

## **ABSTRACT**

Natassya:

A Thesis

Perceived Meaning of Apple Inc. Advertisement Slogans

This study is about semantic deviations and perceived meaning found in Apple Inc. The writer used several theories, such as stylistics, semantic deviations (paradox, hyperbole, alliteration, and abbreviation), pragmatics and discourse to help her reconstruct the meanings of Apple Inc. advertisement slogans. In conducting this research, the writer uses both qualitative and quantitative approach since in this study she focuses on the process and the product. The writer also distributed questionnaires to 10 respondents, whose criteria are English Department students and accustomed to Apple's product. From the analysis, the writer finds that semantic deviations can be found in all of ten slogans and the most frequently semantic deviations occurs is paradox, because paradox leaves a striking impression and can easily be remembered. In addition, most of the readers are able to capture the perceived meaning and only some of the readers are not able because the interpretation varies from one to one depending on the degree of language proficiency and ability to interpret. In conclusion, some devices, such as semantics deviations) are needed to grasp the meaning of advertisements slogan. Hopefully, this present study can be useful in giving an insight about perceived meaning in advertisement slogans.

Keyword: perceived meaning, stylistics, semantic deviations, advertisements, slogans.

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