

**INTERROGATIVE SENTENCE OF COSMETIC ADVERTISEMENT HEADLINES
IN COSMOPOLITAN MAGAZINE**

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ABSTRAK

Iklan menjadi hal yang penting dalam masyarakat, banyak gaya dan teknik dalam menggunakan bahasa telah digunakan untuk membuat mereka lebih menarik dari yang lain. Beberapa definisi iklan (Starch, 1923) menunjukkan bahwa "Definisi paling sederhana dari iklan, dan salah satu yang mungkin akan memenuhi uji pemeriksaan kritis, adalah iklan yang menjual dalam bentuk cetak." Tidak bisa dipungkiri bahwa iklan memiliki dampak yang cukup besar bagi pembaca walaupun perlu membuat berbagai kalimat sebagai strategi dalam iklan untuk mempengaruhi minat pembaca. Majalah Cosmopolitan adalah salah satu yang paling majalah populer di dunia dengan tujuannya pembaca yang umumnya perempuan. Karena sebagian besar iklan yaitu kosmetik, Penelitian ini berfokus pada kalimat tanya yang ada dalam iklan yang merupakan gaya penulisan yang berbeda. Tujuan dari penelitian ini adalah untuk mengidentifikasi berbagai jenis kalimat interogatif yang digunakan oleh copywriter untuk mengatur kalimat. Dan juga keterkaitan dengan slogan dimana banyak slogan tidak menggunakan jawaban yang cocok dengan judul yang merupakan kalimat tanya. Penelitian ini adalah untuk menganalisis koneksi melalui teori kohesif dan co-text. Penulis menggunakan metode deskriptif kualitatif dan menggunakan beberapa teori dari Quirk (1985), Cutting (2002) dan Halliday dan Hassan (1976). Dalam analisis data, penulis melakukan beberapa proses analisis, yaitu: (1) mengelompokkan ciri-ciri atau karakteristik utama dari kalimat interogative melalui teori Quirk, dan (2) menganalisis hubungan headline dan tagline. Hasilnya menunjukkan perbedaan karakteristik dari iklan kosmetik yang ditemukan di majalah cosmopolitan dalam edisi Agustus 2013 sampai Maret 2014 dan menunjukkan bahwa hubungan antara judul dan slogan (headline & tagline) di data tidak hanya diciptakan oleh hubungan tanya jawab sekilas, namun hubungan ini tampaknya diciptakan oleh adanya kohesi dan hubungannya dalam co-text.

Kata kunci: *Advertisement, interrogative sentence, headlines, cosmopolitan magazine*

ABSTRACT

Advertisements is becoming more important in society, many styles and techniques in using languages have been used to make them more interesting than the others. There are many definitions of advertisement. (Starch, 1923) suggests that "The simplest definition of advertising, and one that will probably meet the test of critical examination, is that advertising is selling in print." Cannot be denied that advertising has a big enough impact to the reader that the need to make various sentences as a strategy in advertising is getting higher to influence the reader's interest. Cosmopolitan Magazine is one of most popular magazines in the world with its aim of readers being generally women. Since most of its advertisements are about cosmetics, there are more variations in how they are put as attractions to the readers.

This study focuses on the interrogative sentence exist in the advertisement which is the different styles of writing advertising. The purpose of the study is to identify the different types of interrogative headlines which is used by the copywriter to arrange the sentences. And also the connectedness with the taglines where many of the taglines doesn't use the suitable answer with the interrogative headline itself. Thus, this study is to analyze the connection through the theory of cohesive and co-text. The writer applies descriptive qualitative method and uses some theories from Quirk (1985), Cutting (2002) and Halliday and Hassan (1976). In the data analysis, the writer does some process of analysis, they are: (1) classifying the major classes of the interogative sentence through the theory of major classes by Quirk, and (2) analyzes the connection of the interrogative headlines and the taglines.

The result shows the differences of the major classes of the cosmetics advertisement found in the cosmopolitan magazine in the edition of August 2013 until March 2014 and shows that the connection between headlines and taglines in the data is not simply created by question-answer relationship at glance, but the relation is apparently created by the

presence of cohesion and relation within the co-text. And also found the general cohesion types in the data which are reference, substitution, ellipsis, and the lexical cohesion.

INTRODUCTION

Advertisement sometimes consist of headline and tagline. This study focuses on interrogative sentences as advertisement headlines. It is chosen because it can attract the readers with questions which make the readers curious about the answer. According to Quirk (1985), interrogative sentences can be divided into three major classes according to the type of reply they expect (Quirk, 1985: 806). The first major class is yes – no question which is formed by placing the operator before the subject and giving the sentence a rising intonation (Are you sleepy?). the second major class is wh- question which formed with the aid of role of the following simple interrogative words or wh-words (who are these kids?). lastly, the third major class is alternative question, There are two types of alternative questions. The first resembles a *yes-no* question, and the second a wh-question. [Would you like chocolate, vanilla, or strawberry (ice cream)?].

The relation between headline and tagline can be analyzed through cohesion theory. Cohesion relates to the “semantics” within text whereby a tie is made when there is some dependent link between items that combine to create meaning. (Halliday and Hasan, 1976). There are different types of cohesion that help to relate the headlines and taglines in *Cosmopolitan Magazines*. According to Halliday in Hasan (1976), the five types of cohesion include reference, substitution, ellipsis, conjunction, and lexical cohesion. Those types are applied in this study to analyze the cohesion type of each advertisement from *Cosmopolitan Magazines*.

However, there are different kind of answers found in advertisements that does not provide the detailed information for the questions directly. For instance, instead of answering interrogative sentences with direct statements, there are some advertisements that use imperative forms and only mentioning the brand name that follow the interrogative sentences in the headlines. The reasons why they have different forms of answers are analyzed through pragmatics theory. The research questions of this study are: (1) What are the major classes of interrogative sentences used in the cosmetic advertisements of *Cosmopolitan Magazine* (2) How interrogative sentence headlines connected to the taglines in the cosmetic advertisement of *Cosmopolitan Magazine*

Several theories are applied in conducting this study. First, the theories from Quirk (1985) for the theory of major classes, second is the theory from Cutting (2002) for co-text and Halliday and Hassan (1976) for the theory of cohesion .

RESEARCH METHOD

In this study the descriptive qualitative method is applied. It aims to describe systematically through the

major classes of interrogative sentence and the connection between it's headlines and taglines . It cannot be described by using number. Qualitative approach focuses on the quality of the data and the focus that influenced the data. The data is usually collected by observation, interviews, open-response questionnaire terms, verbal reports, diaries and discourse Analysis. Those are used to develop concepts and theories that help us to understand the social world (Heigham, 2009).

the researcher used *Cosmopolitan Magazines* on August 2013 until March 2014 edition as the main tool. It is very main media to observe the interrogative advertisement in order to get the interrogative sentence headlines and the taglines completely. Besides, scanner were used to scan the data that had been found, it can be seen in appendices.

After the preparation, the writer did the observation. And then observed the advertisement that has interrogative sentence in the headline. She looked for the cosmetic product in interrogative advertisement and considered as the one of the type of the major classes interrogative theory. After observed the headlines, the writer searched which one was have the tagline sentence.

In conducting data analysis in his research study the researcher uses some procedures and techniques. There are three steps of analyzing data: data reduction, data display, conclusion, and verification (Miles and Huberman, 1992, p. 20).

DATA ANALYSIS AND DISCUSSION

Data Analysis

The data analysis in this study are obtained from the data collected in *Cosmopolitan Magazine* that contain interrogative sentences, headlines, and taglines that support this study to answer the research questions. Results from the first research questions are analyzed from the headline part in the advertisements. While those answered for the second research questions are obtained from both headlines and taglines in the data. The results are displayed in the same order with the research questions.

Presentation of Data 8

Data 8

SIREN? VIXEN? TEMPTRESS? FLIRT?

The headline in the advertisement has alternative questions with ellipted structure of *yes-no* question. The

ellipted parts in the headline are elaborated in the description of:

- **(are you)** Siren? Vixen? Temptress? **(or)** Flirt?

The bolded words in brackets are the ellipted parts in the *yes-no* question. Meanwhile, the sentence itself contains the structure of:

(be + S) + Adj
 (Are you) (SIREN ? VIXEN ? TEMPTRESS? FLIRT?)

SIREN? VIXEN? TEMPTRESS? FLIRT?
 64 COLORS FOR EVERY SHADE OF YOU.
 REVLON NAIL ENAMEL

All of the words in the headline are the kinds of style that can be expressed by using Revlon Nail Enamel Products. In the tagline, *shade* refers to the four styles in the headline as it can be described as a variation of people's styles. By choosing one of the 64 colors available in the product, the customers can express their style and personality well. Therefore, the cohesion between headline and the first tagline in this advertisement is created through lexical cohesion. As *shades* are comprised of many styles, it is a more general term than *siren*, *vixen*, *temptress*, and *flirt*, thus making it as superordinate for the words in the headline. Although the alternative question in the headline is not directly answered by the tagline since it does not give an obvious choice to determine the exact answer, it informs the readers about many color choices for everyone's shade. There is also referring relation between *64 colors* in the first tagline and *Revlon Nail Enamel* in the second tagline. It states that the shades are available in 64 different colors that are offered by *Revlon Nail Enamel* which is the advertised product in the data.

SUMMARY OF DATA ANALYSIS

Summary of major classes of interrogative sentence of cosmetic advertisement headlines in cosmopolitan magazine

As described in the results section, there are three major classes of interrogative sentence in advertisements found in Cosmopolitan Magazine. They are *yes-no* question, *wh* question, and alternative question. The discussion of the first research question concerns with the headline part for it is only the headline

whose provide question to the readers while answers with positive sentences can be possibly found in the tagline.

Yes-No Question

According to Quirk's (1985) statement, *yes-no* question is divided into positive and negative *yes-no* question. The advertisements of Cosmopolitan Magazine used as the data in this study follow his theory as there are 4 advertisement headlines with positive *yes-no* questions (data 1,2,3,4) and only 1 data with negative *yes-no* question (data 5).

Table 1: Advertisement headlines for *yes-no* question

Data no.	Headline	Type of <i>yes/no</i> question	Structure
1	Do you know <i>the color your hairdresser puts on your hair</i> ?	Positif <i>yes-no</i> question	do + S + V + NC
2	Do you know the difference between dove and soap?	Positif <i>yes-no</i> question	do + S + V + NP
3	Do you sleep in your contact lenses ?	Positif <i>yes-no</i> question	do + S + V + prep + NP
4	DO GREEN APPLE KISSES TASTE BETTER THAN CHERRY ?	Positif <i>yes-no</i> question	do + S + V + NP
5	Doesn't your skin deserve better <i>care</i> ?	Negative <i>yes-no</i> question	doesn't + S + V + NP

The sentences that serve as the headline above are grammatically suitable with Quirk's theory in which the operators are placed before the subject. It can be seen in data 1,2 and 3 where the operator *do* precedes *you* as

the subject. In data 4, *do* as the operator precedes the subject, here is the word *green*. While in data 5, as the negative *yes-no* question, *doesn't* as the operator precedes *your* as the subject.

All positive *yes-no* questions in the headline does not support Quirk's (1985) statement as there needs to be assertive forms to indicate positive answers and non-assertive forms to have neutral polarity. The first data does not have any assertive forms but leaning to have positive answer. The second and third data focuses on negative answer, but there are no indicators like *really* in Quirk's theory. The neutral polarity in data 4 is also not supported by the existence of non-assertive forms as it should be.

The answers orientation of negative *yes-no* question in data 5 reflects positive answer as it questions the readers to have a better skincare. As Quirk (1985) mentions in his theory; If a negative question has assertive items, it is biased towards positive orientation. However, the advertisement headline in data 5 does not consist of any assertive items, thus making it unresponsive toward Quirk's statement.

The explanation of this finding can be traced back to advertisements' main purpose to attract the customers' interest by making such structured sentences. They may not follow the use of assertive and non-assertive forms in their interrogative sentences to make certain impressions for the purpose of attracting the readers with its uniqueness.

4.2.1.2 WH- question

According to Quirk (1985: 817), *wh* question is formed with the aid of role of the following simple interrogative words or *wh*-words such as *what*, *which*, *where*, and others. The following data in table in 4.2 indicate that advertisements in cosmopolitan magazines follow Quirk's theory for there are uses of *wh* words in *wh* questions placed as the headlines.

Table 2 : Advertisement headlines for *wh*- question

Data No	Headline	Wh-word	Structure
6.	What's your garnier bb ?	What	WH + V + S + NP
7.	What's on your winter beauty checklist	What	WH + V + PREP + S + NP

	?		
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Data 6-7 describes the *wh* words uses by applying them. The data found shows the only *wh*-word that found in this study is *what* where there are no other *wh*- word found except *what*. It is as general word question which easy to be answered by the reader. For example in the data found number 6 which asked about what product of *garnier bb* used by the readers, the question makes the readers easily answer about what is their product and followed by reading the tagline contains the information of the product advertise. *What* does not draw as many curiosities like other questioning word such as *why*, *where*, or even *how*. Thus, *what* as the general questioning word is more used in the advertisement because of that simply answer for the reader to introduce the product that advertise.

4.2.1.3 Alternative question

There are two types of alternative question. The first resembles a *yes-no* question, and the second a *wh*-question (Quirk, 1985 : 823). The following data in the table below show that there is no alternative question begins with *wh*-question. From all data, they use *yes-no* question to begin with the question.

Table 3 : Advertisement headlines for alternative question

Data No	Headline	Structure
8.	SIREN? VIXEN? TEMPTRESS? FLIRT?	(be+S) + Adj
9.	Is your makeup your friend or frenemy?	Be + S + Adj

The structure of alternative *yes-no* questions follows the pattern of coordination where the ellipse forms structured sentence parts elimination. For example in data 9 which describes the ellipited structure :

- Is your makeup your friend or it is your frenemy?
- Is your makeup your friend or your frenemy?
- Is your makeup your friend or frenemy?

Summary of the interrogative headlines connected to the taglines of cosmetic advertisement in cosmopolitan magazine

The analysis found that there are cohesion types involved in the data to explain their headlines and taglines

relationships. The cohesion types are (1) reference, (2) substitution, (3) ellipsis, and (4) lexical cohesion. In Cutting's (2002) co-text theory, there are more general classification where reference, substitution, and ellipsis are included in grammatical cohesion, while lexical cohesion is divided into more categories, in which there are only (5) repetition and (6) superordinate found in the data.

The previous analysis has shown that the data in this study follow the cohesion theory from Halliday & Hasan (1976). There are data with references, substitutions, ellipsis, and lexical cohesions that create the cohesion existed in the data. However, there are no conjunctions found in the data cohesion as the taglines do not have any trace of conjunctions to relate the two parts of advertisement. The references are found the most in data 1,4,6,8,9, & 10 with three of them (data 1, 8, 9) are used to connect the second taglines with the previous ones. In this case, reference functions to retrieve presupposed information in text and must be identifiable for it to be considered as cohesive (Halliday & Hasan, 1976). For instance, *it* in the second tagline refers to *aloxxi* which is already mentioned in the first tagline. As the information is found within the co-text, this is called as an endophoric reference. All reference types found in the data are endophorics. However, there are only two anaphoric references (data 1 & 9) since pronouns in both data link back to something that went before in the previous text (Cutting, 2002). Data 4 shows that reference is a more grammatical than semantic relationship as it is stated in Halliday and Hasan (1976). The word *tastes* explains about the *green apple* and *cherry* that are put together in a sentence. *Tastes* that serves as the verb is able to explain about the following adjectives as it is also the same word that can function as a noun. Thus, the use of *taste* here is not only to give a verb in the sentence, but also to indicate what *green apple* and *cherry* are.

There are levels that differentiate lexical cohesions in Cutting's (2002) co-text explanation. The most specific one is repetition that only repeats the same words between parts within the texts. It is quite commonly used in advertisements as there are 3 data with repetition found in the *Cosmopolitan Magazine's* advertisements. Data 2 repeats *dove* and *soap* in the tagline, data 5 reinstates *care* in the later part of the tagline, and *make up* is also repeated between headline and the first tagline in data 9. Repetition is actually the most common form in lexical cohesion (Cutting, 2002), but the analysis from the data shows that there is another lexical cohesion with more numbers than repetition.

The cohesion theory provided within the co-text gives connection between headlines and taglines in the data. Although most of the data does not give appropriate

answers to the headlines, the connection still exists by cohesion relation in the co-text. There is only one data that has a clear answer in the tagline and is related directly to the interrogative question in the headline. In this case, data 10 mentions the brand name of *elf cosmetics* that gives the solution of the problem asked in the headline.

CONCLUSION

This study discusses interrogative sentence of *Cosmopolitan Magazines* in this study and compiled of two research questions: (1) What are the major classes of interrogative sentences and (2) How interrogative sentence headlines connected to the taglines. From the analysis conducted in the previous chapter, the answers that follow the two research questions are: (1) the major classes of interrogative sentence in *cosmopolitan magazine* are (a) yes-no questions, (b) wh-questions, and (c) alternative questions, (2) the interrogative sentence headlines and taglines are connected by cohesion within the co-text.

The most interrogative major class found in the data is from yes-no questions. Although it leads to simple answers, but the advertisements have become more attractive by not directly using a simple *yes* or *no* as the answer in the taglines, and apply cohesion relation within the co-text to create the connection between the headlines and taglines. Furthermore, there is only one negative form in the yes-no major class, and no other in the wh-questions and alternative questions. It shows that the chosen positive forms of interrogative sentence gives more general perspective toward the readers and provides more choices that they can guess to answer the questions. It generates the idea that the preferable use of positive forms does not give limitation to the readers' guesses and opens more possibilities that it can provide more curiosities to the advertisements.

The relation is apparently created by the presence of cohesion and the relation within the co-text. The generally known cohesion types found in the data are reference, substitution, ellipsis, lexical cohesions, and conjunctions. The co-text explanations classify reference, substitution, and ellipsis into grammatical cohesions and divide lexical cohesions into repetition, synonymy, superordinate, and general words. The collected data in this study also have the reference, substitution, and ellipsis relation in grammatical cohesion, while there are only repetition and superordinate in lexical cohesion. The most common cohesion type is reference while the least one is ellipsis.

To sum up, the use of interrogative sentences in advertisements, especially in the headlines are meant to

attract more readers by drawing their curiosity. However, the provided taglines that give the answers do not have to be in the right statement that follow the interrogative major class. By using other forms like imperative and ellipted sentences, the advertisements can become more attractive and are effective in word counts. The connection is still created by using various types of cohesion in the co-text to help the readers understand about the product in a unique and interesting way.

SUGGESTION

Through this study's findings, it is also suggested for those involved in advertising to be more creative in using major classes of interrogative sentences and apply cohesion types in the co-text to make an interesting, effective, and understandable advertisement. This kind of advertising language is more specified to written advertisements as there will be more times for the readers to comprehend about the advertisement contents. Thus, it is also suggested for other researchers who have interest in linguistic and advertising to explore more about spoken advertisements, as Lapsanska (2006;19) said that message can be sent or received "through any sensory channel - visual perception, sound, smell, touch, taste; through gesture, body language or posture, facial expressions and eye gaze; object communication such as clothing, hairstyles or even architecture; symbols and infographics; prosodic features of speech such as intonation and stress and other paralinguistic features of speech such as voice quality, emotion and speaking style.

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