

ORIGINAL ARTICLE**Language Styles of Advertising in Harper's Bazaar Magazine****Iskandar Iskandar¹ | Era Basriana² | Ushuple Lucy Mishina³**

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ABSTRACT

Language has the power to influence people and their behavior in many instances, one of which is in the field of advertising. Language choice is vitally important to provide messages with the intention of influencing people. Visual content and design of an advertisement have a very great influence on the consumer, but it is language that helps people to identify a product and remember it. Magazine advertisements are not simply constructed but they are carefully made with many considerations. One of the considerations is that they have the intention to attract readers to buy any products advertised. Magazines in many instances employ more than one language style to produce a splendid advertisement. Magazines have their own way to manifest their ideas to promote a product. Language styles of advertising in magazines play an important role to attract the reader's attention. The purpose of this study is to identify the language styles of advertising employed in Harper's Bazaar magazine and to explore how the delivery of meaning is set to the readers through the language styles of advertisement employed. This study utilizes qualitative descriptive methods and focuses on the theory of Pop. The data were taken from four issues of Harper's Bazaar Magazine namely: Harper's Bazaar U.S. issue of May 2019, Harper's Bazaar U.S. issue of June 2019, Harper's Bazaar UK issue of January 2019 and Harper's Bazaar UK issue May 2019. The results of this study showed that the advertisements in Harper's Bazaar magazine used four language styles: morphological, syntactical, rhetorical, and slogan style. Among these four, the morphological style was the most used in Harper's Bazaar magazine.

Keywords language styles, advertisement, advertising language, advertising formula, Harper's Bazaar magazine.

INTRODUCTION

Language plays a vital role in communication (Mishina 2020). Since communication is an act of transmitting or conveying ideas, thoughts, or messages, it can be construed that advertising is a form of interaction. As language plays a key role in communication, its importance is fundamental in the world of advertisement. As a form of communication advertising involves the sender (advertiser), the message (the advertisement itself), and the receiver (the target audience). The advertiser uses persuasive and creative language to draw the attention of his audience.

Okpaleke (1992:21) proposes that advertising necessitates an illuminating, instructive, unique, fascinating, and persuasive language. The advertising language is usually constructive and it highlights why a product stands out in comparison with another. Advertising is a form of communication and it persuades people with the aim of influencing their decision towards acquiring a particular product. The choice of language varieties influences how advertisements are structured and conveyed to the audience. Therefore, the advertiser's choice of language to positively influence the attitude of the audience is very critical.

Advertising is a form of a register in that it has its unique style, distinct language and mode of expression. Oxford dictionary defines that to advertise is to present or describe a product, service or event in the media in order to increase sales. Advertising involves notifying, calling, or drawing attention to or communicating products, services, or ideas. Cook (2008) affirms that advertising's innovative use of language creates a magnificent domain for language and analysis of discourse. In regard to this, advertising and language are interwoven.

Magazines company advertisement strategy is becoming a major issue due to how they can make dashing advertising for a brand. In general, advertisements in magazines use a slogan or tagline (Foster, 2001). Goddard (2002) has defined a slogan as an expression made particularly to be memorable. The following slogans are usually the body text that transfers more exhaustive information about the product being advertised. On the other hand, the use of the figure of speech often emerges in the magazine advertisement. According to Abrams, a figure of speech is mostly used as a departure from what users of a language apprehend as the standard meaning of words, or the standardized order of words, in order to achieve some special meaning or effect (1999: 96).

In order to make a brilliant advertisement, magazine companies also consider the morphology and syntax of their language choices. This is similar to Tanaka who asserts that for the sake of goals achievement, the advertisers need mechanisms to persuade their audiences to fulfill their wants through consumption. The rhetorical and metaphorical devices, techniques and strategies are also needed in order to move their audience and change their attitudes (Tanaka, 2005:7).

This study was inspired by several previous studies on the language of advertisement. For example, Muthmainnah (2016) who conducted research entitled "Language Style of English Commercial Advertisement on Television". She particularly studied the characteristics of language style in an advertisement. She found ten types of language styles used, namely: simile style, metaphor style, personification style, metonymy style, alliteration style, assonance style, ellipsis style, euphemism style, prolepsis style and hyperbola style. She also found that advertisements on television that using a good style can be easy to convey the main message so that readers or viewers get the point from an advertisement. Another inspiring study was from Li (2009) who conducted a research entitled "The Stylistic Analysis of the Magazine Advertisement on Atkins Chocolate Chip Granola Bar". She found that the advertisement adopted many linguistic devices; both textual and contextual aspects. It used standard language, appropriate figures, eye-catching and bright pictures, and assertive adjectives to give an account on the quality of a product.

This study was aimed at analyzing the types of language styles used in advertising by Harper's Bazaar magazine, and how was the delivery of meaning of language styles reflected in this magazine. Harper's Bazaar is one magazine which suits with this major issue. Harper's Bazaar is an American women's fashion magazine published in 1867 by Hearst and is considered as style resources for women. Bazaar magazine is published monthly. In doing so, the study wants to explore more deeply about the features of the advertisement language through the morphological, syntactical, rhetorical, and sloganized style of advertisement by utilizing an extended framework developed from Mirabella's and Ariana's (2010) stylistic of advertising, and Wells' theory (1995) of advertising formula.

LITERATURE REVIEW

Advertisement is considered the most effective way of marketing. Companies around the world spend a huge amount of their money every year on advertising. Advertising keeps the consumers informed of the products available in the market. Therefore, an advertiser has to make sure that his advertisement will have a high impact on consumers. Advertising has been a powerful tool in marketing; therefore it requires creative techniques. Below are the review of existing literature on advertisement divided into two themes: the language of advertisement, and the language style of advertising.

The Language of Advertisement

Linguists have been attracted to take particular attention to advertising language for a long time since it engages a high and creative skill of language use. The advertising language has an exclusive goal, namely to attract consumers and potential customers. Therefore, it is not a simple thing to produce a good advertisement. Bakanauskas (2004: 77) asserts that the textual part is the vital component of advertisement. Text is considered as a linguistic sign that describes several circumstances, actions and feelings, which aims to touch the recipient to respond in one way or another. Apparently, text has become

dominant in almost all types of advertisements such as television, radio, magazines, and the like.

The need to make newspaper advertisement attractive should be a priority. According to Okpaleke (1992: 21), an advertiser has to take into account the fact that potential buyers have more chance to read newspapers not because of its materials of the advertisement but due to its decent perspectives, and that advertisements are abundant in newspapers and are always contending to get the readers' attention. Therefore, an advertiser has to make certain that catching the reader's attention is mandatory for advertisement presentation. Linguistically, the advertising must be informative, instructive, distinctive, and persuasive language. Consequently, it must engage language styles to assist in drawing people's attention and simultaneously passing the information across.

Today, stylistics, as the study of language styles, is contextual and discourse-based (Simpson, 2004; Verdonk, 2002). It means language choice, register, genre, culture, and identities are among issues that have become the focus of attention. In addition, stylistics has developed beyond literary analysis as it was. We may apply this to prose, political speeches, and even advertisements. The modern version of stylistic is widely known as rhetoric. It concerns how to structure an argument, how to construct interesting expressions, and how to design various speeches to create the greatest effect as possible. It should be noted that stylistics is often viewed from two different approaches. One is that stylistic analysis aims to cater to objective and scientific argumentation based on concrete quantifiable data. On the other hand, it can be seen as the conventional close readings which are impressionistic, intuitive, and randomized. A close reading shows the difference between literary language and public speech, and tends to isolate literary texts and see them as objects of purely aesthetic art, or 'verbal icons', whose language operates according to their own rules. In contrast, language style emphasizes the relationship between literary language and everyday language. It uses technical terms and special concepts derived from the science of linguistic terms such as transitivity, underlexicalisation, collocation, and cohesion. We cannot introduce terms to casual conversations without explaining what they mean and for what they are.

According to Kenney (1966), the elements of style can be divided into three kinds: imagery, diction, and syntax. Imagery is awakening through words from sensory experience. This is just a collection of images throughout the work or in important parts of the work. Furthermore, Perrine (1974: 552) states that imaging is a representation through the language of sense experience. Diction, according to Abrams (1993: 163), signifies that literary works are made up of word choices, phrases, sentence structures, and figurative language. Diction is very important in all types of communication, particularly in written language. Each word has several functions; such as meaning, sound, and aesthetic functions. In addition, the choice of words not only knows the meaning expressed but also expresses several messages without leaving aesthetic value. Good diction associated with word choices has a variety of meanings to rise up and develop the reader's imagination. Syntax is the way in which the writer arranges his sentence as an essential

element of style. Kenney (1996) defined syntax as the arrangement of word into phrases, or the phrases into sentence. In terms of syntactical pattern, advertisement language frequently ignores the grammar structure and has become very common. The phrase "Beautiful in its Simplicity, Inspiring in its Reliability" is an example, in which there is no subject to refer to.

Language Styles of Advertising

In today's world, economic development has been marked by growing competition in world trade. It is very common that producers or industries contend with one another to attract and consider buyers. Every producer and industry make an advertisement to endorse his/her products. This advertisement is used to introduce their products with the intention to control the market. They are aware that advertisement plays an important role in the marketing and business world. This implies that advertising is an effective way to promote multiple products or services and increase market share.

Media such as newspapers, magazines, radios, and television are places where producers or industries can put their advertisements. Each of those media has its own characteristics. We can find advertisements in the newspaper appear only in a few columns in the form of words, phrases, or sentences, and in the form of image accompanied by words on it. Quite differently, the advertisement in a magazine can consist of a full-page magazine with colorful pictures. On the radio, listeners can hear the announcer's voice promoting the product, while advertisements on television are more interesting where the audience can see the product and the model promotes the product.

Since making an advertisement is a creative skill, very often people cannot directly understand what messages the advertisement intends to suggest. We often find that the utterances or sentences delivered by advertisements are not well defined. They may not always straight to the point; making the reader wonders what it actually means. They may interpret the messages on their own, and consequently, it ends up in various interpretations. Mirabella and Ariana (2010) proposed a number of language styles of advertising with the intention of making ease of the interpretation of advertisement. These language styles have been categorized into four categories, namely: morphology, syntax, rhetoric, and slogan.

In the morphological category, an advertiser may employ simple and formal language, misspelling words and coinage, loan words, verbs, or adjectives. In some advertisements, we may find some deliberate misspelled words or some suffixes or prefixes that are added to common words. The newly created words still retain their original meaning, but they become distinctive in spelling; making the advertisement looks more interesting and fascinating. Meanwhile, loan words are a good method to express the exoticism of the product. Verbs have been used in many beauty industry advertisements. Action verbs and phrasal verbs are among the words frequently used (Mirabella & Ariana, 2010). The use of adjectives is necessitated in describing the features of a product such as size, color, nature, and quality. For example: "Light crisp refreshing!" (Mirabella & Ariana, 2010). The second category is syntax. In the syntactical category, an advertiser may use simple sentences, interrogative, imperative sentences, and minor clauses. It is generally

acknowledged that using simple sentences will result in a better effect than compound sentences. It is common that a reader will lose interest in reading complex sentences. Interrogative sentences are employed as a fast and effective way to get the reader's response. Meanwhile, the imperative sentence has the meaning of claims, calls and orders similar to the purpose of advertising; to persuade consumers to buy products or services. Meanwhile, small clauses contain simple elements that emphasize keywords that not only reduce length and cost but also spread information more effectively.

The third category, rhetorical devices, is used to make thinking more conspicuous and effective. Rhetoric as the study of language has been practical in its usage. Rhetoric is focused on giving the effects of persuasive languages. In this category, figurative language and poetic devices are used. Metaphorical language is a striking change from what is understood by language users as the standard meaning of words, or standard word order, to achieve some special meaning or effect (Abrams, 1999: 96). Figurative languages are sometimes described primarily poetic, but they are an integral part of the function of language and are indispensable for all modes of discourse. Some of the figurative languages that are often used in advertising are personification, smilies and metaphors, metonymy, synecdoche, and hyperbole. Meanwhile, poetic devices that are used together are puns, repetition, rhyming, and alliteration.

The last category is sloganized category. Slogans and taglines are styles that fall under sloganized category. Slogans and taglines have been proved to be effective marketing tools. Basically, both these tools share many things in common, yet they serve a distinct function. Slogans serve to elaborate on a company's goal or product's stand. Goddard (1998) defines a slogan as a phrase that is designed to be easy to remember, attached to a product or service during a particular advertising campaign. Slogans can be in the form of expression, saying, idiomatic expression, phrases, or notable trademark. Slogans are used in campaigns in which the company usually takes part in. Slogans keep changing over time to adapt to current trends. They are usually in a brief form and may last on a certain period of campaigns. Fuertes et.al (2011) defines several examples of slogans in advertisements namely:

1. You have sensitive skin, we have sensitive wipes. (Simple wipes)
2. Men may be chicken . . . but we need the eggs. (Hutchinson promotion of a book)
3. You can have us one at a time or all at once. (Cosmopolitan products)
4. Omega - my choice. Cindy Crawford. (Omega watch)

Taglines, on the other hand, are repeated messages aimed at identifying a product or a company that produces the product. A tagline is usually constructed in the form of briefphrase linked with the brand name (Slade-Brooking, 2016) to assist the promotion campaign of the products of a company. It is made to be a memorable phrase that will make the products widely known to customers and stick to their memories. "Save money. Live Better" of Walmart, and "It's finger-lickin' good" of KFC are examples of taglines. Wells (1995) asserts that language of advertising contains a creative concept to present messages to the readers. Further, he states that there are several formulas of the messages,

and among others are: hard sell, soft sell, lectures, and slice of life. Hard selling emphasizes features, facilities, and tangible product benefits. Soft selling is intended to touch the hearts of readers and create responses based on feelings and attitudes. Lecture is a form of direct address where the speaker speaks to the audience from a television or written page, and the audience receives messages through a TV screen or written media page. Meanwhile, the slice of life is an elaborate version of the problem-solving message presented in the form of a small drama. Some common situations are used with ordinary people talking about problems. This style makes the audience in a position to hear the problem stated and resolved.

RESEARCH METHOD

This study was a qualitative enquiry using stylistics as an approach to analyze the written context from the magazine advertisement being studied. A qualitative approach is appropriate to use for this particular study in order to explore a problem, add a detailed understanding, and when the researcher tend to write in a flexible and literary ways (Cresswell, 2009:51). Stylistics is the linguistic study of style in writings. Style can be considered as a choice of linguistic way, as a deviation from the norms of language use, as an iterative feature of linguistic forms, and as a comparison. Style occurs from the possibilities of choice among alternative forms. It is the study of the ways in which meaning is created through language in texts (Page et.al, 2019). That is why the main purpose of the language style itself is to show how the technical linguistic features of the magazine; such as grammatical structure, types of sentences, and their meaning and influence.

This study was limited to analyze the language styles of advertising in Harper's Bazaar Magazine under for categories: morphological, syntactical, rhetorical, and sloganized style. The data were taken from four issues of Harper's Bazaar Magazine namely: Harper's Bazaar U.S. issue of May 2019, Harper's Bazaar U.S. issue of June 2019, Harper's Bazaar UK issue of January 2019 and Harper's Bazaar UK issue May 2019. To collect the data, the researcher employed content analysis. In this analysis, the researcher examined all the advertisements in the four issues of the magazine. The data were then treated by using data collection procedures advocated by Miles and Hubermann (1994). The procedure of data analysis includes three activities such as data reduction, data display, and data conclusion. In data reduction, this study underwent a process of selecting, focusing, simplifying, abstracting, and transforming rough data from all advertisements studied. This process continued through sharpening, classifying, directing, getting rid off, and organizing data up to achieve a conclusion. In data display, the information was organized in the form of written-up text to give a possibility for data conclusion as the final step. These three steps are interconnected and interactive which enabled the researcher to move back and forth among them to make sure that the data were completely analyzed.

FINDINGS AND DISCUSSION

This study used Harper's Bazaar fashion magazine as the primary source of data. The study revealed that Harper's Bazaar portray their advertisement of each brand by considering four language styles of advertisements based on our framework, namely: morphological style, syntactical style, rhetorical style, and sloganized style. As elaborated earlier in the introduction section, two research problems will be discussed: the language styles of advertising employed, and the delivery of meaning of the language styles of the advertisement. The following table is presented to show the frequency of each style based on the four categories above. However, this quantitative data only serves to support qualitative data as the main findings of this study.

No.	Language Style Category	Types	Frequency
1.	Morphological category	a. Simple and Formal Language	12
		b. Misspelling and Coinage	1
		c. Loanwords	7
		d. Use of Verbs	25
		e. Use of Adjectives	34
2.	Syntactical category	a. Interrogative sentences	1
		b. Imperative sentences	Nil
3.	Rhetorical category	a. Personification	10
		b. Simile	2
		c. Metaphor	3
		d. Repetition	8
		e. Rhyming	7
4.	Sloganized category	a. Slogan	19
		b. Tagline	Nil

Morphological Category

In this category, one of the language styles used is simple and formal language as reflected in the following extract:

It starts with a dream, Hermes Paris. (Hermes handbag advertisement, Harper's Bazaar UK, May 2019, page 45)

The extract above showed a luxury fashion brand Hermes releasing their handbag by putting their advertisement in Harper's Bazaar UK magazine which is for May 2019

edition. The editor put a simple and formal language as in **“It starts with a dream, Hermes Paris”**. This extract can be interpreted as a simple and formal language with the intention of making the reader and consumers easy to understand the advertisement. From the perspective of Wells’ theory of advertisement formula, this refers to as a soft selling. Soft selling is a kind of emotional message use and an image which is aimed at touching the readers' heart and creating responses based on attitude and feeling.

Other language styles identified was misspelling or coinage. The following extract exemplifies this type of style.

Twogether Collection. JBSTAR. Handcrafted in New York. Signed and numbered. (JBSTAR jewelry advertisement Harper’s Bazaar US, January 2019, page 91) The extract shows that there are some words that are misspelled intentionally, or that some suffixes or prefixes are added to common words in some advertisements. Although new words still retain their original meaning, they are very different from the original words in spelling. The purpose of misspelling or coinage style is to make the advertisement more interesting and fascinating so it will persuade the readers or the consumers to buy the product. In the extract, the misspelling or coinage style shows in **“Twogether”**. The word is form from **“together”** and the **“to”** changed into **“two”** which is represent the two JBSTAR bracelets as being the product promoted on the advertisement itself. This advertisement applied a combination of two basic literary techniques: lectures and drama. Lecture is a form of direct address as seen in the advertisement and a drama is related to the play words in the advertisement (**“twogether”**). This technique is employed as an argument to persuade the audience and the audience will receive the message of the advertisement.

Loan words were also used by the advertisers. The loan words are a combination of two or more languages into one advertisement. This style is a good method to express the exoticism of the products in some advertisements. The advertisement from Dior perfume is an example.

Miss Dior, and you, what would you do for love? The new eau de toilette (Dior perfume advertisements, Harper’s Bazaar UK, June 2019, page 35)

Dior perfume presents their advertisement by combining English and French. The loan words style shows in **“The new eau de toilette”**. **“Eau de toilette”** is a French terms which means “getting ready”. This term can be interpreted as a mild scented fragrance with a lower concentration of perfume than pure perfume. The language choice as shown on the extract uses a subtle, casual, and friendly sales message as advertisement formula. It is designed around an image intended to touch the emotion of the consumers and to create a response based on attitude and feeling. This advertisement is also categorized as soft selling.

The use of verbs as advertising style also exists in the magazine advertisements, as seen in the following example from ESKATA.

When you have a raised age spot knows as a Seborrheic Keratosis (SK), it feels like it’s all the world can see. Now there’s a topical way to treat it: ESKATA. ESKATA is the first and only FDA- approved topical treatment for raised SKs. Your healthcare

provider will **apply** ESKATA as an in- office treatment. In clinical studies, more patients **cleared** their raised SKS with ESKATA vs vehicle. (ESKATA treatment advertisement Harper's Bazaar US, January 2019, page 153)

In order to attract the reader, this advertisement uses a slightly long sentence compared with other advertisements in the Harper's Bazaar magazine. In this advertisement the use of verbs is shown in “**see, treat, apply, and cleared**”. The use of verbs in this advertisement is important to encourage people to act and buy their product. It has been noticed that action verbs are particularly used in beauty industry advertisements. This ESKATA advertisement is categorized as *slice of life* advertisement formulas. This puts the audience in a listening position where the problem is stated and resolved.

The use of adjectives was prominence in Harper's Bazaar magazine as it was the most frequently used styles compared to other styles. The following L'Oréal advertisement exemplifies this style.

*Beyond longwear, **fresh** wear, because you are **worth** it. **New infallible, buildable, breathable** texture up to 24hr **fresh** wear (L'Oréal foundation advertisement, Harper's Bazaar US May 2019, page 124)*

L'Oréal employed the morphological style of advertisement by using adjectives as depicted on “**fresh, worth, new, infallible, buildable, and breathable**”. In this case, adjective plays an important role in an advertisement. From the extract above, the adjectives depict the features of the foundation they sell. From the perspective of Well's theory of advertisement formula, this advertisement is categorized as a *slice-of-life* advertisement since the product represents in dramatic ways.

Syntactical Category

From this category, the data showed that the interrogative sentence is the style employed in the advertisement. Dior and Eau de Parfum advertisement below exemplify the use of this category.

Miss Dior, and you, what would you do for love? The new eau de toilette. (Dior perfume advertisements, Harper's Bazaar UK, June 2019, page 35)

*The Eau de Parfum. La vie est belle. **Who will you make happy today?** (Lancôme perfume advertisement, (Harper's Bazaar US, January 2019, page 17).*

Using interrogative sentences has been a fast and effective way to get the reader's response. The special questions or the tag questions in an advertisement can trigger curiosity and interest of customers so as to draw their attention and leave deep impression to the product of a brand. These two perfume advertisements are categorized as *soft selling* in which they take an indirect way of sales that focuses on reputation and relationships with the readers or consumers.

Rhetorical Category

The first style used under this category is personification. The advertisement from ESTÉE LAUDER below exemplifies this style.

*ESTÉE LAUDER. **Let the sun worship you.** BRONZE GODDESS. The Cult Bronzer and Eau Fraîche Skinscent. (Estée Lauder advertisement, Harper's Bazaar UK, June 2019, page 23)*

Personification is a figure of speech that gives human attributes to inanimate objects, animals, or ideas. This style is used to affect the way the reader imagines things. It shows in "**Let the sun worship you**". In this case, the sun is described to have the same traits as human beings; such as worshipping. Personification is also shown on "**Bronze Goddess**" as though the Bronzer (the cosmetics) is a goddess. This advertisement is categorized as a soft selling formula since the advertisement is presented with a friendly message to invite the reader's emotion rather than describing the product features.

Simile was also employed style in the magazine advertisements as shown in the following example from Le Vian.

*Le Vian links of love, for the circles of love in your life. **No one colors your world like Le Vian.** (Le Vian jewelry advertisements, Harper's Bazaar US May 2019, page 55)*

This extract used simile as the rhetorical style of advertisement. Simile is a figure of speech that compares two distinctive things. It usually employs the word "*like*" or "*as*". The simile is shown in line "**No one colors your world like Le Vian**". Le Vian acts as if it can color everyone's world when they buy the product and it indicated with "like" word as the feature of simile. Meanwhile, Le Vian which is "able to color the world of people" is very contrast with the facts that there is no product that can really colors people's world. Furthermore, this advertisement use a language that evoke the readers emotion rather than directly sell the product. Seen from Well's theory of advertisement style formula, this advertisement can be categorized as a soft selling advertisement.

Other style employed under rhetorical category is metaphor. Metaphors are words or expressions that indicate one type of thing to a different type of thing without expressing a comparison.

*Happy hearts collection. Chopard, **the artisan of emotions**-since 1860.*

(Chopard bracelet advertisements, Harper's Bazaar UK, June 2019, page 39)

The Chopard rhetorical style of advertisement use of metaphor in the advertisement. The metaphor portrays in line "**the artisan of emotions**". In this case, the Chopard bracelet describes as a person who has a skill to make something emotional. Meanwhile, this is not literally true but it helps explain an idea or make a comparison. In fact, the bracelet is depicted as something that will bring emotions to the consumers who buy it. The Chopard advertisement presents the message with subtle and an ambiguous illustration. This metaphorical style is categorized as a soft selling advertisement under Wells' theory of advertisement formula.

Repetition was also identified as a used language style in the advertisements being studied. Repetition is a word repeated in order to stress certain information on some of advertisements.

***Mirror, mirror.** With the verdadera, voice **mirror**, you can control music, lighting and other products with your voice. Fairy tales do come true. (Kohler furniture advertisements, Harper's Bazaar US May 2019, page 29)*

The rhetorical style of advertisement as seen in the Kohler advertisement applied repetition to attract the readers. Repetition is shown in the “**mirror**” which is repeated three times as seen on the extract above. The purpose of repetition in the advertisement is as a way to keep the brand being the first thing the consumers will remember in their mind. In this case, the repetition is used to affirm mirror is a product that Kohler sells. In addition, this repetition can build a familiarity of a brand to the consumers because it is easy to remember. Kohler furniture advertisement makes a subtle persuasion to the readers by using an emotional way rather than directly explaining the product features. This advertisement is categorized as a soft selling advertisement.

The data showed that rhyming is also used as language style of advertising in this study. Rhyming is the use of a similar sound in one syllable or more in the advertisement. *Beyond longwear, fresh wear, because you are worth it. New **infallible, buildable, breathable** texture up to 24hr fresh wear. (L'Oréal foundation advertisement, Harper's Bazaar US May 2019, page 124)*

Rhyming in this advertisement can be seen in the “**infallible, buildable, breathable**”. The –able sound (*ˈɑbəl*) is rhyming each other to explain the product features of L'Oréal advertisement. The rhyming is used in order to make the readers achieve an effect that makes them memorize the advertisement which in turn will attach to them.

Sloganized Category

Slogans have been found to be another style used in Harper's Bazaar magazine. Slogans are commonly known as phrases that are designed to be easy to remember, attached to a product or service during a particular advertising campaign. It can satisfy the readers' desire to sneak a forbidden meaning behind the advertisements. The following is an example of the use of slogan which serves as a branding of a product.

Lagos, My Lagos, my way. (Lagos jewelry advertisements, Harper's Bazaar US May 2019, page 73) Based on the extract above, Lagos presented their jewelry collection into the Harper's Bazaar magazine by using slogan to persuade the readers to buy the product. Lagos advertisement employ non complicated language to make the readers can catch the message of the product. In the other words, Lagos use a catchy slogan to make their branding more interesting. Slogans can tie all elements of the campaign to make the advertisement more powerful. This advertisement is categorized as a soft selling formula due to the use of delicate language rather than directly explain the product features.

Slogans in Harper's Bazaar magazine also serves as a represent for a brand, as shown in the following extract:

Altreno, for a filter free you. (Altreno acne cream advertisement, Harper's Bazaar US May 2019, page 105)

This advertisement used a slogan in order to express a freedomness. The line “Altreno, for a filter free you” indirectly tells the readers about the benefit of the Altreno acne cream which can make people no need to bother to cover their acne with a filter. Altreno advertisement is categorized as a soft selling of advertisement because it utilizes the emotional of the readers and does not presented in a rational informational message.

Another function of slogans found in the advertisement studied is as an affirmation of advertisement ideas.

Take your lashes to paradise because you are worth it. (L'Oréal mascara advertisement Harper's Bazaar US May 2019, page 134)

The brand depicted an affirmation ideas of attitude through the slogans. L'Oréal also presented an attachment of emotion through the advertisement. A slogan with a meaningful message and represent with a real essence of the brand will be easier to make the readers attached to the product. In addition, the L'Oréal advertisement sells their product through moods and dreams rather than the product feature. This makes the advertisement categorized as a *soft sell* advertising formula.

Slogans as a differentiator between one brand and the other brand were identified in the advertisement studied.

FUJIFILM. Now or never. (Fujifilm camera advertisement, Harper's Bazaar US, January 2019, page 83)

FUJIFILM made a simple and short slogan in order to make the readers pay attention to the product. The use of a creative and unique slogan can make the advertisement stands out and being a differentiator between one brand and the other brand. This can create a unique identity from a product brand that will take a place on people's minds. FUJIFILM ads are designed with images that are intended to touch the hearts of readers and to create responses based on feelings and attitudes. The message is presented with an intriguing language and does not directly emphasize the product benefits. This makes the FUJIFILM advertisement formula categorized as a soft selling advertisement.

The delivery of meaning in the language style of advertisement in Harper's Bazaar magazine.

The language style of advertisements used in Harper's Bazaar magazine showed that the use of adjectives as a morphological style of advertisement has become an awareness of the advertisers in Harper's Bazaar due to the delivery of meaning to the readers. The morphological style in advertising presents an attractive, creative, and persuasive way to describe the simplicity, cheapness, completeness, safety, peacefulness, and frugal existence of the advertised brand. This is in line with the aim of advertisement itself which is to persuade the readers to become a consumers for their product. In this case, the morphological system of advertising language has certain phonemic and morphemic forms

in its morphological process which are specifically used to make the submission of meaning to the reader clearer and the advertisement will be attached to the reader's mind.

The use of adjectives in advertisement provides useful information about a brand product and can attract potential buyers at the very first chance. Adjectives used in the morphological style of advertisement can inform the audiences about the qualities of the advertised product. The use of adjectives can also indicate a representation of a claim on the product. In other words, there are many claims for the superiority of a product using these adjectives as seen on the extracts discussed above, such as the use of the word *best*, *fresh*, *worth it*, *sensational* etc. In addition, Harper's Bazaar magazine mostly presented the brand advertisement to deliver the meaning through the soft selling formula. Soft selling is the use of emotional messages and is designed around images that are intended to touch the hearts of readers and to make responses based on feelings and attitudes.

The interrogative and the imperative sentence, for instance, were less used in Harper's Bazaar magazine (as presented in the previous table) due to consideration that an advertisement should be clear and the language choices have to be prominent in terms of the product features. The interrogative and imperative sentence might make the advertisement more sophisticated since they do not clearly convey the meanings of the advertisement.

CONCLUSION

Apparently, the use of language styles of advertisement is basically intended to attract consumers and potential customers of the products advertised. However, each style serves a different function as discussed in the previous section. In the morphological category, simple and formal language serves the function to make the readers easily understand the products. Misspelling or coinage is used to make the advertisement more attractive to customers. Loanwords are used to provide a sense of exotism to the products. The use of verbs is meant to encourage people to act and buy the products. Adjectives are used to describe the positive and attractive aspects of the products. In the syntactical category, the use of interrogative sentences may trigger curiosity among potential buyers and leave a deep impression on them. In the rhetorical category, personification, simile, and metaphor serve a similar function; that is to evoke the readers' emotions. Meanwhile, repetition and rhyming serve to enhance people's familiarity with the products. Slogan as a style under sloganized category serves as persuasive language, brand representation, an affirmation of advertisement ideas, and a differentiator amongst brands. In short, all styles used by the advertisers generally serve to deliver meanings to the customers.

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