it is usually the words printed in large letters. To make headline is needed creative, simple, attractive of advertiser to choose words. The creativity of an advertiser in choosing words is used to attract reader's attention.

Generally, advertisements can be founded in some media. Using media is one of the ways to increase selling. As we know, media consists of printed media and electronic or online media. Printed media like books, pamphlets, newspapers, magazines, banners etc. Electronic media like television and radio, etc.

In this case, the writer chooses some advertisements by media in magazine. The magazines which of published by an institution. The institution's name is LIA (Laser Institute of America). The writer chooses this magazine to analysis in this thesis because LIA is the best and most widespread learning center in Indonesia through its educational services, especially language. LIA also provides

magazines to encourage extensive reading habits in English. In short, I am interested to get the magazines. Besides, it is easy to get and almost the contents of magazine use English language. The magazine also uses easy words to understand.

Diction is a general term that relates to how you say your words and the flow of your speech. It includes pronunciation, articulation, linking and even your choice words. (Geoffrey Forward, p.48). But, in this thesis the writer just focuses about choice words. Diction influences readers, how the way messages are composed, how the way the author choice words to put his/her ideas.

This research had ever researched before. There is a researcher who researches about diction. But, it is about Identification of Diction Used of Vision Verb on Single Word and Phrase Form in Criminal Short Stories by Sir Arthur Conan Doyles By Neneng Radiyatam Mardiyana 2001 A.D/1433 A>H.

Based on the explanation above, the writer tries to do a research about **The Diction Analysis of Advertisements in C' n S' Cool 'n Smart English Teen Magazines**. In this research, the writer will focus to analyze diction in advertisements especially in its headlines. This case has purpose to learn more and develop knowledge related to the diction because it is one of the literature that we can learn deeply.

B. Statement of Problem

Based on the background of the study above, this research focuses on the following problem is what types of diction are used in the advertisements of *C' n S' Cool 'n Smart* English Teen magazines?

C. Objective of Study

According to the problems above, the objective of this research is: to find out types of diction are used in the advertisements of *C' n S' Cool 'n Smart* English Teen magazines.

D. Significance of Study

The result of this research is expected to have the benefits pointed to:

1. Lecturer

For lecturer, it is expected to give a contribution about material for linguistic course especially diction. Giving the importance information and knowledge in learning English through magazine.

1. Students

This research is also expected can be useful for students, especially student of English Department about diction that is used advertisements.

2. Readers

The purpose of this study is to contribute a better understanding the readers about diction in advertisements. Providing information and consideration to the future researchers.

3. Institution

This study expected to give a contribution for institution, to add the literary source of IAIN Antasari library.

E. Research Method

Method of this research is library research. Library research is research that did using books, journals, articles, etc.

1. Subject and Object of the Research

a. Subject of the Research

The subject of this research is advertisements in *C' n S' Cool 'n Smart* English Teen magazines. There are seven magazines. It was published in 2012 and 2013.

b. Object of the Research

The object of this research is diction in advertisements especially in headline of advertisements in *C' n S' Cool 'n Smart* English Teen magazines.

2. Data and Sources Data

a. Data

The data which will be gained in this study is diction that is used in headline of advertisements in magazines.

b. Source Data

The source of the data is advertisements in *C' n S' Cool 'n Smart English Teen* magazines. They were published on 2012-2013.

3. Technique of Data Collecting

To collect the data in this research, the writer uses the technique by exploring some literatures which are related to the study (documentary).

4. Technique of Data Processing and Analysis

The technique of data processing and analysis involves several activities as follow:

- a. The writer collects the advertisements that will be analyzed.
- b. The writer categorizes the types of diction.
- c. The writer analyzes the types of diction in the advertisements.

For example:

In the headline's advertisement "*International Bicycle Expo*"

Analysis:

This advertisement is about promotion. This object is advertised here about bicycle. It can be seen in headline's advertisement directly. About the information, it is steps form. It is easy to readers to get advertiser's messages. The advertisement headline is simple, direct statement of the subject.

Talking about diction, the advertiser creates denotation diction by the word *expo*. As the writer knows *expo* has synonym with exhibit. However, *expo* is used by readers because it is familiar for readers. Besides that, if a city held an exhibition, they will call it with *expo*. *Expo* is objects or events that are available to the five senses.

Advertiser's diction seems to prefer shorter words to longer ones. If the advertiser uses exhibition in headline, it will be exhibit. All this time

that the writer knows, it seldom happened. Almost advertiser uses *expo*. Readers can understand what the means of the word because it is denotation word. Denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). Denotation is also the main definition of a word. Denotation refers the true meaning. Keraf, (1996: 89)

5. Research Procedure

Some steps that are passed through in this research are as follows:

- a. Read advertisements in *C' n S' Cool 'n Smart English Teen* magazines
- b. Search types of diction.
- c. Analyze types diction based on theory.

F. Library Research

In this study, the writer chooses library research, which describes diction of headline of advertisements by using the objective approach. This study will cover many sources such as book, dictionary, thesaurus, and outline resources.

The writer chooses the library research to analyze the library materials which are related to the research. In this library research there are three main steps named:

1. Researching library catalogue

In this step, the researcher hunts for the references by consulting the catalogue. They guide the researcher to get the assumed information contained in the available references.

2. Selecting the related references

This is crucial step. It is possible that the available references do not contain the need information. The researcher must read each references and the reading may end up into nothing valuable at all. If that case, the researcher must go on hunting for other references, so that at the end researcher hits into the right one.

3. Note- taking from the available references

This step is also important. What and which to take into notes will be matter of trial and error to mention the adequacy of the notes.

G. Definition of Key Terms

To avoid misunderstanding on the terms used in this study, some definitions are given below:

1. Analysis, the process of considering something carefully and in detail in order to understand or explain it. The writer will analysis diction in headline of advertisements.
2. Diction is the choice of words used in a speech or piece of writing. In this case, word choice in advertisements is very important because it helps readers to identify the product or service and remember it. Besides that,

they understand what the purpose of the advertisement. The writer tries to understand what diction that used in headline of advertisements.

3. Advertisement is a media to promote product and to persuade an audience (viewers, readers or listeners) to take some action. At this time, the writer chooses advertisements in magazines.
4. *C' n S' Cool 'n Smart English Teen* is magazine that published LIA (Laser Institute of America)" institution.
5. Magazine is a large thin book with a paper cover, containing reports, photographs, stories, etc, usually published once a month or once a week. Magazines that is taken in this thesis is *C' n S' Cool 'n Smart English Teen* magazines

CHAPTER II

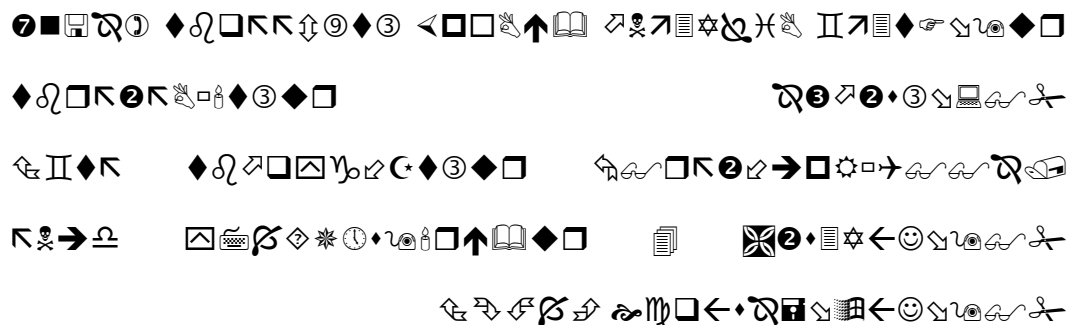
THEORETICAL REVIEW

In this chapter explains about the theories which support this study. It contains about definition of diction, level of diction, and types of diction. Also, it is added with information that related to diction and advertisements.

A. Brief Explanation of Diction

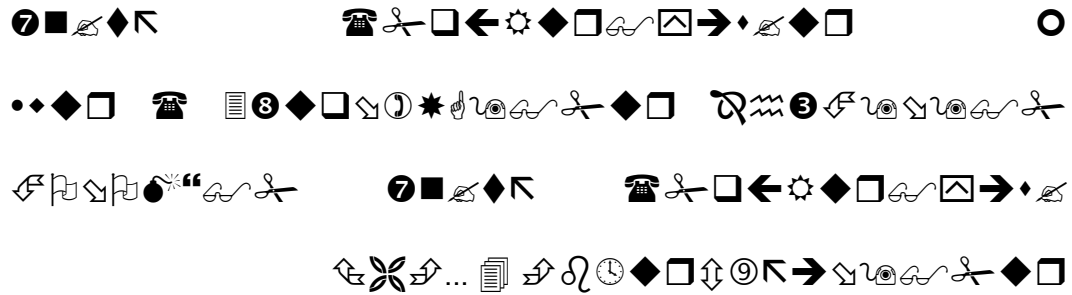
Using diction is very important to create an effective and an efficient communication. Besides that, it used to prevent misunderstanding in communication. Diction is like a one small thing that makes writing become good writing to attract the readers.

Diction also is found in Islamic context the Quranic World Khuluq is very near to the definition of ethics Holy Quran, Ali- ‘Imran verse 104) cited in Adeel Bari AJBM.



The verse describes that Quran uses different words to explain ethics e.g. *Khayr* (good), and *m’aruf* (right).

Another Holy Qur’an in *Al- Ma’idah* verse 2:



The verse describes that Quran also use different words to explain ethics e.g birr (righteousness) and taqwa (piety).

Nancy Dean (p. 8) states that diction refers to the author's choice of words are the basic tools of the writer. A writer uses words. In order to write well, a writer has to find the perfect word. The perfect word is clear, concrete, and exact. The perfect word perfectly expresses the feeling and idea the author wants to get across. But, it is not always easy to find the perfect word. Meanwhile, diction related to style, especially with regard to their correctness, clearness, or effectiveness (Barbara V. Swovelin, 2011 p. 66). It means, choose accurate word to say something. Diction creates the color of the written work and shapes the reader's perceptions.

Similar with Nancy Dean, Melinda Wilson (2010) say that diction refers to word choice. Diction plays very important role in creating tone and voice appropriate for audience and writing objective. For instance, an email to a close friend would use different word choice than an email written to a prospective employer.

Thomas S. Kane (1988, p. 190) explains diction, word choice is the heart of writing. Sentences are important, paragraphing and clear organization are

important. But words are fundamental. Diction gives extraordinary power and perceptiveness to writing.

Mastery of diction establishes the purpose, tone, and accessibility to any written or spoken work. In writing, diction is synonymous with style. In spoken communication, diction more commonly refers to the ability to articulate and enunciate words clearly. Diction in written work such factors as regional dialect but the term generally describes the writer's distinct choices in vocabulary and the style of expression. Ronald L. Jackson II and Michael A. Hogg, (2010, p. 797).

Diction is important especially in advertisement. The author chooses accurate words, who are target consumes' level, what effect of words in advertisement for readers. The author uses some words that are suitable to the consumers which the products or services aim to.

To express a correct idea, it is needed not only the accuracy of the words choice but also appropriate words. Then, Keraf (2002, p. 24) concludes about the diction are as follows. First, diction which words are correct used to express the ideas; second, diction is ability to difference the meaning to express the ideas; and third, accurate and appropriate words can be expressed correctly if there is a broader knowledge of words.

As an example below that is taken from GMAT Analytical Writing Assessment book, Peterson's (2013).

Word choice error:

“The best way to impede employees to improve their productivity is to allow them to determine for themselves the most efficient way of performing their individual job task.”

The word impede means “to hinder or hamper.” In the context of this sentence, impede should be replaced with a word such as impel which means “propel or drive.”

Diction refers to word choice and the manner in which the author use the word. For instance, we might confuse one word with another because they look or sound similar. We may choose a word that doesn't accurately convey our idea as on example above.

Lee Brandon (2010, p. 57) suggest that if the author uses good diction, he is finding the best words for a particular purpose in addressing a certain audience. We may look at an area in the following way:

Poor diction:

This part of the subway is really a mess. Everywhere I look I can see things people have thrown away, which have fallen through the grates above. Along with the solid items are liquids. On the walls are a hodgepodge of posters and writing. The whole area is very dirty and very unpleasant.

Good diction:

(Before me I saw) an unspeakable mass of congealed oil, puddles of dubious liquid, and a mishmash of old cigarette packets, mutilated and filthy newspapers, and the debris that filtered down from street above. (The walls were a display of posters).

The difference between these two passages is obvious. The first is general. Terms such as “very dirty” and “very unpleasant” carry this meaning. The author has not made us see. The word very is an empty modifier. The second passage is specific diction.

Geraldine Woods (2013, p 45-46) has concluded diction clues readers in to subtleties of meaning, the author’s purpose, and a host of other things. When readers are reading a passage, zero in on any unusual words. Give an extra glance to the verbs and nouns, because these words carry so much weight in writing. For the example below:

Passage one:

“This was a black day in our calendar. At seven o’clock in the morning, it being our watch below, we were aroused from a sound sleep by the cry of “All hands ahoy! A man overboard!” This unwonted cry sent a thrill through the heart of every one, and, hurrying on deck, we found the vessel hove flat aback, with all her studding sails set...”

Passage two:

“Shortly after flying back to Washington from a conference in Tokyo on the international oil crisis. Carter decided to address the nation on July 5, 1979. He spent much of the Fourth of July at Camp David, the Presidential retreat in the Catoctin mountains of Maryland, working on the speech. Late in the day he canceled the talk and decided not to return to the White House.”

The diction in passage one is much more extreme than the diction in passage two. Two is straightforward; the words convey little emotion. The verbs and

nouns (“decided,” “spent,” “nation,” “talk,” and so on) are plain vanilla. Readers can imagine hearing passage two on the news or reading it in a textbook.

According to Nancy Dean (2006), diction reflects the writer’s vision. Specific diction brings the reader into the scene, enabling full participation in the writer’s world. Diction depends on topic, purpose, and occasion. The topic often determines the specificity and sophistication of diction. For example, articles on computers are filled with specialized language: e-mail, web.

The writer’s purpose, whether to convince, entertain, amuse, inform, or plead. For example, if the writer’s purpose is to inform, the reader should expect straightforward diction. On the other hand, if the author’s purpose is to entertain, the reader will likely encounter words used in ironic, playful, or unexpected ways.

Diction also depends on the occasion. As with clothes, level of formality influences appropriate choices. Formal diction is largely reserved for scholarly writing and serious prose. Informal diction is the norm in expository essays, newspaper editorials, and works of fiction. Colloquial diction and slang borrow from informal speech.

Diction is mysterious because a word’s meaning can be variable; however, it expresses the writer’s essence, but ingeniously so the reader can also interpret the text according to his or her own personal. Furthermore, diction connects literature regardless of the writing style. (Eric J. Specht)

Diction usually selects one word to use other words that have similar pronunciations, meanings, or spellings. Besides making decisions based on the

denotative meanings of words, diction also involves considering the connotative meanings of words. Which word should be chosen depends on what the writer wants to communicate and to whom the audience is.

As an example that is taken from McCrimmon's book.

"I could tell by the funny look on her face that she was mad."

Analysis:

Words like funny and mad can have quite specific meanings, but not in this context. The word of mad can also be changed with angry, annoyed, irritated, and offended. A reader cannot be sure.

Words like funny and mad belong to a group called utility words. These, as their name implies, are useful. In ordinary speech, which does not usually permit deliberate choice and gives little chance of revision, they are common and often pass unnoticed. In writing they may be adequate if the context limits them to one clear interpretation.

From that example, funny and mad are the first thing that we pay attention to by the author in the sentence so he tries to analyze it in fine detail and give comment on points of style and on his reactions as a reader.

Based on the explanation above, it can be concluded that diction refers to word choice. Diction relates the author's purpose and target readers. The author chooses different words depending on whom they are writing for and why.

B. Level of Diction

In all forms of literature, the author choose particular words to convey effect and meaning to the reader. The author employs diction or word choice to communicate ideas and impression. Different audiences and situations call for different levels of diction. According Laurie G Kirszner and Stephen R. Mandell (2008, p. 185) level of diction divided be two, they are:

1. Formal Diction

Formal diction is grammatically correct and uses words familiar to an educated audience. A writer who uses formal diction often maintains emotional distance from the audience by using the impersonal one rather than the more personal *I* and *you*.

2. Informal Diction

Informal diction is the language that people use in conversation and in personal letters and informal emails.

In informal diction consist of four parts:

- a. Colloquial diction is the language of every day speech like get across for communicate, come up with for find.
- b. Slang. Slang is language that calls attention to itself, is used to establish or reinforce identity within a group for example rock musicians, or computer users.
- c. Regionalisms. Regionalisms are words, expressions, and idiomatic forms are used in particular geographical areas but may not be understood by general audience.

- d. Nonstandard diction refers to words and expressions not generally considered a part of standard English words like *nobow*, *anywhere*, and *theirselves*.

Another argues of Holman and Harmon stated that there are at least four levels of diction: formal, informal, colloquial, and slang.

- a. Formal diction "refers to the level of usage common in serious books and lofty discourse"

Example: "Ultimately every successful character represents a fusion of the universal and the particular and becomes an example of the CONCRETE UNIVERSAL".

- b. Informal diction "refers to the level of usage found in the relaxed but polite and cultivated conversation".

Example: "Let's go to a movie tomorrow night" rather than the formal, "Would you like to attend the cinema with me tomorrow evening?"

Informal diction is appropriate for personal communications such as emails and letters.

Examples	Context
Formal- peruse	The profess or perused the students trend analysis report.
Standard/popular-examine	She examined the document so carefully that the student no longer felt confident in her work.
Informal-look over	For the next assignment, the student asked a Writing Center tutor to look over her paper.

Figure 1 (http://www.limcollege.edu/Using_Appropriate_Diction.pdf)

c. Colloquial diction "refers to everyday usage and may include term and constructions accepted in that group but not universally acceptable".

"How y'all doing?" instead of "How are you all doing?"

d. Slang "refers to a group of newly coined words that are not yet a part of for part of formal usage".

"That movie was the bomb," meaning that it was a good movie.

Choosing the appropriate level of diction depends on two things. They are audience and purpose.

Audience, decide for whom author's writing. Because his writing for a certain audience, they will have particular expectations about the level of diction that will be chosen. For example, we probably wouldn't say, "I am disinclined to attend your social gathering," to a friend in an e-mail. Likewise it would be equally inappropriate to use the phrase, "This guy was like..." in a letter of application to a business.

Determine purpose, some possible purposes may be to inform, to persuade, to illustrate, to analyze, or to entertain. For each of these purposes, author may choose to use a different level of diction. For example, in a persuasive paper, author will use confident and non-biased word choice to strengthen his argument. If author's writing to medical scholars and presenting a new cure for some disease, it will be appropriate to use a more formal level of diction. (K. L. Soper)

Instead, choose the level most appropriate for audience in collegiate writing, standard level diction is used most often.

Based two opinions about level of diction in general almost same. Just only Laurie G Kirszner and Stephen R. Mandell divide informal diction be specific.

C. Types of Diction

Diction is the fundamental thing in written communication like in advertisement, the choice of a particular word as opposed to others. Diction related with vocabulary. If author has many vocabularies, he will make the choice of words easily.

Types of diction according Gorys Keraf, (1996: 89-108) takes place as (<http://eprints.uny.ac.id/8251/3/BAB%202-05210144010.pdf>):

1. Denotation and Connotation

Denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). Denotation is also the main definition of a word. Denotation refers the true meaning. Keraf, (1996: 89)

According Zaenal Arifin and Amran Tasai, denotation is explicit meaning, one word objectively not subjective. Denotation often is called conceptual meaning. Word of eat, for example. It means put food into your mouth and swallow it. The meaning of 'eat' is denotation meaning. Because of denotation is explicit meaning, it might be found in a dictionary. It is literal definition of a word. Abstract form is used in writing based on fact.

When the author wants to persuade their readers, they frequently use language to appeal to their emotion. One of the ways is through connotation. The

connotation of a word is the emotional baggage. The emotional baggage makes readers or listeners react to the word in ways that go beyond simply recognizing. (Maxine Hairston, p. 262)

Connotation is kind of sense of the word connote, imagination. Connotation is the impressions or associations, and usually is emotional. Connotation refers to the figurative meaning or significance is not true. Keraf, (1996)

Connotation is the implicit rather than explicit meaning of a word. It consists of the suggestion and emotional associations. For example, the name 'Hollywood' connotes such things as glitz, glamour, tinsel, celebrity. In same time, the name 'Hollywood' denotes area of Los Angeles worldwide known as the center of the American movie industry. (Zaenal Arifin and Amran Tasai)

So, whatever author's words whether denotation or connotation, it should support his purpose.

2. Concrete and Abstract Words

Concrete word is a word that refers to something that can be seen directly by one or more of the senses. Words concrete refers to the actual and specific items in the experiences. Concrete words are used to present a picture of life in the reader's mind. Examples of words concrete: table, chair, house, car etc. Use concrete words to present a vivid picture to the reader's mind. Keraf, (1996)

According Frank J. D'Angelo (407) concludes that concrete words refer to actual, specific things in experience. More than any other words, concrete words bring us closest to immediate sensation. They appeal to the reader's sense of touch, taste, smell, sight, and hearing.

McCrimmon adds the term concrete is often used for some kinds of specific diction. Concrete is the opposite of abstract. Words are said to be concrete when they refer to particular things that can be perceived by senses: details of appearance, sound, smell, touch, and taste.

Abstract words are words that have a referent in the form of concepts, words described as difficult abstract because references can not be absorbed by human senses. Abstract words refer to the quality (heat, cool, good, bad), affinity (quantity, amount, degree), and thought (suspicion, determination, confidence). Abstract words are often used to explain the thoughts that are technical and specialized. Keraf, (1996)

Abstract words are words that refer to qualities (hot, cold, good, bad), relationships (existence, quantity, order, number), and ideas (curiosity, inquiry, judgments, brief, credulity). They are said to be abstract when they refer to qualities that many things seem to share: newness, width, size, shape, value, joy, and anger.

Abstract words are frequently used to express complex ideas. They can give fine distinctions to thought, and they are often used to convey technical or specialized ideas. They are often learned words, words found more in written than in spoken English. (Frank J. D'Angelo,1980)

Based on explain above, it can be concluded that concrete word consists of specific words that describe condition like people, places, and objects. Concrete words include book, pencil, pen, ruler, bag, etc. They are concrete words, which the readers able to imaginative appeals to their senses.

3. General and Specific Words

General and specific words are not opposites, as abstract and concrete words are; instead, they are the different ends of a range of terms. General words refer to large groups or broad categories, for example people and country. Specific words refer to individuals, items, particular groups or particular cases, for example, Maya Angelou refers to a specific individual, Mexico refers to a specific country. Hairston, Maxine. (1983, p. 240))

Another example Furniture is a general term; it includes within it many different items. Furniture is a concrete term (it refers to something we can see and feel), but its meaning is still hard to pin down, because the group is so large.

Shift next to rocking chair. Now the image is getting clearer, and it's easier to form an attitude toward the thing. The images we form are likely to be fairly similar, and we're all likely to have some similar associations (comfort, relaxation, calm), so this more specific term communicates more clearly than the more general before it.

General words are words that have a wide scope. General words refer to many things, to the set, and to the whole. Examples of common words: animals, plants, criminals, vehicles. Specific words are words that refer to the guidance specific and concrete. Specific words to show specific object. Examples of specific words: Yamaha, Nokia, groupers, parrot. Keraf, (1996)

Thus, the author needs to remember that in order to hold their readers' attention, they also need to use general and specific words so their reader can see and feel of their words.

4. Popular words

Popular words are words commonly used by all society, both by the intelligentsia or the average person. Example says popular: evidence, a sense of disappointment, forward, bum. Keraf, (1996)

Generally, popular words are the language of mass-media publications. Its aim is to appeal to and communicate clearly with the average reader. Popular words include slang but it relaxes many of the rules and restrictions of formal written English. For example, guys, yeah, screwball. (George Ehrenhaft and Barron's Educational Series, Inc, 2010).

5. Jargon

Jargon is technical words or secret in specific science, in the arts, commerce, collection of secrets, or other special groups. Examples of jargon: sikon (situation and kondisi), pro and con (pros and cons), kep (captain), doc (doctor), prof (professor). Keraf, (1996)

6. Slang words

Slang word is non-standard words are informal, organized typically, used forceful and witty in conversation, the word also a slang word high or pure. Examples of slang words: Where resistant, uh see you again, Unyu Unyu, cabi. Keraf, (1996)

Pawel Migut (p. 35) stated slang is simplest form is frequently associated with a type of language characterized by colloquialism and the use of words that are unacceptable socially or perceived as vulgar.

7. Foreign words

Foreign word is the elements from foreign languages are still retained its original form. Examples of foreign words: computer, cyber, internet, go public.

8. Loanwords

Loanwords are words from foreign languages have been appropriated with Indonesian structure. Examples of loanwords: ecology, ecosystems, motivation, music, energy.

D. How to include good diction

Diction, choosing the right word for the situation, is an important writing skill. In the vast majority of formal writing, diction must be as strong as possible for the best effect. It is easy to fall into the trap of "writing like you speak," but many people take shortcuts in spoken language that are not appropriate for good writing.

Good diction is the choice of words that best allows you to communicate your meaning to your readers. That choice is always made with reference to a particular sentence.

According McCrimmon in his book *Writing With a Purpose* (p.282), there are three qualities of good diction:

1. Appropriateness

Words are appropriate when they are suited to your purpose, which includes your analysis of the situation and of the audience for which you writing. Imagine a doctor explaining to a patient the damage done by a heart attack, and the same doctor reporting on the same subject at a medical convention. The subject is the same, but the situation and the audience are so different that they will affect the content, the manner, and the language of the speaker.

2. Specificity

Specific and general are opposite terms. Words are said to be specific when they refer to individual persons, objects, or events: Brooklyn Bridge, Joe's mother, the next intersection. Words are general when they refer not to individual things but to groups or classes- bridge, man, mother.

Specific and general are also relative terms, since a word may be specific compared with one other word, and general compared with a second.

3. Imagery

As applied to diction, imagery has two general meanings; the images or pictures that concrete words sometimes suggest, and figure of speech such as similes and metaphors. The first meaning includes the pictorial quality we saw in the last section in such phrases as "green crawling scum".

All figures of speech are an imaginative comparison in which two dissimilar things are described as being alike in some significant way. The figures of speech most commonly used are simile, metaphor, analogy, personification, and allusion.

E. Definition of Advertisement

All the time advertisement is with us. Whenever we open a newspaper or a magazine, turn on the TV, radio, or look at the posters stations on buildings, we are confronted with advertisements. At this time, the writer takes advertisements in some magazines which those magazines are published by a course institution.

The activity consumers most associate with the term marketing, it is call advertisement. The simplest of meaning advertisement according to Mukesh Trehan and Ranju Trehan (2010-2011, p. 4) stated an advertisement is a public announcement. Some advertisement just inform the public e.g. classified advertisements give information about sale of second hand vehicles, property, accommodation, matrimonial, public-notice, tender-notice, etc.

Effective advertisement can present information about new or existing products and establish or refresh the brand's image. It can give a company the opportunity to dramatize its products and services. (Berden)

No day without advertisement. It is caused so many advertisements that on printed media or electronic media. Advertisement presents informative, persuasive sales messages through communication media such as magazine. Technique of persuasive is needed here.

As Gorys Keraf says persuasive is a verbal art that has purpose to persuade someone to do something what speaker says at this time or the next time. So, persuasive is final decision whether someone does something or no, whether they attract to buy product or no.

From the explanation above the writer takes the conclusion that advertisement is important role in promoting goods by persuading the targets audience.

F. Kinds of Advertisement

The object of this study is advertisement in C' n S' Cool 'n Smart English Teen magazine. So, it is better to know the classifications of advertisement in order to identify where the position of the object is.

According to Arens (2005: 11-17) there are four classifications of advertisements. Advertisement can be classified by target audience, geographic area, medium, and purpose.

Classification of Advertisements:

1. Classification by target audience

The target audience is generally defined as the group of individuals to whom the advertisement's message is directed. Advertisement that based on target audience is consumer advertisement and business advertisement. Consumer advertisement usually people who buy the product for their personal use. If business advertisement used for business; industry, trade, professional:, and agricultural (farm).

2. Classification by geographic area

There are four classifications of advertisement based on geographic area; local advertisement, regional advertisement, national advertisement, and international advertisement.

Local advertisement is advertisement that used for business whose customers come from only one city or located trading area. Regional advertisement is advertisement for products solid in one area or region, but not the whole country. National advertisement is advertisement aimed at customers in several regions of the country. International advertisement is advertisement directed at foreign markets.

3. Classification by medium

Advertisement can be classified on the basis of the medium used to transmit the message. There are four of classifications by medium. They are print advertisement, broadcast advertisement, out-of-home advertisement, and director mail advertisement

Print advertisement is like newspaper, magazine. Broadcast advertisement is like radio, TV. Out-of-home advertisement is like outdoor, transit. Director mail advertisement is like advertisement send through the mail.

4. Classification by purpose

There are three classifications of advertisement based on function or purpose; product and non-product advertisement, commercial and non commercial advertisement, direct and indirect action advertisement.

Product advertisement intended to promote goods and services. Non-product advertisement intended to promote firm's mission. Commercial advertisement intended to promote goods, services, or ideas with the expectancy of making a profit. Non-commercial advertisement sponsored by or for a charitable institution, civic group, or religious or political organization. Action or direct advertisement

intended to bring obituary immediately action on the part of the reader. Awareness advertisement intended to build the image of a product or familiarity with the product's name and package.

Based on explanation above classification of advertisements above, the object of this study is included in classification by medium. It happens because the object uses magazine advertisement as a media to transmit the message.

G. Functions of Advertisement

Advertisement as an object of this study has some functions that have to understand more.

According to SN Murthy and U Bhojanna (2007, p.12), there are three functions of advertisement. The first is social function. This advertisement helps to solve social causes, such as fighting chronic disease like cancer, endemics take malaria, etc. The second is psychological function. This advertisement appeals to psychological motives of human beings such as soft drink company advertising to meet the psychological need of the customer namely "thirst". The third is economic function. It helps the sales in an indirect manner.

Another opinion from Prof. Jagdish N. Shet that is quoted in SN Murthy and U Bhojanna' book (2007, p.12), the main function of advertisement is perception, persuasion, reinforcement, and reminder.

After studying those functions of advertisement, the writer can conclude that most of the advertisements whether in newspaper, magazine or etc. use persuading function because it is main function of the advertisement.

H. Language of Advertisement

As the explanation before, the function of advertisement is to persuade the consumers to buy or use the product or service. So, it needs persuasive language as a media to purpose of it.

Persuasive is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message (Richard M. Perloff, 2003). It means, people have to get convince, a decision that they take is the right decision, without forcing.

As Gorys Keraf states that persuasive does not take forcing form to someone who accepts persuasive. Therefore, an advertiser needs specify efforts to persuade people take decision that appropriate with their wish.

I. Function of Headline in Advertisements

The key format elements in print advertisement are headline, subheads, body copy, slogans, seals, logos, signatures, visual elements, and layout. The writer is going to explain about headline because it is appropriate with this thesis.

SHH Kazmi and Satish K Batra (p. 399) say he headline contains the words in the leading position in the advertisement. These are the words that will be read first or are positioned with the intent to draw the readers' most attention. The

fundamental function of the headline is to attract the readers' attention, get them interested, and lead them in the entire advertisement message.

CHAPTER III

FINDINGS AND DISCUSSION

A. Findings

Based on statement of problem in this thesis, what are types of diction are used in the advertisements of *C' n S' Cool 'n Smart* English Teen magazines? From twenty headlines of advertisements, the writer finds some types of diction. They are denotation, connotation, and slang. The complete list of those types of diction can be seen in the following table:

Types of diction	Advertisement Headlines
Denotation	VENON DE-ARTISTIC
	HAIR TREATMENT NUTRIOTION VITAMIN
	ANDROMAX U IS VERY YOU!
	HTC Desire VC, smartfren and HTC's Latest Collaboration
	ALFALINK more than just a dictionary
	LIA ENGLISH TOUR to SINGAPORE 2013
	International Bicycle Expo
	GRAND CONTEST WITH A TOTAL CASH PRIZE OF Rp 5 Million
	GRAND COMPETITION 2012

	BE A CHAMP!
	Our Graduates Are Noted For Their Excellent Knowledge Of Their Field Of Study And Good Employment Prospects Particularly In Teaching
	A Commitment to Quality Learning EPT (English Proficiency Test)
	Futsal Competition
	Workshop Stock Opname
	Translation Service
	Smart Recreation-One Day@ Ancol 2012
	REDLINE GOKART
	JAKARTA BOWLING CENTER
	KIRANA PARK AVENUE
	JAVA JAZZ 2013: JAZZ UP THE WORLD
	THE NEWLY-FOUNDED FOUNDRY NO.8
	FROM, FOR, AND BY THE INDONESIAN YOUTH
	ARE YOU ELIGIBLE FOR PRESTASI?
Connotation	Smile with Indosat
	Mondo Spider
	Another Ice Cream Sandwich
	JAVA SOULNATION IS BACK
Slang	Joliprint,

	Jolly nice!
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B. Discussion

The discussion based on findings of this research will be explained below:

1. Denotation

a. VENON DE-ARTISTIC

HAIR TREATMENT NUTRIOTION VITAMIN

Based on classification by purpose, this advertisement is commercial product. In the trade name VENON DE-ARTISTIC is a trademark for product, refers to hair treatment nutrition vitamin. The headline is very straightforward. Besides that, it serves a purpose of kinds of VENON DE-ARTISTIC.

The sentence of headline is descriptive. Besides that, the headline inspires the reader and creates a curiosity to read further about the benefit of the product. There is not emotional word in headline. The readers can understand what the advertisement that is offered by the advertiser. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

b. ANDROMAX U IS VERY YOU!

Based on classification by purpose, this advertisement is commercial product. This advertisement is same with the advertisement before. But, the sentence of the headline here is so creative. The sentence is directed towards 'you', a reader as an individual. 'Very you', it means it is very suitable with our trend now.

The headline has drawn what is the content of this advertisement. The image of mascot is in connection to the headline. If either the headline or the image is missing, readers will be able to understand the advertisement. It is of smartfren Andromax.

There is not emotional word in headline. The readers can understand what the advertisement that is offered by the advertiser. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

c. HTC Desire VC, smartfren and HTC's Latest Collaboration

Based on classification by purpose, this advertisement is commercial product. The headline has drawn what is the content of this advertisement. The sentence of the headline is so clear for the readers. The image of mascot is in connection to the headline. If either the headline or the image is missing, readers will be able to understand the advertisement. It is of HTC Desire VC, smartfren because the image is familiar.

There is not emotional word in headline. The readers can understand what the advertisement that is offered by the advertiser. Based on Keraf,

(1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

d. ALFALINK more than just a dictionary

In the trade name ALFALINK is a trademark for product, refers to ALFALINK dictionary. As we know, ALFALINK is electronic dictionary. The main purpose of this advertisement is to reinforce the ALFALINK. Although the advertisement commonly introduces specific models, others (like this one) can create positive opinions about a company.

The headline of this advertisement, ‘ALFALINK more than just a dictionary,’ inspires the readers and creates a curiosity to read further. This headline talks specifically about the product. If the readers see the words ‘more than a dictionary’, it makes them want to see profits or benefits of the product deeply. Are there other features that are provided in addition to the dictionary? It can give inspiration to readers to see more information on the content of the advertisement.

The advertiser creates clear writing that is appropriately directed to audience. There is not emotional word in headline. The readers can catch what product will be offered by the advertiser. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the

basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

e. LIA ENGLISH TOUR to SINGAPORE 2013

This advertisement form is not strange in the eyes of readers. This is often found in newspapers. It can be written by English language or Indonesian language. For this time, this advertisement uses English language. The readers know the purpose of the advertiser write this advertisement.

This advertisement related with travelling. The headline is very straightforward, but still serves a purpose. The headline above can be understood by readers. It is direct statement about the content of advertisement. The advertiser creates denotation diction in this headline. There is not the word that is emotional word. From the word tour, it is familiar word for readers. They do not need imagination to think about it. Moreover, it is called denotation word.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). It can be seen of the service that is given 'tour'. Denotation is also the main definition of a word.

f. International Bicycle Expo

This advertisement is about promotion. It is easy to readers to get advertiser's messages. The advertisement headline is simple, direct statement of the subject.

Talking about diction, the advertiser creates denotation diction by the word expo. As the writer knows expo has synonym with exhibit. However, expo is used by readers because it is familiar for readers. Besides that, if a city held an exhibition, they will call it with expo. Expo is objects or events that are available to the five senses.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). It can be seen of the service that is given 'bicycle expo'. Denotation is also the main definition of a word.

g. GRAND CONTEST WITH A TOTAL CASH PRIZE OF RP 5 Million!

This advertisement related with photography. It can be seen of some pictures that are shown by the advertiser. Here, the advertiser says if someone has photography hobby, it will make exciting stuff with their buddies. C' n S' magazine collaborate with Taro snacks to hold Photo Contest.

The sentence of headline is descriptive. The readers can catches the advertiser's idea. Readers can imagine that the grand contest means beautiful contest with grand prizes. As contextual, readers know what the

mean of the headline above. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

h. GRAND COMPETITION 2012

BE A CHAMP!

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, school institution. The headline of this advertisement is connected with the original message of cartoon images, “Be a champ!” The humor intended in this copy appeals to participants who follow this competition. By bringing humor into an advertisement, it increases the motivation to the participants.

The headline also talks specifically about the information. The readers do not need imagination to think about it. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

i. Our Graduates Are Noted For Their Excellent Knowledge Of Their Field Of Study And Good Employment Prospects Particularly In Teaching

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, school institution. The headline is so long and clear. The headline shows

that if the participants choose this school to study they will get excellent knowledge. The advantages of this school have drawn by the headline.

The headline also talks specifically about the information. The readers do not need imagination to think about it. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

j. A Commitment to Quality Learning

EPT (English Proficiency Test)

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, school institution. The headline is clear. The readers know what the purpose of the advertiser. It offers English test to the readers. The headline shows that this test is excellent it can be seen of the words ‘quality learning’.

The headline also talks specifically about the information. The readers do not need imagination to think about it. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

k. Futsal Competition

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, school institution. The headline of this advertisement is ‘Futsal Competition’.

Though simple, this headline can actively alter the reader’s thought by encouraging them to identify with the advertisement. The headline also talks specifically about the information. The readers do not need imagination to think about it. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

l. Workshop Stock Opname

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, LIA institution. The headline is simple. The readers know the advertiser’s purpose. It is about workshop. The workshop related with data of library.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

m. Translation Service

This advertisement is an advertisement that gives a service, the translation service. Although the headline is simple enough but also it can draw a better response from the readers. This advertisement gives benefit to the participants who join or need this translation service.

The headline of this advertisement is 'Translation Service'. The headline talks specifically about some difficulties in translation process. Some participants getting a migraine over translating this kind of stuff or losing sleep over how to translate the legal documents to study abroad. But, in this era there are many services that offer translation service. The participants can understand what the mean of this advertisement because it is easy to catch by them.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). It can be seen of the service that is given 'translation'.

n. Smart Recreation-One Day@Ancol 2012

This advertisement is about product advertisement intended to promote services. The readers can understand what the purpose of this advertisement. It offers a package to enjoy all the recreation especially in Ancol.

The headline is simple. The readers catch the idea in the headline quickly. The short words have an advantage over long ones. In short, the readers are able to get the advertiser's idea. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

o. REDLINE GOKART

This advertisement is about product advertisement intended to promote services. The readers can understand what the purpose of this advertisement. 'Readline gokart' is familiar with our life especially for teenagers.

The headline is simple. The readers catch the idea in the headline quickly. It offers the sensation of driving a real race. The short words have an advantage over long ones. In short, the readers are able to get the advertiser's idea. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

p. JAKARTA BOWLING CENTER

This advertisement is about product advertisement intended to promote services. The readers can understand what the purpose of this advertisement. 'Jakarta Bowling Center' is familiar in young adults' life especially in Jakarta.

The headline is simple. The readers catch the idea in the headline quickly. It is the place to be young adults with such as limited budget. The short words have an advantage over long ones. In short, the readers are able to get the advertiser's idea. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

q. KIRANA PARK AVENUE

This advertisement is about product advertisement intended to promote services. The advertiser gives stimulates the reader's imagination and arouses his interest of his headline what the place. The advertiser says that the place is hangout spot. But the headline can be understood by the readers what the purpose of the advertiser before. It is clear. There is not emotional word.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

r. JAVA JAZZ 2013: JAZZ UP THE WORLD

Jazz, almost people know jazz is one of music genre. The headline is direct statement of the subject. The advertiser gives impression in the headline from the word 'jazz'. The advertiser repeats twice. Although it, the readers can understand what the purpose of this advertisement. The advertiser will be held a festival, Java Jazz Festival.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

s. FROM, FOR, AND BY THE INDONESIAN YOUTH

This advertisement is a commercial advertisement especially about fashion products. The advertiser uses an attractive headline. It makes the reader to taste, in order to whet his appetite. It can be seen of the words

‘from, for, and ...’ It creates exaggeration by advertisers. Besides that, it can be advertiser’s satisfaction.

Trough the headline makes creates exaggeration, the readers can understand what the purpose of the headline. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

t. THE NEWLY-FOUNDED FOUNDRY NO.8

This advertisement is about product advertisement intended to promote services. The advertiser gives stimulates the reader's imagination and arouses his interest of his headline what the place. The advertiser says that the place is like the warehouse-like building has restaurants, shops, and a beauty center. But the headline can be understood by the readers what the purpose of the advertiser before. It is clear. There is not emotional word.

Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea).

u. ARE YOU ELIGIBLE FOR PRESTASI?

Based on classification by purpose, this advertisement is non-commercial advertisement sponsored by or for a charitable institution, institution program. The program offers a scholarships granted by the United States.

The headline is question form, but it should not attempt to answer the question. It is strategic rhetorical appeals in each of the parts can convey an accurate deep meaning to a specific audience. Based on Keraf, (1996), this headline is included into denotation diction because denotation is the basic concept is supported by a word (meaning it refers to the concept, referent, or idea). Denotation is also the main definition of a word.

2. Connotation

a. Smile With Indosat

As human usually gives smile with human too. But, why the advertiser asks us to smile with Indosat? Everyone knows that Indosat is one of mobile phone cards beside Telkomsel, Flexi, Axis, etc. It can not smile like human because it is material thing. As contextual, readers know what the mean from headline above. The headline is easy to understand but they do not know what the purpose of headline. If readers read more deep in advertisement, they will know it. In fact, it is a program of Indosat to customers.

The advertiser' diction here there is no difficult to accept by readers. However, readers is asked think what does advertiser's purpose. Based on Keraf, (1996), this headline is included into connotation diction. Connotation is kind of sense of the word connote, imagination. Connotation is the implicit rather than explicit meaning of a word.

b. Mondo Spider

This advertisement is about product advertisement. If the readers read the headline, they will think spider is a animal. But, mondo spider is a giant spider like vehicle can be an alternative. The headline is simple. But, the headline talks specifically about this product.

The advertiser chooses a theme is creative, and then the theme it is made be a headline of advertisement. The advertiser's words carry readers associate their ideas and feelings are more effective. Readers are made curious feeling to this advertisement by headline above. Based on Keraf, (1996), this headline is included into connotation diction. Connotation is kind of sense of the word connote, imagination. Connotation is the implicit rather than explicit meaning of a word.

c. Another Ice Cream Sandwich

Ice cream, it is delicious and so sweet. As we know, sandwich is a food item commonly consisting of two or more slices of bread. We will suppose like that. But, if we read deeply, they will know what the mean of this advertisement. It is not like with our thinking. In fact, this advertisement is about a product.

The headline of this advertisement is 'Another Ice Cream Sandwich'. It refers to product of Android. It is a launcher theme. The advertiser gives information about the fairly new Android operation system. The readers can see the potential benefits and feels the need to own the product, the faster they will decide to buy.

The advertiser in using a theme is creative, and then the theme it is made be a headline of advertisement. The advertiser's words carry readers associate their ideas and feelings are more effective. Readers are made curious feeling to this advertisement by headline above.

Based on Keraf, (1996), this headline is included into connotation diction. Connotation is the impressions or associations, and usually is emotional.

d. JAVA SOULNATION IS BACK

This advertisement is about non-commercial product. The sentence of the headline is easy to catch. If the readers give implicit meaning from the headline, it will be different with the advertiser's mean. Java soulnation is a event, which is dedicated to soul, hip-hop, R & B, and rap music. By the headline, the advertiser invites the readers to participate at this festival.

The advertisement headline is simple, direct statement of the subject. The advertiser creates clear writing that is appropriately directed to audience. The advertiser gives inspires the reader and creates a curiosity to read further. Based on Keraf, (1996), this headline is included into connotation diction. Connotation is kind of sense of the word connote, imagination. Connotation is the implicit rather than explicit meaning of a word.

3. Slang

a. Joliprint

Jolly nice!

This advertisement is about offering a product. Readers can recognize what the image of this advertisement. It is familiar for reader's eye. A product good-looking printed, it can found of the Joliprint. Joliprint is trade mark of print. There are many kinds of printer. They have qualities own. They give services for its users.

The headline of this advertisement 'Joliprint, Jolly nice!'. Using headline is too short and simple. Readers can remind it although they read just one time. If we see intents, there is repetition of the word. Repetition here is purposed as impression of topic a headline. In this impression thing, it can be seen to the word joli, jolly. It increases the chances of readers remembering the advertisement.

The first word joli, it means trade mark of a product, it is Joliprint. The second word jolly, it means the effect of the product for users. As example of the word jolly of Mike Etherington (2011) says people use this in all sorts of ways, but basically it means very. So "jolly good" would mean very good. A common exception is where you hear people say "I should jolly well think so!" which is more to emphasize the point.

The advertiser uses slang word in this headline. It is style of the advertiser attracts pay attention to target of readers. The author also chooses word jolly in the second sentence of headline's advertisement. It shows that he designed to present their ideas to the reader.

‘Jolly nice’ means very nice. It shows good quality of the product. It is slang of British. Based on Keraf, (1996), this headline is included into slang diction. Slang word is non-standard words are informal, organized typically, used forceful and witty in conversation, the word also a slang word high or pure.

CHAPTER IV

CLOSURE

This chapter contains conclusion and suggestion of the study. The conclusion section present the results of the analysis conducted in the previous chapter. This chapter ends with suggestions for further research on literature studies.

A. Conclusion

The purpose of this thesis was to analyze what types of diction are used in the advertisements of C’ n S’ Cool ‘n Smart English Teen magazines. This research can be concluded that there are three types of diction in the advertisements. Those types denotations (21 items), connotations (4 items), and slang (1 item).

B. Suggestion

1. The writer suggests to English learners to study about kinds of literary work especially diction. Diction is not only of advertisements headline in magazines but also in newspaper, the content of magazines or newspaper.
2. The writer suggests to another researcher not only research about diction in advertisement but also there are another items of linguistics aspect can be researched in advertisement.