

RHETORICAL FIGURES IN PRINT ENGLISH
ADVERTISEMENT HEADLINES

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AUGUST 2009

ABSTRACT

Language plays an important role in print advertisements because it provides the consumers a brief information about the product. Moreover, it attracts people to buy the product. It can be said that rhetorical figures used in advertisement plays a crucial role. Recently, rhetorical figures are less researched in English print advertisement headlines, and they are used in advertisement headlines. Simple language and lexis are used to reflect the daily life activities. This research specifically used the figures identified by Garrett (1994) to analyze advertisement headlines. There are figures identified such as: word, thought and trope. In this research, two types of Malaysian magazines - Malaysia Women Weekly and HWM Malaysia were chosen. There are 40 headlines used to analyze the rhetorical figures in English print advertisement headlines. The findings show that different types of rhetorical figures are revealed in different magazines. For women, the lexis used are more on romance, but for men, the lexis used are more on simplicity and brevity. This study provides new knowledge on advertisements headlines. It also discusses the commonly used rhetorical figures.