THE FIGURES OF SPEECH IN VOGUE’S ADVERTISEMENTS

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ABSTRACT

The objectives of this research were to describe the twelve types of figures of speech namely lexical metaphor, namely: metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, overstatement, apostrophe, understatement, verbal irony and the one that dominant and also explain what does the dominant mean in Vogue’s advertisements. This research was conducted by using the qualitative and quantitative design. It took fifteen advertisements taken randomly from Vogue’s magazine which were published from October 2011 until January 2012. The result showed that there are only five figures of speech were used in the advertisements of Vogue’s magazine, they are: hyperbole, personification, simile, metaphor and allegory.

INTRODUCTION

Background of the Study

Language has a great role in our lives. Human as social beings need language to communicate with each other. Because language is a system of communicating with other people by using sounds, symbols and words in expressing meaning, idea or thought. One of the communication devices that we can use in order to communicate with other people is advertisement. At present, advertisement plays an important role for human being, especially in business activities. People use advertisements to promote their products in such a way so that the customers are interested to buy them.

Advertisements is a form of communication used to persuade an audience (viewers, readers or listeners) to take some action with respect to products, ideas, or services. Language has a powerful influence over people and their behavior. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is very important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it.

According to Jannedy, Polleto and Weldon (1994:240) advertising is a business in which language is used to persuade people to do things, for example, to buy some product or vote for
someone or believe things, such as that some corporation is trustworthy or that some political philosophy is a good one.

Advertisements basically classified into two major types, such as broadcast advertisements (dwell in either radio or television broadcast) and printed advertisements (newspapers, magazines, books and brochures). Besides there are also kinds of advertisements that are printed on board spaces located in some areas where people can easily see and read them.

An advertisement has some texts which provide information about a product being advertised. Advertising copywriters regularly produce texts which are as highly wrought as any piece of literature by using fully the resources of language and creative language. Beside the general category of text, there are may be descriptive information about the product, other text serves the purpose of catching the readers’ attention, typically contains of the discourse that consist of short phrases, utterances and sentences that act as a kind of slogan and finally the name of the company and the name of product. While any readings need to consider the different perspective that readers bring, the same level of complexity often surrounds the verbal language in a text.

There are some magazines that are written in English such as Vogue, Cosmopolitan, People, Chloe, etc. Vogue is a fashion and lifestyle magazine that is published monthly. Vogue magazine has influenced American society for over a hundred years. The magazine has evolved to reflect modern women. Vogue has gone through many changes and has created a market for women’s magazines.

This study focuses on the wording in Vogue’s advertisements which purpose is to capture women as the audience and to raise their curiosity. Vogue has been growing through both cosmetics and fashion advertisers. To analyze the text, the theory of figure of speech is chosen.

Figure of speech is an expression that uses language in a non literal way. Figure of speech is a more effective means of saying than direct speech due to some reasons. First, it gives the readers imaginative pleasure. Second, it is a way of bringing additional image. Third it is very useful to add emotional intensity to a statement. The last one is it is an effective means of concentration, meaning that figure of speech is a way of saying something shortly but briefly.

The study that used the Figures of Speech theory is in Charles Dickens novel Hard Times (Dedy Sahat Butar-butar,2004). In Hard Times novel, Charles Dickens put a lot of figures of
speech to express his feeling. In this thesis the writer explains the types of figurative meaning so the reader will be able to appreciate and recognize the figurative meaning that exist in the literary works, because without the knowledge, the readers will not be able to grasp the meaning and find them confusing. After analyzing the data, the writer found that there are some figures of speech in the novel and the dominant figure of speech that used in the novel is metonymy.

Another study that used the Figure of Speech theory is in Michael Jackson’s selected songs (Salomo Yoko Sihombing, 2005). Every song has meaning in its lyrics, and the writer wants to show that the Figure of Speech can be found in songs too. And the most dominant type that was found is hyperbole. The writer also found that hyperbole is a figure of speech that is a grossly exaggerated description or statement and it very ideal used in songs because the songs more interesting and make the listener give more attention to the song.

**Research Question**

The problems in this study are formulated as the following:

1. What types of figures of speech are used in Vogue’s advertisements?
2. What types that is dominantly used in Vogue’s advertisements?
3. What implication of the dominant types of figures of speech in Vogue’s advertisements?

**Objective of the Study**

To describe what types of figures of speech are used in Vogue’s advertisements and to derive the types of figures of speech that is dominantly used in Vogue’s advertisements.

**Scope of the Study**

The scope of the study will be limited to all types of figures of speech based on Perrine’s theory (1991) as found in Vogue’s cosmetics advertisements.
Significance of the Study

Findings of this study are expected to be useful for the following:

1. To enrich student’s knowledge, especially students who learn English literature and language.
2. To give a better understanding about figures of speech in the language of cosmetics advertisement.
3. To be a reference and a comparison for further study in the same topic.

Conceptual Framework

Figures of Speech

According to Wren and Martin (1990:359), a figure of speech is a departure from the ordinary form of expression, or the ordinary course of ideas in order to produce a greater effect. Therefore, figures of speech are a way to express our mind so that the listeners or readers can be interested in our expression and those are used to increase shock, novelty, appearance or illustrative consequences.

The theories of figure of speech that used to analyze the data are the Perrine’s theories. Perrine stated that “Figures of speech are another way of adding extra dimension to language”. A figure of speech is any way of saying something other than the ordinary way.

There are twelve types of figures of speech based on Perrine’s theories (1991). They are metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, overstatement, apostrophe, understatement and verbal irony.

a. Metaphor

A metaphor is a figure of speech that says that one thing is another different thing. In metaphor the comparison is implied, but the comparison is without using the words of comparison such as like, as, etc.

\[ \text{e.g} : \text{All the world’s a stage.} \quad (Shakespeare) \]

In this sentence Shakespeare picturing that this world is a stage and life is a drama. The people merely go through the stages of their life acting it out.

b. Simile
Simile is also very closely related to metaphor. It is also comparing one thing and another, but in simile the comparison is explicit, indicated by the adding or using the words of comparison such as like, as, resemble, etc.

e.g: His explanation was as clear as mud.
It means not clear at all.

c. Personification
Personification is a special form of metaphor that pictures inanimate things to act, speak or talk like humans (Perrine, 1969).

e.g: The powder touches the baby gently
From that example it is clearly seen that there is personification because the powder cannot touch the baby and the one who can touch a baby is human being.

d. Synecdoche
Synecdoche is a kind of figurative language that mentions part of a thing to signify the whole thing or users the whole to signify the part.

e.g: I did not see your nose at the party last night.
The sentence above is synecdoche, because the speaker uses nose as a part of you. Thus the sentence means that the speaker did not see “you” in the party last night.

e. Metonymy
Metonymy is also a rhetorical or stylistic device in which one thing is named or referred to by another related thing.

e.g: The white house has decided the new constitutions.
From the example “the white house” is associated or closely related to the president.

f. Symbol
The words of symbol mean merely what they are and something else that are represented by the words. It means that a symbol uses a word or phrase which is familiar in society and has one meaning.

e.g: He gives his girlfriend a red rose.
The meaning of “red rose” is physical desire.

g. Allegory
Allegory is a narrative or description that has a second meaning beneath the surface one.
e.g.: A fortuneteller likes to use this figure of speech whether to predict one’s past or future life. If he says, “I see a star above your head”, actually he means that his customer is going to get a fortune luck or promotion in the future.

h. Hyperbole/Overstatement
Hyperbole is simply exaggeration but exaggeration in the service of truth. It is exaggerated to create an effect and not meant to taken literally. It is a way to emphasize something to say by describing it as far more extreme as it really is a sentence.

e.g.: I will die if I did not pass the exam.
The sentence above contains hyperbole because the speaker did not really mean what she/he has said.

i. Apostrophe
Apostrophe is addressing someone’s absence or something nonhuman as if it were alive and present and could reply to what is being said.

e.g.: My love, my love, my love, why have you left me alone? (James Joyce’s poem)
In that poem the speaker is apostrophizing the departed sweetheart.

j. Paradox
Paradox is any apparent contradiction that is nevertheless somehow true.

e.g.: It is always sunny after rainy day.
That sentence is contradiction, because sometimes it is true that after rainy day, there will be sunny, but it cannot always be sunny after rainy day.

k. Understatement
Understatement is the opposite of the overstatement/hyperbole, which is saying less than one means, may exist in what one says or merely in how one says it.

e.g.: A king said “please come to my hut”.
It is clearly seen that the king’s sentence is understatement because he says less than he means, of course that actually mean the palace (kingdom) not a hut.

l. Verbal Irony
Verbal irony is saying the opposite of what one means. When someone says something ironical, he does no really mean what he says.
e.g.: Your hand writing is very good that I could not read it.
From the example actually the speaker means that the hand writing is very bad.

**Magazine**

Nowadays magazine is one of the tools to get the latest news or information. Another tool to get the latest news and information are newspaper and internet. A magazine is different from the newspaper. Magazine has more features including the cover and usually has more section than the newspaper. Magazine can be distributed through the mail, bookstore or other vendors. Magazine usually distributed monthly.

The main function of a magazine is as the provider of information, but there are some other functions like interpret the new policy or new opinion, educates people on cultural values and the most common function is to enjoyment and relaxations.

Magazine also has so many types. There are business magazine, sport magazine, science fiction magazine, teen magazine, music magazine, art magazine, wedding magazine, etc. This study is focus in fashion magazine.

**Vogue’s Magazine**

Vogue is a fashion and lifestyle magazine that published monthly in 18 national. For well over a hundred years, Vogue magazine has been a cornerstone of the fashion industry. In 1892 Arthur Turnure founded Vogue as a weekly publication in the United States sponsored by Kristoffer Wright. In 1973, Vogue became a monthly publication. Under editor in chief Grace Mirabella, the magazine underwent extensive editorial and stylistic changes to respond to changes in the lifestyles of its target audience.

Vogue was described by book critic Caroline Weber in *The New York Times* in December 2006 as "the world's most influential fashion magazine". Editor-in-Chief, Anna Wintour, is widely credited as being one of the most influential figures in the global fashion industry, with the power to make or break a designer’s career.

Vogue has readers in more than 100 countries and published in 18 nationals, including United States, United Kingdom, France, Italy, Germany, Brazil, China, India, Russia, Korea, Japan, Taiwan, etc. ([http://en.wikipedia.org/wiki/Vogue_(magazine)](http://en.wikipedia.org/wiki/Vogue_(magazine)))
Advertisement

Advertisement is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. Many advertisements are designed to generate increased consumption of those products and services through the creation and reinvention of the brand image.

Jannedy, Poleto and Weldon (1994:240) states that advertising is a business in which language is used to persuade people to do things, for example to buy some product or vote for someone or believe things, such as that some corporation is trustworthy or a good one.

According to Goddard (1998:1) advertising is so familiar with modern readers that it may seems odd to ask what an advertisement is. Moreover she states that perhaps because it is all around us, we don’t often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting ‘conversation’ with the writers of countless texts.

Advertisement has two major types, as a broadcast advertisement and printed advertisement. But, nowadays there are also some kinds of advertisements that are printed in on board spaces that located in some specific areas so a lot of people could easily see it. This study is focused in printed advertisement in a magazine.

Printed Advertisement

Printed Advertisement is found in many places and many forms. One of those forms is printed advertisement. Advertisements in this category include those that are printed on some of type of paper handled by the potential audience. This includes offers sent through mail and posted in newspaper or magazine.

A print advertisement can only be effective if people see it. When people are looking through publications, they have a tendency to be receptive to new information and observant of things of interest. One method of print advertising aims to attract people to products and services as they are reading or scanning publications.

Such advertisements are found in newspapers, newsletters, and magazines. A great deal of planning generally goes into this type of advertising. This often requires a team of individuals.
There are some people who are employed to create the best ideas to attract attention and inspire people to spend their money. These people develop a concept. Then, they decide on the imagery and wording that sufficiently ties the idea together.

In magazine there are a lot of commercial advertisements. The most common commercial advertisements that found in magazine are foods, bags, shoes, clothes and also cosmetics.

_Cosmetics Advertisement_

A cosmetic advertisement in a magazine is one of many advertisements among commercials, billboards, posters and the internet in which a company can display their advertisement campaign. Magazine advertisements featuring cosmetics show viewers the latest product line, the newly added feature or products which celebrities are promoting. Cosmetic advertisements in magazines are different than other media because they are images that try to catch your attention among the diverse pages of a magazine and provide the most relevant information that can be read in less than a minute. These advertisements are more informative than in billboard, however contain less visual imagery than television commercials.

Every cosmetics advertisement is aimed to persuade the viewers to buy their product. Cosmetics companies continuously build their brand by developing consistent theme in all their product lines which reflect the essence of the company and the product.

Magazines now are specialized on different genres we are able to detect which magazine will contain a cosmetic advertisement. Within beauty magazines, most of the cosmetic advertisements are more heavily located in the front and back pages of the magazine and some in the middle.

Cosmetic advertisements always consist of the following minimum attributes: brand name, promoting product, different font size for emphasis, website to provide further detail and short sentences that describes the features and benefits of the good. Every inch of a cosmetic advertisement has a purpose and their feature and benefit statements tie into the whole look and feel of the magazine advertisements.
METHODOLOGY

Research Design

This research was conducted by descriptive qualitative and quantitative design. Punch (1998:59) defines qualitative research is empirical research where the data are not in the form of numbers and quantitative research is where the data are in form of numbers.

Qualitative research involves analysis of data such as words, examples from interviews, pictures, transcripts, notes, documents, etc. Quantitative research involves analysis of numerical data, from either counting or scaling both.

Source of Data

The data of this research are the advertisements of Vogue’s magazine which are published from October 2011 until January 2012. There are 15 advertisements to be the samples of the study which will be taken randomly from Vogue’s advertisements.

Technique for Collecting Data

The data of this study was collected from the advertisements of Vogue’s advertisements which were published from October 2011 until January 2012. The advertisements were taken from four editions. To collect the data, descriptive research was used and based on the following step:

Firstly, read the related books. Secondly read the magazines. The third is choosing the advertisement, finding out the figure of speech in the advertisement then counting and tabulating the whole type of figure of speech and finally finding out the dominant type of the figure of speech.

Technique for Analyzing Data

The data are analyzed in the following procedures:

1. Classifying the figure of speech into their types:
2. Counting to types of the figure of speech used in Vogue’s advertisements.
3. Finding out the most dominant types of the figure of speech as the result
4. Describing and explaining the findings
RESULTS AND DISCUSSION

Data

The data were collected and selected from the advertisements in Vogue’s Magazine. There are 15 advertisements in all, they are: Estee Lauder, Laura Mercier, Dior, L’Oreal Sublime Mousse, Revlon, Lancome, Clarins, Clinique, Covergirl, Maybelline, Prevage, Aveeno, Pantene, SK-II and Olay.

Data Analysis

After collecting the data, the advertisements in Vogue’s magazine are classified based on the types of Figures of Speech. There are twelve types of Figures of Speech, namely: Metaphor, Simile, Personification, Synecdoche, Metonymy, Symbol, Allegory, Hyperbole, Apostrophe, Understatement, Paradox, and Verbal irony.

<table>
<thead>
<tr>
<th>No.</th>
<th>Types of Figures of Speech</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Metaphor</td>
<td>5</td>
<td>8%</td>
</tr>
<tr>
<td>2.</td>
<td>Simile</td>
<td>8</td>
<td>14%</td>
</tr>
<tr>
<td>3.</td>
<td>Personification</td>
<td>15</td>
<td>25%</td>
</tr>
<tr>
<td>4.</td>
<td>Synecdoche</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>5.</td>
<td>Metonymy</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>6.</td>
<td>Symbol</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>7.</td>
<td>Allegory</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>8.</td>
<td>Hyperbole</td>
<td>28</td>
<td>47%</td>
</tr>
<tr>
<td>9.</td>
<td>Apostrophe</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>10.</td>
<td>Understatement</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>11.</td>
<td>Paradox</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>12.</td>
<td>Verbal Irony</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>59</td>
<td>100%</td>
</tr>
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</table>
Table 4.1 shows that there are only 5 type of figures of speech found from fifteen advertisements; they are 5 metaphor (8%), 8 simile (14%), 15 personification (25%), 3 allegory (5%), and 28 hyperbole (47%).

Research Findings

The findings of this study show that there are five figures of speech were found in fifteen Vogue’s advertisements, they are Hyperbole, Personification, Simile, Metaphor, and Allegory. The total number of sentences in the advertisement is 59. It consists of 28 hyperbole (47%), 5 metaphor (8%), 8 simile (14%), 15 personification (25%), 3 allegory (5%). The most dominant type of figure of speech is Hyperbole with score 47%.

The hyperbole is the most dominant type because the exaggerating meaning usually leaves something in the customer’s mind so the customer would easily remember the advertisement and they would believe and eventually buy the product. The hyperbole is found in almost every advertisement. In another words, the hyperbole is used by the advertisers to hypnotize the customer to buy the product.

CONCLUSION AND SUGGESTIONS

Conclusion

After analyzing the data in the Vogue’s advertisements, conclusions are drawn as the following:

1. There are only five types of figures of speech were found in Vogue’s advertisements, they are Metaphor, Simile, Personification, Allegory and Hyperbole. It consists of 5 Metaphor, 8 Simile, 15 Personification, 3 Allegory and 28 Hyperbole.
2. The percentage of each type of Vogue’s advertisements is Metaphor 8%, Simile 14%, Personification 25%, Allegory 5% and Hyperbole 47%.

The hyperbole is the most dominant type (47%) because the exaggerating meaning usually leaves something in the customer’s mind so the customer would easily remember the advertisement and they would believe and eventually buy the product.
**Suggestion**

Related to the conclusions above, it is well suggested that:

1. The reader should study figures of speech because by learning the figures of speech, they will able to differentiate the each type of figure of speech.
2. And by knowing the difference of each type of figures of speech then the reader will be able to find the real meaning in cosmetic advertisement of a magazine, so they wouldn’t easily be fooled by the words of advertisers.

The readers should take this journal as a reference when they decide to discuss about figures of speech for their thesis.

**REFERENCES**


Hardcastle, William. 2004. *A Figure of Speech*. Oxford University Press.


