Language Style Used in Advertisements for Harper's Bazaar Magazine: A Literary Study

Rugaiyah[1], Syofianis Ismail[2]

[1]Universitas Islam Riau, Indonesia: ruqaiyah@edu.uir.ac.id

[2] Universitas Islam Riau, Indonesia: syofianisismail@edu.uir.ac.id

ABSTRACT

This study investigates the language styles used in advertisements for Harper's Bazaar magazine advertisements. The objective of the current study is to identify the stylistic features of magazine advertisements, particularly the stylistics features to provide valuable insights into how advertisers leverage linguistic and visual techniques to connect with their target audience and convey the essence of their brands. Understanding these stylistic strategies is not only valuable for advertisers and marketers but also for readers and consumers who engage with the content, making it an enriching exploration of the synergy between language, style, and fashion in the context of a prestigious British fashion magazine. The study was descriptive-qualitative and used documentation as the instrument. The data was taken from the September 2019 and April 2020 issues of "Harper's Bazaar Magazine which consisted of 28 advertisements. Content analysis was employed to analyze the language styles of advertisements. The results reveal that noun and noun phrases are the most frequently used in Harper's Bazaar magazine. It also found figurative language, straightforward language, and emotive terms to accomplish their goals. This study contributes to the understanding of language styles in advertising and provides insights into the role of language in promoting products and shaping consumer behavior.

KEYWORDS
Stylistics; Syntactic; Advertisement

ABSTRAK

Penelitian ini menyelidiki gaya bahasa yang digunakan dalam iklan iklan majalah Harper's Bazaar. Tujuan dari penelitian ini adalah untuk mengidentifikasi fitur gaya iklan majalah, khususnya fitur gaya untuk memberikan wawasan berharga tentang bagaimana pengiklan memanfaatkan teknik linguistik dan visual untuk terhubung dengan audiens target mereka dan menyampaikan esensi merek mereka. Memahami strategi gaya ini tidak hanya berharga bagi pengiklan dan pemasar tetapi juga bagi pembaca dan konsumen yang terlibat dengan konten, menjadikannya sebuah eksplorasi yang memperkaya sinergi antara bahasa, gaya, dan mode dalam konteks majalah mode bergengsi Inggris. Penelitian ini bersifat deskriptif kualitatif dan menggunakan instrumen dokumentasi. Data diambil dari Majalah Harper's Bazaar edisi September 2019 dan April 2020 yang terdiri dari 28 iklan. Bahasa kiasan, bahasa lugas, dan istilah emosional untuk mencapai tujuan mereka. Analisis konten digunakan untuk menganalisis gaya bahasa iklan. Hasil penelitian menunjukkan bahwa kata benda dan frasa kata benda merupakan kata yang paling sering digunakan dalam majalah Harper's Bazaar. Ia juga

KATA KUNCI
Ilmu gaya bahasa; sintaksis; iklan

menemukan bahasa kiasan, bahasa lugas, dan istilah emosional untuk mencapai tujuan mereka. Penelitian ini memberikan kontribusi terhadap pemahaman gaya bahasa dalam periklanan dan memberikan wawasan tentang peran bahasa dalam mempromosikan produk dan membentuk perilaku konsumen.

Corresponding Author:
Rugaiyah
Universitas Islam Riau, Indonesia: ruqaiyah@edu.uir.ac.id

INTRODUCTION

Linguistics is the study of human language and their interaction with society. Language is used to communicate messages to others and to understand one's ideas (Amnuai et al., 2020). Communication involves two parties: the speaker/writer and the listener/reader. Language is used to send and receive information through various mediums, such as real situational conversations, telephone conversations, social media activities, or printed sources like books, newspapers, and magazines. There are also different styles involved in communication, and the style used in communicating is specially meant for different purposes. For example, language styles in advertisements are used to attract prospective consumers.

However, (Koban Koç & Engin Koç, 2016) argue that linguistics is a broad field that involves the study of several aspects of language, including syntax, semantics, pragmatics, phonology, and morphology. These linguistic building blocks are universal and essential to social relationships. Reading is given the much-needed importance it deserves in our educational system, with the ultimate objective being the capacity to interact with people successfully both orally and in writing. Language is a potent instrument for communication, serving as a means of expressing ideas, thoughts, opinions, and emotions, as well as facilitating social engagement, fact-finding, sound recording, and identity expression. Therefore, when a sender and a recipient attempt to communicate in a language they are not fully familiar with, language can sometimes operate as a barrier to efficient communication because many words have many meanings.

(Motinyane, 2023) asserted that the language of advertisements that is used in magazines is interesting because magazines are designed to be compact and colourful. There are various types of magazines, for example: weekly man magazines, weekly woman magazines, and mom and kid magazines. There are other magazines for various segments of people. People read magazines to seek information they need, usually in limited time, and also use this opportunity to look at advertisements related to products they want to buy. Magazine contains advertisements which offer numerous advertisements in addition to information on particular topics. Advertisements have always been a part of business. It makes sense that advertisements now play a significant part in the sale of goods. Using terms from books and other creative ways to catch customers' attention is a terrific technique to make sure they remember the jargon or other details of the products. Additionally, it can persuade potential customers to

Rugaiyah[1],
J-SHMIC : Journal of English for Academic
Vol 11, No 1, February 2024

purchase the promoted goods. People frequently hesitate to purchase goods that are not well advertised or about which they are unfamiliar.

Studies in both linguistics and literature frequently include stylistic analysis. In linguistics, stylistic analysis is the process of identifying usage patterns in speech and writing. This is in line with the opinion (Saputra & Nur Abida, 2021) which also says that "stylistics is a branch of applied linguistics that focuses on the study of style, especially in literary works. It explores how readers interact with the language of texts, mainly literary texts, in order to explain how we understand and are affected by them".

The goal of a close examination in linguistics is to recognise and categorise the language components being used. The goal of literary studies is typically an addition to comprehension, exegesis, and interpretation. Both times, the text is given meticulous care and great detail. It is used in order to comprehend the various meanings that a text may have. The focus of stylistic analysis is typically on the originality of a text, or more specifically, the way language is used to convey meaning in a literary work. This inevitably includes contrasting the language of the book with that found in common speech types (Kang 2018). Furthermore, (Nnamdi-Eruchalu, 2015) notes that the language of advertising actively strives to utilise specialised terms for the sake of disseminating messages within constrained time and space in Analysis of the Linguistic Features of Billboard Advertising in Nigeria. The study makes the claim that advertising language has its own preferred linguistic terms that it uses to communicate with its target audience. In this setting, marketers frequently use brief, intelligent messages that can be quickly read.

As long as the world of fashion is a dynamic and ever-evolving realm where creativity and innovation thrive. In the quest to captivate audiences and drive consumer engagement, fashion magazines play a pivotal role as influential platforms. One such publication that has stood the test of time and continued to shape the fashion industry is the iconic British fashion magazine "Harper's Bazaar." With its rich history dating back to 1867, this publication has consistently curated an aesthetic that appeals to the sophisticated, trend-conscious, and style-savvy individuals.

Advertisements in "*Harper's Bazaar*" are carefully curated to align with the magazine's editorial standards and aesthetics. They reflect the ever-evolving nature of fashion and the unique ways in which advertisers employ linguistic and visual elements to engage and persuade readers. This analysis aims to delve into the linguistic and visual features used in advertisements within the pages of "Harper's Bazaar." By examining the stylistic techniques and strategies employed, we can gain a deeper understanding of how advertisers adapt their content to suit the magazine's audience and editorial style.

Based on the description of the background above, the research question of this study was formulated as followed:
What are the stylistic and syntactical features found in harper's Bazaar magazine?

Previous Research
(Zhou, 2018) conducted research Stylistic Analysis of English Advertising Language. His study focused on the three linguistic viewpoints of vocabulary, syntax, and rhetoric to look at the stylistic elements of advertising. In addition, this study is a qualitative research. The ads were lifted from online and print publications. The results of this study demonstrate that the English used in advertising is distinct, less formal in word choice, brief, and uses interrogative

and urgent sentences to draw in readers. English advertisements also tend to be more dramatic and utilize a variety of rhetorical devices to make them more interesting and catchy. The vocabulary frequently found in advertising includes modifying verbs (create, get, enjoy, see, start, look, etc.), positive and straightforward adjectives (such as good/better/best, rich, nice, clean, fresh, and others), compound words (lightweight, full-colour), and so on. Short and simple sentences, elliptical sentences, interrogative sentences, and imperative sentences can all be found at the syntactic level.

(Jannah & Safnowandi, 2018) conducted analyses of the language styles of advertisements in high-end magazines. 20 types of advertisements were taken from High-End magazine's January 2014 issue. The findings indicated that eight different language style categories identified. They are assonance, personification, prolepsis or anticipation, oxymoron, alliteration, parable, and metaphor. These types of language are used in advertising to convey the elegance of the wording. These linguistic patterns make the written text look more appealing and make it easier for readers to pay attention. Additionally, they tend to enhance the reputation of the promoted good or service. As an illustration, a parable is a literary device that contrasts two unrelated objects on an equal footing. The statistics indicate that entering its opulent grand cabin will give you a wonderful feeling.

(Namwandi, 2019) claimed that due to the nature of the investigation, content analysis was also used in this qualitative, exploratory study to examine the language used in advertising. 20 advertisements from the Oshana region were chosen using convenient and arbitrary sampling procedures. The linguistic-stylistics theory, the critical discourse theory, and the use of the AIDA (attention, interest, desire, and attention) principles in advertising were further influences on this work.

The results demonstrated that the advertisers employed various designs, colours, slogans, font sizes, images, and other elements in addition to using linguistic techniques including adjectives, adverbs, nouns, pronouns, and verbs. The advertising used grammatical, phonological, graphological, lexical, and semantic stylistic levels. Through the use of allusion, metaphor, graphi onomatopoeia, assonane, alliteration, imagery, affixation, synecdoche, and other devices, advertisers also employ the AIDA principles to boost sales.

(Radhi, 2023) examines the advertising language on a semantic level, looking for ambiguous language, connotative meaning, adjectives, freshly formed words, misspelt words, repetition, metaphoric word use, puns, and non-existent terms to show advertising's fuzziness. More than 20 English ads have been developed by the author in order to conduct a data-driven analysis. The findings of this study demonstrate that, in addition to the researcher's semantic-level analysis, most commercials primarily emphasise photographic images. The picture is used to enhance the claims made by the advertisers and to promote the brand's identity. The adverts also make use of uplifting words. Adjectives are frequently employed in relation to photographic imagery. For instance, the adverb "lovely skin" is demonstrated by a model's flawless, luminous skin, etc. Also found are captions that are unclear. To give potential customers more leeway in deciding whether or not to purchase the product, advertisers offer ambiguous wording. Additionally, it is clear from the results that advertisers use brief, straightforward, easily pronounceable phrases, typically made up of 4–7 words, to catch readers' attention.

Stylistics

Style is a quality of language, a direct expression of thoughts and feelings. Without a harmonious relationship between these two phenomena, language style does not exist. In creative activities, communication between thoughts and feelings is produced continuously from the beginning to the end of the story, so that the entire work can be considered to have a linguistic style. The difference is that feelings are dominant in poetry, whereas thoughts are dominant in prose. Style can be interpreted as a typical way that someone uses to express themselves with a personal style (Saputri, 2018) and (Daniel et al., n.d.)

Stylistics refers to the study of style and the study of forms of linguistic performance, especially those found in literary works. The study of stylistics itself can actually be aimed at various uses of language, not limited to literature alone, but usually stylistics is more often associated with literary language (Sharma, 2019).

Furthermore, (Ahmed & Abdulla, 2023) asserted that stylistics is a branch of applied linguistics that studies the use of language in literary and non-literary texts. The purpose of stylistics is to connect linguistic analysis with literary criticism. Stylistics uses linguistic techniques to describe and analyze literary works, and it examines the creativity in the use of language. The function of stylistics is to analyze the style used in literary and verbal language and the effect that the writer or speaker wishes to communicate to the reader or listener. Stylistics can be applied to a wide range of texts, from canonical works of literature to popular culture, advertising, news, non-fiction, and political and religious discourse. Stylistics can also be used in pedagogy to promote the learning of how language works and how it can be used effectively. Overall, the purpose of stylistics is to enhance our understanding of language and its uses, and to provide a systematic and logical approach to analyzing texts.

(Kurniawan, 2023) defines that linguistic stylistics looks at how meaning is created in literary language and other types of texts. It uses linguistic models and theories as analytical tools to define the circumstances under which a text is effective. The focus of stylistic analysis is frequently on the phonological, lexical, grammatical, semantic, pragmatic, or discursive characteristics of texts. Additionally, it focuses on the cognitive elements that support the development of certain features. Stylistic techniques investigate the writing style of a certain author, the text, or the role that readers play in creating meaning. Stylistics is therefore viewed as a literary-linguistic approach. The focus of the majority of stylistic analyses is on literary works. However, (Nørgaard et al., 2010) claimed that cstylists have lately been focusing more on non-fictional writings, including academic essays, news articles, speeches, and advertisements. They also focus on multi-modal publications and non-printed media like films.

The study of different linguistic forms, such as those used in advertising, politics, religion, and the writing of certain authors, is known as stylistics. The relationship between the producer and the customer in a particular scenario or environment affects the language style in advertising. The study of style is a branch of linguistics that pays particular attention to the most deliberate and intricate uses of language in literature, though it does not always focus on this. A stylistic approach is one that considers language style. An approach to literary interpretation in which primacy of position is given to language is what Simpson defines as stylistics (Simpson, 2014)

According to (Max & Max, 2020), stylistics is the science of style, while style in general is the way everything is expressed in a certain way so that the intended goal can be achieved

optimally. Style is one of the oldest branches of knowledge in the field of literary criticism. The meanings given are very controversial, their relevance giving rise to much debate. Style is contained in all texts, not specific languages or solely literary texts. Style is a set of features and standards of language; style is a way of expression. However, in general, style is considered a special term, only discussed and thus used in certain academic fields, namely language and literature. Considering that style concerns the specific use of language, it is literature, in this connection, literary works that are considered the main data source. Recent developments in literature also show that style is limited only in relation to the analysis of poetry. The reason is that, among the genres of literary works, poetry is considered to have the most distinctive use of language. Stylistics is clearly related to genre. As an institution, genre seems to force the author to create a type that suits the work being written. From the beginning, a poet has thought that the language used is the language of poetry, a language with a high level of selection. Like this statement, the same opinion was also expressed by (Setiyono et al., 2022) that stylistics comes from the word style, which means style. Style is a typical way a person uses to express themselves. This method of expression can include every aspect of language (words, figures of speech, sentence structure, tone, and so on).

(Pratama et al., 2023) note that stylistic analysis is usually intended to explain something, which in general in the world of literature and in particular in poetry is to explain the relationship between language and its artistic function and meaning. Stylistic studies are also intended to show the relationship between aesthetic appreciation (critic's attention) on the one hand and linguistic description (linguist's attention) on the other hand literary stylistics, thus, is a method of analysing literary works.

(Jaafar & Hassoon, 2018) asserted that stylistics is the science of style, while style itself comes from the root word stylus (Latin), originally meaning a pointed tool used for writing on a waxed surface. Those who can use these tools well are called successful style practitioners (stilus exercitotus), whereas those who cannot use them well are called rough or unsuccessful style practitioners (stilus rudis). Therefore, Pointed objects as tools for writing can be interpreted in various ways. One of them is scratching, injuring, or piercing a flat surface as a writing base. Another connotation is scratching', 'piercing' the feelings of the reader, even the writer himself, so that it causes a certain effect. Basically, this is where the meaning of the word stylus lies, so that it then means a style of language that also functions as a typical use of language. Practically, especially in literary works, the scope of stylistics is a description of the typical use of language.

Advertisement

(Auliya & Hastuti, 2022) conceptualize that advertisement is a statement about a product that is distributed through media and backed by sponsors. Since language is the system of sounds and words used by people to convey their thoughts and feelings, the particular way or style of speaking or writing, and the terms and phrases used by a certain group or profession, language plays a vital role in creating a product of advertisement. In other words, language serves as a tool for communicating ideas, facts, and emotions.

Furthermore, (Aprinica, 2021) concurs that advertising is a form of marketing communication that promotes the uptake and exchange of goods, services, or ideas offered by one party in any medium. It is a paid form of promotion that is meant to influence one or more

people. Advertising can take place on several mediums, including television, radio, newspapers, social media, and more. Advertising is directed toward groups rather than individuals, and it is usually delivered through media such as television, radio, newspapers, and the internet. Advertising is an important part of the promotional mix and is often the most visible aspect of marketing. It enables businesses to reach their audience through targeted media channels and communicate with potential customers on a large scale. Advertising can help businesses achieve their marketing objectives, and it is a powerful and effective way for businesses to get noticed, be understood, stimulate action, and achieve an outcome. Advertising can be evaluated based on its effectiveness, reach, frequency, and cost. Different types of advertising media channels include television, radio, social media, print media, and more. Therefore, Effective advertising should be clear and consistently reflect the unique positioning statement of the business. It should be interruptive, credible, unique, and memorable, and it should be built upon a solid positioning strategy.

(Hidalgo Downing, 2000) in his study claimed that text worlds in advertising are created through linguistic choices and context. It argued that advertising discourse reinforces existing world schemata but can also challenge them. The use of puns, metaphors, and metonymy creates unique discursive patterns. The conversational tone, pronouns, and shared knowledge establish a relationship between sender and receiver. Text world theory suggests that readers actively construct their own versions of the fictional worlds in advertisements. Deictic elements and frame knowledge play a role in creating different worlds, and hypothetical subworlds, pronouns, and intertextuality are used in advertising discourse.

(Dubovičienė & Skorupa, 2014) claimed that advertising is directed toward groups rather than individuals, and it is usually delivered through media such as television, radio, newspapers, and the internet. Advertising is an important part of the promotional mix and is often the most visible aspect of marketing. It enables businesses to reach their audience through targeted media channels and communicate with potential customers on a large scale. Advertising can help businesses achieve their marketing objectives, and it is a powerful and effective way for businesses to get noticed, be understood, stimulate action, and achieve an outcome. Advertising can be evaluated based on its effectiveness, reach, frequency, and cost. Different types of advertising media channels include television, radio, social media, print media, and more. Therefore, Effective advertising should be clear and consistently reflect the unique positioning statement of the business. It should be interruptive, credible, unique, and memorable, and it should be built upon a solid positioning strategy.

Magazine

A magazine is a periodical publication that is generally published on a regular schedule, often weekly or monthly, and contains a variety of content such as articles, stories, poems, and photographs. Magazines are generally financed by advertising, purchase price, prepaid subscriptions, or by a combination of the three. The word "magazine" derives from Arabic makhazin, the plural of makhzan meaning "depot, storehouse" (originally military storehouse). In its original sense, the word "magazine" referred to a storage space or device. The earliest example of magazines was Erbauliche Monaths Unterredungen, a literary and philosophy magazine, which was launched in 1663 in Germany. The Gentleman's Magazine, first published in 1741 in London, was the first general-interest magazine. Magazines can be printed or digitally published and are often illustrated. They can be used for informing,

persuading, reminding, brand building, niche marketing, and more. Different types of magazines include fashion, gardening, health, and more.

A magazine is a form of a periodical press, publication, often geared to general as well as the special audience, whose articles are written by staff writers or freelancers. The articles are well reached and authentic, as the information is collected from different source and transformed into stories and reports (Dennaya & Bram, 2021).

METHOD

Research Design

This study applied the descriptive-qualitative method approach. Qualitative, descriptive research is a problem formulation that guides research to explore or photograph the social situation that will be studied thoroughly, broadly and in depth, it was possible to ascertain how a theory applied to various phenomena (Ishtiaq, 2019). A qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. In addition, it is also focuses on social phenomena, giving voice to the feelings and perceptions of the participants under study. This study is intended to describe the language style used in the advertisements. The language used in this study was expressed as words and sentences as the data of the research.

The study used content analysis to collect data from two issues of Harper's Bazaar Magazine, namely the Harper's Bazaar U.S. issue of September 2019 and the Harper's Bazaar U.S. issue of April 2020. The data were collected by examining all the advertisements in the editions of the magazine, which consisted of cosmetics, jewelry like watches and rings, shoes, handbags, hotels, etc. The data were then treated using the data collection procedures advocated by. (Miles & Huberman, 1994), which include data reduction, data display, and data conclusion. In data reduction, the 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 of, and organizing data to reach a conclusion. In data display, the information was organized in the form of written text to give the possibility of a data conclusion as the final step. These three steps were also interconnected and interactive, which enabled us to move back and forth among them to make sure that the data were completely analyzed.

FINDING AND DISCUSSION

Datum 1

Cartier Women's Initiative

The syntactical meaning of Cartier Women's Initiative is that it is a noun phrase that refers to an annual international entrepreneurship program. Furthermore, the stylistics meaning of *Cartier" and "Women's Initiative*" can be considered associative meanings. Associative meaning is a type of meaning that arises from the association between two or more words or concepts (Nelvia, Rosa, and Fitrawati 2019; Mao 2013; James, D 2014) In this case, the words *"Cartier" and "Women's Initiative*" are associated with each other due to their connection to the Cartier company and its commitment to promoting gender equality and empowering

women in business While, The Cartier Women's Initiative is a program established by the Cartier company to support and empower women entrepreneurs worldwide. The use of the name "Cartier" in the program's title serves to emphasize the company's commitment to promoting gender equality and empowering women in business. In addition, "Cartier" is a proper noun that is associated with luxury jewelry and watches. The name "Cartier" is synonymous with high-quality craftsmanship, timeless design, and exclusivity. The use of the name "*Cartier*" in marketing and branding serves to emphasize the luxury and sophistication of the products and services offered by the company

Overall, *"Cartier" and "Women's Initiative*" are stylistic devices that are used to convey a sense of luxury, sophistication, and empowerment. The use of the name "*Cartier"* in marketing and branding serves to emphasize the luxury and exclusivity of the products and services offered by the company, while the use of the phrase "Women's Initiative" serves to emphasize the company's commitment to promoting gender equality and empowering women in business.

In this case, "*Cartier Women's Initiative*" is a specific name of a program established by the Cartier company to support and empower women entrepreneurs worldwide. A proper noun is a specific name of a person, place, or thing, and it is always capitalized. The program provides funding, mentoring, and networking opportunities to female-led startups and small businesses. The name "*Cartier Women's Initiative*" is a unique and specific identifier for this program, and it is always capitalized and written as a proper noun.

The Cartier Women's Initiative contains several indicators of stylistics, including: Descriptive language: The phrase "*driving change*" by empowering women impact entrepreneurs uses descriptive language to create a sense of purpose and impact. The words "driving change" and "empowering" suggest a strong and positive mission.

Metaphor: The phrase "create a global coalition of allies" uses a metaphor to create a visual image of a group of people working together towards a common goal.
Alliteration: The phrase "*Diversity, Equity, and Inclusion Award*" uses alliteration to create a memorable and catchy name for the award.
Quotations: The use of quotations from Mahatma Gandhi and Thomas Edison adds a sense of authority and inspiration to the program.
Overall, these stylistic features help to create a memorable and persuasive message that emphasizes the importance of empowering women impact entrepreneurs and driving positive change in the world.

Datum 2

"*timeless elegance in Milan's most fashionable neighbourhood*"

Stylistics Feature:
The language style used in "*The Thinking Traveller"* and "Exceptional villas", local knowledge, personal service is informative, descriptive. The phrase uses descriptive language to create a sense of luxury and sophistication. The words "*timeless" and "elegance*" suggest a classic and refined style, while "*most fashionable neighbourhood*" implies a trendy and upscale location. Alliteration: The phrase uses alliteration with the repeated "n" sound in "*Milan's most fashionable neighbourhood.*" This creates a memorable and catchy phrase. Imagery: The phrase creates a visual image of a stylish and sophisticated neighbourhood in

Milan. This use of imagery helps to convey the sense of luxury and exclusivity associated with the location. These are all characteristics that are associated with Italian fashion and style, which is likely the focus of the advertisements. The language style is likely to be designed to attract readers who are interested in fashion and travel, and who are looking for advice on how to dress and what to expect when visiting Milan's fashionable neighbourhoods. The language style is likely to be engaging and interesting, with a focus on providing practical tips and advice that readers can use to enhance their own style and fashion sense.

The phrase "*timeless elegance in Milan's most fashionable neighbourhood*" is a stylistic device that is used to evoke a sense of luxury, sophistication, and exclusivity. The phrase is used elegance. The phrase is an example of a noun phrase that includes modifiers such as "*timeless" and "fashionable*," which serve to emphasize the elegance and style of the location. The phrase is also an example of a hyperbole, which is an exaggerated statement that is not meant to be taken literally. The use of hyperbole in this phrase serves to emphasize the exclusivity and luxury of Milan's most fashionable neighbourhood, this research is also in line with (Cahyani et al., 2023) Their findings suggest that gender-related issues, such as the representation of femininity in perfumes for women and masculinity in perfumes for men, are reflected in the naming of perfumes. The tagline also emphasises how men's and women's natures correlate to femininity and masculinity in different ways. The product description, on the other hand, is rife with style. Personification, metaphor, and hyperbole are used to elevate the language of the advertisement and encourage gender concerns, thereby expanding the product's target demographic.

Syntactical Feature:

Above datum is a long noun phrase. A long noun phrase is a group of words that function as a noun in a sentence and includes multiple modifiers such as adjectives, adverbs, and prepositional phrases. The length of a noun phrase can vary depending on the number of modifiers it includes (Sh. Sharhan 2018). A long noun phrase can be used to provide specific and descriptive information about a particular noun or concept. In this case, the phrase "*timeless elegance in Milan's most fashionable neighbourhood*" is a group of words that functions as a noun in a sentence. It includes a noun ("*elegance*") modified by two adjectives (timeless and fashionable), as well as a prepositional phrase ("*in Milan's most fashionable neighbourhood*") that provides additional information about the noun.

Overall, the phrase "timeless elegance in Milan's most fashionable neighbourhood" can be considered a long noun phrase that provides a specific and descriptive image of a particular type of elegance in a specific location.

Datum 3

The Thinking Traveller" and "Exceptional villas, local knowledge, personal service"

Syntactical Feature

Those can be considered long noun phrases. A noun phrase is a group of words that function as a noun in a sentence. It can be as simple as a single noun or pronoun, or it can be more complex and include modifiers such as adjectives, adverbs, and prepositional phrases. In this case, "*The Thinking Traveller*" is a proper noun phrase that includes a modifier

("*Thinking*") that serves to emphasize the company's focus on thoughtful and personalized travel experiences. "*Exceptional villas, local knowledge, personal service*" is a noun phrase that includes three adjectives ("*exceptional," "local," and "personal*") that serve to emphasize the quality and personalized nature of the company's services. The phrase also includes a prepositional phrase ("*of villas*") that provides additional information about the noun. Both phrases are relatively long and include multiple modifiers, which makes them more descriptive and specific than a simple noun or pronoun.

Overall, "*The Thinking Traveller" and Exceptional villas, local knowledge, personal service*" can be considered long noun phrases that provide specific and descriptive information about a company's focus and services.

Stylistics Feature:

"*The Thinking Traveller*" and "*Exceptional villas, local knowledge, personal service*" are stylistic devices that are used to convey a sense of luxury, sophistication, and personalized travel experiences. The language style used in "*The Thinking Traveller*" and "Exceptional villas, local knowledge, personal service" is informative, descriptive, and promotional. Therefore, the language is designed to attract potential customers by highlighting the unique features and benefits of the services offered. The language is also straightforward and easy to understand, with a focus on clarity and conciseness. The use of adjectives and adverbs is common to emphasize the quality of the services provided. The language style is also professional and formal, with a tone that is both friendly and authoritative

Overall, *"The Thinking Traveller" and "Exceptional villas, local knowledge, personal service"* are stylistic devices that are used to convey a sense of luxury, sophistication, and personalized travel experiences. The use of modifiers such as "*Thinking*" and adjectives such as "*exceptional" and "personal*" serve to emphasize the company's commitment to providing unique and personalized travel experiences that go beyond the typical tourist experience.

Datum 4

The Horizon Ring, *De Beers* and *The Home of Diamonds since 1888*

Syntactical Feature

Datum 4 it is a diamon ring and can be considered as a long noun phrase. It consists of four noun phrases. The first is *The Horizon Ring* "*The*" is an article, serving the grammatical function of a definite article. It specifies that the noun following it (*Horizon Ring*) is a specific or particular one. "Horizon Ring" is a noun phrase where "*Horizon*" is the noun and "*Ring*" is a modifier specifying the type of ring. The overall phrase functions as the subject or title of the text. The second is *De Beers*, it is a noun phrase consisting of the brand name. In this context, it functions as a brand or author identifier. The last is *The Home of Diamonds since 1888* which is indicated as a long noun phrase. "*The"* is another definite article, specifying that the following noun ("*home*") is a particular one. "*Home*" is the main noun in this noun phrase, and it functions as the subject of the sentence. "*of Diamonds since 1888*" is a prepositional phrase. "of" is the preposition, and "*Diamonds since 1888*" serves as the object of the preposition. This prepositional phrase modifies the noun "*home*," providing additional

Rugaiyah[1],
J-SHMIC : Journal of English for Academic
Vol 11, No 1, February 2024

information about it. It tells us what kind of home it is and its historical association with diamonds. "*since1888*" is a temporal prepositional phrase indicating when the "*Home of Diamonds*" has been in existence. It further modifies the main prepositional phrase. As mentioned by (Lau, 2017) that "*the complexity of noun phrases was dependent on the complexity of their premodifiers and postmodifiers.*"

The phrase starts with "*The Horizon Ring*" and follows immediately with "*DE BEEAR and The Home of Diamonds since 1888.*" The juxtaposition of these two phrases creates a sense of parallelism, where contrasting or complementary elements are placed side by side for effect. This stylistic choice adds rhythm and balance to the sentence. "*The Horizon Ring*" is likely a reference to a specific product, possibly a piece of jewelry. By placing it at the beginning, the phrase draws immediate attention to the product and its distinctiveness. The capitalization of "*DE BEEAR*" suggests that it's a brand name or a distinctive identity. The use of uppercase letters might be an intentional stylistic choice to make it stand out and create a memorable visual impact. The phrase "*The Home of Diamonds since 1888*" adds a historical dimension to the statement. It communicates a sense of tradition, expertise, and experience that the brand or entity has accumulated over a long period of time. This historical context could be appealing to customers seeking quality and reliability. The phrase "*DE BEEAR The Home of Diamonds*" carries an air of elegance and prestige. It conveys a sense of exclusivity and high quality, which might be associated with luxury brands and high-end jewelry. Mentioning the year "*1888*" invokes a sense of nostalgia and tradition. It suggests a long-standing legacy and a connection to the past. The overall phrasing and choice of words contribute to the aesthetic appeal of the statement. It has a polished and sophisticated feel, which can align well with the image of luxury products and brands. The phrase is likely to be part of a branding or marketing campaign. It introduces and establishes the brand identity, communicating both the product ("*The Horizon Ring*") and the brand itself ("*DE BEEAR*") in a concise and memorable manner.

Stylistics Feature

"*The Horizon Ring*": This is likely a product or item, possibly a piece of jewelry or a ring, with the name "Horizon Ring." The use of "Horizon" in the name might suggest a sense of endlessness, breadth, or limitless possibilities, which could be a stylistic choice to create a sense of aspiration or luxury.

"*De Beers*": De Beers is a well-known diamond mining and trading company. In this context, it may be the brand or company associated with "*The Horizon Ring.*" The mention of De Beers could be meant to convey prestige, quality, and a long-standing tradition in the diamond industry.

"*The Home of Diamonds since 1888*": This part of the text emphasizes the long history and tradition of De Beers, which has been involved with diamonds since 1888. It serves to establish a sense of heritage, reliability, and expertise in the diamond industry.

Stylistically, the text combines elements of product naming, brand association, and historical context. It aims to evoke a sense of luxury, tradition, and trustworthiness, which are common strategies in marketing and advertising, particularly for high-end products like

diamonds. The phrase is crafted to create a positive image and emotional appeal for potential customers, emphasizing the enduring quality and heritage of the product and the brand.

Based results, the indicator of stylistics from De Beers is the use of the iconic slogan "*A diamond is forever*". This phrase uses parallelism to create a memorable and persuasive message that emphasizes the eternal value of diamonds. Additionally, De Beers uses descriptive language to highlight the quality and beauty of their diamonds, such as "natural diamonds form the focus of our Classic collection, which comprises diamond earrings, necklaces and bracelets in a range of timeless yet modern designs.

CONCLUSION

An advertisement in Harper's Magazine is a promotional message or visual content that is placed within the pages of Harper's Magazine to promote a product, service, event, or idea. Harper's Magazine is a well-respected literary and cultural publication, and it features a variety of advertisements that align with its readership and editorial focus. Harper's Magazine advertisements play a role in generating brand awareness, promoting products and services, and conveying marketing messages to an educated and culturally engaged audience. They are an integral part of the magazine's revenue model and help support the publication's editorial content. The specific content and format of these advertisements can vary from issue to issue, depending on the advertisers and the magazine's editorial choices.

Harper's Magazine advertisements play a role in generating brand awareness, promoting products and services, and conveying marketing messages to an educated and culturally engaged audience. They are an integral part of the magazine's revenue model and help support the publication's editorial content. The specific content and format of these advertisements can vary from issue to issue, depending on the advertisers and the magazine's editorial choices.

This study concludes that the designs and constructions of Harper's Bazaar Magazine advertisements exhibit stylistic elements. Above all, the advertisements were written in a straightforward yet sophisticated style using strong, significant phrases, clauses, and sentences. As a result, many connotations were implied by the language used in the advertisements of Harper's bazaar magazine. According to the research, advertisers consistently use proper names (noun), figurative language, straightforward language, and emotive terms to accomplish their goals.

REFERENCES

Ahmed, S., & Abdulla, F. (2023). *A Stylistic Analysis of Selected Representative Samples of Claire Allan's (2018) Her Name Was Rose Article*. https://doi.org/10.25098/4.2.17

Amnuai, W., Kotuta, P., & Duangprasertchai, M. (2020). Textual and Linguistics Characteristics of Research Article Abstract. *LLT Journal: A Journal on Language and Language Teaching, 23*(1), 168–181. https://doi.org/10.24071/LLT.V23I1.2407

Aprinica, N. P. I. (2021). Style of Language in Tourism Hotel Advertising. *Linguistic, English Education and Art (LEEA) Journal, 5*(1), 11–18. https://doi.org/10.31539/LEEA.V5I1.2819

Auliya, S., & Hastuti, S. (2022). An Analysis of Persuasive Techniques Used in Maybelline New York's Instagram Captions. *Jurnal Bahasa Inggris Terapan, 8*(1), 18–28. https://doi.org/10.35313/JBIT.V8I1.3884

Cahyani, I., Tunas, S., & Banjarnegara, B. (2023). Stylistic Analysis of Perfume Advertising Language: Representation Of Gender Issues. *CLLiENT (Culture, Literature, Linguistics, and English Teaching)*, *5*(1), 1–19. https://ojs.unsiq.ac.id/index.php/cllient/article/view/4712

Daniel, W., Gonzales, W., & Flores, E. R. (n.d.). Stylistics in the Southeast Asian ESL or EFL Classroom: A Collection of Potential Teaching Activities. *TESOL International Journal*, *96*.

Dennaya, I. A., & Bram, B. (2021). Language Style in Fashion Advertisements of Online Vogue Magazine. *JOALL (Journal of Applied Linguistics and Literature)*, *6*(2), 277–289. https://doi.org/10.33369/JOALL.V6I2.14549

Dubovičienė, T., & Skorupa, P. (2014). The Analysis of some Stylistic Features of English Advertising Slogans. *Žmogus Ir Žodis*, *16*(3), 61–75. https://doi.org/10.15823/ZZ.2014.013

Hidalgo Downing, L. (2000). Text world creation in advertising discourse. *Revista Alicantina de Estudios Ingleses*, *13*, 67. https://doi.org/10.14198/raei.2000.13.06

Ishtiaq, M. (2019). Book Review Creswell, J. W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: Sage. *English Language Teaching*, *12*(5), 40. https://doi.org/10.5539/ELT.V12N5P40

Jaafar, E. A., & Hassoon, F. K. (2018). Pedagogical Stylistics as a Tool in the Classroom: An Investigation of EFL Undergraduate Students' Ability in Analyzing Poetic Language. *SSRN Electronic Journal*. https://doi.org/10.2139/SSRN.3150912

Jannah, H., & Safnowandi, S. (2018). Identifikasi Jenis Tumbuhan Obat Tradisional Di Kawasan Hutan Olat Cabe Desa Batu Bangka Kecamatan Moyo Hilir Kabupaten Sumbawa Besar. *Bioscientist : Jurnal Ilmiah Biologi*, *6*(2), 145. https://doi.org/10.33394/BJIB.V6I2.2457

Kang, C. (2018). Stylistics and the Teaching of Advanced English for Senior English Majors. *Theory and Practice in Language Studies*, *8*(10), 1346. https://doi.org/10.17507/TPLS.0810.13

Koban Koç, D., & Engin Koç, S. (2016). Students' perceptions of blog use in an undergraduate linguistics course. *Journal of Language and Linguistic Studies*, *12*(1), 9–19. www.jlls.org

Kurniawan, W. Y. (2023). Tindak Tutur dalam Iklan Lebaran Mr.Diy 2022 "Kembali Ke Pangkuan." *GERAM*, *11*(1), 129–136. https://doi.org/10.25299/GERAM.2023.VOL11(1).12484

Lau, T. (2017). Noun Phrase Construction in Academic Research Articles. *IJOHMN (International Journal Online of Humanities)*, *3*(6), 17. https://doi.org/10.24113/ijohmn.v3i6.44

Linguistica, O., & Published. (2014). *Associative Meaning and Scalar Implicature: A Linguistic-Semiotic Account.* http://www.phil.muni.cz/linguistica/art/dickins/dic-003.pdf

Mao, C. (2013). *Associative Meaning in Social and Cultural Context.*

Max, J. D., & Max, J. I. S. D. (2020). Stylistic Analysis on Roald Dahl's Poem Television. *CaLLs: Journal of Culture, Arts, Literature, and Linguistics*, *6*(1), 109–122. https://doi.org/10.30872/calls.v6i1.2709

Miles, M. B., & Huberman, A. M. (1994). Qualitative Data Analysis. *An Expanded Sourcebook*, *3*, 338pp. https://doi.org/10.1080/0140528790010406

Motinyane, M. (2023). A critical discourse analysis of maphalla's selected poems: South Africa's pre-democratic election messages. *South African Journal of African Languages*, *43*(1), 76–84. https://doi.org/10.1080/02572117.2023.2200450

Namwandi, A. I. (2019). *A stylistic analysis of language use in advertising: a study of advertisement of selected small to medium entrepreneurs in Oshana region.* https://repository.unam.edu.na/handle/11070/2581

Nelvia, N., Rosa, R. N., & Fitrawati, F. (2019). Types and Functions of Associative Meanings in the Opening Statements Used by the Host of Mata Najwa Talk Show. *English Language and Literature*, *8*(1). https://ejournal.unp.ac.id/index.php/ell/article/view/103209

Rugaiyah[1],

Nnamdi-Eruchalu, G. (2015). A critical discourse analysis of Rev. Fr. Prof. B.A.C. Obiefuna's "Let's walk together." *Journal of Religion and Human Relations*.

Nørgaard, Nina., Montoro, Rocío., & Busse, Beatrix. (2010). *Key terms in stylistics*. 269.

Pratama, K. Y., Cessarani, A., Sasongko, E., & Sulhan, M. (2023). The Use of Language Style in Dior Beauty's Social Media Advertisement. *JEdu: Journal of English Education*, *3*(2), 97–102. https://doi.org/10.30998/JEDU.V3I2.8663

Radhi, I. A. (2023). Language in Media: Language of Advertising: 146–134), 46(*46*, . https://doi.org/10.33193/IJOHSS.46.2023.584

Saputra, J. R., & Nur Abida, F. I. (2021). Stylistics Analysis of The Poem "An Old Man's Winter Night" by Robert Frost. *ELS Journal on Interdisciplinary Studies in Humanities*, *4*(4), 501–509. https://doi.org/10.34050/ELSJISH.V4I4.19152

Saputri, D. P. (2018). A Stylistic Analysis Used in Sam Smith's in the Lonely Hour Album. *Sastra Inggris - Quill*, *7*(6), 602–609. https://journal.student.uny.ac.id/ojs/index.php/quill/article/view/14566

Setiyono, J., Asror, A. G., Sholehuddin, M., Rohman, N., & Ismaya, H. (2022). Analisis Strategi Komunikasi Periklanan Pada Majalah Matan Edisi September Dan Oktober Tahun 2022. *Jurnal Pendidikan Dan Konseling (JPDK)*, *4*(6), 8663–8670. https://doi.org/10.31004/JPDK.V4I6.9722

Sh. Sharhan, K. (2018). The Noun Phrase: Formal and Functional Perspectives. *International Journal of Language Academy*, *6*(23), 549–556. https://doi.org/10.18033/ijla.3925

Sharma, P. (2019). Stylistics Study in Literature and Language. *Academic Journal of Literature and Language Academic Journal of Literature and Language ISSN UA |, 01*. www.xournals.com

Simpson, P. (2014). *Stylistics: A Resource Book for Students - 2nd Edition - Paul Simpson*. 332. https://www.routledge.com/Stylistics-A-Resource-Book-for-Students/Simpson/p/book/9780415644969

Zhou, W. (2018). *Stylistic Analysis of English Advertising Language*. https://doi.org/10.2991/CESSES-18.2018.89