RHETORICAL DEVICES IN ELLE MAGAZINE ADVERTISEMENTS

A SARJANA PENDIDIKAN THESIS

Presented as Partial Fulfillment of the Requirements to Obtain the Sarjana Pendidikan Degree in English Language Education

By
Marlin Evi Priantini
Student Number: 111214156

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
DEPARTMENT OF LANGUAGE AND ARTS EDUCATION
FACULTY OF TEACHERS TRAINING AND EDUCATION
SANATA DHARMA UNIVERSITY
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Approved by

Advisor

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Student Number: 111214156

Defended before the Board of Examiners on July 29, 2015 and Declared Acceptable

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Faculty of Teachers Training and Education
Sanata Dharma University

Dean
Rohandi, Ph.D.
If you believe in yourself, anything is possible.
- *Miley Cyrus*

Suffer now and live the rest of your life as a champion.
- *Arnold Schwarzenegger*

It is always darkest before the dawn.
- *Machine Gun Kelly*

Learning is a gift. Even pain is your teacher.
- *Unknown*
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I honestly declare that this thesis, which I have written, does not contain the work or parts of the work of other people, except those cited in the quotations and the references, as a scientific paper should.

Yogyakarta, July 29, 2015

The Writer

Marlin Evi Priantini

111214156
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ABSTRACT


Since the nature of advertisements is to persuade people, the language used in advertisements is attractive and persuasive. Thus, advertisers employ rhetorical devices in the advertisements. A rhetorical device is defined as an artful deviation taken by a statement, in which a word could have more than one meaning. The existence of the deviation aims to persuade the audience.

This study aims to answer two formulated problems. The first research question was to identify types of rhetorical devices found in *ELLE* magazine advertisement headlines. The second one aimed to find out reasons for using rhetorical devices in the advertisement headlines.

The researcher conducted this qualitative research using discourse analysis as the method. Specifically, the data used in this research were collected from 323 English advertisement headlines found in *ELLE* magazines issued from January until December 2014.

The results showed that there were 21 types of rhetorical devices used in *ELLE* magazines advertisements. Furthermore, the researcher also found 4 reasons for using those rhetorical devices in the advertisements, namely giving persuasive quality, gaining attention, easing the message process, and leading to greater memorability and recall.

*Keywords:* advertisement headline, rhetorical device, *ELLE* magazine
ABSTRAK


Penelitian ini bertujuan untuk menjawab dua rumusan masalah. Pertama, jenis rhetorical devices yang digunakan dalam headline iklan berbahasa Inggris di majalah ELLE tahun 2014. Kedua, alasan menggunakan rhetorical devices dalam headline iklan tersebut.

Dalam melakukan penelitian ini, peneliti menggunakan metode discourse analysis. Data yang diperoleh dalam penelitian berasal dari 323 headline iklan berbahasa Inggris dari majalah ELLE tahun 2014.

Hasil penelitian menunjukkan bahwa ada 21 jenis rhetorical devices yang digunakan dalam semua iklan di majalah ELLE tahun 2014. Peneliti juga menemukan ada empat alasan digunakannya rhetorical devices dalam iklan-iklan tersebut yakni untuk membujuk para pembaca, memperoleh perhatian publik, memudahkan dalam memproses pesan, dan memudahkan dalam mengingat.

Kata kunci: headline iklan, rhetorical device, majalah ELLE
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Marlin Evi Priantini
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CHAPTER I

INTRODUCTION

The chapter discusses the nature and content of the proposed research. This section encompasses six parts, namely the research background, the research problems, the research objectives, the research benefits, and the definition of terms.

A. Research Background

At this time, people are more familiar with advertisements both electronic and printed. The presence of television, internet, radio, magazine, and newspaper makes this phenomenon happen. The presence of those advertisement media increases the development of advertisements. This is confirmed when in 1985 The World Expenditures showed that The United States spent more on advertising than other countries do. Likewise, the money spent on advertising in Finland was 1313, 1 million euro in 2012 and 1206, 7 million euro in 2013 (Frolova, 2014). The Nelson Media Research also shows that in 2005 the funds spent in Indonesia for advertising was 23 billion rupiah, in which 70 percent or 16 billion was spent in television, 6 billion in magazines and newspapers, and 1 billion was spent in tabloids (Morissan, 2010). This data indicates that the pressure of advertisements is increasing every day.

Referring to Keegan (2003), an advertisement is defined as what companies or people use to introduce and sell their products, services, and ideas to others. Moreover, advertisements work on a variety of people and in surprisingly-
immediate way. For instance, a housewife has just bought a new expensive frying pan even though she already has that equipment in her kitchenette. She buys the newest pan because the product promises a lot of satisfaction shown in the advertisement language. From the example, it can be said that an advertisement drives people to do exactly what the advertiser wants through the language, whether or not the target audience really needs the product (Goddard, 2002).

Further, Arens (2006) says that an advertisement shows persuasive information of a certain product. He adds that advertisements are commonly paid by a company, organization, and institution which the target audience is people in general. Since the target audience is people in general, advertisements are categorized as non-personal media communication. Since advertisements are impersonal media communication, they lack persuasiveness compared to a real person maintaining face to face communication (Frolova, 2014). Therefore, the language used in delivering the message must be easy to understand, clear, effective, and persuasive since the nature of advertising is to persuade people.

In order to make the message understandable, clear, effective, and persuasive, advertisers use rhetorical devices in the advertisements. The employment of rhetorical devices can be seen in Prudential Insurance Company. The company says always listening always understanding as the slogan. The advertisement uses repetitions of word always and the ending sound of /ŋ/ for the word listening and understanding. These repetitions aim to create mnemonic effect that makes people remember the words shown in the advertisement (Corbett, 1990).
Referring to Corbett (1990), a rhetorical device or figurative language is defined as an artful deviation which means different from the language in common usage. The presence of the deviation makes the advertising language strange and memorable for the audience. Further, using rhetorical devices can be a technique an advertiser uses to convey persuading message from the advertisements to the readers (Corbett, 1990). Berlyn (1971) in McQuarrie and Mick (1966) adds that employing rhetorical devices in advertising is deliberate and designed to attract and capture people’s attention effortlessly. The presence of rhetorical devices makes the language catchy, unique, and extraordinary, otherwise it would lose in the competitive environment of other brands. The more catchy language used in advertisements, the easier people will remember the words. Therefore, the employment of rhetorical devices in advertisements is very crucial (Corbett, 1990).

Subsequently, people can easily find rhetorical devices in advertisements, particularly in the headlines. Headlines take the second place as the strongest element in an advertisement after pictures or visual images—when visual images are available. According to Dahl (2006), a headline sometimes becomes the only thing people keep their attention to. This happens because a headline is usually written in a bigger size and it makes public easily notice the words. Besides, a headline is supposed to affectively attract people’s attention to see the product or service being advertised (Arens, 2006, pp. 417-419).

Related to the use of rhetorical devices, each advertisement has its own style in using rhetorical devices to attain public’s attention, for instance, a women
magazine that focuses on style may employ different types of rhetorical devices compared to male or business magazines. Subsequently, its focus and target audience may affect the choice of rhetorical devices in the advertisements. Related to that issue, this study aims to identify the use of rhetorical devices in English advertisement headlines found in *ELLE* magazine issued in 2014. The choice of *ELLE* magazine is based on the fact that this magazine is one of well-known international magazines and already published in more than 60 countries around the world. This fact guarantees that the magazine must have a very large amount of subscribers all around the world. Having a lot of subscribers from other countries becomes the main reason for the magazine to employ many kinds of rhetorical devices in order to gain more subscribers or just to maintain the former subscribers.

Furthermore, the researcher wants to find out reasons for using rhetorical devices in the English advertisement headlines in *ELLE* magazines issued in 2014. The choice of 2014 as time publishing is based on the consideration that this study is conducted in 2015 then *ELLE* magazines issued in 2014 are the latest editions which provide the newest information needed in accomplishing this study. Moreover, advertisements are linked to all aspects of this life such as politics, economics, social, culture, education, fashion, and entertainment. Thus, the study of advertising has taken on a new importance, not only for students of business or journalism who may someday become a practitioner but also for students of sociology, psychology, and even language that probably will continue to be advertising consumers. Specifically, the students of English language education
study program will find types of rhetorical devices in their learning materials, such as metaphor, personification, rhyme, alliteration, and so on. Therefore, using advertisement as the supplementary learning media will be interesting and useful for the students when discuss those kinds of rhetorical devices in the class. As a result, the students will be able to get deeper enlightenment and understanding related to that topic.

B. Research Problems

This section formulates the questions raised after the research background is presented. The researcher has formulated two problems as mentioned below.

1. Which types of rhetorical devices are used in English advertisement headlines in *ELLE* magazines issued from January until December 2014?

2. What are the reasons for using rhetorical devices in the English advertisement headlines?

C. Problem Limitations

The researcher limits the scope and the focus of this study, in relation to the research problems that have been formulated. Firstly, the researcher only focuses on rhetorical devices found in English advertisement headlines in *ELLE* magazine issued from January until December 2014. Thus, any rhetorical devices found in other parts of the advertisements will be ignored. Moreover, the headlines are taken from full-page advertisements found in *ELLE* magazines. The researcher chooses full-page advertisements since these kinds of commercials help trigger a recognition response from target audience. Furthermore, full-page
advertisements can strengthen brand appreciation and brand preferences (Arens, 2006). Secondly, the researcher also focuses on finding out reasons why the advertisers use rhetorical devices found in English advertisement headlines in *ELLE* magazine issued from January until December 2014.

D. Research Objectives

There are two major objectives of this research, in accordance with the research questions as listed below.

1. To identify types of rhetorical devices used in English advertisements headlines in *ELLE* magazines issued from January until December 2014.

2. To analyze reasons for using rhetorical devices in the English advertisement headlines found in *ELLE* magazine issued from January until December 2014.

E. Research Benefits

This part identifies the contributions of this study and the parties that may use this research results. The researcher addresses some benefits from this study to students and teachers of English Language Education Study Program and to future researchers that probably focus on analyzing advertisements or rhetorical devices.

1. Students

The researcher expects that this study will contribute new understanding about rhetorical devices used in a sentence, clause, or phrase. Moreover, the writer expects that this investigation will enable the students to be more aware on how a word can have more than one meaning like what happens in rhetorical devices. Further, the researcher also presumes that this study will also make the students
more aware that English can be used not only as informative devices but also as poetic devices.

2. Teachers

The English Language Education Study Program has a course entitled Poetry. This course also deals with rhetorical devices or figurative language as the topic. Moreover, the researcher expects that this study can be an additional reference that helps the teachers to make creative and interesting learning materials related to that topic, for example, by using advertisement as what has been done through this study.

3. Further Researchers

The researcher expects that this study can be used as an additional academic reference to conduct other studies that deal with specific terms of advertisement and the language used. The future researchers may compare the findings of this research to their future study in order to renew the rhetorical device comprehension.

F. Definition of Terms

In order to clarify concepts and avoid misunderstanding, the researcher defines key words or phrases used in this study, namely advertisement headline, rhetorical devices, magazine, and discourse analysis.

1. Advertisement Headline

A headline is a word or group of words which are printed in larger letters as a title of an advertisement (Corbett, 1990). Headlines are often considered to be the most striking constituent in advertisements which draw the most attention. A
headline takes a major role in attaining people’s attention. A headline aims to describe the visual and brings the audience to the whole parts of the advertisements (Arens, 2006). In this study, the advertisement headlines refer to any English words, phrases or sentences written in bigger sizes and placed on full page advertisements in ELLE magazines issued in 2014.

2. Rhetorical Devices

Rhetorical devices are defined as artful deviations which are designed to get audiences’ attention. Additionally, rhetorical devices aim to make familiar strange which enables the advertisement words become unforgettable or sticky (Corbett, 1999). Rhetorical devices are classified into two groups, namely scheme and trope. Specifically, scheme has been broken down into 30 types and tropes into 14 types. The insertion of rhetorical devices is intentionally to make people give their attention to the advertisements.

3. Magazine

Magazines are described as one of the printed media used to spread messages and published weekly or monthly. Magazines have their own target audiences that have the same special interests such as business, sport, property, and style (McLoughlin, 2000). Moreover, the magazine used in this research is ELLE magazines issued from January until December 2014. ELLE magazine is one of world’s largest female magazines and already published in more than 60 countries all around the world. Since this magazine focuses on fashion, beauty, health, and entertainment, ELLE magazine tries to inspire all women to explore and celebrate their own styles in all aspects in their lives.
4. Discourse Analysis

Discourse analysis is a method used in qualitative research especially in document analysis study. Discourse analysis focuses on a unit of a language above and beyond a mere accumulation of sound, morpheme, word, clause, phrase, and sentence (Fasold & Linton, 2006). Moreover, discourse analysis examines how meanings are constructed through texts at beyond the single sentence level (Cohen, Manion, & Morrison, 2011).
CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter is intended as review of theories and concepts supporting this study to achieve the aims of this research. Moreover, this section presents two main parts, namely the theoretical description and the theoretical framework. The theoretical description presents theories which are relevant to this research. The theoretical framework presents main theories used to answer the research questions.

A. Theoretical Description

This section discusses two major theories related to advertisements and rhetorical devices. The advertisement theories discuss magazine as advertisement media and types of advertisement headline. Moreover, the theories of rhetorical devices discuss types of rhetorical devices and reasons for using them in advertisements.

1. Magazine as Advertisement Media

An advertisement is a means employed to bring a particular message to public’s notice. An advertisement is designed to persuade people to act based on what the advertiser wants. This can be seen when a tomboy-sporty girl is not interested in buying whitening cream, but after seeing the advertisement which shows a happy-young lady smiling with her bright flawless face, the girl changes her mind and buys the cream (Chandor, 1958). Therefore, it can be said that
advertisements are made to be persuasive in order to win converts to products, services, or ideas (Arens, 2006).

Furthermore, the media used to carry advertisement messages take a vital connection between companies that manufacture products, ideas, or services and costumers who maybe want to buy them. Thus, Arens (2006) categorizes advertisement media into five categories. Those categories are printed media, electronic media, digital interactive media, out-of-home-media, and direct mail. Due to this study uses magazine as the source, the research will pay attention more to printed media.

Printed media refers to paper publications distributed in the form of physical editions such as magazines and newspapers (Arens, 2006). Additionally, magazines give various benefits to advertisers. There are 11 advantages for using magazine as the advertising media. Those advantages are flexibility, color, authority and believability, permanence, prestige, audience selectivity, cost efficiency, selling power, reader loyalty, extensive pas-along readership, and merchandising (Arens, 2006).

a. Flexibility

Magazines give flexibility to advertisers and audiences. For the advertisers, magazines give flexibility in terms of size, type, placement, length, approach, and editorial tone. For the audience, magazines give various choices such as teenage or adult magazine, regional or national editions, and male or female magazines (Arens, 2006).
b. Color

Magazines give more satisfaction in terms of color. Specifically, magazines provide more visual pleasure which can effectively attract public’s attention, since they are more colorful compared to newspapers. Moreover, the color enhances image and identifies the package (Arens, 2006).

c. Authority and Believability

Magazines can increase the commercial messages. Even though other media such as television, radio, and newspaper offer information, but the information they carry is lack of clear knowledge and meaning. Conversely, magazines offer deeper knowledge and deeper meaning (Arens, 2006). Since people can easily believe in what magazine says, therefore, magazine can persuade the readers effortlessly (Bovee & Arens, 1992).

d. Permanence

Magazines give permanence as the next advantage. This advantage allows the audience to see the advertisements in detail. The appraisal time lets the readers get more complete information or detailed message from the advertisements (Arens, 2006)

e. Prestige

For the advertisers, introducing products using well-known magazines can increase selling power of the brand, for example, using TIME, ELLE, Cosmopolitan, and CHIC magazines. Weilbacher (1984) says magazines are considered prestigious because of the editorial excellences that typify them and the subscribers that they already have since their first publication.
f. Audience Selectivity

Magazines allow advertisers to get a particular target audience with a high quality presentation. The target audience can be various, started from teenagers, women, businessmen, designers, and so forth. Moreover, magazines can select their readers by using same community or same life style as the topic they are focusing on. Thus, there are magazines for certain interests, such as CHIC for teenagers, Business Week for businessmen, ELLE for women, and Playboy for men (Arens, 2006).

g. Cost Efficiency

Selecting the right and appropriate magazines as means to introduce products can help advertisers to cut the publishing-cost. Moreover, Bovee (1992) adds that the magazines used do not always have to be the famous one. The most necessary thing is the advertisement messages can be well delivered to the audience.

h. Selling Power

Promoting products, ideas, and services through magazines can increase the selling power (Arens, 2006). Similarly, Gilson and Berkman (1980) add that using magazine to bring the products, services or ideas in public notice will be beneficial since its appearance is interesting and appealing.

i. Reader Loyalty

Magazines allow advertisers to get loyal readers. The real example can be seen from people who claim themselves as subscribers of a certain magazine (Arens, 2006).
j. Extensive Pass-Along Readership

Since magazines have their own subscribers in a certain country or region, they tend to make their readers keep following or reading the magazine after the initial monthly or weekly purchases (Arens, 2006).

k. Merchandising Assistance

Referring to Arens (2006), advertisers can have a chance to generate reprints and merchandising materials that help them get more mileage out of their advertisement campaigns through magazines. Furthermore, Weibacher (1984) also states that magazines have long and active lives that encourage a significant amount of multiple occasion reading. Therefore, it allows the audience to have a repeat reading toward monthly magazines within advertisements.

2. Types of Advertisement Headline

An advertisement is constructed from several elements. Referring to Arens (2006), the key format elements of advertisements are visuals, headlines, subheads, body copies, slogans, seals, logos, and signatures (p. 417). A headline is the most important thing an advertiser says to a prospect. Additionally, a headline can generate public response, which reinforces brand recognition and brand preference (Arens, 2006). Headlines have several functions, namely to engage audiences, explain the visuals, lead readers into the body of advertisement, and present the selling messages (Arens, 2006). Similarly, Leigh (1994) claims headline’s main function is to achieve a key selling point by attracting readers’ attention.
Since the main function is to gain attention, a headline contains of words in a leading position and usually written in larger types. In addition, headlines have 5 types, namely benefit headline, news or information headline, provocative headline, question headline, and command headline (Arens, 2006).

a. Benefit Headline

Advertisers use benefit headlines in order to convince and persuade readers to buy their products. This headline does not necessary need embellishment and the headline should not be too cute (Arens, 2006). While using this type of headline, the advertiser just needs to put simple statements or words which directly represent the qualities or the benefits of the products.

Example [1]: *Keep you warm and dry* (Gore-Tex® Fabrics)

b. News or Information Headline

This type of headline gives news or promise to public. Moreover, Arens (2006) adds that the information presented in this advertisement headline must be believable and reliable in order to make the readers take the message for granted.

Example [2]: *Always listening always understanding* (Prudential Insurance)

c. Provocative Headline

Provocative headlines can be very effective since the main purpose is to provoke the readers to stimulate question and thought. As a result, the readers will read the rest of the advertisement part such as the body copy and the subhead (Arens, 2006).

Example [3]: *Safety can be fun* (Fiesta Condom)
d. Question Headline

The main purpose of employing a question headlines is to ask a question and encourage the readers to find the answer in the body of an advertisement. A good question headline should be able to gain public’s curiosity and imagination in order to make them keep reading until the rest of the advertisement (Arens, 2006).

Example [4]: *Wanna live longer?* (Tupperware Eco Bottle)

e. Command Headline

This kind of headline gives the readers an order to do something. Mostly, a lot of readers pay attention to this kind of headline, since the words used in this headline are straightforward and without having any embellishment (Arens, 2006).

Example [5]: *Just Do It!* (NIKE)

3. Rhetorical Devices in Advertisements

Since the language used in advertisements should be attractive, convincing, and persuasive, a lot of advertisers use rhetorical devices to promote their products (Keegan, 2003). Rhetorical devices are what make the advertisement language catchy and more memorable. Specifically, a rhetorical device is described as an artful deviation in the form taken by a statement. Moreover, the artful deviation make the advertisement texts sometimes more dramatic than the program or article they punctuate (Goddard, 2003). Rhetorical devices are able to make a word or words have more than one meaning (Corbett,
Goddard (2003) notes that the use of rhetorical devices in sentences is a trick of language which creates an art or skill of effective communication. Similarly, Berlyn (1971) in McQuarrie and Mick (2005) adds rhetorical figures is deliberately employed and designed to attract and arrest public’s attention. This statement is also enhanced by McLoughlin (2000) that states a rhetorical device is used as the right instrument to obtain attention.

Corbett (1990) and Leech (1969) categorize rhetorical devices into two groups, namely scheme and trope. Additionally, scheme is defined as word arrangement and trope is defined as meaning arrangement (Corbett, 1990). Specifically, scheme is broken down into 30 types and tropes into 14 types. The followings are the classification of rhetorical devices according to Corbett (1990) and Leech (1969).

a. Scheme

Scheme is defined as a figure of speech that deals with deviation of word arrangement such as word order, syntax, letter, and sound (Corbett, 1990). Moreover, scheme is broken down into 30 types as follows.

1) Prosthesis

The first member of scheme is prosthesis; This rhetorical device adds syllable in the beginning of a word. Moreover, prosthesis is different compared to a prefix. In prefix, the changing process also changes the meaning of a word, but in prosthesis the adding process does not change the meaning of the word (Corbett, 1990).

Example [6]: Beloved for loved (Swiss Airline)
2) Epenthesis

Epenthesis adds a syllable in the middle of a word. Similar to prosthesis, the adding process does not change the meaning of the word. Additionally, this member of scheme can be easily found in poetry of early centuries (Corbett, 1990).

Example [7]: *Brrrrrrrrrrave for Brave* (Class Mild Cold Cigarette, 2015)

3) Proparalepsis

Proparalepsis adds a syllable in the end of a word and the adding does not change the meaning of the word. Moreover, employing propanalepsis in a sentence aims to create rhyme or rhythm in a sentence and also to generate exaggerations or humorous effect (Leech, 1969).

Example [8]: Thank you *muchly for much*

4) Aphaeresis

Aphaeresis is defined as a subtraction of a syllable at the beginning of a word. The subtraction process does not change the meaning of the word (Corbett, 1990).

Example [9]: *Round for around*

5) Syncope

This rhetorical device focuses on substracting a syllable in the middle of a word. Furthermore, the substracting process will not change the meaning of the word (Corbett, 1990).

Example [10]: *Libry for library*
6) Apocope

Corbett (1990) and Leech (1969) define apocope as one of rhetorical devices which is constructed by subtracting a syllable from the end of a word. This figure aims to give rhyme or rhythm of a line of verse.

Example [11]: Spesh for special

7) Metathesis

Metathesis is made by changing or switching a place or position of letters in a word. The presence of metathesis does not change the meaning of the word. Corbett (1990) adds that this figure is adapted from children’s speech which is commonly done unconsciously. However, poets and rhetoricians use this figure to emphasize certain idea of a sentence.

Example [12]: Tire for tyre

8) Antisthecon

Antisthecon focuses on changing a sound of a word but the changing does not change the meaning of the word itself (Corbett, 1990). The presence of this figure aims to give rhyme or rhythm of a line of verse, especially when it comes to poetry.

Example [13]: Mutha for mother

9) Parallelism

Parallelism is defined as a similarity of structure in a pair of related word, clause or phrase (Corbett, 1990). The presence of parallelism makes the sentence coherent. Similar with grammar rule, noun should be connected with noun, verb with verb, adjective with adjective, noun phrase with noun phrase, and so forth.
Example [14]: *So Janey waited a bloom time, and a green time and an orange time* (Zora Neale Hurston, *Their Eyes Were Watching God*).

10) Antithesis

Antithesis is described as a juxtaposition of contrasting ideas and often found in a parallel structure. Putting this rhetorical device in a sentence aims to emphasize dissimilarities and contraries. Corbett (1990) declares the contrast may be in words or in ideas or both. Moreover, antithesis can create dramatic or witty effect in a sentence.

Example [15]: *We got hot process on cool stuff*

*What if I am rich and another is poor—strong, and he is weak—intelligent, and he is benighted—elevated, and he is depraved?*

(William Lloyd Garrison, *No Compromise with Slavery*)

11) Anastrophe

Anastrophe is defined as a figure of speech in which the syntactically correct order of subject, verb and object is changed. Thus, the usual English order of subject, object and verb might be changed to object-subject-verb (Corbett, 1990).

Example [16]: *Ask not what your country can do for you, ask what you can do for your country* (John F. Kennedy, *Inaugural speech*).

12) Parenthesis

This rhetorical device focuses on inserting of some verbal units in a position that interrupts the normal syntactical flow of a sentence (Corbett, 1990). The use of parenthesis can charge the statement with emotion. Leech (1969) says
that parenthesis frequently involves parentheses ( ), but not always. There are other ways to insert a comment into a sentence such as by using a comma or dash. Example [17]: *But wherein any man is bold—I am speaking foolishly—I am also bold.... Are they minister of Christ? I—to speak as a fool—am more* (St. Paul, 2 Cor. 11, 21 and 23).

13) Apposition

Apposition is placing side by side two coordinate elements. To be more precise, the second element gives explanation or modification of the first element. The use of apposition allows the insertion of additional information or emphasis on the subject (Corbett, 1990).

Example [18]: *Miley Cyrus, a 22-year-old American singer, has won an American Music Award for female best video category.*

14) Ellipsis

Ellipsis is described as an omission of a word or words which are readily implied by the context (Corbett, 1990). In other words, ellipsis can be defined as an act of omitting unnecessary word in a sentence.

Example [19]: *A lot of tires cost less than Michelin. That’s because they should* (Michelin Tires).

15) Asyndeton

Asyndeton is deliberately omitting conjunctions between a series of related clause or sentence. Referring to Corbett (1990), the omitting process aims to produce a hurried rhythm in the sentence.

Example [20]: *I came, I saw, I conquered* (Julius Caesar).
“...that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty” (John F. Kennedy).

16) Polysyndeton

Polysyndeton is the opposite of asyndeton which is a deliberate use of many conjunctions. Moreover, the use of polysyndeton aims to make continuity of expression and emphasis (Corbett, 1990).

Example [21]: We lived and laughed and loved and left. (James Joyce, Finnegans Wake)

17) Alliteration

Alliteration occurs when the same initial consonant is repeated in neighboring words. The use of alliteration is deliberately to bind verse together (Corbett, 1990).

Example [22]: Tart, tingling, and even ticklish (Sprite)

18) Assonance

Corbett (1990) and Leech (1969) define assonance as a repetition of a same vowel in the adjacent words which are preceded and followed by different consonant.

Example [23]: Through public scorn—mud from a muddy spring (Shelley, Sonnet; England in 1819)

19) Anaphora

Anaphora is a repetition of a same word or a group of words at the beginning of the successive clause. The use of anaphora is deliberately to establish
a marked rhythm, produce strong emotional effect, and emphasize a certain thing (Corbett, 1990).


20) Epistrophe

This figurative language is the opposite of anaphora. Epistrophe is the repetition of same word or a group of words at the end of successive clause. This rhetorical device aims to set up a pronounced rhythm and create a special emphasis on a sentence (Corbett, 1990, p. 436).

Example [25]: *I'll have my bond!* Speak not against my *bond*! I have sworn an oath that I will have my *bond*!

*(The Merchant of Venice, III, iii, 3-4)*

21) Epanalepsis

Epanalepsis gives a repetition of an initial word or words of a clause or sentence at the end of a same clause or sentence. The function of using epanalepsis is to give language an appearance of emotional spontaneity (Corbett, 1990).

Example [26]: *Strength matched with strength, and power confronted power* (Shakespeare, *King John*, II, I, 329-30).

22) Anadiplosis

Anadiplosis is formed when the last word from first phrase is placed or repeated at the beginning of the next clause. The repetition shows the connection
for each clause (Corbett, 1990). Moreover, Leech (1996) shows the pattern of anadiplosis can be written as (...a)(a...).

Example [27]: Kleenex Ultra. Ultra softness is all you feel (Kleenex Ultra ad).

The general who became a slave; the slave who became a gladiator; the gladiator who defied an Emperor. (Line delivered by Joaquin Phoenix, from the movie Gladiator)

23) Climax

Climax is defined as an arrangement of a word, clause, and phrase based on its important level (Corbett, 1990).

Example [28]: Miss America was not so much interested in serving herself as she was eager to serve her family, her community, and her nation. (Fitzgerald—AP English language).

24) Antimetabole

Antimetabole is defined as a repetition of words in successive clauses, but in a transposed order. This rhetorical device could be formulated as \(a + b = b + a\). Moreover, antimetabole gives a memorable note to the readers (Corbett, 1990).

Example [29]: I love Liam, and Liam loves me. (Miley Cyrus on Sunday Night interview)

One should eat to live, not live to eat. (Moliere, L’Avare)

25) Polyptoton

Corbett (1990) defines polyptoton as a repetition of a word derived from the same root. It is similar to word play, but the meanings of the words do not lose their literal meanings (Leech, 1990, p. 82).
Example [30]: The Greeks are strong, and skillful to their strength.

Fierce to their skill, and to their fierceness valiant. (Shakespeare, Troilus and Cressida, I, i, 7-8)

26) Symploce

Symploce takes a combination of anaphora and epistrophe. This device repeats both the initial and final words of a sentence or clause. Leech (1969) adds the pattern of this rhetorical device can be written as (a…b)(a…b).

Example [31]: Be ready for the change

Be good to face the change

27) Homoioteleuton

Homoioteleuton is referring to a repetition of an identical or inflectional ending on different words (Leech, 1969). This rhetorical device is almost similar compared to rhyme. The difference lies in the fact that rhyme repeats the similar syllables at the end of a word, while homoioteleuton only repeats the same derivational or the inflectional ending (Corbett, 1990).

Example [32]: He arrived at ideas the slow way, never skating over the clear, hard ice of logic, nor soaring on the slipstreams of imagination, but slogging, plodding along on the heavy ground of existence.

(Ursula K. Le Guin, The Lathe of Heaven)

28) Chime

Chime and alliteration are similar. What differentiates them is sometime chime focuses more on similarity of the sound. Chime often connects two words
that begin with identical words (Leech, 1969). Moreover, Leech (1996) adds that the phonological connection will give more emphasis when it is between words which are grammatically paired but contrast in reference and association.

Example [33]: *So foul and fair a day I have not seen* (Leech, 1969)

29) Rhyme

Rhyme is a repetition of a sound at the end of a word in a sentence, clause, or phrase. Referring to Leech (1996), rhyme focuses on spelling rather than pronunciation of the words. He adds that it is possible if there is difference between the spelling and the pronunciation. Thus, the word *great* rhymes with *mate*, not with *meat*.

Example [34]: *KitchenAid. For the way it’s made* (KitchenAid Ad).

*Who knew all the planes we flew, good things we’ve been through* 
(Wiz Khalifa ft. Charlie Puth—*See You Again*).

30) Free Verbal Repetition

Free verbal repetition is repeating same a word, phrase, or sentence from the previous part of a sentence and putting them to neighboring words (Corbett, 1990). The function of employing this device is to put an emphasis on a certain thing or a certain word. Additionally, free verbal repetition does not have a firm pattern (Leech, 1969).

Example [35]: *I wanna love you*

*I want you!*

*And even though I can’t forgive you*

*I want you!* (Ariana Grande ft. Iggy Azalea—*Problem*)
b. Trope

Corbett (1990) defines trope as a figure of speech with an unexpected twist in the meaning of the words used. Trope is also described as transference of meaning (Corbett, 1990). Moreover, Leech (1969) adds that the use of trope is deliberately to create deviation on the semantic level. Trope is divided into 14 types as follows.

1) Irony

Irony is a statement made as the opposite of the literal meaning (Corbett, 1990). This device is categorized as a powerful way of making a comment about a situation or manipulating readers’ emotions (Leech, 1969). The following is the example of irony which precisely shows that a war is cruel and unkind, but the writer puts the word kind to picture a war in the contrast.

Example [36]:  *Do not weep, maiden, for war is kind*

*Because your lover threw wild hands towards the sky*

*And the a frightened steed ran on alone*

*Do not weep*

*War is kind* (Stephen Crane—War is Kind)

2) Metaphor and Simile

These two devices have similarity which is comparing one thing to another (Corbett, 1990). Specifically, metaphor is defined as an implied comparison between two of unlike nature that have yet something in common; A comparison of two things without using words “like” or “as”. While simile is described as an explicit comparison between two things of unlike nature that yet have something
in common; A comparison of two things using either “like” or “as” (Corbett, 1990, p. 438).

Example [37]: Metaphor: She has a heart of stone.

*The words written in bold indicate that the person is a stubborn.*

Simile: She is like a wicked witch.

*The word like gives explanation that the person is cruel or rude.*

3) Hyperbole

Hyperbole is a process of exaggerating something. This rhetorical device makes the sentence sound better, more exciting, dangerous than what it is really is (Corbett, 1990). Hyperbole deals with readers’ personal values and sentiments (Leech, 1969). An original and unique hyperbole will produce a right and memorable note of emphasis (Leech, 1996).

Example [38]: I don’t exist if I don’t have her

*The sun doesn’t shine; the world doesn’t turn, alright* (One Direction, Steal My Girl).

4) Litotes

Litotes presents the use of negative or weak statement to show a positive meaning. In other words, litotes is a deliberate use of understatement not to deceive someone, but to enhance the impressiveness of what is stated (Corbett, 1990).

Example [38]: Last week I saw a woman flayed, and you will hardly believe how much it altered her appearance for the worse (Jonathan Swift, A Tale of a Tub).
5) Onomatopoeia

This member of trope is described as the use of a word whose sound echoes a sense (Corbett, 1990). Further, onomatopoeia imitates natural sounds of a thing which creates a sound effect which mimics the thing described. Moreover, onomatopoeia helps readers to set emotional or ethical tone of the text they read (Corbett, 1990).

Example [39]: *Strong gongs groaning as the guns boom far* (G.K. Chesterton, *Lepanto*).

6) Oxymoron

Oxymoron is a rhetorical figure that combines two contradictories in a phrase, clause, and sentence (Corbett, 1990). By combining those contradictories, the sentence can produce a startling effect.

Example [40]: *Still waking sleep, that is not what it is! This love I feel, that feel no love is this.* (William Shakespeare, *Romeo and Juliet*)

7) Rhetorical Question

Rhetorical question is a pattern of words which function is to ask a question, but the question does not require an answer (Corbett, 1990). The purpose of asking the question is to assert or deny something obliquely. This figurative device can be an affective persuasive device and subtly influences the audience (Corbett, 1990, p. 445).

Example [41]: *If it is not us, who else? How did this idiot get elected?* (Corbett, 1990)
8) Personification

Personification is presenting abstractions and inanimate objects with human qualities or abilities. Moreover, personification can give emotional appeals to the sentences (Corbett, 1990).

Example [42]: Like the night holds the moon (Miley Cyrus—When I look at you).

When well-appareled April on the heel of limping winter treads
(Taken from Act I, Scene II of Romeo and Juliet).

9) Periphrasis

Referring to Corbett (1990), periphrasis is a substitution of a descriptive word or phrase for a proper name or of a proper name for a quality associated with the name. The proper names are considered as the proper nouns in which people are already familiar with the names.

Example [43]: When you’re out of Schlitz, you’re out of beer (Ad slogan for Schlitz beer).

10) Anthimeria

This rhetorical device occurs when the writers does not find any single word which can represent what they want to express. Thus, the writers create words of their own to express the feeling (Corbett, 1990, p. 442).

Example [44]: The thunder would not peace at bidding (Shakespeare, King Lear, IV, vi, 103).

11) Synecdoche

This rhetorical device is a figure of speech in which a part stands for the whole or the general terms for the particular (Corbett, 1990).
Example [45]: *creature for man, bread for food, hands for helpers, and steel for sword.*

12) Metonym

Metonym refers to a practice of not using a formal word for an object or subject and instead referring to it by using another word that is intricately linked to the formal name or word (Corbett, 1990). Likewise, this rhetorical device is captured as a practice of substituting a main word with a word that is closely linked to it.

Example [45]: *White house for the US president’s house or the US government Uncle Sam for United States*

13) Homonym and Polysemy

Corbett (1990) declares that homonym and polysemy are just the same. They are defined as a word that has two or more meanings that are at least vaguely related to each other (O’Grady & Dobrovolsky, 1989).

Example [45]: The word *iron* can have two meanings, firstly *as type of metal* and secondly as *an instrument for pressing clothes.*

14) Pun

This rhetorical device focuses on creating a play on words. A pun twits a meaning of word or words. Puns often create humorous effect by using a word that suggests two or more meanings or by exploiting similar sounding words having different meanings (Corbett, 1990).

Example [46]: *When a vulture flies he takes carrion luggage.*
In this pun, the words *carrion* and *carry on* are homonyms. People take *carry on* luggage when we fly on planes, while vultures eat *carrion* and may take it with them when they fly (Corbett, 1990).

4. **Reasons for Using Rhetorical Devices in Advertisements**

Basically, advertisements have a main purpose which is to persuade people. Therefore, employing persuasive words in advertisements is essential. Consequently, a lot of advertisers use rhetorical devices to enhance the persuasive quality from the advertisements. Rhetorical devices are commonly put in headlines since headlines are what people see for the first time in advertisements (Arens, 2006). As what Berlyne (1971) says in Mick and McQuarrie (1994), a rhetorical device is deliberately put in a sentence, phrase, and clause to create familiar strange. This familiar strange is what makes the sentences sticky and easy to remember. He adds that the main point of putting rhetorical devices is to explain how a certain kind of a text structure can produce an incongruity or memorable message in an advertisement.

Moreover, the incongruity is becoming the factor that attracts and arrests people’s attention. Based on previous studies which focus on the use of rhetorical devices in advertisements (Corbett, 1999; Leigh, 1944; McQuairre and Mick, 1992; Tom and Eves, 1999), there are four reasons for using rhetorical devices in advertisements. These four reasons are giving persuasive quality, gaining
attention, easing the message process, and leading to greater memorability and recall. These four reasons are described as follows.

a. Giving Persuasive Quality

Referring to previous study which is done by Leigh (1994), the result shows that rhetorical devices are employed in more than 74% advertisement headlines. He adds that the use of rhetorical devices is based on the types of magazine, product category, headline-length, headline-linkage, and advertisement size. Leigh (1994) states that using rhetorical devices in advertisements can make the ideas become strong and persuasive. Advertisements that use rhetorical devices result in superior recalls and superior persuasions. This indicates that putting rhetorical devices gives persuasive quality to the advertisements.

Tom and Eves (1999) argue that advertisements that incorporate rhetorical devices perform better and more effective compared to those that do not employ any of them. Tom and Eves (1990) state that this is what they call as “the basis of persuasive rhetorical impact” (pp. 40-44). This impact is able to produce additional meaning of the text and also produce greater attention from public.

b. Gaining Attention

An advertisement should be able to attract people’s attention. Thus, using rhetorical devices in a sentence is a good way to acquire that goal since the devices can make the language catchy or noticable (Tom & Eves, 1990). The example can be seen in a headline written Performax protects to the max, by reading the headline, the readers have several encoding possibilities, including the content, and the phonemic equivalence words ending with max /mæks/ (Mitchell,
1983). Employing rhetorical devices as shown in that headline could generate the readers to remember the advertisement since the language used is more memorable compared to literal or daily language usage.

Further, McQuairre and Mick (1992) mention that advertisements give freedom to the audience whether or not they want to read the words. Then, using rhetorical devices is considered as the best solution in order to make people keep their eyes on the advertisements. Additionally, the use of rhetorical devices in a text will be able to create “a pleasure of text” (p. 427). A pleasure of text is defined as a reward gained after processing a clever arrangement of signs (McQuairre & Mick, 1992). Therefore, when a text employs rhetorical devices, it will be able to produce a more positive attitude compared to the literal text. The positive attitude can be seen in the form of getting audience’s attention and rising of selling product.

c. Easing Message Process

Anand and Sterntalh in Wahyuningsih (2013), state that the more frequent words repeated in a sentence, the easier people will process the message. Thus, by employing rhetorical devices will enable the readers to process the advertisement messages easily. Types of rhetorical devices that employ repetition are that deal with repetitions such as alliteration, assonance, anaphora, and free verbal repetition (McQuairre & Mick, 1992).

However, they also add that giving too much repetition exposure will undermine the persuasive impact of the message. Thus, the repetition should be put in a proper manner in order to avoid a negative attitude from the reader. The
negative attitude occurs when the readers find difficulty to process the advertisement messages since not all readers have sufficient information to absorb the message (McQuairre & Mick, 1992).

McQuairre and Mick (1992) explain that the negative response will mostly occur in tropes. This happens because tropes deal with incongruity at a deeper semantic level. Consequently, if the audiences do not have sufficient information to process the advertisement messages, the invitation to elaborate the message will not be fulfilled. Therefore, in order to help the readers process the advertisement message, the repetition should be put in a proper manner.

d. Leading to Greater Memorability and Recall

The unusual words created by rhetorical devices will produce a positive attitude toward the brand (McQuarrie & Mick, 1992). Further, rhetorical figures can lead the audience to have multiple interpretations (Jeong, 2008). The multiple interpretation will occur when an advertisement employ a rhetorical figure such as assonance (McQuairre & Mick, 1992). Resonance refers to any rhetorical device which gives an emphasis on a play or twist of an advertisement’s structure that serves to produce an echo or multiplication of meaning. Some rhetorical devices which imply resonance are puns and metaphor. Those two rhetorical devices have the ability to produce more than one meaning of a sentence, clause, and phrase. This ability will create an echo or duplication of meaning in an advertisement (McQuairre & Mick, 1992). Moreover, this ability will help the audience to recall the words from the advertisement in their memory. Then, the use of rhetorical devices especially alliteration and assonance can be used as mnemonic devices.
These mnemonic devices are used to dramatize product benefits and make them memorable for the readers. Therefore, the use of theoretical devices really helps the target audience to memorize and recall the advertisement messages (Corbett, 1990).

B. Theoretical Framework

This section summarizes and synthesizes all major relevant theories that help the researcher in conducting the research and answering the research questions. Moreover, in analyzing the data and answering the research questions, the researcher uses some related theories as the groundwork. The main theories used in this study are mostly related to advertisements and rhetorical devices.

Many experts have described the definition of advertisement. Goddard (2002) states that an advertisement is a form of communication means addressed to group of people which goal is to persuade them. Further, an advertisement consists of media message paid for and signed by a business firm or institution that wants to increase the selling power (Weibacher, 1984). Advertisements are also described as non-personal communication media and usually persuasive in order to win converts product, service, or idea (Arens, 2006). Since the main purpose of advertisement is to persuade people and gain attention, this makes advertisers use many strategies. One of the strategies is by employing rhetorical devices in the advertisements. This strategy is considered as the best way to make the readers pay attention to what the advertisers say (Tom & Eves, 1999).
Rhetorical devices are described as types of figurative language which use words in a certain way to convey meaning and to persuade people. The use of these devices can evoke an emotion on a part of readers’ emotion (Leech, 1969). Besides, the act of using rhetorical devices in an advertisement aims to make something familiar become stranger in order to leave memorable note in readers’ mind (McQuairre & Mick, 1992). The use of these devices is deliberate in order to increase people’s attention. By putting any rhetorical device in advertisements, people are expected to keep their eyes on the advertisements.

Specifically, Corbett (1990) and Leech (1969) have categorized rhetorical devices into two groups, namely scheme and trope. Each group has its types. Scheme has 30 types and trope has 14 types, and the members of each group are explained in the Theoretical Description. By referring to Corbett (1999) and Leech (1969) classifications, the researcher aims to find out types of rhetorical devices used in English advertisement headlines in *ELLE* magazine issued in 2014.

Moreover, using rhetorical devices in advertisements has four major purposes as they are all explained in Rhetorical Description. Referring to some experts such as Corbett (1990), Leigh (1994), McQuairre and Mick (1992), and Tom and Eves (1999), there are four reasons for using rhetorical devices in advertisements. The first reason is to give persuasive quality to the readers. The second one is to gain the readers’ attention. The third reason is to ease message process which means to help the readers interpret the advertisement words. The last reason for employing rhetorical devices in advertisements is to increase
memorability and recall of the advertisements. Further, the researcher also wants to find out whether or not those four reasons are found in *ELLE* magazine advertisement headlines issued in 2014.
CHAPTER III

RESEARCH METHODOLOGY

This chapter presents a rationale for the method of this research and analysis. This chapter comprises six parts, namely the research method, the research setting, the research source, the instrument and data gathering technique, the data analysis technique, and the research procedure.

A. Research Method

The researcher conducted this research which was categorized as qualitative research. Qualitative research is a study which investigates the quality of relationship, activities, situations, and materials. Besides, the data collected are in the forms of descriptive rather than numerical or statistical data (Frankel & Wallen, 2006). Therefore, this study did not deal with any numeric data.

To be more specific, there are several methods that can be applied in conducting qualitative research. Some of them are content analysis, case study, and discourse analysis. Precisely, the researcher used discourse analysis as the method in accomplishing this research. Discourse analysis is described as the analysis of language above and beyond a mere the accumulation of sounds, morphemes, words, clause, and sentences (Fasold & Linton, 2006). Specifically, this method focuses on a power, domination and construction, and reproduction of power in texts and conversations, language in social contexts, and interactions (Cohen, Manion, & Morrison, 2011).
The use of discourse analysis for this research was due to the focus of this study which was analyzing rhetorical devices in English advertisement headlines in *ELLE* magazines. Since rhetorical devices focus on how a word, sound, phrase, or clause can create a strange-memorable meaning in order to produce a persuasive message, then, discourse analysis was considered as the most appropriate method for this study.

**B. Research Setting**

The researcher conducted this research started from January 2015 until June 2015. Firstly, the researcher looked for the data source from January until March 2015. As a result, the researcher then chose *ELLE* magazine as the main source for this study. Secondly, the researcher gathered the data from the magazines in March until April 2015. Thirdly, the data analysis was conducted from April until June 2015. Since this study did not deal with human interaction and field study, the specific place was not required in conducting this research.

**C. Data Source**

The researcher chose *ELLE* magazine since the magazine was easy to find because it is one of the largest women magazine which has been published in more than 60 countries all over the world and Indonesia is one of them.

Specifically, the magazine used in this research was *ELLE* magazines which were published monthly starting from January 2014 until December 2014. The decision in choosing full edition of 2014 was based on two major considerations. The
first consideration was coming from time-publishing in which all of the issues were published in 2014 and this research was conducted in the early of 2015. Therefore, ELLE magazines used in this research consisted of the newest or current issues along 2014. Moreover, the information will be brought through the advertisements as well. As a result, the data used in this study was considered up to date and more reliable.

The second consideration was due to the limited time for the researcher to accomplish this research and 2014’s ELLE full editions were considered enough as the main source for this study.

**D. Instrument and Data Gathering Technique**

This section explains the research instrument employed in carrying out this study. Moreover, this part also describes the data gathering technique the researcher used for accomplishing this qualitative research.

**1. Instrument**

Instrument is a means used to collect data for the research (Fraenkel & Warren, 2006). In conducting this document analysis research, there was only one major instrument involved, namely the researcher. Since the researcher is the primary instrument for gathering data, he or she relies on skill and intuition to find and interpret data from the document (Merriam, 2009). Moreover, the researcher used personal construct in collecting and analyzing the data gathered from ELLE magazines issued in 2014. The personal constructs were acknowledged from previous studies and theories related to advertisements and rhetorical devices. These theories
and understanding were becoming the means or references the researcher used to categorize and analyze the data (Cohen, Manion, & Morrison, 2011).

2. Data Gathering Technique

In gathering the data, the researcher used coding categories as the technique. Applying coding categories is a technique used in document analysis research (Fraenkel & Warren, 2006). Moreover, Frankel and Warren (2006) note that the researcher could determine the coding categories to get the data before or during the analysis (p. 485). In this study, the research made the coding categories before the investigation begun. The researcher determined the categories based on previous studies, knowledge, and also theories related to the topic investigated in this research.

The following coding categories show how researcher answered the first research question aimed to identify types of rhetorical devices found in ELLE magazines issued in 2014.

Table 3.1 Rhetorical Devices Appeared on ELLE Magazine Advertisements

<table>
<thead>
<tr>
<th>NO.</th>
<th>RHETORICAL DEVICES</th>
<th>HEADLINES</th>
<th>BRANDS OR PRODUCTS</th>
<th>ISSUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Alliteration</td>
<td>Mose of man</td>
<td>Num8ereight hat</td>
<td>Feb14</td>
</tr>
<tr>
<td>1.</td>
<td>Rhetorical question</td>
<td>What were you thinking?</td>
<td>Royal Embroidery Collection</td>
<td>Mrch14</td>
</tr>
<tr>
<td>3.</td>
<td>Parallelism</td>
<td>Cool and easy</td>
<td>The Body Shop</td>
<td>Apr14</td>
</tr>
<tr>
<td>4.</td>
<td>......</td>
<td>......</td>
<td>......</td>
<td>......</td>
</tr>
</tbody>
</table>

Furthermore, the researcher answered the second research question by analyzing the reasons for using rhetorical devices in English advertisement headlines based on selected or supporting theories from experts as mentioned in Chapter II.
E. Data Analysis Technique

There were two techniques involved in analyzing data in this study, namely counting and narrative analysis.

1. Counting

This technique is a characteristic of document analysis research which puts emphasis on counting the frequency of several aspects investigated that would be the research results (Frankel & Warren, 2006). Thus, the researcher used counting as the technique to analyze how many times each rhetorical device found in one issued magazine. Moreover, the researcher also used counting to identify the frequency of each rhetorical device could appear in all magazines issued in 2014. For example, the researcher counted how many times metaphor and alliteration could appear in *ELLE* magazine issued in January 2014 and then the researcher counted all metaphor and alliteration features appeared in all *ELLE* magazines issued from January until December 2014 (*See appendix 2*). After the researcher found all features appeared in magazines, the researcher could determine which figure that became the most dominant.

2. Narrative Analysis

Narrative analysis is one of discourse analysis techniques that analyzes or interprets the data observed based on personal experiences or observations (Cohen, Manion, & Morrison, 2011). The researcher used narrative analysis to find out why certain advertisements could be categorized as using certain types of rhetorical devices, for example an advertisement employed the words *This girl is on fire* and
the advertisement was categorized as using metaphor. Based on that data, the researcher then tried to find out the reason why this advertisement considered as using metaphor in the form of narrative or descriptive analysis. Therefore, all the data presented in this document analysis research was all in the form of narrative or descriptive texts.

F. Research Procedure

In accomplishing this study, the researcher had done six steps. Those steps were deciding a problem, reviewing related literature, making table of analysis, deciding data source and identifying the data, interpreting the data, and reporting result.

1. Deciding Problem

In this step, the researcher selected a problem to investigate. Since advertisements had been growing tremendously, she thought that people tended to buy what “advertisers say” not “what they really need”. Related to this phenomenon, this study wanted to investigate what happened with the language used in advertisements and the reasons why advertisements could drive people to do exactly as what they said through the words.

2. Reviewing Related Literature

The following step was finding out related literature related to the problem investigated. This step aimed to gain more understanding and insight that would be used as the grounded theory to answer the research problems. The researcher read
some theories which mainly discussed advertisements and the language used and theories which talked about the methods used to conduct research. The theories were mostly taken from Arens (2006), Bovee (1992), Cohen, Manion, and Morrison (2011), Corbett (1990), Frankel and Warren (2006), Goddard (2002), Leech (1969), and Merriam (2009). As a result, the researcher could understand the reasons why the advertising language could make people do exactly as what the advertisers wanted; The advertisements were employing rhetorical devices in delivering the messages.

3. Making Table of Analysis

After the researcher read some theories related to the topic investigated, the researcher made a table as the place to put advertisements which employed rhetorical devices. The table was made before any analysis begun. Specifically, the researcher made the table based on previous study which also used a table to identify rhetorical devices in advertisements. Actually, the table was very helpful for classifying advertisement headlines based on the rhetorical devices in the magazines (See table 3.1).

4. Deciding Data Source and Identifying Data

After making the table of analysis, the researcher looked for data source for the investigation. This study used ELLE magazines issued in 2014 as the main sources. Specifically, this research only focused on analyzing rhetorical devices used in full page advertisement headlines. After that, the researcher started to identify advertisement headlines which employed rhetorical devices and put them in the table which had been made in the previous step.
5. Interpreting Data

In interpreting the data, the writer mostly used the theories from Corbett (1990) and Leech (1969) which discuss rhetorical devices. After the researcher had found all the features appeared in the magazines and put the advertisement in the table, she started to find out reasons why the advertiser hired those kinds of rhetorical devices in the advertisement.

6. Reporting Results

The last step involved in conducting this research was reporting the results. The writer wrote the report based on the findings. Since the research was qualitative research, the researcher presented the results in a narrative form.
CHAPTER IV

RESEARCH RESULTS AND DISCUSSION

This chapter presents the results of this study, which had been analyzed in ways justified in the methodology. In addition, this section discusses the findings and interprets them in light of the research questions. The first question aims to find out types of rhetorical devices used in English advertisement headlines in *ELLE* magazines issued in 2014. The second question aims to analyze the reasons for using rhetorical devices in the English advertisement headlines. The data used to answer the formulated problems were collected from 323 full-page advertisement headlines. However, it was found that only 158 of all the advertisement headlines employed rhetorical devices.

A. Rhetorical Devices in English Advertisement Headlines

In analyzing the data, the researcher used theories which discuss rhetorical devices from Corbett (1990) and Leech (1969). Moreover, rhetorical devices are divided into two groups, namely scheme and trope. Specifically, scheme is divided into 30 figures, and trope into 14 figures (Corbett, 1990; Leech, 1969). This research found that there were 21 types of rhetorical devices used in *ELLE* magazines issued in 2014. Those rhetorical devices were free verbal repetition, alliteration, asyndeton, parallelism, metaphor, personification, assonance, aphaeresis, hyperbole, rhyme, anaphora, periphrasis, rhetorical question, prosthesis, polyptoton, epanalespsis, antitheccon, simile, oxymoron, proparalepsis, and epenthesis.
1. Free Verbal Repetition

The first rhetorical device found in ELLE magazine issued in 2014 was free verbal repetition. Free verbal repetition repeats same exact word(s), phrase(s), clause(s), and sentence(s) from the previous part in a statement. Leech (1969) adds that this figure does not have a firm repetition pattern. Moreover, the repetition of textual portions informs the readers that some significant ideas are being stressed. This rhetorical device was found only in November’s edition. The following is the headline which employed free verbal repetition.

[1] Great selections of your favorite wine with great price (VIN Wine, NOV14)

Headline [1] repeated the word great. This headline was categorized as free verbal repetition because the first great was placed at the beginning of the sentence and the second great was repeated before the last word of the sentence, not in the end of the sentence, which would form epanalepsis. This showed that there was not a firm pattern of this repetition. Thus, the presence of irregular repetitions of the word great in headline [1] made it categorized as using free verbal repetition. Moreover, the purpose of employing repetition in the headline was to give specific information that VIN wine always gives the best-quality of taste and affordable price for all people.

2. Alliteration

The second rhetorical device found in ELLE magazines issued in 2014 was alliteration. This figure is described as a repetition of a same initial or medial consonant in two or more adjacent words (Corbett, 1990). Alliteration was found in all editions of ELLE magazines issued in 2014.
[3] **LIFE AT a GLANCE** with the **GALAXY gear** (Samsung Galaxy Note 3 + Gear, FEB14)
[4] **Perfect Proportion** (Vinora Fashion, MARCH14)
[5] **SHINY sheen** (*ELLE* Beauty Trend, APRIL14)
[6] **Perfect Matte Endless Moisture** (L’Oreal Color Riche Moist Matte, MAY14)
[7] **Live Love Real Life** (SOGO, JUNE14)
[8] Care for **comfort** (Dove Whitening Deodorant, JULY14)
[9] Start the **smart living** (Plaza Senayan Passport Event, AGST14)
[10] **Stay in style** (LENOVO S850, SEPT14)
[12] Every day we **wear Kickers** (KicKers Accessories and Apparel, DEC14)

Headline [2] repeated */p/* in the word *power* and *player*. The same case also happened in headline [3] which repeated the consonant */g/* in the word *glance*, *galaxy*, and *gear*. Moreover, headlines [4], [5], [6], [7], [8], [9], [10], [11], and [12] had similar patterns to headlines [2] and [3] and the differences only took place in the consonants being repeated in each headline.

Further, the frequent use of alliteration in sentences was not shocking because this figure could create high level of mnemonic device. Corbett (1990) defines mnemonic device as a gimmick used to embellish the product benefits (p. 434). Moreover, Leech (1969) declares that involving alliteration in advertisements can make the sentences more organized and memorable. Therefore, the purpose of employing alliteration in all advertisement headlines was to make and help the target audiences remember the words from the advertisements.

**3. Asyndeton**

The next rhetorical device found in *ELLE* magazines was asyndeton. This figure is defined as a deliberate omission of conjunctions between a series of...
related clauses (Corbett, 1990). He adds omitting one or two conjunctions in a sentence aims to produce a hurried rhythm. Asyndeton was found in six editions, namely January’s issue, March’s issue, May’s issue, June’s issue, July’s issue, and August’s issue. The English advertisement headlines which used asyndeton were as follows.

[13] Your life, your canvas. Make your mark! (Samsung Galaxy Note 10.1, JAN14)
[14] Proven formulas, BEAUTIFUL SKIN (Oriflame, MRCH14)
[15] A new Attitude. So bold, so modern, so sensational (Maybelline Lipstick Collection, MAY14)
[16] THINK BIG, Carry Small (Samsung NX, JUNE14)
[17] A, B, Chic! (ELLE Accessories Collection, JULY14)
[18] Two flavors, two personalities (Magnum Pink & Black, AGST14)

Headlines [13], [14], [15], [16], [17], and [18] were categorized as asyndeton because they omitted *and* as the conjunctions. The omission might make the readers interpret the advertisements in many different ways since each reader has different ability in understanding the advertisement meanings (Leech, 1969). There were several possibilities could happen because of this omission. Firstly, the omission of the word *and* would speed up the sentences without distracting the readers or listeners as happened in headlines [15] and [17]. If those two headlines used conjunction *and*, the flows were interrupted by the presence of the conjunction *and* itself. This would slow down the readers or listeners while reading the advertisements (Kolln, 1999). In headline [15], the advertiser omitted the conjunction *and* to strongly ensure the *bold, modern* and *sensational* effects for using Maybelline lipsticks without adding any other effect. The same reason also happened in case [17] where the advertiser omitted the word *and* in order to
render each element in the words A, B, and Chic with the same portion or position. Therefore, it was unnecessary to add and as the conjunction (Kolln, 1999).

Secondly, the absence of conjunction and gave synonymous to a phrase or made the later phrase become an addition or even a substitute for the previous part as written in headlines [13] and [18]. In headline [13], the word life and canvas were equal. This headline could give a meaning as readers’ lives are their own canvas and the readers can freely draw or write whatever they want. Therefore, the words your life could be considered as the substitute for the words your canvas (Leech, 1969).

The synonymous also happened in headline [18] which wrote two flavors, two personalities. The word flavors and personalities were equal. However, the word flavors and personalities could not change each position as happened in case [13], they just completed each other. Therefore, whenever there was flavors there would be personalities and whenever there were two flavors, there would be two personalities. They were connected each other.

The third possibility of omitting the conjunction and is to give a climatic effect (Corbett, 1990). The climatic effect could be seen in headlines [14] and [16]. In headline [14], the words proven formulas were placed in the beginning of the phrase and followed by the words beautiful skin. This kind of placement showed that the presence of proven formulas happened in the first place and then followed by beautiful skin. The use of asyndeton in headline [14] did not only give the climatic effect but also give causal and effect. Therefore, the readers
might interpret the headline as *proven formulas in oriflame cosmetics make skin look beautiful*.

The climatic effect also happened in headline [16] which was written *THINK BIG, Carry Small*. In headline [16], the words *think big* happened in the first place. The act of thinking made another act, which was *carry*. Besides climatic effect, headline [16] gave disagreement effect. Therefore, the readers might interpret headline [16] as *I think big, but I carry small* (Kolln, 1990).

4. Parallelism

The fourth rhetorical device found in *ELLE* magazine issued in 2014 was parallelism. Basically, parallelism focuses on the similarity of structure in a sentence, phrase or clause. Parallelism establishes similar patterns of grammatical structure. Therefore, noun should be connected with noun, adjective with adjective, verb with verb, prepositional phrase with prepositional phrase, and so forth (Corbett, 1990). Based on the findings, English advertisement headlines which employed parallelism was found in nine issues. Those issues were January, February, March, June, July, August, October, November, and December. The parallel structures were figured in tree structures in order to show how a phrase constructed from nouns, verbs, adjectives, or and adverbs. Moreover, the use of tree structure in this research also aimed to determine the interpretation of the parallelism constructions (O’Grady & Dobrovolsky, 1989, p.174).

[19] Unwind, Relax and Recharge (Espa-spa & Reflextion, JAN14)
[20] LESS MAKE UP, FRESHER FACE (LANEIGE, FEB14)
[21] Be free from unsightly unwanted hair (Depilux™, MRCH14)
[22] It’s all about ambience, beachfront, cuisine (GADO GADO Restaurant Longue, JUNE14)
[23] Brilliant Design Hidden strength (Seiko Watch, JULY14)
[24] The more you shop, the bigger the prize (Plaza Senayan Passport Event, AGST14)
[25] Scents and Sensibility (L’Occitane, OCT14)
[26] Beauty Identity (LANEIGE 20th Anniversary, NOV14)
[27] Bright Day bright NIGHT (PIXY, DEC14)

The first parallelism came from *Espa-spa & Reflection* [19]. The structure used in the advertisement headline was similar to the structure used in headlines [22], [25] and [26]. The differences only came from types of phrase and conjunction used in the headlines. Headline [19] used a verb phrase, whereas headlines [22], [25], and [26] used noun phrases. Moreover, headlines [19] and [25] used *and* as the conjunctions, while headlines [22] and [26] did not employ any conjunction in the advertisements. The parallel structures of those advertisement headlines were elaborated as follows.

![Figure 4.1 The Verb Phrase Structure of Espa-spa & Reflection Advertisement [19]](image)

Headline [19] employed parallelism in the form of a verb phrase (VP). Moreover, the VP was constructed from three verbs, namely *unwind, relax,* and *recharge*. The use of parallelism in this headline gave emphasis that any treatment offered in *Espa-spa & Reflection* makes the audiences feel *unwinded, relaxed,* and *recharged.*
Figure 4. 2 The Noun Phrase Structure of GADO GADO Restaurant Advertisement

Headline [22]

Moreover, headline [22] used parallelism which was represented in the form of a noun phrase. The noun phrase was constructed from three noun words as shown in Figure 4. 2. Those noun words were *ambience*, *beachfront*, and *cuisine*. These noun words became the emphasis in the advertisement. The function of putting those three noun words was to give more explanation or modifier to the restaurant itself. While reading the headline, the audience could see what kind of satisfactions the restaurant offered.

Figure 4.3 The Noun Phrase Structure of L’Occitane Advertisement Headline [25]

Headline [25] was also employing parallelism which was presented in a noun phrase (NP). Moreover, the NP was derived from two noun words, namely
scents and sensibility. The use of parallelism was to convey the idea that L’Occitane provided the audience with great scent and sensibility.

\[
\text{NP} \quad \text{N} \quad \text{N} \\
\quad \text{Beauty} \quad \text{identity}
\]

Figure 4.4 The Noun Phrase of LANEIGE 20\textsuperscript{th} Anniversary Headline [26]

The same case also happened in headline [26], it could be seen that the parallelism was shown in the form of a noun phrase (NP). The noun phrase was built from two noun words, which were beauty and identity. The parallelism in this headline associated the 20\textsuperscript{th} anniversary of LANEIGE cosmetics with beauty and real identity of a woman (Brooks & Warren, 1958).

The next headlines which used parallelism were headlines [20], [21], [23], and [27]. All those four headlines employed same structures, which were noun phrases. All of them used noun phrases and adjectives became the pre-modifiers. The adjectives give attribute explanation to the head noun in the headlines (Corbett, 1990). The followings were the structure of those three advertisement headlines.
In headline [20], the noun phrase (NP) was constructed from adjectives and nouns. The adjective words were *less* and *fresher*, while the noun words were *makeup* and *face*. It could be seen that this headline employed degree of comparison effect. Through the advertisement, the advertiser wanted to say that even though people only use several products of LANEIGE, they still give fresher looks to the face.

**Figure 4.6 The Noun Phrase of Depilux™ Advertisement Headline [21]**
Headline [21] employed parallelism in the form of a noun phrase. The noun phrase was constructed from two adjectives and a noun. The adjectives were *unsightly* and *unwanted* and the noun was *hair*. From the advertisement it could be concluded that *Depilux will free the audience from the unattractive, damaged, and undesirable hair.*

![Figure 4.7 The Noun Phrase Structure of Seiko Watch Advertisement Headline [23]](image1)

In headline [23], the noun phrase was constructed from the word *brilliant* and *hidden* as the adjectives and the word *strength* and *design* as the nouns. The purpose of using adjectives in headline [23] was to modify the nouns to win public’s attention (Brooks & Warren, 1958).

![Figure 4.8 The Noun Phrase of PIXY Advertisement Headline [27]](image2)
Headline [27] employed parallelism in the form of a noun phrase. Moreover, the noun phrase used in the headline was derived from word *bright* as the adjective and the word *day* and *night* as the nouns. Additionally, the purpose of placing adjectives as pre-modifiers was to embellish the head noun. By employing the adjectives, the nouns became more beautiful and interesting. This trick could be done in order to gain readers’ attention especially when they just saw the advertisement at glance (Corbett, 1990). Specifically, if in headline [27] the advertiser did not use adjectives as the modifiers, the words would be just *day* and *night* and sounded usual and not interesting. The word *bright* had changed the usual emotion into attention-grabbing sentiment (Brooks & Warren, 1958).

The last headline which employed parallelism was headline [24]. The advertisement did not only give emphasis on *shopping* and *price*, but also put causal and effect in the headline.

![Figure 4.9 The Parallel Structure of Plaza Senayan Passport Event Advertisement](image)

**Figure 4.9** The Parallel Structure of Plaza Senayan Passport Event Advertisement

**Headline [24]**
In headline [24], there were two noun phrases involved. The first noun phrase was put as the head or umbrella for all the elements written in the advertisement. The head noun phrase was built of a verb phrase (VP) and the second noun phrase (NP). Moreover, the VP was considered done firstly and then followed by the second NP. Therefore, by reading the sentence the readers might interpret the sentence as *the more satisfaction we get in shopping, the bigger price we have to pay for it*.

5. Metaphor

The next rhetorical device found in ELLE magazine advertisements was metaphor. Metaphor compares two things by stating one as the other (Corbett, 1990, p. 438). Moreover, the researcher found metaphor in all ELLE magazines issued in 2014, except in August’s issue:

[28] This girl is on fire (*ELLE* Fashion Outfits, JAN14)
[29] Journey of a proven beauty (IOMA Skincare, FEB14)
[30] SENSE of NEW spirit (New Coach Collection, MRCH14)
[31] Fashion is just a click away (BERRYBENKA, APR14)
[32] The Key of Confident (TRESemme Shampoo, MAY14)
[33] The SPARK of FRESHNESS (Burberry Fragrance, JUNE14)
[34] Life is a beautiful sport (LACOSTE Watch, JULY14)
[35] A friendly mixture (Branche Restaurant, SEPT14)
[36] A playful twist (Celine Belt Bag, OCT14)
[37] She is a jeansious (Denim Jeans, NOV14)
[38] The Jewels of the sea (*ELLE* Jewelry, DEC14)

There are several purposes of employing metaphor in a sentence, phrase or clause. The first function is to structure circumstance a more well, which means the use of metaphor aims to make a better understanding of a context or sentence (Lakoff & Johnson, 2003). This function can be found in headlines [28], [30], [31], [32], [34], [37] and [38]. Headline [28] said *this girl is on fire*. The word *fire*
reflected strong, powerful, and hot emotion. Besides, the word fire could bring the meaning of bravery. Therefore, the metaphor in headline [28] aimed to transfer some qualities of fire to girls who wear ELLE outfits. The headline wanted to say that ELLE fashion outfits make all girls look strong, powerful, hot, and brave.

Similarly, headline [30] said sense of new spirit and through those words the advertiser tried to say that Coach is a fashion brand which gives sense of a new spirit. So that, the existence of metaphor in this headline had a purpose to invite the audience to picture or imagine that Coach new collections make them experience new appearances in fashion. The new appearance was represented in the words a new spirit. Meanwhile, in headline [31] the words a click away indicated a state or place which was not very far away in distance. The advertiser wanted to associate the words a click away with familiar condition in audiences’ surroundings. The essence of employing metaphor in headline [31] was to state that BERRYBENKA familiarizes people with fashion or it could be said that BERRYBENKA makes people get closer to fashion.

Headline [33] came to give the same reason as headline [31]. Headline [33] uttered the spark of freshness, since the advertisement was introducing perfume; The word spark represented scent of the perfume. Therefore, the audience might interpret the headline as Burberry fragrance gives a scent to make people feel fresh or renewed all the time. The word life is a beautiful sport in headline [34] made a notion that life equal to a beautiful sport. In literary meaning, the word sport pictured any physical activity which had been done both for enjoyment and or as a job. Therefore, headline [34] aimed to say LACOSTE
helps you find your own enjoyment in your beautiful life. Similarly, headline [37] employed the word *jeanious* which had similar pronunciation with *genius*. The advertisement put the word *jeanious* in order to represent *jeans* or *trousers* since the advertisement was about *Denim Jeans*. Therefore, the headline mentioned the words *she is a jeanious* to express the idea that *everyone who wears Denim Jeans is precisely brilliant*.

Headline [38] said *the jewel of the sea* in order to associate the quality of jewel taken from the sea with *ELLE Jewelry Collections*. The word *sea* emphasized where the materials taken to make the jewelry. As everybody knows that jewels taken from the sea always serves the best quality. Hence, the advertiser wanted to announce that *ELLE Jewelry collections always give the best quality for people*. The headline persuaded the audience to believe that *ELLE is the only brand which sells best quality Jewelry*.

The next function of using metaphor stated by Lakoff dan Johnson (2003) is to understand the less concrete in terms of the more concrete. The concrete is described as something which is real and observable in real world where people can see, touch, taste, and smell it (Corbett, 1990). This function was applied in headlines [29], [32], [35], and [36]. Headline [29] uttered *journey of a proven beauty*. The metaphor in the headline gave the audience a concept that the word *journey* was the concrete thing the audience could imagine. This meant when the audience read the word *journey*, they could imagine how a journey looked like, how it felt, and how many ways they should take to arrive at the destination. Here, the words *a proven beauty* were stated as *the destination of the journey*. Since
IOMA was a skincare, *a proven beauty* was imagined as an every-woman dream, which was associated with having flawless skin, brightest skin, and splendid appearance. Hence, the audience could interpret headline [29] as *IOMA gives a lot of ways to have a perfect beauty.*

Meanwhile, headline [32] said *the key confident* and the concrete thing was shown in the word *key.* The word *key* gave the understanding of a thing which was used to open or close a lock. In this case, *a lock* was replaced by the word *confident.* Therefore, the headline could be interpreted as *TRESemme Shampoo releases the confidence* or *TRESemme Shampoo gives confidence to all people.*

Headlines [35] and [36] put the concrete things in the word *mixture* and *twist.* Headline [35] advertised a restaurant and wrote *a friendly mixture* to promote. Moreover, the word *mixture* symbolized *cuisine which was made from different-mixed ingredients.* The word *friendly* brought *pleasant and suitable taste for all people* as the meaning. Then, headline [35] tried to say *Branche restaurant serves many combination tastes and all people will be pleased to have it all.*

Moreover, headline [36] said *a playful twist.* Specifically, the word *twist* literally showed the state of *turning something* or *wrapping one thing to another.* However, in headline [36], the word *twist* was transferred into *a movement* as the meaning and the word *playful* stated *the feeling of being free and happy.* Since the advertisement was about a belt bag, the advertiser wanted to take the audience to firstly imagine what commonly happened when a woman wore a bag with a belt. Sometimes the belt gave a trouble for women to make any movement. Therefore, headline [36] wanted to show the completely opposite of that situation. The words
a playful twist was used metaphorically to mean Celine Belt Bag lets you move freely while wearing it or in other words the headline meant Celine Belt Bags will not interrupt any single movement you make.

6. Personification

The sixth rhetorical device found in ELLE magazines issued in 2014 was personification. Corbett (1990) and Leech (1969) describe personification as a process of participating abstraction or inanimate objects with human qualities or ability. There were eight ELLE magazines issued in 2014 used this rhetorical device in the headlines. The English advertisement headlines were as follows.

[39] Unlocking nature’s secret (Dewi Sri Spa, JAN14)
[40] When beauty meets fashion (Oriflame, APRIL14)
[41] Spring FLING (Marc Jacobs Collection, JUNE14)
[42] Where elegance meets performance (SEIKO Watch Collection, SEPT14)
[43] The Best Knows No Alternative (The New C-Class Mercedes-Benz, NOV14)
[44] Season’s Greeting! (Shangri-La Hotel-Jakarta, DEC14)

The main purpose of applying personification is to make the abstraction tangible by perceiving them in terms of the concrete and the physical world (Leech, 1969, p. 158). Dewi Sri Spa in headline [39] was a name of a beauty salon which stated as an inanimate object. However, the sentence showed that the beauty salon had the power or ability to unlock the nature’s secret. The human quality to unlock something was transferred to Dewi Sri Spa. Furthermore, in Oriflame [40] and SEIKO watch [42] advertisement headlines, the human qualities were given to the word beauty and elegance. Beauty and elegance were pictured as animate objects, so that they were able to see or speak to others. This was proven by the existence of the words meets written in the headlines.
Likewise, in headlines [41] and [44] the human quality was put in the word *spring* and *season*. Specifically, headline [41] said *spring fling*, and the word *spring* was imagined as having ability to *fling*. Thus, the word *fling* gave the impression that *Marc Jacobs’s Collection really flings their spring*. Similarly, headline [44] presented the human quality in the word *season*. The human quality presented in the word *season* was the ability to say something or to greet people. Therefore, headline [44] said *season’s greeting* which indicated that *season is just like a human being who is able to utter sentences to greet others they meet*. Moreover, the audience might interpret the words as a new season is coming. In headline [43], the personification imagined *New C-Class Mercedes-Benz* as an animate object that is able to think whether something was good, worse or best. The word *knows* was interpreted as *gives*. Moreover, the word *no alternative* indicates there is no other choice except the best quality of the brand, *New C-Class Mercedes-Benz*. Therefore, headline [43] wanted to emphasize that *New C-Class Mercedes-Benz only gives the best to the buyers*.

7. **Assonance**

Assonance focuses on repeating same vowel sounds which are preceded and followed by different consonants (Corbett, 1990). There were 8 editions of *ELLE* magazines which employed assonance in the headlines. The English advertisement headlines were mentioned as follows.

[45] UNBEATABLE PERFORMANCE (MAZDA CX5, FEB14)
[46] Truly Asian beauty (PIXY, MRCH14)
[47] SWEET TREAT (Cherry Blossom, APRL14)
[48] Neutral Nuance (*ELLE* Beauty Skincare, MAY14)
[49] CLARITY CHARITY (Versace Perfume, JUNE14)
[50] GREAT PLAIN (SOGO, JULY14)
Headline [45] repeated vowel /æ/. This vowel was repeated in the stressed syllable of the word unbeatable /ʌn′bi.tə.bl/ and the word performance /pəf′sə.mənts/. Besides, headline [57] repeated vowel /i:/ in the word sweet /swi:t/ and treat /tri:tl/. The repetition of the same vowel also happened in headline [51]. The long vowel /i:/ was repeated in word green /gri:n/ and tea /ti:l/. Conversely, the short vowel /ɪ/ in headline [52] was repeated in the word pristine /′prɪs.tɪn/ and cuisine /kwɪ′zɪn/. Further, headlines [46] and [48] made repetitions of vowel /u:/ in the words truly /tru:li/, beauty /bju:ti/, neutral /′njuː trəl/, and nuance /′nuːs.təns/. Headline [49] repeated vowel /æ/ in the word charity /′tʃær.i.ti/ and clarity /′klær.i.ti/. In headline [50], the repetition happened in vowel /ei/ for the words great /greɪt/ and plain /pleɪn/. The purpose of employing assonance in the headlines was to create rhythmic sounds which helped the readers to remember the words and the meanings of the advertisements.

Moreover, based on its pattern, assonance had resembled to rhyme. This resemble could make assonance and rhyme connected sometimes. Therefore, it was possible that a headline could employ both assonance and rhyme since rhyme could be constructed by repeating syllable sound. This could be seen in the headline [46] which was written truly Asian beauty. The headline used assonance as described previously, and also used rhyme for the same words truly /′tru:li/, and beauty /′bju:ti/. The use of assonance aims to make mnemonic effects in the advertisements. The function is not only to dramatize the words but also to make
the readers easier to memorize the words. Moreover, assonance is able to make words in sentences have rhythmic patterns (Corbett, 1990).

8. Aphaeresis

Based on the findings, there was only one English advertisement which used aphaeresis in the headline. Aphaeresis is a poetic device that focuses on subtracting a syllable from the beginning of a word. However, the subtracting does not change the meaning of the word (Corbett, 1990; Leech, 1969). The following is the English advertisement headline which used aphaeresis.

[53] ‘Tis the season to be naughty (Bebe, FEB14)

Literally, the word ‘tis stands for it is. Headline [53] omitted i form the words it is. Moreover, the advertisement also merged the word it and is into one and omitted the space between them. The omission did not change the meaning of the words “it is” themselves. Therefore, with or without i the meaning was still the same as “It is the right time to be naughty or having a new appearance with Bebe collection”. The use of aphaeresis could help the readers in reading the words, especially when the readers only read the advertisement at glance.

9. Hyperbole

Hyperbole is defined as a rhetorical device aims to create an exaggeration of emphasis or heightened effect. Corbett (1990) adds that the use of original and unique hyperbole in a sentence will produce right note of emphasis. Based on the findings, there were six ELLE magazines issued in 2014 hired hyperbole in order to grasp people’s attention. The headlines which used hyperbole were mentioned as follows.
[54] The biggest fashion movement is happening now (Indonesia Fashion Week 2014, FEB14)
[55] Perfectly smooth skin without a spot (Bella Skin Care, APRIL14)
[56] Absolute perfection (L’Oreal Color Riche Lipsticks, AGST14)
[57] Effortlessly smooth flawless skin (OLAY Total Effect, OCT14)
[58] Gift of everlasting beauty (SK-II, NOV14)

The main function of using hyperbole is to exaggerate ideas for the sake of emphasis. Headline [54] used hyperbole in the words the biggest fashion movement. This overstated Indonesia Fashion Week 2014 as the only best and biggest event along 2014. Headline [54] also wanted to emphasize that Indonesia fashion week 2014 is very important and should not be missed. Then, headline [55] showed hyperbolic effect through the brand which was Bella skin care. The presence of hyperbole could exaggerate Bella skin care as a brand that make women have flawless and perfect skin. The same case also happened in headlines [57], [58], and [59] in which the hyperbole gave exaggerative effects in the products, namely L’Oreal lipsticks, OLAY, and SK-II. All those advertisements wanted to overemphasize that the products could bring people to the level of excellence in terms of beauty, for example, in headline [57] L’Oreal will give flawless perfection to the lips and in headline [57] OLAY gives perfect skin for those who use the products and in headline [58] SK-II will make everyone get permanent beauty, even though nothing is permanent in this world.

10. Rhyme

The next rhetorical device found in ELLE magazines was rhyme. Rhyme is a repetition of a similar or same syllable sound in two or more words and usually happens in a final syllable of a clause, phrase, or sentence (Leech, 1969).
Moreover, there were 5 ELLE magazines issued in 2014 which used this device in the advertisement headlines.

[59] Your skin looks better than ever (IOMA SkinCare, MRCH14)
[60] MORE FASH THAN CASH (ELLE Style Guidance, APRIL14)
[61] Revolutionary sanctuary (IOMA SkinCare, JUNE14)
[62] Show your Glow (SK-II, OCT14)
[63] Beauty Identity (LANEIGE 20th Anniversary, NOV14)

Rhyme in headline [59] was constructed from the repetition of syllable /ər/ in the word better /'bet.ər/ and ever /'ev.ər/. Meanwhile, the repetition of syllable /æʃ/ occurred in headline [60] in fash /fæʃ/ and cash /kæʃ/. Further, headline [63] employed the repetition of syllable /ri/ in the words revolutionary /rev.ə'lu.jən.ər.i/ and sanctuary /sæŋ.kə.tʃən.ər.i/. Headline [62] presented rhyme in the repetition of syllable /əʊ/ in word show /ʃəʊ/ and glow /ɡləʊ/. Lastly, the syllable /ti/ was repeated in the word beauty /'bju.ti/ and identity /aɪ'den.ti/ as written in headline [63]. Moreover, the rhymes offered themselves as mnemonic devices smoothing the progress of readers’ memorization (Leech, 1969). Additionally, advertisement headlines which used rhyme as the rhetorical device could gain public’s attention in an easy way (Corbett, 1990).

11. Anaphora

The following rhetorical device used in ELLE magazine issued in 2104 was anaphora. This figure focuses on repeating a same word or a group of words at the beginning of a sentence, clause, and phrase to the next sentence or clause. As it is stated by Leech (1969), the repetition has the pattern (a...) (a...), this pattern can create “a marked rhythm” and “strong emotional effect” (p. 80). There were seven editions of ELLE magazines that used anaphora in the headlines.
[64] Your life, your canvas. Make your mark! (Samsung Galaxy Note 10.1, JAN14)

[65] New Temples New Pilgrims (Camper, FEB14)

[66] A new Attitude. So bold, so modern, so sensational (Maybelline Lipstick Collection, MAY14)

[67] I selfie, I style (Samsung NX, JUNE14)

[68] Two flavors, two personalities (Magnum Pink & Black, AGST14)

[69] The front tells the time. The back tells the story (Swatch Watch, NOV14)

[70] Bright day bright night (PIXY, DEC14)

The main purpose of employing anaphora is to lay emphasis on the idea the advertisers want to carry (Corbett, 1990). Moreover, headline [64] wanted to emphasize that we are the doers who have the absolute choice to do whatever we want in this life. This was proven when headline [64] repeated the word your three times. The word your indicated the state of owning something and something in this headline was pictured in Samsung Galaxy Note. Therefore, people could interpret the headline as people could do anything they wanted in their life by using the gadget. The other headlines [65], [66], [67], [68], [69] and [70] had similar patterns to headline [64]. The difference was only the words being repeated in each headline.

Headline [65] uttered new temples new pilgrims. The repetition of the word new aims to lay an emphasis on Camper new products. The readers might interpret the headline as Camper new collection will bring people to experience something new. Further, headline [66] said so bold, so modern, so sensational. The headline repeated the word so to indicate the strong effect of using Maybelline lipsticks. Moreover, headline [67] repeated the word I to emphasize that we are the one who makes change in our lives using Samsung NX. Headline [68] gave repetition to the word two in order to state the idea that Magnum Pink and Black
give different sensation for each flavor. Meanwhile, headline [69] said “The front tells the time. The back tells the story.” The repetition of words the and tells gave the idea that each side of Swatch watch provides people with different satisfaction. Headline [70] said bright day bright night gave the repetition to the word bright in order to emphasize the effect of using PIXY products. Based on the word repeated, headline [70] could be interpreted as PIXY cosmetic is going to make all women have bright looks all the time.

12. Periphrasis

Periphrasis is defined as a substitution of a descriptive word or phrase for a proper name or of a proper name for a quality associated with the name (Corbett, 1990). There were four editions of ELLE magazines issued in 2014 which used periphrasis in the English advertisement headlines. The followings are the headlines which used periphrasis.

[71] HELP ME! THANKS CERA (Ceramidin, MRCH14)
[72] She’s in VAGUE (Vague Eyewear, APRL14)
[73] JUKE, definitely! (Nissan JUKE, MAY14)
[74] Every day we wear KicKers (KicKers Accessories and Apparel, DEC14)

All those headlines mentioned the names of the products. In case [71], CERA represented the brand CERAmidin, which could overcome any skin irritation. The advertisement showed that CERA is the savior for those who have problems with their skin. This was strongly proven when the headline said HELP ME! that indicated someone is having a problem with their skin, and then the next clause said THANKS CERA that indicated CERA has successfully helped the person. Then, headline [72] used the word she to symbolize all women and
VAGUE symbolized the name of the brand, which was about eyewear or glasses. Therefore, the headline wanted to strongly state that all women choose vague eyewear to make them look better and stylish.

Headline [73] was about introducing Nissan JUKE. The headline mentioned the word JUKE in order to signify the car everybody should have. This statement was strongly supported by the next word which was definitely. The word definitely captured the state of being sure or undoubted. Therefore, the readers might interpret the advertisement as NISSAN JUKE is the best choice for those who want to have a new car. Further, in case [74], the advertiser aimed to show the comfort of using KicKers to all people. In headline [74], it was written Every day we wear KicKers this sentence visualized that people are comfortable using KicKers in their daily life, otherwise, they will not wear it every day all days.

13. Rhetorical Question

The next rhetorical device found in this study was rhetorical question. This rhetorical device is stated as process of asking a question, but not for getting an answer. The question aims to assert or deny something implicitly (Corbett, 1990). Moreover, this rhetorical question can be an affective persuasive device to influence responses the advertiser wants (Leech, 1969). There were only three issued magazines which employed rhetorical questions in the advertisements. Those magazines were issued in March, April, and July.

[75] Can your yogurt go with you? (Heavenly Blush Yogurt, MRCH14)
[76] Why not have it all? (Maybelline, APRL14)
[77] What’s that Ruckus? (NIXON Watch, JULY14)
The use of rhetorical question aims to emphasize a point or just to get the audiences thinking (Corbett, 1990). Actually, a rhetorical question is a device used to persuade or slightly influence the audience. It is a question asked, not for getting an answer, but for creating the persuasive effect which could draw audiences’ responses (Corbett, 1990). In headline [75], the advertiser aimed to make people doubt the quality their daily yogurt. Moreover, the rhetorical question in headline [75] wanted to emphasize that other yogurts will never be the same as Heavenly Blush Yogurt both for the quality and the taste.

In headline [76], the question “Why not have it all?” aimed to give a statement that Maybelline is worthy, so that all people must buy all the products. Moreover, in case [77] the advertiser asked the audience what’s that ruckus to indicate a noisy situation when a loud and confused argument or complaint existed. Then, Nixon watch was the answer for the whole noises and complaints. Implicitly, the advertiser wanted to put an emphasis on the brand which could create various opinions or feelings from people who had worn Nixon watch. Therefore, the advertiser invited people to experience how it felt to wear Nixon watch and let them create their own opinions about the product.

14. Prosthesis

There was only one English advertisement headline which hired prosthesis as the rhetorical device. Further, this device is focusing on adding syllable in the beginning of a word. However, the adding process does not change the meaning of the word (Corbett, 1990). The following was the headline which used prosthesis.

Headline [78] added Chrom to the word attitude. The adding process aimed to construct the word Chromatic. However, the adding process did not change the meaning of the word attitude itself. Since chromatic had a literal meaning as relating to colors, the word chromatic in the headline was used to represent the new colorful product from Alexander Christie. Moreover, the word attitude represented the state of having a new look. Therefore, it could be concluded that the advertiser wanted to say that New Chromatic Design of Alexander Christie will give a new colorful look to all people who wear it.

15. Polyptoton

The next rhetorical device found in this research was polyptoton. Polyptoton is a repetition of a word derived from the same root. Moreover, the words being repeated in polyptoton employ both grammatical inflections and derivations (Corbett, 1990). Moreover, there was only one English advertisement headline which used polyptoton and mentioned as below.

[79] Whiter than white (ELLE Style Guide, MRCH14)

Headline [79] had employed polyptoton in the word white as the derivational word. The word white was repeated as whiter in order to show a comparison. The word white in headline [79] represented white as a color that people already know. Meanwhile, the word whiter indicated very strong color of white. Therefore, headline [79] tried to reveal that ELLE style guide invites people to have new-variant look of white luxurious outfits.
16. Epanalepsis

Epanalepsis is repeating an initial word or words of a sentence or clause at the end of a same sentence or clause. The purpose of using this rhetorical device is to draw people’s attention by emphasizing a certain idea (Corbett, 1990). Furthermore, there were only two advertisements that used this rhetorical device in ELLE magazines issued in 2014.

[80] ASHES to ASHES (ELLE Basic Style, MRCH14)
[81] Curiouser AND curiouser (LILY Basic Style, JUNE14)

Headline [80] repeated the word ashes. Ashes represented the color of grey since the color of ashes was grey as well. Moreover, grey represented the color of ELLE Basic Style as shown in the visual images which captured a woman wearing grey dress. Therefore, through the headline, the advertiser might want to say that ELLE basic style invites people to have grey color in all their new outfit collections.

Further, headline [81] mentioned the word curiouser which came from word curious as the root. The word curious showed a meaning of being interested in knowing something. Then, curiouser in headline [81] symbolized the bigger willingness to know more about something. Therefore, through the headline, the advertiser wanted to announce that LILY basic style makes people curious to know deeper about style.

17. Antisthecon

Antisthecon was the next rhetorical device found in English advertisement headlines in ELLE magazines. Corbett (1990) says this device changes the sound of a word but the changing does not change the meaning of the word itself.
Additionally, antisthecon aims to give a rhyme or rhythm in a sentence. There was only one English advertisement headline which used antisthecon. The headline was mentioned as below.

[82] BODY bee-autiful (The Body Shop Honeymania, MRCH14)

Headline [82] wanted to say BODY beautiful. However, the headline replaced the word beautiful with bee-autiful. This replacement changed the sound from /ˈbjuː.tɪ.fəl/ into /ˈbiː.ə.tɪ.fəl/, but the meaning stayed the same as very attractive. The advertiser put the word bee since the advertisement was about body shop honeymania. Specifically, bee represented the word honey from the brand. Therefore, the existence of the word bee did not change the meaning of the headline as The Body Shop Honeymania makes people look very attractive and interesting.

18. Simile

Corbett (1990) and Leech (1969) describe simile as a figurative language which gives an explicit comparison between two things of unlike nature that yet have something in common. In simple words, simile is comparing one object to another. The English advertisement headlines which used simile were as follows.

[83] COLD as YOU (Nail Polish Great White, MRCH14)
[84] Bright as snow (Sulwhasoo Shampoo in ELLE Beauty Focus, APRIL14)

Headline [83] wanted to associate the word you with the word white. Literally, the word white is described as the color of snow. Moreover, in this advertisement headline [83], the word white borrowed the quality of the snow
which was *cold*. Therefore, headline [83] wanted to emphasize that *Nail Polish Great White can give a very cold sensation for the nails*.

Since headline [84] which was introducing a brand of shampoo, the advertiser firstly wanted to make the audiences associate the word *shampoo* with *hair*. By doing this, the audiences knew that hair was also involved in the advertisement. In this case, *hair* was resembled to the word *snow* which had a bright look. Moreover, the brand was placed as the thing which made the hair have the quality of snow. To be more precise, headline [84] carried the meaning of the advertisement as *Sulwhasoo Shampoo makes the hair have a shiny look like snow*.

19. **Oxymoron**

The next rhetorical device found in this study was oxymoron. Corbett (1990) and Leech (1969) note that this rhetorical device uses contradiction in a manner that oddly makes sense. By combining contradictions, the write will be able to produce a startling effect. There was only one issued magazine which employed this rhetorical device. The English advertisement headline was mentioned as follows.

[85] Dark Paradise (*ELLE* Black Accessories, JULY14)

Headline [85] put oxymoron in order to dramatize the product quality. As people know, paradise is the place everybody wants to stay after the death. All religions describe paradise or heaven as the most wonderful and pleasing place given to all the members who are loyal to God. Moreover, there is no darkness in
paradise, but excellence. However, headline [85] mentioned the word *dark* before the word *paradise*. This completely showed the contradiction.

Specifically, the word *dark* in headline [85] represented the word *black* from *ELLE Black Accessories*. The word *paradise* represented *how paradise looks like*. For that reason, the advertiser might want to state that *ELLE black accessories give glorious and outstanding looks to all human beings who wear it*.

20. **Proparalepsis**

Proparalepsis is a member of scheme which adds a syllable at the end of a word. However, the adding process does not change the meaning. Moreover, the function of using propanalepsis is to create a rhyme or rhythm in a sentence (Corbett, 1990). There was only one English advertisement headline which employed this rhetorical device. The headline was found in July’s issue and mentioned as below.

[86] *A, B, Chic!* (*ELLE Accessories Collection, JULY14*)

Headline [86] put proparalepsis in the third letter of English alphabet, which was *C*. The placement of propanalepsisi was to bring the *chic effect* of *ELLE accessories*. This headline mentioned the letter *A, B, C* exactly the same as mentioned *I, 2, 3* that aimed to state readiness or command to do something or to see something. Therefore, headline [88] carried the meaning from the headline as *Be ready for new-chic accessories from ELLE!*

21. **Epenthesis**

Epenthesis is a process of adding syllable in the middle of a word. However, the adding process does not change the meaning of the word itself
There was only one advertisement headline which employed this rhetorical device. The English advertisement was mentioned as follows.

[87] She is a jeanious (Denim Jeans, NOV14)

Since the advertisement was from Denim Jeans, the advertiser deliberately added the syllable *ious* to the word *jeans*. The adding process aimed to show that everyone who wears Denim Jeans is genius since the word *jeanious* and *genius* are pronounced in the same way as */dʒiːniəs/.

**B. Advertisement Headlines Using More Than One Rhetorical Device**

As already explained in Chapter II, there are two groups of rhetorical devices, namely scheme and trope. Scheme deals with word arrangements or word constructions, whereas trope focuses on deviation of word meanings (Corbett; 1990, Leech; 1969). Specifically, there were 14 members of scheme found in English advertisement headlines of *ELLE* magazines issued in 2014. Those members were free verbal repetition, alliteration, asyndeton, parallelism, assonance, aphaeresis, rhyme, anaphora, prosthesis, polyptoton, epanalespsis, antisthecon, proparalepsis, and epenthesis. Moreover, there were 7 members of trope found in the English advertisement headlines. Those members were metaphor, personification, hyperbole, periphrasis, rhetorical question, simile, and oxymoron.

Moreover, through this study, it was also found that a headline could produce more than one rhetorical device using the same text. There were 35 advertisement headlines found in *ELLE* magazines which could produce more than one rhetorical device. Those headlines are shown in *Table 4.1* as follows.
<table>
<thead>
<tr>
<th>NO.</th>
<th>RHETORICAL DEVICE</th>
<th>HEADLINE TEXT</th>
<th>BRAND OR PRODUCT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Anaphora, alliteration, asyndeton, parallelism</td>
<td>Your life, your canvas. Make your mark!</td>
<td>Samsung Galaxy Note 10.1</td>
</tr>
<tr>
<td>2.</td>
<td>Alliteration, parallelism</td>
<td>Unwind, Relax and Recharge</td>
<td>Espa-spa &amp; Reflection</td>
</tr>
<tr>
<td>3.</td>
<td>Alliteration, metaphor</td>
<td>LIFE AT a GLANCE with the GALAXY Gear</td>
<td>Samsung Galaxy Note 3 + Gear</td>
</tr>
<tr>
<td>4.</td>
<td>Alliteration, anaphora, periphrasis</td>
<td>Maybe she’s born with it. Maybe it’s Maybelline</td>
<td>Maybelline</td>
</tr>
<tr>
<td>5.</td>
<td>Anaphora, alliteration, parallelism</td>
<td>New Temples New Pilgrims</td>
<td>Camper</td>
</tr>
<tr>
<td>6.</td>
<td>Alliteration, parallelism</td>
<td>BEST THEN. BETTER NOW</td>
<td>Timberland</td>
</tr>
<tr>
<td>7.</td>
<td>Alliteration, parallelism</td>
<td>Be free from unsightly unwanted hair</td>
<td>Depilux™</td>
</tr>
<tr>
<td>8.</td>
<td>Alliteration, polyptoton</td>
<td>Whiter than white</td>
<td>ELLE style guide</td>
</tr>
<tr>
<td>9.</td>
<td>Alliteration, epanalipsis</td>
<td>Ashes to ashes</td>
<td>ELLE basic style</td>
</tr>
<tr>
<td>10.</td>
<td>Alliteration, antithetical parallelism</td>
<td>BODY bee-autiful</td>
<td>The body shop Honeymania</td>
</tr>
<tr>
<td>11.</td>
<td>Parallelism, asyndeton</td>
<td>Proven formulas, BEAUTIFUL SKIN</td>
<td>Oriflamme</td>
</tr>
<tr>
<td>12.</td>
<td>Alliteration, metaphor</td>
<td>It’s all ABOUT luxury LOOK</td>
<td>Wardah</td>
</tr>
<tr>
<td>13.</td>
<td>Alliteration, asyndeton, parallelism</td>
<td>Perfect Matte Endless Moisture</td>
<td>L’Oreal Color Riche Moist Matte</td>
</tr>
<tr>
<td>14.</td>
<td>Alliteration, assonance</td>
<td>Neutral Nuance</td>
<td>ELLE Beauty Skincare</td>
</tr>
<tr>
<td>15.</td>
<td>Asyndeton, parallelism</td>
<td>READY, SNAP, fun!</td>
<td>Samsung NX</td>
</tr>
<tr>
<td>16.</td>
<td>Alliteration, asyndeton, anaphora</td>
<td>I selfie, I style</td>
<td>Samsung NX</td>
</tr>
<tr>
<td>17.</td>
<td>Rhyme, assonance</td>
<td>Revolutionary sanctuary</td>
<td>IOMA Skincare</td>
</tr>
<tr>
<td>18.</td>
<td>Parallelism, metaphor</td>
<td>Poems of Gems and Flowers</td>
<td>Bulgari Jewel</td>
</tr>
<tr>
<td>19.</td>
<td>Alliteration, epanalepsis</td>
<td>Curiouser AND curiuser</td>
<td>LILY Style</td>
</tr>
<tr>
<td>20.</td>
<td>Alliteration, assonance, rhyme, parallelism, asyndeton</td>
<td>CLARITY CHARITY</td>
<td>Versace Perfume</td>
</tr>
<tr>
<td>21.</td>
<td>Rhyme, personification</td>
<td>Spring FLING</td>
<td>Marc Jacobs Collection</td>
</tr>
<tr>
<td>22.</td>
<td>Parallelism, asyndeton</td>
<td>Effortless. Weightless. True to Your Skin</td>
<td>Bobbi Brown Make Up</td>
</tr>
<tr>
<td>23.</td>
<td>Asyndeton, proparalepsis</td>
<td>A, B, Chic!</td>
<td>Elle Accessories Collection</td>
</tr>
<tr>
<td>24.</td>
<td>Parallelism, asyndeton</td>
<td>Brilliant Design Hidden Strength.</td>
<td>Seiko Watch</td>
</tr>
<tr>
<td>25.</td>
<td>Anaphora, alliteration, asyndeton, parallelism</td>
<td>Two flavors, two personalities</td>
<td>Magnum Pink&amp;Black</td>
</tr>
</tbody>
</table>
Based on the data shown in Table 4.1, a headline could produce two or more rhetorical devices by using the same text. Moreover, the combination of two or more rhetorical devices in an advertisement is normally happened, especially the combination of scheme and trope. This happens because scheme and trope deal with different concerns (Leigh, 1994). However, it is rarely found the combination of trope in a sentence, clause, or phrase. This happens because combining tropes in a same sentence or clause can change the meaning of the words uttered (Corbett, 1990).

To be more specific, the combination of scheme and trope could be seen in Samsung Galaxy Note 3+ Gear’s headline, “LIFE AT a GLANCE with the GALAXY Gear”. This headline produced a combination of scheme and trope, namely alliteration and metaphor. The purpose of combining two different figures in one sentence or clause aimed to strongly enhance the selling power of the product and to increase the positive attitudes from the audiences (McQuairre &
Mick, 1992). By doing so, the advertiser have a wider opportunity to persuade the audience (Leech, 1969).

Furthermore, a combination of scheme in a headline was also found. This combination could be seen from Samsung Galaxy Note 10.1’s headline written *Your life, your canvas. Make your mark!* This headline produced four figures of scheme, namely anaphora, alliteration, asyndeton, and parallelism. Since scheme deals with the word arrangements and mostly repetitions, hence, the purpose of using this kind of combination aims to help the audience remember the words written in the headline (McQuairre & Mick, 1992). Therefore, combining two or more rhetorical devices in one headline is possible since it enriches persuasive quality and selling power of the brand.

C. Reasons for Using Rhetorical Devices in English Advertisement Headlines

The nature of advertisements is to persuade people (Arens, 2006). Therefore, in order to meet its nature, a lot of advertisements use rhetorical devices to deliver the messages. Basically, there are four reasons for employing rhetorical devices in advertisements. The reasons are giving persuasive quality, gaining attention, easing message process, and leading to greater memorability and recall. Further, those four reasons were all found in *ELLE* magazine advertisement headlines and explained as follows.

1. Giving Persuasive Quality

A rhetorical device or known as the art of feigned speech has always been considered as the basis of a study of persuasion. It is henceforth used as an element that could explain the manner in which the consumer interprets
advertising images or words (Mzoughi & Abdelhak, 2011). As a result, the presence of rhetorical devices in advertisements aims to provide the audiences with persuasive message. This persuasive quality is what makes the addressees buy the products.

The persuasiveness could be seen in the use of trope, since trope focuses on meaning arrangement. Moreover, members of trope could generate meaning in a direct way (Leech, 1994). This means that the audience could get the meaning of the advertisements without having to read the words several times. Further, types of rhetorical devices that gave persuasiveness found in ELLE magazine advertisements were free verbal repetition, metaphor, personification, periphrasis, and rhetorical question. Taken from headline [1], which was written “Great selections of your favorite wine with great price”, the use of free verbal repetition was meant to give persuasive effect to make the audience believe what the advertiser said and also to create a positive attitude towards the product (Mzoughi & Abdelhak, 2011). The great was repeated twice in the headline, this indicated the level of excellence offered by the wine. Therefore, through the headline, the audiences were invited to buy the wine that offered greatness both for the taste and the price.

Similarly, metaphor also generated the quality of persuasiveness. This could be seen in headline [32] that promoted TRESemme Shampoo. The headline said “The Key of Confident”. Further, the headline directly wanted to persuade people to accept the message on faith that TRESemme shampoo could make everyone confident because of having sparkling and healthy hair. The same
expression was also expressed in headline [39] that was about *Dewi Sri Spa*. This headline employed personification in the words *Unlocking nature’s secret*. Further, the use of personification aimed to persuade the consumers to believe that *Dewi Sri Spa could give the quality of the nature in terms of beauty and body*. The advertiser convinced the audience that *Dewi Sri Spa could give pureness, freshness, and beauty to the appearance*.

Subsequently, periphrasis found in *ELLE* magazine advertisement headlines also provided the audience with persuasive notes. This was specifically shown in headline [73] which was about *Nissan JUKE*. The headline wrote *“JUKE, definitely!”* The words showed the persuasive effect in a direct way. This was proven by the word *definitely*. The word *definitely* indicated the feeling of having no doubt to buy the product. Thus, it could be said that the advertiser tried to influence the audience to buy the product without having any doubt. Furthermore, rhetorical question also offered persuasiveness through its question mark. This persuasion could be perceived in headline [76] from Maybelline which said *“Why not have it all?”* The question mark intensively swayed the reader into buying and using all the products from Maybelline.

Based on the explanation above, it could be concluded that all rhetorical devices both scheme and trope found in *ELLE* magazine advertisement headlines aimed to give persuasive effect to the consumers. Besides, the use of tropes could directly show the persuasion in a direct way.
2. Gaining Attention

Some experts say that a good advertisement should be able to achieve its goal which is gaining public’s attention whether through the word or the visual image (Arens; 2006; Dahl, 2007; Goddard, 2003). Therefore, every part of an advertisement takes a role in achieving the goal, such as the visual imagine, headline, subhead, body copy, slogan, and seal. Specifically, a headline should be able to make the audience read all the rest parts of the advertisement (Arens, 2006). This becomes the main reason for the advertiser to make the headline as interesting as possible. Related to this case, employing rhetorical devices advertisement headlines is considered to be the best choice for the advertisers (Tom & Eves, 1999).

Rhetorical devices are the means which provide the audiences with some incongruity or oddness of sentence arrangements. Furthermore, this incongruity can give the function of “attracting and arresting attention” (McQuairre & Mick, 1996). Using rhetorical devices will create a “pleasure of a text” effect. The pleasure of text means the reward gained after the audience processing the message written in the advertisements. The reward can be in the form of buying or consuming the products being advertised.

Since this study did not employ survey or experiment research, henceforth, in order to prove whether or not the use of rhetorical devices could gain more positive attitude was far beyond the scope of this study. Moreover, to prove whether or not the employment of rhetorical devices could give “reward” or could raise the selling products, it needs a long process and it must take time. The
process will need the statistic data to show the comparison between the selling products of advertisements that employ rhetorical devices and the advertisements that do not employ any rhetorical device. Though, a study which is done by Tom and Eves (1999) supports the finding of this research by saying employing rhetorical devices will give better performances compared to those which do not employ any of them. This better performance can make the audience have enthusiasm to buy the products (Tom & Eves, 1990).

3. Easing Message Process

The use of repetition in advertisements can improve the quality of the message impact. By involving repetition in the advertisement headlines, the audiences are triggered to read and remember the advertisement words over and over (McQuairre & Mick, 1992). They state that “increasing the number of repetition will lead to the ease of message processing.”

Moreover, in this research there were four advertisements which involved repetitions in the headlines. Those repetitions were free verbal repetition, anaphora, polyptoton and epanalepsis. Headline [1] which employed free verbal repetition said “great selections of your favorite wine with great price”. The word great in the advertisement gave an emphasis on the quality of the wine. The word great would help the audience understand the message as VN is the best wine among all. The same case happened from headline [65] until headline [71] which employed anaphora. In those headlines, some words were repeated in order to make the audience interpret the meaning in an easier way. To be more precise, the word so was repeated three times in Maybelline lipstick advertisement headline
“A new attitude. So bold, so modern, so sensational”, this repetition aimed to smooth audiences’ way to interpret the meaning. The word so put an emphasis on the great impact of using the product. Further, the embellishment of the word so gave “a pleasurable degree of arousal” (Berlyne in McQuairre and Mick, 1996). This pleasurable degree of arousal could make the audiences believe in what Maybelline lipstick could do for their lips.

Similarly, polyptoton and epanalepsis also contributed repetitions in headlines [79], [80], and [81]. The headlines used repetition in order to help the audience to understand the advertisement messages. However, those three headlines did not mention the product quality explicitly. The headlines gave the audiences a space to digest the advertisement message, for example, headline [79] which said ashes to ashes, the readers probably would not understand the meaning of the words directly, but they needed several times to repeat reading the advertisement to get the meaning. Moreover, the existence of visual image would also help the readers in understanding what the advertisement was trying to tell.

However, McQuairre and Mick (1992) state that giving too much repetition in advertisements will reduce the persuasive impact of the sentences. Therefore, the repetitions should be given in an adequate number. Otherwise, the advertisements will create negative responses. Moreover, this negative response refers to the difficulty in processing the message from the advertisements.

4. Leading to Greater Memorability and Recall

The use of resonance in an advertisement will give “a higher level of recall and more positive attitudes”. Resonance refers to any rhetorical device that gives
more than one meaning of a word or words in a sentence, phrase, or clause (McQuairre & Mick, 1996). Moreover, pun and metaphor are types of rhetorical devices which are able to give more than one meaning of a word or words in a sentence, clause, or a phrase. Headline [37] gave the proof how metaphor successfully carried two meaning of the word *jeanious* in the advertisement written “She is a jeanious”. The word *jeanious* was associated with *genius* that represented great smartness. Thus, people might have an understanding that the *product is the greatest choice to have*. Additionally, the word *jeanious* itself represented the name of the product which was *Denim Jeans*.

Likewise, alliteration, assonance, and rhyme are other rhetorical devices which have same ability as puns and metaphor which is to enhance recall in advertisements (McQuairre & Mick, 1996). This could be seen in headline [46] which was written *Truly Asian Beauty*. The readers got recall from the advertisement in two possible ways. The two possible ways were created by paying attention to the repetition of */u:/ in words truly and beauty* and paying attention to the similar ending sound of */i/ in the words truly and beauty*. Moreover, this kind of repetition was able to make the audience remember the advertisement words easily. Referring to Corbett (1990), rhetorical devices which focus on repetition such as alliteration, assonance, and rhyme will give the audience mnemonic device. This mnemonic device aims to give dramatic effects of the products and make the messages more memorable. Subsequently, it was not surprising that all *ELLE* magazines issued in 2014 was employing alliteration in the advertisement headlines. Moreover, the example of alliteration could be seen
from headline [2] until headline [12]. The example of headlines which employed assonance could be found from headline [45] until [52]. Lastly, headline [59] until [63] were examples of advertisement headlines which employed rhyme as the rhetorical devices. Therefore, it could be said that the frequent use of repetitions in the advertisements aimed to gain greater memorability and recall from the target audiences.
CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes the major findings of the research and presents their limitations. Moreover, this section also spells out recommendations for future research and current practice.

A. Conclusions

After having investigated and analyzed the data as presented in Chapter IV Research Results and Discussion, the researcher now comes to the conclusion part. There were two research problems needed to be answered through this research as formulated in Chapter I. The first research problem was devoted to find out types of rhetorical devices found in advertisement headlines in *ELLE* magazines issued in 2014. The second research problem was questioned in order to know reasons for using the rhetorical devices in the advertisement headlines.

Moreover, there were 21 types of rhetorical devices found in *ELLE* advertisement headlines issued in 2014. Those rhetorical devices were free verbal repetition, alliteration, asyndeton, parallelism, metaphor, personification, assonance, aphaeresis, hyperbole, rhyme, anaphora, periphrasis, rhetorical question, prosthesis, polyptoton, epanalespsis, antisthecon, simile, oxymoron, proparalepsis, and epenthesis. Specifically, alliteration was the most frequent device appeared in advertisement headlines, which was 49 appearances, followed by metaphor which was 44 appearances, and parallelism which was 23 appearances.
Moreover, related to the second research question, the researcher found that there were four reasons for using rhetorical devices in the advertisement headlines from *ELLE* magazines 2014. The first reason was to give persuasive quality. The second reason was to gain attention. The third reason was to ease the message process. The last reason was to lead to greater memorability and recall.

**B. Recommendations**

After finished conducting this study, the researcher has some recommendations. The recommendations are addressed to English Language Education Study Program (ELESP) teachers, English Language Education Study Program (ELESP) students, advertisers, and future researchers.

1. **ELESP Teachers**

The English Language Education Study Program (ELESP) of Sanata Dharma has a course, named Poetry. This subject focuses on studying and analyzing poems. The course involves some rhetorical devices such as alliteration, assonance, rhyme, oxymoron, and metaphor. Thus, the teachers can use advertisements as the media to teach that topic. By doing this, the teacher can increase students’ willingness and curiosity to follow the course. Students might find something new from the advertisements that they do not find in poetry class.

Besides using advertisements as learning materials, the teacher can also use them to help the students find out how advertisement language can change people’s point of view and persuade them to buy the products. Moreover,
involving advertisements in a learning process enables students to dig deeper into new vocabulary.

2. ELESP Students

Learning linguistics is one of many ways to improve students’ quality in mastering English since it can enrich students’ vocabulary and knowledge. Therefore, it is becoming crucial for ELESP students of Sanata Dharma University to learn more about linguistics topics such as rhetorical devices. Studying rhetorical devices in advertisements can be interesting and useful to do. Even though the details of advertisements are never deeply discussed in the class, students should have great willingness to learn about it although they are not asked to do so in order to increase their quality in understanding English.

3. Advertisers

Putting persuasive words in advertisements is very important since the nature of advertisement is to persuade people. This kind of situation makes the advertisers became more creative in choosing the words. Using rhetorical devices in advertisements is considered to be the solution since those devices can increase the selling products and make the advertisements more interesting. Based on the findings of this research, only 21 types of rhetorical devices were found in all ELLE magazines issued in 2014. Moreover, alliteration was the most frequent rhetorical device appeared in the advertisement headlines. Related to that data, advertisers should involve more various types of rhetorical devices in the advertisements such as litotes, puns, and irony in order to make the audience keep their attention to the advertisements.
4. Future Researchers

This research only focuses on analyzing rhetorical devices appeared in headlines. Thus, analyzing other parts of advertisements such as slogans or visual images will be thought-provoking as well. Moreover, the researcher suggests that conducting research related to advertising language in other advertisement media will be more motivating and challenging, such as in billboard, television, radio, and online website. By doing so, there are possibilities that other types of rhetorical devices will be found in the advertisements.
REFERENCES


PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

APPENDICES
**APPENDIX I: RHETORIC HEADLINES IN *ELLE* MAGAZINES 2014**

<table>
<thead>
<tr>
<th>NO.</th>
<th>RHETORICAL DEVICES</th>
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<th>BRAND OR PRODUCTS</th>
<th>ISSUE</th>
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<td>Espa-spa &amp; Reflection</td>
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<td>Bebe</td>
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<td>Num8ereight Hat</td>
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APPENDIX 2: FREQUENCY OF RHETORICAL DEVICES APPEARED IN *ELLE* MAGAZINE ADVERTISEMENT HEADLINES

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PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI
APPENDIX 3: SAMPLES OF ADVERTISEMENTS

A. Free Verbal Repetition

A. Alliteration
B. Asyndeton

C. Parallelism
D. Metaphor

E. Personification
F. Assonance

G. Aphaeresis
H. Hyperbole

I. Rhyme
J. Anaphora

K. Periphrasis
L. Rhetorical Question

M. Prosthesis
N. Polyptoton

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

O. Epanalespsis
PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

P. Antisthecon

Q. Simile
R. Oxymoron

S. Proparalepsis
T. Epenthesis