



COHESION AND COHERENCE IN ADVERTISING DISCOURSE IN TIME MAGAZINE OF NOVEMBER 2009 TO JANUARY 2010

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Abstract

This study is aimed at finding out the cohesion and coherence in advertising discourse in TIME magazine as well as its implication of the study in teaching reading and writing. The writer used purposive sampling as the method of collecting data. The data were taken from several editions of TIME Magazine published in November 2009 to January 2010. In analyzing the data, the writer used a cohesion theory suggested by Halliday and Hasan (1976). On the contrary in coherence analysis the writer generated Peirce's semiotic theory of sign (in Short, 2007) and speech act theory proposed by Austin (1962). Thus, in analyzing the aspect of coherence the writer focused on recognizing and identifying the function of headline as well as the pictures with respect to illocutionary meaning and semiotic meaning. The results of such analysis show that there are three cohesive devices frequently used in the advertising discourse. They are lexical cohesion (59.18%) followed by reference (32.65%) and conjunction (8.16%) in which the most presupposed item tends to refer to what is advertised. On the other hand the headlines and images are both coherent with the idea of the written discourse and speech act meaning as suggested by Austin's theory. The pictures in the advertising discourse have implication on cultural, social and mythical ideology as suggested by Peirce's theory of sign. Beside to visualize, and to claim the quality of the products they also to represent the hidden ideas in order to create image, prestige and trust in community. Considering to the results of this research, it can be concluded that the understanding of cohesion and coherence for students will greatly affect the ability of students in reading, interpreting and writing a text. In order to improve the students' proficiency, it is important to introduce variety of texts such as advertising discourse for students especially in Senior High school.

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INTRODUCTION

In global society, discourse in news media chiefly advertising discourse is undeniable. It has significant role as a persuasive text that encodes values and ideologies that impact on audiences' mind set and attitude. As a persuasive discourse advertisement is used to persuade consumers to purchase the product being advertised. The basic characteristic of the printed advertisement is different from other types of advertisement like on Television advertisement that consists of audio visual. This advertisement has its own language feature to attract the audience such as the use of picture or space to create sense of sight, the choice of familiar, simple and easy words or sentences to make advertisement easy to read. Kartomihardjo (1993), has said that the advertisers often use incomplete written discourse, by omitting some words in the sentences for a certain purpose.

As a result, the omitting of some words, sentences or paragraphs revives the hidden intention that makes audience confused to interpret the idea in the advertisement. The relation among words, phrases, sentences, paragraph and ideas in the advertisement will be unique and interesting to investigate because there is hidden ideology presented in the discourse that is how to persuade customers to purchase the products. Therefore to avoid the ambiguity in interpreting the printed advertisement, it demands audience to be able to comprehend words, or sentences, in accordance with the communicative purpose, context and type of text, due to its connectedness between the discourse, pictures, photos, letters and punctuations. It relates to what is meant by the most important elements in a written discourse that are coherence and cohesiveness relation.

This relation has relevance with how utterances are structurally and contextually connected to facilitate interpretation of text. Therefore in order to understand the communication of advertisements it is important to be knowledgeable in the field of experience, meaning and signs and symbols (Dunn, 1990). These aspects will be elaborated upon in the section on semiotic analysis. The field of experience refers to the receiver's total life experiences. Contextual and textual elements are used by the advertiser to

refer to a specific group of receivers' experiences. It is closely linked to culture as well as cultural identity where certain elements such as customs or idiomatic language are used to send a message to the receivers.

In line with the objective of language teaching that is how to enable learners to communicate by means of the target language and with respect to the components of communicative competence, discourse competence and act ional competence, as stated by Canale and Swain (1980) that communicative competence refers to communicative performance or the understanding of the underlying systems of knowledge and skills required for interacting in real communication concerning with act ional competence (reading, listening, speaking and writing).

On the other hand discourse competence is concerning the mastery of the grammatical forms and meanings to achieve a unified spoken or written text in different genres. Genre is meant the type of text such as spoken and written narrative, an argumentative essay, a scientific report or business letter. The text unity is achieved to its form called cohesion and to its meaning called coherence.

Therefore, with the respect to the purpose of teaching that emphasizes the components of communicative competence, discourse competence and act ional competence, the printed advertisement in TIME Magazine is one of text-types that can be introduced to students as a resource of learning and teaching material mainly in reading and writing a text among different genres.

RESEARCH METHOD

This research belongs to the descriptive research because the data (being) analyzed were discourse in mass media. And this research emphasizes on the quality of the data that referred to the nature characteristic of data using descriptive concepts so this research is qualitative one.

The writer aimed at explaining the interpretation of data based on the linguistic evidence due to the use of cohesive devices and coherence in the advertisement published by TIME Magazine. After collecting the data, the writer

analyzed the whole data. This analysis is basically conducted to have a brief description of the cohesive devices (reference, substitution, ellipsis, conjunction, and lexical cohesion) and the coherence among ideas in TIME Magazine advertisement. The analysis is basically based on the theories of M.A.K Halliday and Hasan.R. According to Halliday and Hasan (1976), to analyze cohesion of a text the unit of analysis is a sentence.).

On the contrary in coherence analysis the writer analyzed pictures in the advertising discourse based on Peirce's semiotic theory of sign (in Short, 2007) that consists of 3 main elements namely sign, object and interpretant. Furthermore in analyzing the meaning between the headlines and the pictures of advertising discourse the writer generated speech act theory proposed by Austin (1962).

Thus, in analyzing the aspect of coherence the writer focused on recognizing and identifying the function of headline as well as the pictures with respect to illocutionary meaning and semiotic meaning.

The stages of analyzing the data are as follows:

- a. Collecting the advertisements text and identifying the occurrence of cohesive devices by marking them.
- b. Marking the use of cohesive devices by underlining them or bold typing, the words or clauses in the discourse advertisement. Whether they represented reference, substitution, conjunction, ellipsis or lexical cohesion as well as identifying the cohesive ties whether they were mediated, immediate, or remote ties. It aimed to give ease in further analysis of the data.
- c. Quantifying the frequency of the occurrence of cohesive devices by means of percentage (%) to

find out the most dominant use of cohesive devices.

- d. In coherence analysis the writer related the semiotic symbol such as the meaning relation between picture and headline and analyzed the meaning of text in body of advertisement with headline, as well as finding the speech acts implication such as locutionary meaning, illocutionary meaning, perlocutionary meaning in each part of advertisements by using formula of speech acts suggested by J.L Austin. Furthermore in analyzing the pictures with the ideology the writer generated triad meaning theory that consists of 3 main elements namely sign, object and interpretant suggested by Peirce's semiotic theory of sign (in Short ,2007).

Cohesion

There are some theories about the concepts of cohesion explained by Halliday and Hasan in their book entitled *Cohesion in English*. They declare that the simplest and most general forms of the cohesive relation are "equals" and identity of reference and conjoining.

Cohesion can also be defined as a set of resources of constructing relation in discourse which transcend grammatical structure. Then, Martin J.R cited in Schiffrin. D (2003), Cohesion is a part of the study of texture, which considers the interaction of cohesion with other aspects of text organization. Texture, in turn is one aspects of the study of coherence, which takes the social contexts of texture into considerations.

Thus, it is true that cohesion occurs when there is a presuppose another elements in a discourse. One element may immediately presuppose another element in the preceding sentence or in the following one.

Research Findings

Frequency of cohesive devices found in the texts

No	Type of cohesive devices	Number of occurrences	Percentage of total occurrences
1	Reference	16	32.65%
2	Conjunction	4	8.16%
3	Lexical	29	59.18%
4	Ellipsis	0	-
5	Substitution	0	-
Total		49	100%

The evidence shown on the above table suggests that there are three cohesive devices mostly used in this texts. They are lexical, reference, and conjunction. It is seen that the texts tend to use lexical cohesion with the occurrence of 29 times or $29/49 \times 100\%$ the percentage is 59.18%. Compared with other cohesive devices lexical cohesion is the most excessively used in the advertising discourse of TIME magazine. Then it is followed by reference with 16 occurrences or $16/49 \times 100\%$ the percentage is 32.65% and conjunction with 3 occurrences or $3/49 \times 100\%$ the percentage is 8.16%. In contrast ellipsis and substitution are two kinds of cohesive devices never found in the texts of advertising discourse in which 0 %,each type is less than 1%.

On this results we can also note that the cohesive devices dominantly used are lexical cohesion and then referential cohesion. Lexical cohesive ties are found frequently on shell advertisement 1 occurrence, on Samsung advertisement 2 occurrences, on Allianz advertisement 3 occurrences, on Sun Hung Kay properties advertisement 3 occurrences, on Kyocera advertisement 5 occurrences, HSBC advertisement 5 occurrences, on Suzuki advertisement 6 occurrences and on Singapore airline advertisement 14 items.

Furthermore referential cohesive devices are significantly found on Suzuki advertisement 1 occurrence, on Samsung advertisement 3 occurrences, on Sun Hung Kay properties 3 occurrences, on HSBC advertisement 4

occurrences, on Kyocera advertisement 5 times. Finally conjunction cohesive devices are significantly found on HSBC advertisement 1 occurrence, on Kyocera advertisement 1 occurrence, and on Samsung advertisement 2 occurrences. The most presupposed item in the advertisements tends refer to not only what is advertised but also the management of the companies.

Thus, through the use of words being informed repeatedly in advertising discourse either product's brand or service as well as the company profile will be smoothly addicting consumers' mind. It can persuasively trigger customers' responds and feedback to take action that is to purchase the products, service or ideas being offered. Therefore we can conclude that advertisement as a persuasive discourse is used how to influence addrese or consumers to take action from what the advertisers persuade. It is also concerned with the acts performed through speech acts for example to offer, to instruct, to request and so on.

The use of lexical cohesion repeatedly is to give strong affection or stimuly the addressee about the commodity being promoted by emphasizing what is good and ignoring what is bad. In addition referential cohesive devices are used by advertisers in order to convey the meaning through textual meaning by stressing on their management not merely on their product. The information in advertising discourse will generally be about how the product can benefit the customers. It is a kind

of an affirmative concept that requires the advertisers to provide customers with any information that could materially affect their purchase decision. It is true that the advertising discourse has greater emphasis or main ideology to persuade consumers to purchase the goods or service being advertised.

Coherence

Besides cohesion, there is another phenomenon of connectedness, namely coherence. It can be assumed that the distinction between cohesion and coherence refers to the difference between form and content. Coherence is a matter of content rather than a form.

Coherence as stated by Celce Murcia and Olshtain (2000:8) contributes to the unity of a piece of discourse such that the individual sentence or utterances hang together and relate to each other.

Due to the fact that language and image on advertising discourse have their own unique style and characteristic in which certain utterances and pictures are used by advertisers to make the advertising discourse excellent. A picture is worth a thousand words for it can affect customers on subconscious level for example a picture of smiling woman leaves an impression of happiness, a picture of drop of water shows impression of freshness and delicacy.

Thus, in analyzing the aspect of coherence the writer focused on recognizing and identifying the function of each utterance as well as pictures fulfilling within its context found in each advertising discourse. As stated by Widdowson (1978) that coherence is achieved through perception of the functions being performed by each utterances. There are three kinds of meaning as suggested by Austin's theory (1962) they are propositional, illocutionary and perlocutionary meaning. There are also utterances in the headline of the advertisement representing five categories of speech acts based on the functions as suggested by Austin, that is representative or constative in which functioning as assert, claim, report. On the other hand directive is functioning as suggest, request, command, then expressive statements is to apology, to complaint, and to thank. Next commissives statement is functioning as promise, threat, offer, and finally declarative one is to

decree, to declare. It shows us that some utterances and pictures in headline of the advertisement fulfill their function such as declaring, claiming, promising, offering, asserting, emphasizing, informing, illustrating, proving, inviting, and encouraging.

In interpreting the discourse the writer uses some extra-linguistic context as reference to know how the idea of the advertising text is coherent in spite of lacking of cohesive devices in the text. As suggested by Nunan (1993:64-65) he states that in interpreting coherence discourse depends on the ability of language users to recognize the functional role being played by different utterances with in discourse. In accordance with the Nunan's statement the writer is exploring his linguistic knowledge to reveal the coherent meaning and its speech act meaning by relating the discourse world to people, object, picture, logos, slogan, headline, the central figure as well as states of affairs in found in the advertising text.

On the other hand, in interpreting the pictures, slogan, or figure in the advertising discourse the writer implements the semiotic theory proposed by Peirce (in Short, 2007). He proposed triad of meaning or triangle meaning consists of 3 main elements namely sign, interpretant and object, in which sign is as a relation between the sign vehicle or the specific physical form of the sign, interpretant is the meaning of the sign understood by an interpreter, a sign object as the aspect that the sign carries meaning about.

CONCLUSIONS

In accordance with the cohesive and coherent analysis in the advertising discourse in TIME magazine of November 2009 to January 2010 the writer can conclude as follows:

In this investigation, the writer has found the presence of cohesive devices used in the text of advertising discourse. There are 3 main cohesive devices used in advertising discourse. They are lexical, reference, conjunction. The most dominant cohesive device is lexical device. It can be seen that the use of lexical devices is 29 times or precisely 59.18%. Meanwhile reference occurs 16 times or precisely 32.65%. Furthermore conjunction occurs 4 times or similar with 8.16%. Finally ellipsis and

substitution are not found or 0%. As mentioned in the investigation that the cohesive devices frequently used in the discourse is lexical (59.18%) or 29 times. In this study the most frequent occurring cohesive relation is lexical cohesion, meanwhile the substitution cohesion rarely occurs.

An important contribution during the investigation that there is generic structure of the elements of the written advertising discourse in coherence relation. The headline in the advertisement has a function as a statement and a promise about the utility of commodity or service being offered by advertisers. The subhead is used to stress on the headline above. The body copy is used to explain, to describe, and to approve of the statements in the headline. The subhead is followed by name and the address of the advertisers who give information to addressee.

It can be concluded that every sentence in a advertising discourse has at least one relation with another. If the sentence does not have cohesive relation with other sentence, it has a coherent one. To know whether the meaning among sentences coheres can be understood through coherence analysis. By interpreting the semiotic symbol such as pictures found in the advertising discourse indicates that the pictures in the advertisement discourse function as means to support, to visualize, to explain, and to approve the quality of the commodity presented in the advertisements.

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