Chapter II

Review of Related Literature

2.1 Review of Studies

Language of advertisement is different from most of the other language that use in our everyday life. Advertisement needs special expression to make it meaningful and share interesting messages. Based on Goshgarian (1977:225) the differences between advertisement language expression and other types of language expression; over the year the texture of advertising language has frequently change. Style and creative concept come and go. But there are at least four distinct characteristics that make it different from other languages: a). the language of advertising is edited and purposeful when most other language transactions are “elliptical”, b). the language of advertisement is rich and arresting. c). the language of advertising involves us; in effect, we complete advertising message. d). the language of advertising holds no secret from us, it is a simple language.

Link to the information above, it maybe added further:

a) Advertising language can’t afford to be so desultory. It does have specific purpose, that is, to sell us something. In other words, advertising messages have a clear purpose, they are intended to build and attract a specific response

b) The language of advertising is beautiful and interesting. It intends to attract and hold our attention to know about the product and further buy it.

c) The language is carefully engineered. It uses various devices to get our attention. It means that we could participate in it.

d) The language of advertising is simple. The difficult words are edited out and replace by simple words in order to avoid misinterpretation but sometimes they are complicated.

Advertisements have a great deal of influences over what people do and buy. For example, one of famous milk product in Indonesia “Anlene”. In the advertisement, the
actress, Indi Barens suggests the viewer to drink and walk one thousand steps everyday to get the strong bone. This advertisement influences the viewer to buy and do it.

For successful communication to take place, the audiences must be taken into consideration in the advertising process because “what is appropriate for one audience may be unsuitable for another” (Sheehan, 2004:85). Each advertisement has its own target audiences. There are two genders of the audiences, they are male and female. For example, the most famous antiperspirant deodorant product in television is Rexona. This product is produced for two different target audiences, ‘Rexona for Men’ for male and ‘Rexona for Women’ for female. The other product is ‘Biore for Men’ for male and ‘Biore’ for female. Male and female speak and think differently that’s the reason why the copy writers use different language style to deliver their products. Thus, it must have a certain style to differentiate one advertisement from the others.

Rosaldo (1974) states, based on traditional scenario, females stay at home and take of children, while males works outside to build political and economic ties that control resources. Other theorists highlight this gender difference. Girls learn the traditional model of a feminine role from a mother who stays at home, while boys learn to be masculine and are forced to go into public, where they learn to create an identity and win status (Chodorow, 1974). Even though we have come a long way during the last century when it comes to equality between the sexes, we are still far from the goal.

People’s different roles are not only available in our everyday lives, but are also studied and analyzed on linguistics fields; to understand how differences between male and female are reflected in language use; advertising is still considered as an excellent example of the repetitive production of gender and sexuality. And in spite of the ruling gender constraints and conformity, advertising also gives space for acting out different ways of doing gender (Rossi, 2000:2).

Media has become one of the influential sources of information in our modern society. An important field within the media sector is advertising, as we are affected by it in so many different environments. In order to discover possible differences between two different target groups in using speech function, the writer will investigate the
speech function that used in advertisement for male’s and female’s product. Is there any
different evident? Can we see a pattern among the advertisements within each target
group? What is the dominant type of speech function used in slogans of advertisement
for male’s and female’s product?

Halliday (1985:11) has sought to create an approach to linguistic that
treats language as foundational for the building of human experience. The insights and
publication from an approach is called Systemic Functional Linguistics (SFL).

Systemic Functional Linguistic is an approach to linguistics proposed by
Halliday (1985:57) which sees language in a social context, in order one can begin to
analyze and explain how meanings are made in everyday linguistics interactions. This
approach is based on the theory of grammar which considers language as a resource
used for communication and not as a set of rules. Systemic Functional Linguistics begins
analyzing with social context of context of situation, through a systemic relationship
between the social environments on the one hand and the functional organization of
language on the other hand (Halliday, 1985:96). This Systemic Functional Linguistics
explores both how language of the people in different context and how language
structured for use as a semiotic system. Language as a social semiotic means that how
people use language with each other in accomplishing everyday social life.

According to Halliday (1994:64), the ways human beings use languages are
divided into three broad categories, called metafunctions: the ideational, the
interpersonal, and the textual.

As social beings, human kinds can not live alone, isolate; they need to interact
with others in order to fulfill their needs in exchange of experience. The use of language
to interact performs interpersonal function. The interpersonal function is about the social
world, especially the relationship between speaker and hearer, and is used to enable the
participation to participle in communicative acts with other people, to take on rules and
to express and understand feelings, attitudes, and judgments.
As emphasized before, interpersonal function is needed because human beings can not live alone and provide their needs by themselves. It is due to some reasons; first human being is a social product or socially produced and can not live isolated. Second, human being can not fulfill his/her own needs by his/herself. Third, only human beings are born with the competence to transmit and store information. Those reasons are extremely needed as the consideration of human beings existence as the social product who needs to fulfill their needs (Saragih, 2006:9).

The fact that interaction has a purpose for saying things to other people is an inherent part of language use. It means that there must be aspect of the grammar which can be identified as enabling us to interact through language. The grammar of the clause must be attributable to its role in the exchange of meanings between interactions. Here the principal grammatical system is that of Mood.

The interpersonal function embodies all uses of language to express social and personal relations. This include the various ways that speaker enters a speech situation and performs a speech act. According to Halliday (1985-1994), the most fundamental types of speech role, which lie behind all the more specific types that we many eventually be able to recognize, are just two: (1) giving, and (2) demanding. Either the speaker is giving something to the listener, or he is demanding something from him. Even these elementary categories already involve complex notions: giving “means inviting to receive”, and demanding “means inviting to give”. The speaker is not only doing something himself; he is also requiring something of the listener. Typically, therefore, an “act” of speaking is something that might more appropriately be called an “interact”: it is an exchange, in which giving implies receiving and demanding implies giving in response.

Cross classified this basic distinction between giving and demanding relates to the nature of the commodity being exchanged; this may be either (a) goods-&-services, or (b) information. For example, if speaker say something to listener with the aim of getting the listener to do something, such as “Get out of my room!”, or to give some object, as in “Pass the noodles!.” What is being demanded is an object or an action, and
language is brought in to help the process along. This is an exchange of good-&-service. But if speaker say something to other with the aim of getting to tell something, as in “Is it jellyfish?” or “When did you last see the lecture?”, what is being demanded is information: language is the end as well as the means, and the only answer expected is the verbal one. This is an exchange of information.

The two variables, when they are placed side by side, define the four primary speech functions of OFFER, COMMAND, STATEMENT, and QUESTION, as shown in the table 2.1 below.

### Table 2.1

**Speech Function**

<table>
<thead>
<tr>
<th>ROLES</th>
<th>INFORMATION</th>
<th>COMMODOITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIVES</td>
<td>STATEMENT</td>
<td>GOODS &amp; SERVICES</td>
</tr>
<tr>
<td>DEMANDING</td>
<td>QUESTION</td>
<td>COMMAND</td>
</tr>
</tbody>
</table>

Source: (Halliday, 1985:69)

Based on the table above, the four speech function can be drawn as follows:

(a) [Gives + Information] = Statement
Add: Giving information = Giving statement

(b) [Demanding + Information] = Question
Add: Demanding information = Asking question

(c) [Gives + Goods&Services] = Offer
Add: Giving goods = Offering
Add: Giving services = Offering
2.1.1 Speech Function

Halliday (1994:30) states that speech functions are action or performance done by language users such as: asking, commanding, and answering in order to fulfill the intention of the speakers and listeners. Speech function is used as the medium exchange of their experiences. It is more oriented to functional interpretation, specifically systemic functional linguistics (SFL). It means that all the utterances involved the four types in speech functions (statement, question, offer, and command).

2.1.2 Types of Speech Function

There are four types of speech functions used in a communication, they are statement, offer, command, and question. All of them are realized by mood to perform two roles, namely Giving and Demanding, while two exchanges may be either Information or Goods & Services.

Based on systematic linguistic theories developed by Halliday (1994:58), the four speech functions are summarized as follows:

(1) giving + information = statement
(2) demanding + information = question
(3) giving + goods&services = offer
(4) demanding + goods&services = command
From the statement above, we can see the types of speech functions which are used by the researcher in this research. The researcher will divide the sentences into the four speech function; they are statement, offer, question, and command.

The four speech functions are initiated by the speaker or the addresser. In other words, a speech function by an addresser is responded by the addressee. Martin (1992:56) states that when the initiation and response as orientation of both the interlocutors, other four speech function are derived. The derivation of speech function is shown in table below.

Table 2.2 The Derivation of Speech Function

<table>
<thead>
<tr>
<th>Initiation</th>
<th>Expected Response</th>
<th>Discretionary alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give/Goods &amp; Services</td>
<td>Offer</td>
<td>Acceptance</td>
</tr>
<tr>
<td>Demand/Goods &amp; services</td>
<td>Command</td>
<td>Undertaking</td>
</tr>
<tr>
<td>Give/Information</td>
<td>Statement</td>
<td>Acknowledgement</td>
</tr>
<tr>
<td>Demand/Information</td>
<td>Question</td>
<td>Answer</td>
</tr>
</tbody>
</table>

Source: (Halliday, 1985:69)

Based on the figure above, eight speech function are systemically derived as follows:

1. give/information/initiating = statement (S)  
   [we are going to party.]
2. give/information/responding = acknowledge statement (AS)  
   [Ok, I will join]
3. demand/information/initiating = question (Q)  
   [did you come to the party yesterday?]
4. demand/information/responding = response statement to question (RSQ)  
   [yes I did]
5. give/goods&service/initiating = offer (O)  
   [Let us get some drink]
6. give/goods&service/responding = acknowledge offer (AO)  
   [Ok]
7. demand/goods&service/initiating = command (C)  
   [Close the door!]
8. demand/goods&service/responding = response offer to command (ROC)  
   [Ok, I will close it]

Source: (Amrin Saragih, 2009 : 18)

In advertisement, the synthesis of speech function theoretically is a tool of communication used by the copywriters to the viewers as the receivers. All slogan they used have its own functions. While communicating, the copywriters express their thoughts by speech to direct, to inform, to instruct, to suggest, and to persuade the viewers.
Figure 2.1 System Network of Speech Function (J.R Martin, 1992:35)

Source: (J.R Martin, 1992:35)
2.1.2.1 Statement in Male Advertisement Language

The system network above, indicated how the four types of speech functions of statement are developed from the basic speech function. The list of Statements in speech function is summarized in table 2.3 below.

Table 2.3

List of Statements in Male Advertisements Language

(Source: J.R Martin, 1992:35)

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Clarification</td>
</tr>
<tr>
<td>2.</td>
<td>Promise</td>
</tr>
<tr>
<td>3.</td>
<td>Information</td>
</tr>
<tr>
<td>4.</td>
<td>Ridicule</td>
</tr>
<tr>
<td>5.</td>
<td>Agreement</td>
</tr>
<tr>
<td>6.</td>
<td>Achievement</td>
</tr>
<tr>
<td>7.</td>
<td>Exclamation</td>
</tr>
<tr>
<td>8.</td>
<td>Complain</td>
</tr>
<tr>
<td>9.</td>
<td>Reason</td>
</tr>
<tr>
<td>10.</td>
<td>Aim</td>
</tr>
</tbody>
</table>

It is described as the following:
1. Clarification is the action of making a statement or situation less confused and more comprehensible. Clarification statement indicates certainty and usually marked by word sure, absolutely, of course, definitely.
Example: 1. Of course I will arrive at seven, don’t worry man.
2. The cost of that tour guide absolutely make him as the cheapest.

2. Promise a declaration or assurance that one will do something or that a particular thing will happen. Usually in the sentences there are words like promise, will, swear.
Example: 1. I promise I will attend your wedding party.
2. She swears that she doesn’t do anything according to the fire.

3. Information is a collection of factual knowledge about something, in this case is all the information that related to the product advertised.
Example: 1. Watermelon is contained with 90% of water.

4. Ridicule is the making of unkind jokes as a way of showing one's scorn for someone or something. In this case is the copywriter try to mock the person who does not use the product.
Example: 1. You look like a boxing tug with that fat on your belly.

5. Agreement is the situation in which people have the same opinion, or in which they approve of or accept something. Usually marked by words like yes, agree, okay.
Example: 1. I agree with your opinion about the price.
2. Yes, everybody seems love the show.

6. Achievement is the act of achieving or performing; an obtaining by exertion; successful performance; accomplishment; as, the achievement of using a product.
Example: 1. Your skin getting brighter after using this soap in two weeks
7. Exclamation is an utterance made with strong emotion to market a product, usually ended by exclamation mark (!). Some words that show exclamation: wow, awesome, amazing, bravo, fantastic, magnificent, unbelievable. Sometimes exclamation utterance started with question words what and how.
Example: 1. What a beautiful lady.
2. Unbelievable, you shot the deer right in the heart!

8. Complaint is a reason for not being satisfied; a statement that somebody makes saying that they are not satisfied. Usually in the sentence contain words like unfortunately, disappointed.
Example: 1. I’m very disappointed by the failure of your product.

9. Reason is a cause or explanations for something that has happened or that somebody has done, in this case, the copywriter use an utterance that showing the reason why the viewer must try or use that product. Usually a reason statement has conjunction because, as, since
Example: 1. As she wanted to practice her spoken English, Carrie took part in the ELC’s Big Mouth Corner.
2. Mark joined the English Drama Club because he wanted to improve his intonation.

10. Aim is the purpose of doing something; what somebody is trying to achieve. The copywriter use an utterance conveyed to attempt or intend to reach a certain goal of a product if it is used by the viewers. The characteristic of aim statement is usually use in order to, so, to, for the purpose of.
Example: 1. Sally print her work so she could join the class.
2. The company conducted a detailed survey in order to advertise their product.

2.1.2.2 Statements in Female Advertisement Language
The languages in female advertisements are developed in a system network in figure 4.1. The system network indicated how the speech functions are developed from the basic speech function of Statement, Question, Offer, and Command. The Statements are summarized in table 2.4.

<table>
<thead>
<tr>
<th>No.</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Suggestion</td>
</tr>
<tr>
<td>2.</td>
<td>Promise</td>
</tr>
<tr>
<td>3.</td>
<td>Information</td>
</tr>
<tr>
<td>4.</td>
<td>Agreement</td>
</tr>
<tr>
<td>5.</td>
<td>Achievement</td>
</tr>
<tr>
<td>6.</td>
<td>Complaint</td>
</tr>
<tr>
<td>7.</td>
<td>Reason</td>
</tr>
<tr>
<td>8.</td>
<td>Aim</td>
</tr>
</tbody>
</table>

It is described as the following:

1. Suggestion is an idea or a plan that you mention for somebody else to think about or do something. In the advertisement suggestion is an utterance that used by the copywriter to support a statement in promoting a product. Usually suggestion contain phrase like You’d better…; I suggest that you…; You really should….; How a about…; In my opinion…; I recommend that…;

Example: 1. You’d better change your facial wash product name.

       2. I suggest you to see the doctor immediately.
2. Promise a declaration or assurance that one will do something or that a particular thing will happen. Usually in the sentences there are words like promise, will, swear.
   Example: 1. I promise I will attend your wedding party.
           2. She swears that she doesn’t do anything according to the fire.

3. Information is a collection of factual knowledge about something, in this case is all the information that related to the product advertised.
   Example: 1. Watermelon is contained with 90% of water.

4. Agreement is the situation in which people have the same opinion, or in which they approve of or accept something. Usually marked by words like yes, okay.
   Example: 1. I agree with your opinion about the price.
           2. Yes, everybody seems love the show.

5. Achievement is the act of achieving or performing; an obtaining by exertion; successful performance; accomplishment; as, the achievement of using a product.
   Example: 1. Your skin getting brighter after using this soap in two weeks

6. Complaint is a reason for not being satisfied; a statement that somebody makes saying that they are not satisfied. Usually in the statement found words like disappointment, unfortunately.
   Example: 1. I’m very disappointed by the failure of your product.

7. Reason is a cause or an explanation for something that has happened or that somebody has done, in this case, the copywriter use an utterance that showing the reason why the viewer must try or use that product. Usually reason statement has conjunction because, since, as.
   Example: 1. As she wanted to practice her spoken English, Carrie took part in the ELC’s Big Mouth Corner.
2. Mark joined the English Drama Club because he wanted to improve his intonation.

8. Hope is an utterance to want something to happen or to be true, and usually have a good reason to think that it might. Usually marked with words like hope, wish, hopefully.
   Example: 1. Hopefully, she’ll bring it with him.
   2. I hope to see him soon.

2.1.3 Speech Functions in Mood

Speech functional is a semantic aspect of meaning which is realized by mood at the level of lexico-grammar (Martin 1992:36). MOODS shows what role the speaker choose in the speech situation and what role that the speaker assign to the hearer. In Moods, speech function should be coded by these three moods, they are (1) declarative, (2) interrogative, and (3) imperative. All of these are the representation of human beings utterances in communicating.

The four speech function find their realization in mood which is an aspect on interpersonal function at the level of lexicogrammar (Halliday 1993:103). The representation of speech function ‘statement’ is realized by ‘declarative’, ‘question’ realized by ‘interrogative’, ‘command’ is realized by ‘imperative’. However, speech function of offer does not have representation of mood rather it is potentially code by any of the other four speech function.

From the theory above, it will helping the researcher to answering the problem of the study. It will be describing speech functions realized in moods in male and female language is advertisement.
2.1.3.1 Types of Mood

![Diagram of Mood Types](image)

**Figure 2.2** Types of Mood

Source: (Gerrot, 1994:38)

Figure 2.2 illustrates that types of Mood are divided into two parts, namely indicative and imperative. Indicative Mood is realized by the feature Subject + finite. The order of the Subject and Finite realizes declarative and interrogative.

2.1.3.1.1 Declarative

Declarative clauses can be identified as clauses in which the structural element of Subject occurs before the Finite element of the clause. For example, all the following clauses are declarative with the subject underlined, and the Finite element shown in *italics*:

- *He* plays the double-bass

- *One of them* is actually good

- *If* they *can* administer fish, *they can* administer bloody school kids.

For further explanation, see figure 2.3

<table>
<thead>
<tr>
<th>I</th>
<th>Did</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject</td>
<td>Finite</td>
</tr>
</tbody>
</table>
2.1.3.1.2 Polar Interrogative

Polar interrogative, also known as Yes-No interrogative, can be identified as a clause where the Finite element occurs before the Subject.

Here are some examples of polar interrogative:

- Did she see the photos in the room?
- Is there a men’s store and a woman’s store?

For further explanation, see figure 2.4

<table>
<thead>
<tr>
<th>Did</th>
<th>Subject</th>
<th>Predicator</th>
<th>Complement</th>
<th>in the backyard?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finite</td>
<td>Mood</td>
<td>Residue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 2.4 Polar Interrogative

Source: (Gerrot, 1994:39)

2.1.3.1.3 Tagged Declarative

This clause type falls midway between the declarative and polar interrogative. Structurally, it has the sequence of a declarative, with the Subject occurring before the Finite element. However, unlike the simple declarative, the tagged declarative has what is called a “Mood Tag” added to it.
The following are the examples of tagged declarative: (Subject underlined; Finite in *italics*, Mood Tag in **bold**)

- **You** know a lot of funny people, **don’t you** Brad?

- **The duke** has given my aunt that teapot, **hasn’t he**?

- **He** can speak in French fluently, **can’t he**?

- I’ve told you about points, **haven’t I**?

For further information, see figure 2.5

<table>
<thead>
<tr>
<th>Come</th>
<th>into my parlor</th>
<th>will</th>
<th>You</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predicator</td>
<td>Adjunct</td>
<td>Finite</td>
<td>Subject</td>
</tr>
<tr>
<td></td>
<td>Residue</td>
<td></td>
<td>Mood Tag</td>
</tr>
</tbody>
</table>

**Figure 2.5** Tagged Declarative

Source: (Gerrot, 1994:39)

Those examples above show that when the Finite is picked up in the tag, it often has its polarity reversed. The effect of the Mood Tag is to turn a declarative into a kind of polar interrogative. The Mood tag consists of Finite element: if the finite was merged with the predicator in the main clause, then it is separated out (i.e. an auxiliary verb is used) in the Mood Tag and Subject of the main clause, expressed in pronoun form.

**2.1.3.1.4 WH-interrogative**

WH-interrogative consists of a WH-question word, e.g. *who, what, which, when, where, why, how, in what way, for what reason,* etc. the purpose of the wh-word is to probe for a missing element of clause structure. For example, *when*, probes for a Circumstantial Adjunct; *who* probes for the subject; and *what* probes for either the subject or the complement of a clause. Wh-interrogatives set up an expectation that the
answering clause will fill out (give content to) the missing element of clause structure. The following examples are all wh-interrogatives (wh-word in *italics*, subject *underlined*):

- *And when* are *you* going to do your general studies?

- *And what* are *your* general studies?

- *Where* do *you* live?

- *How* much does *it* cost?

- *Who* says *they* know anything about fish?

Figure below will shows an example about WH-interrogative

<table>
<thead>
<tr>
<th>What</th>
<th>is</th>
<th>that thing?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject/Wh</td>
<td>Finite</td>
<td>complement</td>
</tr>
<tr>
<td>Mood</td>
<td>Residue</td>
<td></td>
</tr>
</tbody>
</table>

*Figure 2.6 WH-Interrogative*

Source: (Gerrot, 1994:40)

### 2.1.3.1.5 Exclamative

An exclamative clause is not merely a word or clause produced with an emphatic or surprised intonation. Exclamative clause has a specific structure, exemplified by the following exclamative clauses:

- *What an idiot* Descartes was!

- *How amazingly* he plays the double-bass!

As these examples show, exclamative clauses involve a WH-word combining with one of the clause elements of either complement or adjunct. The order of the
constituents is: first the WH-element, followed by the Subject, and then the Finite, predicator, and other constituents. For example, with *What an idiot Descartes was!*, the WH-word *what* becomes part of the complement *an idiot*, followed by the Subject element *Descartes* and then the Finite was. Because this is the verb *to be*, there is no predicator involved. Figure 2.7 presents an example of exclamative.

<table>
<thead>
<tr>
<th>What big eyes</th>
<th>You</th>
<th>have!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complement/WH</td>
<td>Subject</td>
<td>Finite</td>
</tr>
<tr>
<td>Residue</td>
<td>Mood</td>
<td></td>
</tr>
</tbody>
</table>

**Figure 2.7 Exclamative**

Source: (Gerrot, 1994:41)

### 2.1.3.1.6 Imperative

An imperative typically does not contain the elements of Subject or Finite but consists of only a predicator, plus any of the non-core participants of the complement and adjunct. The following are examples of imperatives (the predicator is shown in *italics*:)

- *Go* and *work* for the soil
- *Look* at that man coming up the hill
- *Put* it there

The omission of the Subject in an imperative occurs because all imperatives are implicitly addressed to the addressee, i.e. there is a implicit “you” acting as subject for all imperatives. However in one type of imperative, known as inclusive imperative, the subject is made explicit, since it includes both addressee and speaker.

### 2.2 Advertisement
Advertisement becomes a great phenomenon in this era regarding their roles as tools in sharing information of what they are advertised. Hornby (2000:17) defines advertisement as notice, picture or filming telling people about the products, job or services. 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.

Besides, according to Nicosia (1974, Apud Sheehan, 2004:2-3), to advertise means “to give notice, to notify or to make known”. He goes on suggest that a successful advertisement should include ‘information’, ‘reasoning’, and ‘emphasis’. He means that advertisers should not only inform their audiences about their product, but also stimulate ideas among them as well as developing their curiosity and interest through creating new meanings from the advertised commodity.

As a result, to advertise in to inform the consumer about the product as we as persuading them to buy the product, which will achieved only through creating a meaning or value of it. Through images, verbal language or symbols, consumers come to identify themselves with the merits and significance of the advertised product in their everyday life. In other words, advertising is about information and also ‘appearance’; “advertising is not just about the object appearance but about personal appearances: how we look at others, how we think of ourselves” (Barthel 1988:1).

Advertisement motivates people by appealing their problem, problems and goals by offering a means of solving their problem, satisfying their desires and achieving their goals. To the individual consumers, a product is not so much a physical object as a bundle of satisfaction. Automobiles provide transportation, but also status and social and job mobility. Clothing is worn to impress others, to make statement about wearer and keep warm. The life-giving spark of an advertisement is its promise of the special significant benefit the product will provide a promise the product must be able to fulfill. That special significant benefit becomes the appeal of an advertisement. An appeal is a statement designed to motivate a person to action and is often stated in the advertisement’s headline or slogan. (http://www.blurtit.com/q249327.html)
In addition, Gein (1982:191) states that the advertisement is a product promotion. The advertisement has some text, which provides information about the product, and more important provides anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the reader’s (viewers) attention, as well as short phrases that can act as a kind of slogan, and finally the name of the company and/or the name of the product.

2.2.1 Function of Advertisement

Event thought each advertisement or campaign tries to accomplish goals to its sponsor, advertising perform three basic functions.

1. Provide product and brand information. Although many advertisements are devoid of information, providing consumers with relevant information will aid, decision making is still the main function of advertising. The information given depends on the needed information might simply include price and outlet location.

2. Provides incentives to take action. In most instances, consumers are reluctant to change established behavior. Even they are somewhat dissatisfied with the current product is deemed difficult. Advertisement provides the consumers with the reason to switch brand by presenting reason through copy or graphics. Convenience, high quality, low price, warranties, or a celebrity endorsers are all possible.

3. Provides reminders and reinforcement. It is amazing how much advertisement is directed at current customers. Consumers forgot why they bought a particular product brand. Advertisement must remind the customer constantly about the name of the brand, its benefit, its value and so on. These same messages help reinforce the consumer decision. Most TV advertisement seems to provide this function. (http://www.blurtit.com/q249327.html)

2.2.2 Cosmetics Advertisement
Cosmetics are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources, many being synthetic.

In the U.S., the Food and Drug Administration (FDA), which regulates cosmetics, defines cosmetics as intended to be applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance without affecting the body's structure or functions. (http://en.wikipedia.org/wiki/Cosmetics)

So cosmetic advertisement is the action of calling something relating to, or making for beauty especially of the complexion of beautifying.

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial make up, facial wash, towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, shampoo, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products. (http://en.wikipedia.org/wiki/Cosmetics).

A cleanser is a product used to cleanse something, such as a detergent or industrial cleaning agent. A facial care product is used to remove make-up, dead skin cells, oil, dirt, and other types of pollutants from the skin of the face. This helps to unclog pores and prevent skin conditions such as acne. Shampoo is a hair care product used for the removal of oils, dirt, skin particles, dandruff, environmental pollutants and other contaminant particles that gradually build up in hair. The goal is to remove the unwanted build-up without stripping out so much sebum as to make hair unmanageable.

2.3 Gender in Language

Gender is defined as “one of the primary categories that people use to understand and think about their social world” (Bruner, 1957 in Cross & Markus, 1993:58). In other words, whenever one meet a person, the first thing that comes to one’s mind is whether the person is male or female, and accordingly, the person interprets in terms of gender. For instance, one may prefer men to occupy high and authoritative positions, and relate women to lower and subordinate roles or activities. Consequently, people are socialized
according to the gender knowledge which influences our thinking and perception about the other, “thinking of others in terms of gender is almost inescapable” (Cross & Markus, 1993: 60).

As stated above, the differences between the sexes can be noticed at the level of social, cultural, religious, economic, and political spheres, and also at the level of language. Concerning language, males and females may adopt different characteristic when speaking to each other.

2.3.1 Characteristic of Male and Female Language

According to Lakoff and Spender (1975), women’s speech is characterized “as more hesitant, less fluent, less logical, less assertive than men’s speech. Women, in their view, are more silent, interrupt less frequently than men, use tag questions and modal verbs more than men, use cooperative strategies in conversations rather than competitive ones, and so on” (in Mills, 1995: 45). Therefore, men and women’s choices of conversation content, language use or speech style are not different only because of their different sexes, but also because of their socio-cultural background setting, social status, power and authority are other factors that determine the degree of differences.

According to Keith and Shuttleworth (1997:222), suggest that:

1. women – talk more than men, talk too much, are more polite, are indecisive/hesitant, complain and nag, ask more question, support each other, are more cooperative.

2. men – swear more, don’t talk about emotions, talk about sport more, talk about women and machines in the same way, insult each other frequently, are competitive in conversation, dominate conversation, speak with more authority, give more commands, interrupt more.
Robin Lakoff, in 1975, published book entitled Language and Woman’s Place. In a related article, Woman’s Language, she published a set of basic assumption about what marks out the language of women. Among these are claims that women:

- **Hedge**: using phrases like “sort of”, “kind of”, “it seems like”, and so on.

- **Use (super)polite forms**: “would you mind…”, “I’d appreciate it if…”, “…if you don’t mind”.

- **Use tag question**: “you are going to the concert, aren’t you?”

- **Speak in italics**: intonation emphasis equal to underlining words – so very, quite.

- **Use empty adjectives**: divine, lonely, adorable, and so on.

- **Use hypercorrect grammar and pronunciation**: English prestige grammar and clear pronunciation.

- **Use direct quotation**: man paraphrase more often.

- **Have a special lexicon**: women use more words for things like colors, men for sports.

- **Use question intonation in declarative statements**: women make declarative statements into question by raising the pitch of their voice at the end of a statement, expressing uncertainty. For example, “What school do you attend? University of Sumatera Utara?”

- **Use “wh-“ imperatives**: such as, “Why don’t you open the door?”

- **Speak less frequently**

- **Over use qualifiers**: for example “I think that…”

- **Apologize more**: such as, “I’m sorry, but I think that…”

- **Use modal constructions**: such as can, would, should, ought.
• Avoid coarse language or expletives

• Use indirect commands and request: for example, “My, isn’t it cold in here?” – a request to turn on the heater.

• Use more intensifiers: especially so and very (for instance, “I am so glad you are here!”)

• Lack a sense of humor: women do not tell jokes well and often don’t understand the punch line of jokes.

In conclusion of the difference between male and female language can be concluded in the table 2.3.

**Table 2.5 Male and Female Language Differentiation**

<table>
<thead>
<tr>
<th>Female Language</th>
<th>Male Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talk more</td>
<td>Talk less</td>
</tr>
<tr>
<td>More polite</td>
<td>Less polite; interrupt more</td>
</tr>
<tr>
<td>Ask more question</td>
<td>Give more command</td>
</tr>
<tr>
<td>Support each other</td>
<td>Competitive in conversation</td>
</tr>
<tr>
<td>More co-operative</td>
<td>More authority</td>
</tr>
</tbody>
</table>

Source: (Holmes, 1992:153)

**2.3.2 The Differences between Male and Female Language**

It is believed that men and women use language differently; men are the norm and the women are defined in relation to them, which is obviously reflected in their
speech. The differences in males and females are attributed to power differences, with men using language to assert dominance and women using it confirm their sub ordinance.

Although male and female language pattern have grown increasingly similar over time, some differences still persist. (http://www.ehow.com/info_7979389_differences-between-male-female-language.html)

2.3.2.1 Male and Female Language in The Past

In past decades, there existed very clear-cut differences in the way men and women spoke. Women were significantly more likely to use linguistic techniques known as hedging devices that can serve a number of purposes. They can express that a speaker is unsure or uncommitted to what she is saying, indicate an unwillingness to give one’s speaking turn or work to soften an utterances so as to not hurt the recipient’s feeling. Hedging devices include fall-rise intonation patterns: phrases such as “I think,” “I assume..” and “sort of”; adverbials such as “maybe”, “probably” and “generally”; the modal verbs “may”, “might”, “would” and “could”; and tag question such as “ isn’t?” and “didn’t you?”. These differences often reflected the types of conversation that women and men has most often.

Women used language to communicate feelings and establish bonds, so it was more important to use devices that lessen the chances of hurting one another’s feelings, while men used language primarily to transmit information meaning that their recipient’s feeling didn’t matter as much. Female language was also generally regarded as more polite and formal, while men were socially allowed more room to use profanity and non-standard English.

2.3.2.2 Male and Female Language Now

Male are beginning to make more frequent use of hedging devices as cultural norms change and they are increasingly encouraged to express themselves emotionally. Differences remain, however, in the ways that men use some hedging devices. Whereas women tend to use the hedging devices “you know” as an indicator of politeness, men
use it when there is a presumption of shared knowledge between the speaker and recipient.

   Male talk much less when engaging in conversation with each other; the emphasis is generally placed on physical activities such as fishing or playing video games rather than on verbal communication. When they do talk, they tend to choose conversation topic such as money, sports, cars, politics, sex, and business. Men like to have the bottom line given to them before they near the details, while opposite is true of women.

   Women adopt more traditionally male speech patterns as they occupy more previously male-dominated domains. Women now curse with much greater frequency than was deemed acceptable in the past and feels less obligation to speak politeness and avoid “male” topics such as sex and sports. They still tend to down play their authority by using hedging devices like “”I think” and “I believe,” which suggest that their beliefs apply only to themselves. Women still often focus more on verbal communication than physical activity when with other woman and generally spend more time talking about topics such as home, family, and relationship. They are more likely to engage in self-disclosure whereby they confide in one another highly personal aspects of their lives. Women favor the details leading up to the bottom line of a conversation rather than being given the bottom line first.

   The differences in male and female language patterns make it so that men and women must often make adjustment in their speaking habits to communicate with one another. In the case of informal conversation, women seem to make greater efforts to keep the conversation going through asking question. Men’s language tends to grow more polite and formal when in the presence of women, and they consequently use fewer curse words. Communication between the genders becomes less confusing as the language patterns of men and women continue to merge over time. There is an increase in women speaking assertively in the presence of males as well as an increased tendency for men to speak on emotional subjects with their female counterparts.
2.4 Review of Related Literature

There have been some studies about male and female language that conclude that man advertisement language always uses introducing the offer and the soliciting response, but the female advertisement language always used the establishing credential, so the man can be predicted that the man is easier to be persuaded than woman.

There are some researchers that study this before; one of them is Sri Maharani Tanjung from the English Applied Linguistics Study Program Postgraduate School in State University of Medan. Her thesis entitled “Gender Differences in Expressing Politeness in English” she focuses in describing female and male which have some different strategies in expressing politeness. At the end the thesis she described that female always expressed politeness by requesting, offering, and apologizing to attract their listener. Meanwhile, for male, they used to co missive and expressive as their way to express politeness because they always had a commitment to be more polite by giving promising, offering, thanking, and condoling to make their listeners thought they were responsible when expressing politeness. It aims to protect their face, try to achieve high social status, and showed modeling correct behavior.

In 2006, Sumarsih made some research about gender and advertisement. In her research entitled ‘Comparison Between The Advertisement Language in Gender’, Sumarsih try to compare the difference on gender language between male and female language. She collect data from magazine that has its special reader, such as Kartini with its speciality in women magazine. Sumarsih research more specific in its object, that is all about linguistic feature. While here in this research, the main object is about speech function in language used in advertisement that aimed for female, and advertisement that is used for male customer.

Based on the previous researcher, the writer was interested to do a research conducted on the different ways that men and women use language to communicate, especially in advertisement.