

## **2. REVIEW OF RELATED LITERATURE**

This chapter consist of theories that will be used in analysing claims on children advertisements. The writer realizes that in doing her research, she needs to base her study on theories available for her study. In addition, the previous studies are also needed in this research. Therefore, the theories and the previous studies are needed to help the writer to analyze the data.

### **2.1 Review of related theories**

Since the language of advertising is different from other languages, the language of advertising has received the most attention from academicians, the media, and ordinary folks alike since advertising is everywhere in our lives (Kies, 1995). One of the characteristics of the advertising language is that rich and arresting. Rich means the words that are used on advertisement have some meaning. While arresting means that the language on advertisement intend to attract and hold our attention. So, the choice of language on advertisements is very important. The language should attract the people by showing the superiority of the product. Suasive diction is language that is used to persuade a reader by the clever manipulation of vocabulary (Kies, 1995). Schrank describes wonderfully the most common techniques to use suasive language in advertising (Goshgarian, 1998).

#### **2.1.1 Theories of Claim**

Claim is a verbal or print part of advertisement that used for convincing the people about the superiority of the product. There are ten types of claims.

##### **2.1.1.1. The weasel claim**

“ One problem advertisers have when they try to convince you that the product they are pushing is really different from other, similar products is that their claims are subject to some law.” (Goshgarian,1992: 552) The advertisers have to

show that their product is not the same as other products. But, they have to show that their product has more superiority than the others. Therefore, in advertising a product, diction or the choice of word is very important.

In advertisement, the choice of words is usually called as weasel words. Weasel words get their name from the way weasel eat the egg they find in the nests of other animal. A weasel will make small hole in the egg, suck out the insides, and then place the egg back in the nest. Only when the egg is examined closely is it found to be hollow. That is the way it is with weasel words in advertising. Weasel words appear to say one thing when in fact they say the opposite, or nothing at all.

Based on Lutz as seen in *Crossfire an Argument* (Goshgarian, 1996: 551), there are some weasel words that are usually used on advertising. There are:

#### **a. Help**

Help becomes the famous weasel word in advertising. The words “help” in advertising means to aid or to assist. The word “help” does not mean to cure, to stop, to solve, to end, etc.

Like in the cold medicine advertisement. “*Helps relieve cold symptoms fast*”. The word “help” does not mean that the medicine can cure the cold. However, this medicine only for soothing the cold symptoms. So, if someone has already sick, this medicine could not cure the cold. In fact, people think that the medicine would cure their cold.

On another advertisement, like a toothpaste advertisement says, “*Helps prevent cavities,*” but it does not say it will actually prevent cavities. Brushing our teeth regularly, avoiding sugar in food, and flossing daily will also help prevent cavities.

If we look at ads in magazines and newspaper, or listen to ads on radio and television, the “helps” word is easy to be found. (Goshgarian, 1992: 553).

### **b. Virtually**

“ One of the most powerful weasel words is “virtually”, a word so innocent that most people don’t pay any attention to it when it is used in an advertising claim”. “Virtually” is used in advertising claims that appear to make specific, definite promises when there is no promise. The meaning of virtually is “not in fact”. If we find the word “virtually” in advertisement, it will be better if we translate it into its real meaning. For example, “*Leaves dishes virtually spotless*”. People are supposed to think “spotless” rather than “virtually” spotless.

### **c. New and improved**

Another weasel words that are often used in ads are “new”. In advertisement, “New” does not always mean as a new product, but it is also old product which material has been changed. The change does not have to be an improvement in the product. For example, one manufacturer added an artificial lemon scent to a cleaning product and called it “new”, even though the product did not clean any better than without the lemon scent.

In advertising, “improved” means “changed” or “different from before”. So, if there a change even only little changes in a product, the advertisers would say that their product is “improved”. For example, if the cereal maker adds more fruit or a different kind of fruit to the cereal, there is an improved product. Therefore, manufacturers are making changes to their product in order to give something new.

### **d. Acts fast**

“Acts” is a weasel word that brings action to the product and to the advertising claim. When in the cough syrup advertisement say, “Acts on the cough control center”. “Acts” means to do something, to perform an action. The cough syrup will do something too the cough control center. However, people do not know what and where is the cough control center.

#### e. Works

If there is no “acts”, may be “Works” can be found in the advertisement. “In fact, the two words are almost interchangeable in advertising”. “Works” is the same meaningless verb used to make the people think that the product really does something and maybe even something special or unique. “Works” is basically word empathy of any specific meaning.

#### f. Like

“Whenever advertisers want you to stop thinking about the product and to start thinking about something bigger, better, or more attractive than the product, they use that very popular weasel words, “Like”. By using word “Like” people will more concrete to the claim than to the product itself.

Like in a wine advertising that claims “*It’s like taking trip to France*”. The sentence means that by drinking that wine we will feel like we are in France. Of course, we know that the wine would not bring us to the France, but we will think pleasant, romantic thoughts about France.

#### g. Can be

Another weasel words is “can be”. People are easy to miss the importance of the word “can be”. Analyzing ads for doublespeak requires that we pay attention to every word in the advertisement and determine what each word really means. The word “can be” is doublespeak. Therefore, we should read the claim carefully and listen critically so we know immediately the claim says. Like in the advertisement Crest. Crest claims “*Crest can be of significant value*”. The doublespeak is in the second word. The advertisement for Crest only says that using Crest “can be” of “significant value.” It will draw people’s attention to the word of “value” and makes the people forget that the advertisement only claims that Crest “can be.” The advertisement does not say that Crest is of value, only that it is “able” or “possible” to be of

value, because that's all that "can" means. People will focus more on the words "Value" than "can be".

#### **2.1.1.2. The Unfinished Claim**

An unfinished word usually contains a comparison that is not finished, such as "*up to twice as long*", "*nobody reduces fever faster*". "Unfinished words depend on the people to finish the sentence, to provide the words the advertisers so thoughtfully left out of the advertisement". Usually, the answer is related to the goodness of the product.

"*Up to twice as long*" is an unfinished word. There are so many questions if the people do not understand the words. The battery will twice as long as what? A candle? Or a tank of gas? However the meaning is that the battery last twice as long as batteries made by other battery makers or twice as long as earlier model batteries made by the advertisers.

#### **2.1.1.3. The "we're different and unique" claim**

This kind of claim states that the product is very different from other products. The claim shows that the product has own special characteristics and superiority. For example,

*"There is no other mascara like it"*

*" Only Doral has this unique filter system"*

*"Only Zenith has chromacolor", etc.*

#### **2.1.1.4. The "water is wet" claim**

"Water is wet" claims say about the superiority of the product but the other product on the same category also has it. The claim is usually a statement of fact, but not a real advantage over the competition. Examples:

*"Mobil: the Detergent Gasoline."* Any gasoline acts as a cleaning agent.

*"Grea Lash greatly increases the diameter of every lash".*

*“SKIN smells differently on everyone”*. As do many perfumes. All perfumes will give effects to the user.

#### **2.1.1.5. The “so what” claim**

This kind of claim will make the people think and say “so what”. This claim is true but it does not give any advantages to the product that being advertised. This claim is similar to “water is wet” claim. For example:

*“Strong enough for man but made for a woman.”* This claim says only that the product is aimed at the female market.

*“Geritol has more than twice the iron of ordinary supplements”*. But is twice as much beneficial to the body?

*“Campbell’s gives you tasty pieces of chicken and not one but two chicken stock”*. Does the presence of two stocks improve the tasty?

#### **2.1.1.6. The vague claim**

The special characteristic of this claim is that the use of words that are varieties. However, the meaning of the words is meaningless. This claim is simply not clear. This category often overlaps their product. The examples for this claim are,

*“For skin like peaches and cream”*

*“Winston taste good like a cigarette should”*

#### **2.1.1.7. The endorsement or testimonial**

This kind of claim usually uses the popularity of celebrity as the way to attract the people. The celebrity usually claims that she or he uses the product, but very often he or she does not. For example,

*“Joan Fontaine throws a shot-in-the-dark party and her friends learn a thing or two”*.

*“Vega is the best handling car in the USA”*.

#### **2.1.1.8. The scientific or statistical claim**

The scientific or statistical claim uses the result of some experiment also uses scientific research so the people will trust more about the superiority of the product. Beside that, this claim also uses specific numbers to more convince the people and mention the ingredients that contains in the product. For example,

*“easy-Off has 33% more cleaning power than another popular brand”,*

*“ Sinerest. Created by a research scientist who actually gets sinus headaches”,*

*“ Special Morning-33% more nutrion”,*

*“Certs contain a sparkling drop of Retsyn”,* and many more.

#### **2.1.1.9. The Compliment of the consumers**

“This kind of claim butters up the consumer by some form of flatter” (Gosgarian, 1998:185). This claim gives praises to the consumer if they use they product. The samples of this claim are,

*“We think a cigar smoker is someone special”,*

*“you pride yourself on your good home cooking”, etc.*

#### **2.1.1.10. The rhetorical question**

The claims makes in the form of question. The audiences will answers the question where the answer usually points to the goodness of the product. The examples of this claim. are,

*“Plymouth – isn’t that the kind of car America wants?”,*

*“Shouldn’t your family be drinking Hawaiian Punch?”,*

*“Touch of Sweden: could your hands use a small miracle”, etc.*

#### **2.1.2 Theory of children advertisements**

As stated on *Self-regulatory Guidelines for Children’s Advertising* by Children Advertising Review Unit organization, the making of children advertisement should be noticed more than the adult advertisements, since children

are easily affected. In addition, children are in the process of developing their knowledge of the physical and social world; they are more limited than adults in the experience and skills required to evaluate advertising. The language that is used on children advertising should be understandable for the children.

The advertisements should not make the children ask their parents to buy the product urgently. For example, by using words “Just”, it would make the children think that it is the chance to buy the product as soon as possible.

Advertisements should provide something positive and beneficial for the behavior such as friendship, kindness, honesty, and respect for others. By providing that, it might give good influence to the children. The advertisers should not make the advertisement that is inappropriate to children behavior that can give negative effect. For example, violence and sexuality.

For food category, especially for snack product, the advertisements should be clearly represented as such, and not as substitutes for meals. Advertisements for children's products should show them being used by children in the appropriate age range. For instance, young children should not be shown playing with toys safe only for older children.

Comparative claim on children advertising should provide factual information. The advertiser can make a comparative claim that falsely represents other product in the same category. The comparison should be clearly understood by the children, since children still lack of vocabulary.

Other trick that can be used by the advertiser in order to attract the consumer, especially children, is that, use kid stars. The kid stars should represent the product and also can be used as a model for the children. Children like to imitate what their idols do, therefore in the advertisement the kid stars should show something that is good.

Since the writer chooses children advertisements, it can be used for the writer as consideration in the next chapters.



### 2.1.2 Theory of translation

Since the data are in Indonesian, the writer should translate the data into English. In doing translation, it is important for the translator to know the criteria of a good translation. Nida (1982) states that a good translation focuses on the meaning or the content. The main point of translation is reproducing the message and the translator must make a good grammatical translation so that the reader or the hearer can get the message conveyed by the writer or the speaker. He also tends to focus on the correctness of the meaning in doing translation..

In doing translation, the translator must understand the procedures of translation. According to Nida (1982), the system of translating consists of three steps. First step is, analyze the message as given in source language. Next step is, transfer the material in the mind of translator from the source language to receptor language. And the final step is, restructure the sentence in the receptor language so the message can be understood.

## 2.2 Review of related study

As guidance, the writer uses a related study from other researcher who has similar field of study

### 2.3.1 *An analysis of figure of speech and themes in the jingles of children's milk commercial on television* by Cahyadi (2003)

In her study in stylistics field, Cahyadi wanted to find out the figures of speech that are used in the jingles. She also wanted to know the frequencies of each figure of speech and the relation between figure of speech and the jingles' themes. She used qualitative approach in this study to describe figures of speech in the jingle of children's milk commercials as it investigates the interesting parts of the process of making jingles as well as the jingles resulted from it. This study used stylistic theory from Widdowson (1975), Dyer (1982)

and Shaw (1972), which explain more on figure of speech and the categorization of the kinds of figures of speech. For the related theories, the study uses the review of advertising procedure by Kleppner (1966), for the principles of jingles in the commercial. This study helps the writer to have more knowledge about children's advertisement. From her study, figures of sound, which are alliteration and repetition, and also figure of emphasis that is parallelism, are found effective to be used in a jingle of children's milk commercials. Because children's habits tend to imitate something, therefore those three figures of speech are effective to be used in creating a jingle.