

THE ANALYSIS OF REPETITION IN THE BODY TEXT OF SHAMPOO ADVERTISEMENTS

by

Nunung Nurjannah

English Education Department
Swadaya Gunung Jati University Cirebon
nunung_ahdan@yahoo.com; noenki59@gmail.com

ABSTRACT

This research is intended to analyze the repetition in the body text of shampoo advertisements. The objectives of this research are: first, to describe what types of repetitions are used in the body text of shampoo advertisements. Second, to find out which repetition is most often used in the body text of shampoo advertisements. Third, to find out why certain repetition is most often used in the body text of shampoo advertisements. This is a qualitative research. Therefore, it uses descriptive method with the theories of repetition proposed by Halliday and Hasan (1976), Renkema (1993), Hoey (1991) and Halliday (1994), the theories of discourse proposed by Halliday (1985), Renkema (1993) and Nunan (1993), and the theories of advertisement proposed by Cook (1992) and Moi (1997). At the end of the analyses the writer found that the repetitions in the body text of shampoo advertisements are classified into simple repetition and complex repetition. Simple repetition is the most dominant types of repetition that used in the body text of shampoo advertisements because the use of simple repetition in the body text of shampoo advertisements is very important to make the readers or consumers understand and remember the name of the products or brands and the usage of products. It also makes the relationship between the sentences in the body text of shampoo advertisement clear and more communicative.

INTRODUCTION

People use language to communicate to each other. They do these on many occasions and for many purposes. Therefore, language is organized in various ways to enable it to function as a means of communication. As a means to communicate, language can give any kind of information that happens around society. People will keep this information in their mind. Then they will give some responses to what they have received. One which gives information and gets response is advertising.

The Oxford Advanced Learner's Dictionary (2000: 18) states that “*advertising is the industry that produces advertisements to be shown on television or printed in magazines, newspapers, etc and bring to public notice*”. Advertising is a form of mass selling, employed when the use of direct, person to person selling is impractical, impossible, or simply in efficient. Therefore, the primary functions of advertisement as a form of communication are to introduce and to inform a wide range of consumer goods to the public.

It means that as a media that has promotional purposes, the advertisement wishes to persuade and attract public's attention to its ideas, goods, or services. In general meaning, advertising is one of the communication activities between the advertisers and the target market. In other words, it is between sellers and buyers. On the one side, the advertisement is used to create a market in order to support distributon of the product; and on the other side, it can provide information for the customers to know the existence of goods or services they want. Hence, the advertisement can be used as a purchaser's guide.

Since the most significant function of advertisement is to provide factual information for people in order to influence and persuade them to buy what is being advertised, the languge should be simple, well arrange, effective and communicative that make it easy to understand. Most of advertisements use the text, which consists of many words. Halliday and Hasan (1994: 293) stated that "*Discourse is a text. A text may be spoken or written, prose or verse, dialogue or monologue. It may be anything from a single proverb to a whole play, from a momentary cry for help to an all day discussion on committee*".

The text on the advertisement must be clear so that the message can be understood by the receiver clearly. What should be considered in text of advertisement are cohesion and coherence. Both coherence and cohesion will influence the audience's acceptance of the message on the advertisement. The receivers or the readers will be confused when the text lacks of cohesion because they cannot easily follow one part to another. Therefore, they cannot tell which ideas are the most important, and determine how ideas are related. In *Cohesion in English*, it is discussed that "*a text presupposes the other, in the sense that it*

cannot be decoded except by recourse to it"(Halliday and Hasan, 1976: 4). When the language is not cohesive it certainly makes the audience hard to catch the content. To hold a discourse unity, there must be a tie, which is called cohesive devices. Halliday and Hasan distinguish two kinds of cohesion, they are grammatical cohesion and lexical cohesion.

Based on these facts, the writer conducts an investigation of the body text of shampoo advertisements. The writer was particularly interested in doing the research for a number of reasons. First, the message of advertisements on magazine is more understandable for the readers because every element in printed advertisements has role in delivering the whole message. Second, the body text of shampoo advertisements usually use a sign relationship such as lexical cohesion. According to Halliday (1994: 330), *lexical cohesions come about through the selection of items that are related in some way to those that have gone before*. It is divided into three types. Firstly, repetition is lexical cohesion that repeats the constituent. Secondly, synonymy is the words that have similarity meaning. Thirdly, collocation is the regular pattern of relationship between words.

A text needs a tie and it will guide a text to a semantic unit. As mentioned before that one of the factors that makes shampoo advertisements communicative is the use of repetition. Repetitions are important features of spoken as well as written communication. Through this study, the writer attempts to investigate the problems that are intended to be discussed in this research are: "What types of repetitions are used in the body text of shampoo advertisements?, Which repetition is most often used in the body text of shampoo advertisements? and Why certain repetition is most often used in the body text of shampoo advertisements?"

THEORETICAL BACKGROUND

Lexical Cohesion

Lexical cohesion means “*form that relates two words in a text in some ways to those that has gone before*” (Halliday, 1985: 310). *Lexical cohesion does not concern about grammatical and semantics connections but with connections based on the words used* (Renkema, 1993: 39). Lexical cohesion is established in a text by choice of lexical items. It denotes links between words which carry meaning: verbs, nouns, adjectives. It is divided in three big classifications: *Repetition*, *Synonymy* and *Collocation*.

Repetition

In repetition, people tend to use the same words all the time. Repetition is used to show that the writer still talks about same thing. “The repetition of important words is one thing that makes text coherent (Salkie, 1995: 3)”; e.g. *pineapple* in *Our family likes to eat pineapples. My mother buys pineapple. She cuts the pineapple into two. She prepares the pineapple on the dining table.* (Salkie, 1995: 3)

In the sentences, the word ‘pineapple’ is repeated for four times and the word ‘pineapple’ in the second, third and fourth sentences refer to the same pineapple.

Due to the lexical item, Hoey (1991: 53) categorizes repetition into different lexical types:

1. Simple repetition – two identical items (e.g. bear – bear) or two similar items whose difference is ‘entirely explicable in terms of a closed grammatical paradigm’ (e.g. bears (N) – bears (N))

There are two kinds of repetition:

a. Wholly repeated form

The Prime Minister recorded his thanks to the foreign Secretary. The Prime Minister was most eloquent.

b. Partially

Dr. E. C. Gabriele chaired the meeting. Dr. Gabriele invited Mr. John to report on the state of the gardens.

2. Complex repetition – which results from two items sharing a lexical morpheme but differing with respect to other morphemes or grammatical function (e.g. human (N) – human (Adj.), dampness – damp).

Halliday (1994:) argue that the repetition can occur in the other morphological shape. This includes:

a. Inflexional variants always belong together as one item, for example *dine, dining, diner, dinner* are all the same items.

b. Derivational variants usually do, when they are based on a living derivational process, although these are less predictable. . For example, *rational* and *rationalize* are probably still the same lexical items, though the relationship between them has become rather tenuous; but neither now goes with *ration* – *rational* is closer to *reason*, though not close enough to be considered the same item.

The circumstance of repetition can be illustrated like the following diagram:

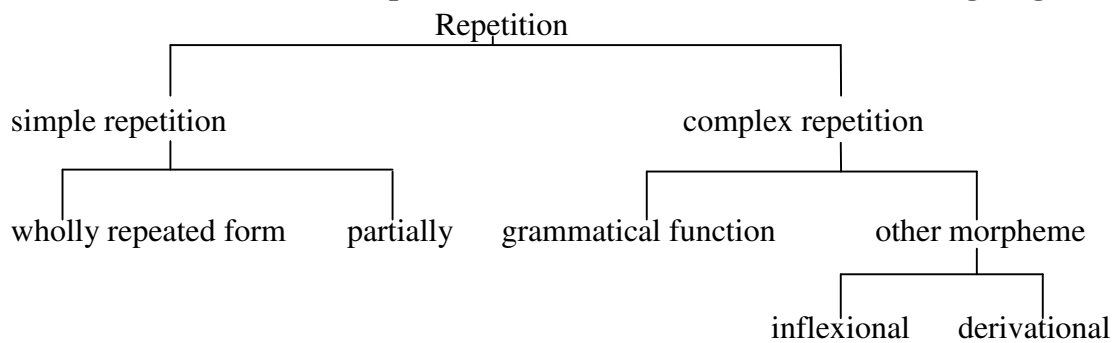


Figure 2.1 Circumstance of repetition

THE METHOD

The method used to analyze the repetition in this research is a descriptive method. Based on *Handbook in Research and Evaluation* by Isaac and Michael (1981: 64) that, "Descriptive research is to describe systematically the facts and characteristics of a given population or area of interest, factually and accurately". It means that describing the facts and characteristics factually and accurately has a dominant role. Therefore, this method is used to analyze the repetitions that are used in the body text of shampoo advertisements by using literary books and library research.

The Technique of Data Collecting

There are some steps done to collect the data as follows:

The data are taken from several magazines namely *Cosmopolitan*, *Marie Claire*, and *Australian Woman's Weekly* published from 2004 to 2008. They are also downloaded from two websites on <http://images.search.yahoo.com> and <http://images.google.com>. The writer downloaded the data from April – September 2009.

All shampoo advertisements are collected. Then, the advertisements with different kinds of shampoo brands are selected. There can be one brand of shampoo advertisement with different versions. All data are separated into groups of headline, caption and body copy. The last step is to analyze the text on the body copy based on theory of repetition

The Technique of Data Analysis

In this research, the data obtained analyzed using Halliday's theories of repetition, Renkema's theories of discourse and Cook's theories of advertisement. The following steps are used in analyzing the data:

The sentences and clauses in the body text of shampoo advertisements are coded. Each sentence and clause in the body text of shampoo advertisements are analyzed based on theory of repetition. The characteristics of repetition in the body text of shampoo advertisements are classified into groups of simple repetition and complex repetition.

FINDINGS AND DISCUSSION

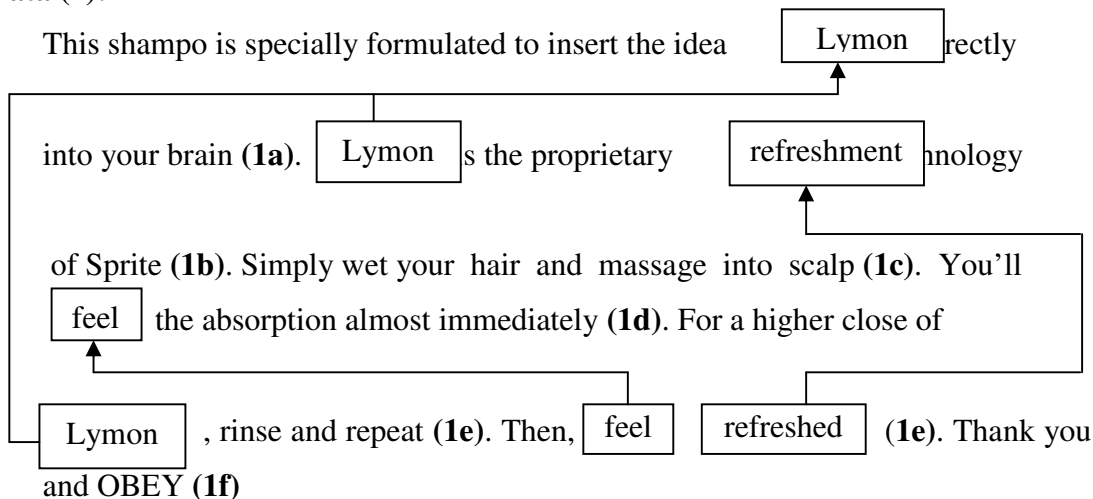
From the data collection, there are twenty five (25) shampoo advertisements from those magazines and websites. This research focuses on the analysis about repetition which contain in the body copy text of shampoo advertisements. The choosing of body copy is the most important to explain the meaning of messages about the product. The advertisements in this research are taken from different brands of shampoo products to get more varieties of data.

According to Cook (1992), body text is a part of the advertisements. The analyses of body text contain repetition based on Halliday's theory of repetition.

The writer puts the words categorized into the repetition in boxes and puts the sentence number in each sentence to make them clear to be analyzed as proposed by Halliday and Hasan (1976: 340), Halliday (1994: 335).

From twenty five (25) data collected, the writer found ninety seven (97) repetitions in the body text of shampoo advertisements. The followings are some examples of data analysis taken from the writer’s reasearch:

Data (1):

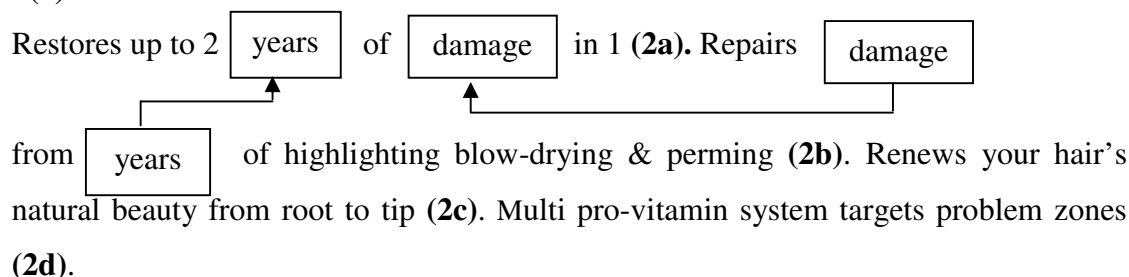


(Lymon Shampoo Advertisement)

There are two kinds of repetitions occur in this body copy. These include:

- **Simple repetition**
 The repetitions are seen from the word *Lymon* in sentence (1a) is mentioned again in sentence (1b) and (1e), the word *feel* in sentence (1f) harks back to the word *feel* in sentence (1d). They are wholly repeated form since they repeat all parts. The repetition of *Lymon* is familiarizing the consumers with the product since the word *Lymon* is repeated for three times. The word *feel* (1e) can be interpreted in relation to *feel* (1c) since they are in the same effect after using the product of *Lymon* .
- **Complex repetition**
 The repetition in this body copy is shown that there is a strongly felt cohesion between *refreshed* in sentence (1f) and *refreshment* in sentence (1b), suggesting that *refresh*, *refreshed*, *refreshing* and *refreshment* are one and the same lexical item, though they are in the different morphological shape, but they are based on a living **derivational** process. The link between two sentences relies based on knowledge in the mind of the readers that feeling refreshed becomes the first thing that comes to customers’ mind.

Data (2):

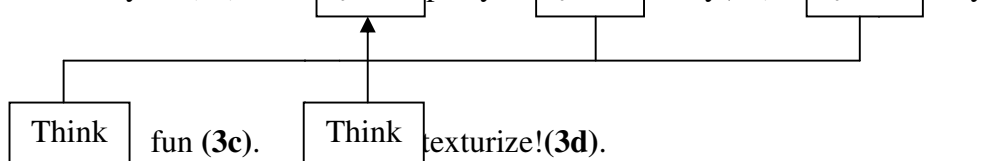


(PANTENE Pro-V Restoratives Shampoo Advertisement)

In this body copy, there are two lexical items identified as repetition. Both are **simple repetition**. The first is shown in the word *damage* in sentence (2b) repeats the same lexical item *damage* in sentence (2a). The second is also identified in sentence (2b), the word *years* recurs the same lexical item *years* in sentence (2a). The link between two sentences relies based on knowledge in the mind of the readers that this body text contains new information about restoring and repairing their hair from damage since it is categorized as **informativeness**.

Data (3):

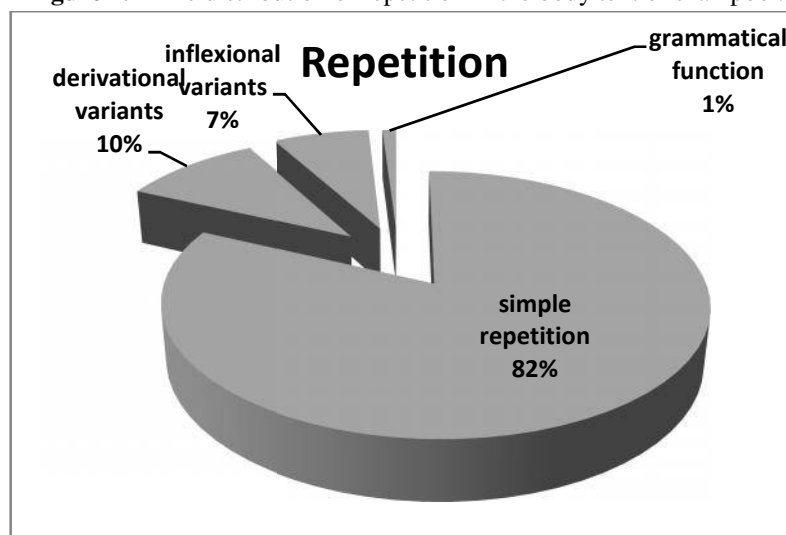
Change it up with a whole range of pro-vitamin packed product that lift and define layers (3a). So think piecy, think rendy(3b). think unny,



The Distribution of Repetition

The distribution of repetition can be seen clearly in all data. The types of repetition used in the body text of shampoo advertisements are 80 simple repetitions and 17 complex repetitions which divided into 9 derivational variants, 7 inflexional variants and 1 grammatical function. The detail is displayed in the diagram below:

Figure 4.1 The distribution of repetition in the body text of shampoo advertisements.



CONCLUSIONS

Based on the explanation above, the writer draws the following conclusions:

1. There are 97 repetitions used in the body text of shampoo advertisements, which can be classified into **simple repetition** and **complex repetition**. Repetitions found and analyzed are mostly used in simple repetition, but some repetitions are performed in the different morphological shapes or complex repetition either in derivational process inflexional process or grammatical function.

2. From the data analyzed above, it can show that the type of repetition used in the body text of shampoo advertisements was dominated by simple repetition. It is known from the percentage of it which reaches 82%. In contrast to complex repetition 18% occurred in small number.
3. Referring to the fact above, it can be said that simple repetition shows the least tendency to behave in forming multiple relationships. It can be defined as the most stable way of pointing to a particular referent. Therefore, the highest number of this type of repetition ties is observed in the body text of shampoo advertisement. The use of repetition in the body text of shampoo advertisements is very important to make the readers or customers understand and remember the name of products or brands and the usage of the products. Repetition also makes the relationship between the sentences clear and makes the body text more communicative.

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