2.1 The Definition of Diction

2.1.1 Diction

If we talk about diction, we are involved with words. We need to express our idea, thought, and emotions and we need words to do that. When we are in the process of communication, we have to arrange the words into sentence so that we can understand the meaning of the sentences. Sometimes words come so easily that we can find no difficulty to express what we want to share. At other time, we are striking out word after another as we search the best word to convey our thoughts. The most important thing is the implicit meaning in every word that reflects an idea.

Words are medium of communication. We think with as we speak and write with words. Neither speaking nor writing can be efficient unless the words are right and accurate. Every word has “spirit”. We have to know that the spirit of the words, so they can influence other people with spirit from the words that used in the communication process.

A word is always used in some situations or context in which it occurs. In other words, we do not write and read the isolated words, but only words which has context provided by another word and affects their responses to any particular word. For example, the word ‘set’ are used in various context, I have a set of Shakespeare’, we don’t make in the same set’, we are set to go’, my mind is set’, and so on. Therefore, our choice of words should consider the context in which
those words will appear. It means that the words that we used must be appropriate to the context. So, it fully depends on how we choose the appropriate choice of words in order to get the people’s understanding and to deliver the idea that we want to share. The appropriate words we use is what we called by word choice or diction.

Diction in its original, primary meaning refers to the writer’s or the speaker’s distinctive vocabulary choices and style of expression. A secondary, common meaning of diction is more precisely expressed with the word enunciation- the art of speaking clearly so that each word is clearly heard and understood to its fullest complexity and extremity. This secondary sense concerns pronunciation and tone, rather than word choice and style too. Diction is effective when words are appropriate to an audience. A man might refer to his car as his “wheels” in casual conversation with a friend, but if he were writing an essay for a group of economist, he would write, People base their decision to buy an automobile on the following considerations.”

There are some of definitions of diction:

“Diction may be defined simply as the choice of words.” (Weafer, 1957: 233)

“Diction is the choice of words, style, and manner of speaking and writing.” (Hornby, 1974:239)

“Diction is the choice of words and clarity of the sounds produced, to achieve a particular effect.” (Hartmann, 1972: 66)
“Diction is the use of words.” Good diction implies the selection and arrangement of appropriate words so that they express the thought not only with precious but also with grace. However, in any age, diction should be regarded not as an end in itself but as a means of securing expressions of human thoughts and emotion.” (Yellard and Easton, 983:45)

We can conclude from these definitions is that the basic meaning of diction is the choice of words. We know that many words with the different meaning. It is caused by the semantics changes and the types of meaning too. Therefore, we are hoped to understand both of semantics and the types of meaning in order to get the good diction. Thus, Diction plays an important role not only in speaking but in writing too.

2.1.2 Denotation and Connotation

If we describe about diction, we have to know about the denotative and connotative meanings. The denotative meaning is physical referent the word identifies, that is the thing or the concept. Denotative is as the central, logical, comparatively abstract aspect of word meaning. Denotative meaning is usually a public and traditional meaning. It gives what a word has to mean; the irreducible meaning contained its logical definition which is usually called the dictionary definition. Words such as ‘pen,’ ‘book,’ ‘chair,’ ‘table,’ ‘pencil,’ have physical referents whereas words such as ‘love,’ ‘hope,’ ‘desire,’ refer to qualities of concepts. Goddard (1998: 123) defines the denotation as, ‘The literal, dictionary definition of a word, its bares factual meaning’. Whereas in
the Glossary terms, “Denotation is the objective relationship between a linguistic form and its referent.”

Connotative meaning refers to the personal aspect of meaning, closely related with the emotional association that arouses. It is like an individual feels about the word or people do have some of common experiences, some words have shared connotations. Weafer(1957: 237) states, “Connotation meaning gives the suggested, incidental, or acquired meaning of the word.” Leech (1981: 12) states “Connotative meaning is the communicative value of an expression has by virtue of what it refers to, over and above its purely conceptual content. Thus, connotative meaning is an additional meaning, which is expressed directly by the word.”

We would like to give some examples in order to make these two things clear such as; the word ‘car’ and ‘automobile’, ‘fire’ and ‘conflagration’, ‘building’ and ‘edifice’ and so on, they have the same denotation but differ in situations in which they are used and have differences in the degree of formality, the style or flavor the connotation.

Some words sometimes provide the same meaning, but they have different in meaning of attitude such as, the word ‘famous’ and ‘notorious’ actually have the same meaning “well known” but ‘famous’ means well known for something good; while ‘notorious’ means well known for something bad.

Connotation gives what the words has to come to mean suggestively as a consequence of its associations, and some of these meanings maybe evaluative or emotional. Certain attitude may be favorable or unfavorable. Some words
seem to have favorable connotation, such as ‘happiness’, ‘beauty’, ‘kindness, etc. The other words seem to have unfavorable connotation such as ‘lust’, ‘evil’, ‘hate’, ‘greed’, etc.

We have to choose the appropriate words which the right denotation and the desired connotation to clarify the intended meaning and elicit the response we want from our reader or hearer. When word has a wrong connotation in a complementary context, sometimes it is difficult to differentiate the words which are near synonyms or have similar meaning but have an important difference in a particular context.

Another example is the word ‘flag’. That word might be denotatively defined as a national emblem consisting of an oblong piece of light flexible cloth with horizontal red and white stripes and forty-eight white stars on a blue field. But connotation use of the same expression might be defined as past deed of patriotism, devotion to country, unity of ideas, and so on.

2.1.3 The Qualities of Diction

Good diction is the choice of words that best convey our intended meaning. The choice of words is used depend on the context in a particular sentence. We often use a dictionary in order to get the right words, but sometimes dictionary does not give the word which we are going to use, but it is normal to consult dictionary first either to find the exact meaning of words or how it is spelled. Therefore, we have to choose the appropriate words which are suitable to share the idea in order to deliver the intended meaning.
If we talk about diction basically, there are some levels of diction. Diction has four levels. These levels actually encounter in our reading and listening. They are literary level, formal level informal level, and vernacular level. Literary level tends to be ornate as compared with much writing today, even of the serious kind. This literary level is the first as the highest level. Weafer (1957:225) states, “Literary diction tends to be very polite or elegant and may consciously shun terms which have associations of coarseness or common life.”

The second level is formal level. Diction in this level reflects education, but it is less fancy or learned. It is nearer the level of conversation, although it will exclude some expressions that are customarily used in conversation. Formal diction is used in science, the world’s business, the level of the good address, of the good business letter, of the official report, of the responsible form of journalism, and a portion of advertising. It is often used in writing that serves serious purposes. Most of our textbooks are written in formal diction.

The third is informal level, which might be described as the formal relaxed a few more degrees. Informal diction is often used in our daily life such as in our conversation with many other people in common. It is considered more natural than formal diction for most people. It includes a certain number of colloquial, contraction, regionalism, and slang expressions such as, “a buck” when we mean “a dollar”, “turn on the juice” when we mean,” turn on the electricity”.
The last is vernacular level. It seems like the speech of uneducated people. For example, “ain’t”, “them boys”, and so on and it usually makes a very free and undiscriminating use if slang.

Diction has further meaning when applied to speech since it involves voice control, voice expression, pronunciation, and enunciation. In analyzing the choice of words, we need to consider some points that should be taken into account.

a. Appropriateness

Appropriateness in choosing words is very important because it will give effect to the consumer in order to get their attention first, and then desire to get them. Appropriateness in choosing words is ability in making an appropriate idea. So, it includes someone’s meaning and vocabulary. Words are appropriate when they are suited to our intended meaning which includes our analysis of the situation and audience for which we are writing. In advertising, the businessmen sometimes use different style and words in advertisements while thinking about whose audience are children and adults. One of the major choices is that we have to know what we must do in a given situation. For example, in a social situation, we wear the clothes depend on the occasion such as a formal gown will be appropriate in a religious ceremony, wedding party, etc. and of course inappropriate to the occasion. The same thing also happens in diction. Some words are appropriate to some situation but not appropriate to some others.
In choosing the appropriate the words, we have to know some of consideration so that we choose the words appropriately. First, we have to differ denotation and connotation accurately. Second, we have to differ the words which are nearly synonym. Third, avoiding the words which is have similar sound such as ‘effect and affect’, ‘coarse and course’, ‘accept and except’. And the last is avoiding all violations idiomatic usage such as ‘accord with, not accord to’, ‘in accordance with, not accordance with’, ‘different from, not different than, etc.

b. Standard and Non-standard Language

Language can be divided into standard and non standard. Standard language is such a class of dialect. It can be denied as a speech of people whose economic and social status in high level. We assume this class as an educated people such a teacher, doctor, engineering, writers, senior official, artist, and so on. While non standard language is the language of ordinary people or do not require for higher education. Actually, the language is in an ordinary social intercourse. Sometimes in joking or asserting sarcasm, educated people use non-standard language. And there is some uneducated people use non standard language. They are usually illiterate people. This language is called vulgarism. For example, ‘them people’, ‘tis here’, ‘hadn’t ought’, and so on.

Non standard language is usually used in public necessities. The word of standard is limited, so it is very difficult if we use it in explaining the varieties idea. The using of non-standard
c. **Figure of Speech**

Language may be used for communication on a literal or on a figurative language. Literal language uses words only for their actual, basic meaning. It may be taken at fact value; it means limited on what it says on the surface meaning. For example, ‘dark’ means with no or very little light; ‘water’ means clear colorless liquid that falls as rain, ‘gold’ means yellow precious metal with high value.

Figurative language is language wrenched from its literal language. Figures of speech that may be used described as non literal ways of rendering meaning, are a peculiarly important part of diction. It is the way to express an idea in abstract or imaginative way. One is said if we speak non-literally, it means something different from what his words mean. Non- literal meaning occurs when the sentences has other meaning beside the lexical one. Basically the function of the figurative speech is to carry meaning from the literal level to the figurative one. Its purpose is to emphasize a certain idea.

Figures of speech and semantics is also have a great relationship because without the knowledge of the word meaning, even connotative meaning, it is difficult to understand figures of speech. In speech and writing, we are constantly using figurative expressions to add vividness or clarify our ideas. Some of them have been usual that we do not realize the literal meaning, and that we are making a demand on the imagination of the listener or reader to complete our meaning. If we read this quotation of this poetry
“Hope is the thing with feathers
That perches in the soul”

It is readily understood that the writer calls on our imagination or comparison transfer ideas about ‘hope’ (as in simile, metaphor, personification, and metonymy), or to realize that he is exaggerating (as in hyperbole), or that he means others, he is using figurative language.

In other terms, which are usually classed as figurative, but they are not figurative in the same sense, and might better be called figures of arrangement They are devices by which sounds or words are arranged in a pattern, but in themselves they require no interpretation other than the literal, for example alliteration and antithesis. The most commonly used of figures of speech in advertisements are simile, personification, hyperbole, metonymy, and metaphor.

**Hyperbole**

Hyperbole is a figurative for exaggeration. It is a way of describing something in order to make its sound bigger, smaller, or tells more than the truth about the size, number, or degree of something without intending to deceive. Hyperbole is exaggerated statement made for effect the sake of emphasize. For example, “River of tears was flowing as the heroine died.” Another example is “I called him thousand times”. This sentence cannot be interpreted literally because it is impossible for one to call somebody thousand times. This sentence can be interpreted as many times.
Personification

Personification is a kind of figurative speech that is personifying an object as an attribution of personal qualities (as of form, characters). It is a representative of a thing or abstraction as a person or by the human form. It occurs when in animate objects are given a human form, or when they are made to speak. For example:

“The little dog laughs” as if the dog was a person that can laugh as human being, but in this sentence the characteristic of human being is given to the dog. Other example is, “The stars stare at me”. Stars do not have eyes to see with, as human does. But in this sentence the word is given to inanimate objects stars.

Metonymy

Metonymy is a figure of speech in which the name of something associated with an object is substituted for it:

“It is coming from the White House”

“He has just driven Alphard”

Simile

Simile is a kind of figurative speech generally comparing two essentially unlike things on the basis of a resemblance in one aspect. It is a figure in which a similarity between two objects directly expressed. Most simile are introduced by, as or like, or even by such a word as compare, liken, or resemble. For example:
“My love is the rose of my heart”

“They are beasts”

These devices identified one thing from another instead of using like or as.

It is sometimes called simply metaphor.

Metaphor

Metaphor is a kind of figurative speech in which an expression means or describes one thing or idea- using words usually used of something else with very similar qualities. It is implied comparison. The writer does not say that one object is like another, he say it another. All metaphor is a kind of transference, by which the meaning or appearance of one thing is imaginatively described to some other thing. For example:

“Son is the anchor of a mother’s life”. This sentence suggest that a son gives stability to a woman’s life just the way an anchor holds a sip in place so that woman without a son has nothing to hold her secure within the family.

“the Sunshine of her smile”. In this sentence sunshine is non- literally meant as very nice, something that makes someone happy. This meaning has similar quality to the literal meaning of sunshine, strong sun light, that indicate nice day.

2.2 Advertisements and Magazine

2.2.1. The Definition of Advertisements

Advertisements is a small part of the day life of business, governments and of the people who work in and with it endless excitement, fascination, and frustration. Sometimes, advertisements satisfaction gives us opportunity from
time to time, for a great deal of fun and even for making a massive contribution to the success of brand.

Advertising is so familiar to modern readers that it may seem odd to ask what an advertisement is. Goddard (1998:6) states, “Actually the root of the word ‘advertisements’ is the Latin verb ‘advertere’ meaning ‘to turn towards.’”

Actually, advertisements have been used by businessmen for long time in trade in order to assist them in getting their wares into the hand of consumers. Thus, advertising is the only one of several selling products such as goods, services, etc. It is also said as the keystone in the arch of sales. Nowadays, advertisements play a great role in business which can be the best way in getting the consumers attention. It is important to recognize that many advertisers use advertisements for many purposes with many different possible effects. No wonder if we can find a lot of advertisements of any products everywhere. There are so many companies spending much in advertising. They do it because the good advertisements can rise up the profit of their company.

While it is undoubtly true that adverts are texts that do their best to get attention, to make is turn toward them, we would not want to say that everything we pay attention to is an advert. Therefore, advertising can be viewed and as the bridge between the business and its potential customers. Generally, the purpose is to stimulate consumer’s interest and lead to the sale of the merchandise.

Samson (1967: 23) states, ‘the following elements are found in every good advertisement:
1. attention – getting headline
2. concise, readable body copy
3. effective illustrations
4. distinctive store logotype

Therefore, good advertisements can fulfill our needs that are interested to read, look, even to buy it. So we can conclude that an advertisement is a kind of communication using mass media to make people interested to buy the product as Wells, Burnet, and Moriarty (2000:6) states’, advertising is paid non personal communication from an identified sponsor using mass media to persuade or influence an audience.”

a. Functions of Advertisement

Although an advertisement is commercial promotion of branded products, it cannot be denied that its function is to persuade people in order to buy or to purchase the products. Well, Burnett, and Moriarty (2000:11) explain the functions of advertising; they are “To provide product and brand promotion, provide incentives to take action, and last provide reminders and reinforcement.”

Susanto (1989:197) stated,

“an advertisement is made to persuade people to consume product. But those advertisement should made properly and not exaggerate in order to make the message accepted but will not be disturbed by the people.”

Thus, it is clear that advertisements play an important role in giving the information about the product for the people. Advertisements are a media of
communication, so that the advertiser should create the people. Advertisements are a media of communication, so that the advertiser should create a communicative message in order to get what is needed by those advertisements. The advertisements should be made effectively.

**b. Purpose of advertisements**

Generally, there are some purposes of advertisements. There are:

- Give the right information to the audience about the product or service.
- Create and capture the audience’s attention about a product or service which is advertised.
- Build the consumer’s eagerness for having or buying those advertised products or services.

According to Samson (1967: 3) there are some more specific purposes of advertisement, which are:

- To tell people about the businessman, the firm and what is being sold.
- To build customers confidence, goodwill, and a good reputation for the business.
- To tell what the business’ merchandise will do for the customer, what it costs, and why the customer should buy from the business.
- To attract new customers and hold old ones.
- To increase sales and reduce expenses.
- To stabilize merchandising methods and prices.
2.2.2 Magazine

Magazine is a periodic paperback publication containing articles, fiction, photographs, etc. Magazines are such a popular and familiar form for nowadays that it may seems strange or even to ask what magazine is. Magazines are issued at regular intervals weekly, monthly, or quarterly.

Magazine is the richest and most diverse advertising media, terms of their sheer variety and scope. As this is true of newspaper and magazine do offer some special service to advertiser. Some of the magazine has specialist in merchandising in certain fields of retailing, such as food, drug, appliance, or department stores. A magazine’s front cover image and cover lines are persuasive selling tools. They motivate readers confronted with shelves of front covers competing for their attention – to buy the magazine rather than another.

We can see the classification of magazine and the function of magazine advertising. They will be described in surface only; in order to make it is easy to be understood.

a. The Classification of Magazine

The most classification of magazine includes general consumer magazine, women’s magazine, business news magazine, and farm magazine.

- General consumer magazine

These magazines are edited to appeal to the general consumer rather than to any special interest segment of the population. Generally, they do tend to be read by higher income consumers, who buy them either for entertainment or information. The editorial content of these magazine consist of fiction, articles,
pictures, an special features that are selected to appeal to the so called general reader for example : New York Times Magazine, Men’s Health, People etc.

- Women’s magazine

Women’s magazine gives information about women’s fashion, woman’s service, romance, society, dressmaking and needlework classier. The women’s service magazine is an important source of fiction and information about family and personal problems as well as fashion news, with most of the editorial material featuring information about the family, home, and house keeping. For example, Cosmopolitan, Good House Keeping, Women’s Day, Her World etc.

- Business and News

These magazines usually have small circulation, and their advertising rates per page are lower. For example: Newsweek, Business week, etc.

- Farm magazine

These magazines are edited for the farm market or specific segments of that market. For example: farm Journal Progressive Farmer, Successful Farming, etc.

b. The Function of Magazine Advertising

Generally, the only function of purpose of advertising is to sell things, product, service, or an idea. The real goal of advertising is effective communication between to company and consumers. The function of magazine advertising, are:

- Introduce a new product
- Selling of the product
- Magazine will provide help to the advertiser
- To help coordinate the selling programs
- Enter a new geographic market or attack a new group customers
- Give the right information to the audience about a product or service.
- Build the consumer’s eagerness for having or buying those advertised products or services.
- Reach the people inaccessible to the sales force
- Counter act prejudice or substitution
- Create and capture the audience’s attention about product or service which is advertised.

2.2.3 The Relation of Advertisements and Magazine

Advertisement is closely related to magazine. Because magazine is one of the media of advertising. Magazine is well known as one of the media to advertise products in printed media. Although it costs much money and is more expensive than newspaper, but it’s cheaper than broadcasting media. Magazine is a famous stylish magazine printed. Most the contents in the magazine explain about the new styles fashion, automotive, jewelry and so on which is expected to raise the prestige of the product which is advertised.

Furthermore, magazine is considered as the most favorite media. Many companies spend their money to promote their products through magazine. They make the advertisements to attract reader to buy their products. There are some ways that some companies do to attract the reader and stimulate the people to
read, see, and act upon them. For example, the advertising designs, the using of sentences, the size of advertisements, colour of picture, etc.

So we can see that magazine is apart of advertising that can not be separated. If we are talking about the advertising activities, we will talk about the media automatically. We will find the magazines advertisements in print media.