CHAPTER I

INTRODUCTION

1.1 The Background of Study

Language plays an important role in human life. It is said so because language serves many functions. Some of them are to give information, to deliver message(s), to express feeling, to persuade people to do something or to believe us, to entertain others, to share opinion of the world and to share one's thought. Considering those various functions of language mentioned above, in a simple way it can be concluded that language functions as a tool of communication. According to Clark & Clark (1977:25), the fundamental function of language is means communication. According to Hornby (2000:225), communication itself is the activity or process of expressing ideas and feelings or giving information. Giving information involves transferring knowledge, facts or news by the speakers as the doers to the listeners as the receivers.

When human being interacts in community, they perform interpersonal function of language. Interpersonal function is realized by MOOD and MODALITY. MOOD shows what role the speaker selects in the speech situation and what role he assigns to the addressee. If the speaker selects the imperative mood, he assumes the role of one giving commands and puts the addressee in the role of one expected to obey orders. MODALITY specifies if the speaker is expressing his judgment or making a prediction. (Halliday, 1985).

The interpersonal function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar. At the level of semantics, human being performs two roles namely Giving and Demanding. The commodity exchange may be either information or Goods & Services. When the roles and commodities are cross classified, four specific activities or speech functions are derived. Based on Halliday (1994:30) states that speech functions are realized in four types, namely: statement, question, offer and command. Thompson (2003:12) emphasizes the important point that use of language lies at the very heart of social life. In general, it is noted that
communication and language are important components of social life; expressing thought and feeling, conveying ideas, making request giving command, and so on.

The previous statement shows that in communicating with others, one can express what s/he knows and s/he feels and also gives information to other people. Basically, communication takes two forms, namely spoken and written communication. At present, due to the sophisticated advance of technology, spoken and written communications are often combined in transferring information.

Many things can be communicated through mass media. Advertising is the promotion of goods, services, companies, and ideas, usually performed by an identified sponsor. Marketers see advertising as part of an overall promotion strategy. (http://www.wikipedia.org/). In the advertisement, the interaction is between the copywriters to the viewers as the receivers. From this perspective, advertising exist “to help to sell things” (White, 2000:5), which is limited to giving utilitarian information about the product with the objective of informing the consumer about the necessity and the importance of the commodity advertised.

Today, as the technology become increasing, advertisement also increased in number and in modernity. But sometimes, the viewer of the advertisement doesn’t realize there something that the advertiser wants to tell to the viewer. For example in cigarette advertisement that show adventurer, the viewer only enjoy the picture shown without aware about the message in it. It is the same with cosmetic advertisement aimed to male and female. The viewers doesn’t realize that the language used is differs in the way of expressing it both advertisement to male or to female viewer. It can be seen from the diction (choice of word). However, many people do not realize this difference. Thus, the writer is interested in observing the advertisement aimed to male and female.
1.2 The Problems of the Study

Through the background of the study, the problems are listed below:

1. What kinds of speech functions are linguistically coded in male and female language in cosmetic advertisement?

2. What is the dominant type of speech functions used in cosmetic advertisement aimed to male and female?

3. How are the different types of speech functions uttered the ways they are in male and female language in cosmetic advertisement?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study are:

1. To describe how the speech functions in male and female language in cosmetic’s advertisement.

2. To investigate the dominant types of speech functions used in male and female language in cosmetic’s advertisement.

3. To describe what the different types of speech functions are uttered the ways they are in male and female language in cosmetic’s advertisement.

1.4 The Scope of the Study

This study deals with the interpersonal functions of language in which it is used in advertisement that is specialized for male or female audiences. When human being interact with people in social life, they perform interpersonal function of language. The interpersonal functions are realized at two levels of semantics and lexicogrammar which is termed mood. At the levels of semantics, human being performs two roles that is
Giving and Demanding. The commodity exchange may be either information or Goods & Services. When the roles commodities are cross classified, four primary specific activities or speech functions are derived. The researcher focuses the study in evaluating the four primary speech functions that is statement, question, command, and offer. Here the writer focused the study in male and females cosmetic advertisement in mass media and limiting in hair and facial wash advertisement for male and female that advertised on mass media.

1.5 The Significance of the Study

It is expected that findings of the study will be useful and relevant theoretically and practically. The result of this study are relevant to the needs of the students who want to understand more about speech function, to enable and enrich their knowledge to communicate better than before. For teachers, it can provide some input in teaching speech functions. For readers, the findings of this research can be used as a guide to understand the language and gender in advertisement. In addition, this study might be significant as and additional reference for the copywriters to help them in making good advertisement. Particularly, the findings are also expected to assist those who are really interested in advertising including the English Department students to comprehend and become more skillful in composing a writing specifically in advertisement for the advertising world, in fact, can not be separated from writing activities.