AN ANALYSIS OF FIGURES OF SPEECH IN
FIVE-STAR AIRLINE ADVERTISEMENTS
ON THE INTERNET

BY

MISS SUPHANIDA JANMOON

AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2017
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ENTITLED

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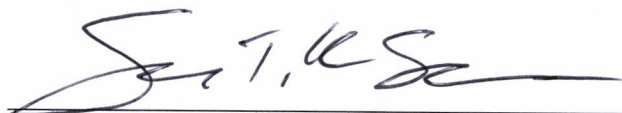
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ABSTRACT

The purposes of this study were to (1) investigate the types of figures of speech in five-star airline advertisements, (2) analyze the types of figures of speech used most in airline advertisements and (3) examine the differences in the use of figures of speech to emphasize the images and characteristics of airlines.

The subjects of this paper were five-star airline advertisements collected from airlines' official websites and Facebook pages during January 2007 - December 2017. The total advertisements collected were fifty pieces. The advertisements had to contain a headline, body copy, or slogan. The study referred to 28 types of figures of speech: Alliteration, Anadiplosis, Anaphora, Anastrophe, Antithesis, Apposition, Assonance, Asyndeton, Brachylogia, Climax, Ellipsis, Epistrophe, Parallelism, and Parenthesis, from the figurative mode of scheme. The remaining figures of speech from the figurative mode of trope were Hyperbole, Irony, Litotes, Metaphor, Metonymy, Onomatopoeia, Oxymoron, Paradox, Paronomasia, Periphrasis, Personification, Rhetorical question, and Synecdoche. The researcher used criteria sampling for collecting advertisements from the Internet. Mixed methodology and content analysis were applied to describe the relationships between figures of speech and value communicated through advertising in the aviation industry.

The finding revealed that at least one figure of speech was found for the three elements of advertising. The figures of speech found in all five-star airline advertisements were Anaphora, Alliteration, Assonance, Parallelism, Antithesis, Ellipsis, Asyndeton, Hyperbole, Rhetorical question, Metaphor, Metonymy, Personification, Paronomasia, Onomatopoeia, Periphrasis, and Synecdoche, while Anadiplosis, Epistrophe, Climax, Anastrophe, Parenthesis, Apposition, Brachylogia, Litotes, Oxymoron, Irony, and Paradox could not be found in the data. The top five figures of speech used in airline advertising were Alliteration, followed by Hyperbole, and Anaphora, Anaphora, Metonymy, Personification which were at in the same rank. Seven of fifty five-star airline advertisements communicated most used value communication and used the most frequent figures of speech in the same advertisement. Among fifty five-star airline advertisement, the most used figures of speech in Asian five-star airlines were Anaphora and Hyperbole, while they mostly communicate Flight Patterns. The airlines from Europe plus the Middle East often used Alliteration and communicated Customization as their value as can be seen from the rest of advertisements.

Keywords: Figures of speech, Five-star airline, Advertisement, Advertising

ACKNOWLEDGEMENTS

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

A great number of products and services have been launched in this competitive world. One of the challenges of business owners is how to introduce their products to raise customers' awareness and to attract their attention. Advertising is considered an essential tool for business and has become important in every channel, which is reflected in newspapers, magazines, televisions, radios, mails, movies, and all kinds of vehicles. Not only can advertising raise brand awareness for all types of products and services, it also has an ability to create a positive image of a product in customers' minds by communicating through various kinds of media.

The visual content can impact and cause consumers to remember it. On the other hand, the use of language in advertising can encourage people to recognize a product, remember the name and be persuaded that the product is worth buying (Colston & Katz, 2005). Undeniably, the language used in advertising is generally positive and emphasizes the distinctiveness of a product. The language technique most commonly used is figures of speech.

Aviation industry is one of the many businesses that usually use figures of speech in advertisement and communication. General airlines use it to communicate the convenience, comfort and safety before or during the journey. In addition to these emphases, five-star airlines often communicate the uniqueness, the luxury image, and the difference from other airlines. Therefore, the use of figures of speech in five-star airline advertising is interesting to investigate.

In this paper, the researcher explored the use of figures of speech in five-star airline advertising on the Internet, then analyzed the types of figures of speech most used in airline advertising, and determine whether each five-star airline used the same types of figures of speech in advertising to emphasize its image and characteristics.

The researcher sought to analyze the type, frequency, and relationships between figures of speech and the brand image of each airline.

1.2 Research Questions

1.2.1 What types of figures of speech are used in the headlines, copies, or slogans of five-star airlines advertisements?

1.2.2 Which types of figures of speech are most often used in the headlines, copies, or slogans of five-star airline advertisements?

1.2.3 What is the relationship between figures of speech and the image and characteristics of five-star airline advertisements?

1.3 Research Objectives

1.3.1 To investigate the types of figures of speech in five-star airline advertisements

1.3.2 To analyze the type of figures of speech most used in airline advertisements

1.3.3 To examine the relationship between figures of speech and the image and characteristics of five-star airline advertisements

1.4 Scope of the study

The subjects of this study were the advertisements from ten five-star airlines certified by Skytrax, the recognised global airline ranking organization. According to the most recent information, five-star airlines include All Nippon Airways (ANA), Asiana Airlines, Cathay Pacific, Etihad Airways, EVA Air, Garuda Indonesia, Hainan Airlines, Lufthansa, Qatar Airways, and Singapore Airlines.

Five advertisements from each airline were collected from the Internet as it is an essential source for business to reach the audience. It is also easy for the consumers

to access the promotions and campaigns of products and services online. The study investigated figures of speech used in all fifty advertisements released from 2007 to 2017 and were collected during March - April 2018.

1.5 Significance of the study

  1.5.1 To reveal the characteristics of five-star airline advertisements published on the Internet

  1.5.2 To explore the ways that figures of speech are used and to reveal how often they appear in airline advertisements

  1.5.3 To obtain information about the various types of figures of speech, their meaning and how they can be applied in airline advertisements

  1.5.4 To benefit people who are interested in the use of figures of speech in advertisements and broaden the idea of using different types of figures of speech for different airlines

1.6 Definition of Terms

  1.6.1 Advertisement: A commercial solicitation designed to sell products and services which advertisers have placed on the media to persuade and motivate the audience to desire to buy goods, use services, or take actions.

  1.6.2 Advertising: A marketing communication or activity in the media to influence potential customers about products and services.

  1.6.3 Brand: A symbol, mark, logo, name, or word that companies use to distinguish and differentiate their product from others.

  1.6.4 A Copy: The text used in advertisements, be it print, radio, television or other forms of advertisements, such as dialog patterns, catchy phrases, a company's motto or slogans.

1.6.5 Figurative language: Language containing or using figures of speech

1.6.6 Figures of speech: A kind of word-play used to create a feeling or image in readers' minds known as figurative language or rhetorical devices.

1.6.7 Five-star airlines: Certified five-star airlines rated by Skytrax, which consist of ten airlines: All Nippon Airways, Asiana Airlines, Cathay Pacific, Etihad Airways, EVA Air, Garuda Indonesia, Hainan Airlines, Lufthansa, Qatar Airways, and Singapore Airlines.

1.6.8 Headline: Words or sentences designed to be the first copy in print advertising the potential customer reads.

1.6.9 Tagline: A phrase, slogan or a punchline used in advertising in order to grab or catch viewers' attention.

1.6.10 Target audience: The intended audience or the readers of a publication and advertising.

1.6.11 Scheme and trope: A scheme is a change in word order, while a trope is the use of a word in a way not intended by its normal signification. Schemes and tropes are normally known as figures of speech.

1.6.12 Skytrax: The main international air transport rating organization.

1.6.13 Slogan: A memorable phrase used in order to persuade the target group, normally used in advertising.

1.6.14 Visual: A picture that illustrates the message of a headline in print advertising.

CHAPTER 2
REVIEW OF LITERATURE

This chapter reviews literature for applying the main theories and concepts to this study. The topics are (1) definition of advertisement, (2) structure of advertisements, (3) elements of advertisements, (4) Internet advertisements, (5) characteristics of language in advertisements, (6) features of advertising language, (7) airline passengers' service expectations, and (8) recent research on figures of speech in advertisements.

2.1 Definition of advertisement

Bovee, Thill and Dovel (1995) and Moriarty (1997) acknowledge that advertising is communication of product information by sponsors in an attempt to persuade or influence behaviors. According to O'Guinn, Allen, and Semenik (1997), businesses use advertising to convince and persuade the target audience through various kinds of paid media. An advertisement is the promotion of goods and services by an identified sponsor (Goddard, 2002).

2.2 Structure of advertisements

Vestergaard and Schroder (1985) indicate that written advertisements, such as newspapers and billboards, usually are in a certain forms and often consist of a headline, body copy, visual, and slogan.

According to Hermerén (1999), advertising usually begins with a headline, slogan, or question as the device that aims to grab the audiences' attention. The following is a copy of the content giving more information about products. The last element of advertising as stated by Vestergaard and Schroder (1985) is a signature. It sometimes shows a name and a slogan of the product to replicate the claims in the body copy section. Therefore, if the audiences skip reading the body copy to the slogan, they may lose the connection with latent meaning.

2.3 Elements of advertisements

According to Kanakubo, Leung, and Yacoe (2006), advertisements generally have a vertical layout, are created in color, and include aligned elements with empty space between them. All the elements are usually connected by the visual. Meanwhile, Vestergaard and Schroder (1985) state that written advertisement, such as on billboards or newspapers, normally follow a certain pattern and usually consist of an illustration, headline, body copy, and slogan.

Hermerén (1999) states that advertising tends to differ from the norm. Some only consist of a picture, a headline, a slogan or only the name of the brand. The characteristic or appearance of advertisements can vary depending on the purpose.

2.3.1 Headline

A headline is the leading sentence that can immediately attract readers' attention and communicate a key point. The advertisers design it alongside a catchy illustration in order to build the audiences' desire and also drive prospective buyers to further investigate a brand. Headline are normally written in large typeface and sometimes referred to as a caption (Olubunmi, 2013).

2.3.2 Illustration

Illustrationa or visual are usually related to the headline with the aim of building an emotional appeal. It creates a curiosity to read further text in the ad by conveying a message without words. It often shows a reader how they can benefit from a product and create a desire to buy by portraying attractive, young, happy people using the products or services (Kanakubo et al., 2006).

2.3.3 Body Copy

Body copy or copy is the text in advertisements shown as short paragraphs and always in smaller typeface than the headline. The content in the body copy can develop the sales message and provide details to support by discussing the proof or giving explanations concisely and creatively to make the messages stick in readers'

minds. The objective of using body copy is to explain the products or services in the best possible ways (Blakeman, 2005; Olubunmi, 2013).

2.3.4 Slogan

A slogan is a short phrase that is motivating, empowering and easy to remember. It rarely changes because it is used as a tagline to present the characteristics of a brand of product or service. Many slogans present products' value and quality (Jefkin, 1976).

Advertisers normally play with words in the headline and slogan to affect readers' feelings and present the advantages and benefits of the products in the body copy. Thus, figures of speech used in each element of advertising will be investigated in this study.

2.4 Internet advertisements

The Internet is one of the most powerful media advertising in the world. The first reason is that almost every household is able to access the Internet. Secondly, the Internet has a larger audience than the sum of viewers of traditional media in the past. The ability to reach predefined target audiences enhances the brand and results in effective sales of websites. Moreover, it enables the conveyance of information to consumers. Online advertisements on the Internet help to market products and services through interactive and colorful catalogs and provide current information to audiences. Customers can purchase products or services locally and abroad. Nowadays, there are many websites designed to promote and maintain relationships with customers. The official site of the company provides complete information about the product line and can direct the target audience so they can make an informed purchase decisions (Luk, Chan & Li, 2002).

2.5 Characteristics of language in advertisements

The purpose of advertising language is to influence readers' to buy products. Advertising language aims to arouse appealing to desires and curiosity in the

audience's mind, unlike the language used in literature. In the latter, authors create various feelings through words, while advertisers write to create impression in readers' minds through creative words. Additionally, language in advertising sometimes has to break grammar rules and tends to focus on wordplay and rhetoric (May, 1995)

2.6 Features of advertising language

Advertising language contains lexicon and syntax, and figures of speech or rhetorical devices.

2.6.1 Lexicon and syntax

Lexicon in advertising language is more compact, visual and emotional than common English. Most words are simple and informal. Some of them are loanwords, word reductions, use of verbs, misspellings and coinage words, or adjectives and compound verbs.

Syntax in the advertising sentence structure is generally simple, understandable and attention grabbing. The message is more interrogative and imperative. Disjunctive clauses and minor clause are also the language techniques that can be used in advertising effectively (May, 1995).

2.6.2 Figures of speech or rhetorical device

Kostrhunová (2011) observes that since one of the most important advertising functions is to attract attention and get it into in viewers' minds, advertising needs to be very creative to reach the objectives. Boring or meaningless advertisements cannot be successful or convince people to continue reading.

In McQuarrie and Mick's study (1996), the main objective of figures of speech is to motivate the readers to start and finish reading the advertisement. Figures of speech usually exist when there is a deviation between expression and expectation. Moreover, this deviation shows that figures of speech in advertising create positive attitudes towards the advertisements. In addition, some figures of speech are common

in everyday communication. Therefore, the use of figures of speech among people is considered acceptable.

Types of figures of speech are separated into schemes and tropes. Schemes consist of excessive order and regularity in a text, while tropes appear when there is a deficiency of order or irregularities in the text (McQuarrie and Mick, 1996).

Schemes can be considered as combinations of deviation, while tropes can be recognized as selections of deviation (McQuarrie and Mick, 1996). Schemes depend on the involvement of words arranged into patterns of sound or syntax. Tropes are related to the content of language. They are used for expressing oneself clearly and for convincing the viewer at the same time (Hermerén, 1999).

2.6.2.1 Schemes

Corbett and Connors (1999) indicate that schemes usually deviate from the arrangement of ordinary words. They can be distinguished into different types of structures such as repetition, balance, changes in word order, and omission.

(1) Repetition

- *Anaphora* is the same word or group of words repeated at the beginning of clauses.

e.g. "We shall fight on the beaches, we shall fight on the landing-grounds, we shall fight in the fields and in the streets, we shall fight in the hills." (Winston Churchill, reaffirming England's dedication to victory)

- *Alliteration* is initial consonants repeated in two adjacent words or more.

e.g. "Already American vessels had been searched, seized, and sunk." (John F. Kennedy, *Profiles in* courage)

- *Anadiplosis* is the last word of one clause repeated at the beginning of the following clause.

e.g. "The crime was<u>common</u>, <u>common</u> be the pain." (Alexander Pope, Eloisa to abelard)

- *Epistrophe* is the same word or group of words repeated at the ends of the clauses.

e.g. "…We will <u>be</u> as strong as we need to <u>be</u> for as long as we need to <u>be</u>." (Richard Nixon, Inaugural address)

(2) Structures of balance

- *Parallelism* is the repetition of similar sentence composition.

e.g. "Success is getting what you want. Happiness is wanting what you get." (Dale Carnegie)

- *Antithesis* is opposition of words in parallel structures.

e.g. "It was the <u>best of times</u>, it was the <u>worst of times</u>." (Charles Dickens, Tale of Two Cities)

- *Assonance* is the repetition of vowel sounds with different final consonant sounds.

e.g. "It beeps… as it sweeps… as it cleans!" (Old Hoover Vacuum)

- *Climax* is words, phrases, or clause arrangements for emphasizing the importance.

e.g. "There are three things that will endure: faith, hope, and love. But <u>the greatest of these</u> is love." (1 Corinthians 13:13, The bible)

(3) Changes in word order

- *Anastrophe* is an inversion of ordinary word order.

e.g. "Ask not what your country can do for you; ask what you can do for your country." (John F. Kennedy)

- *Parenthesis* is an insertion of a verbal unit that interrupts the flow of normal syntax such as brackets, commas, and dashes.

e.g. If mankind minus one were of one opinion, then mankind is no more justified in silencing the one than the one — if he had the power — would be justified in silencing mankind. (John Stuart Mill, 1806-1873)

- *Apposition* is an addition of an adjacent and explanatory element.

e.g. "People prefer short takes, Q. and A.; the attention span of most Americans on serious matters is about twenty seconds, the length of a television clip." (William Safire, commencement speech to Syracuse University)

(4) Omission

- *Ellipsis* is a word omission in a sentence through the implication of the context.

e.g. "And he to England shall along with you." (William Shakespeare, *Hamlet*)

- *Asyndeton* is omission of conjunction between clauses.

e.g. "I came, I saw, I conquered" (Julius Caesar)

- *Brachylogia* is omission conjunction between words.

e.g. "Love, hate, jealousy, frenzy, fury drew him from pity" (Angel Day)

2.6.2.2 Tropes

Tropes are a type of artful deviation from the principal word meaning. Corbett and Connors (1999) identify five groups of tropes: overstatements and understatements, reference to one thing as wordplay and puns, substitutions, and semantic inversions.

(1) Overstatement/ Understatement

- *Litotes* is an understatement that is used purposely.

e.g. "I can't get no satisfaction." (The Rolling Stones)

- *Hyperbole* is known as an exaggeration for the intention of emphasis.

e.g. "adds amazing luster for infinite, <u>mirror-like shine</u>" (Brilliant Brunette shampoo)

(2) Reference to one thing as another

- *Metonymy* is to name one of its characteristics to refer to something or someone.

e.g. "Let me give you <u>a hand</u>."

- *Metaphor* is a reference to one thing as another in order to imply a comparison.

e.g. "You are my sunshine!"

- *Synecdoche* is a part of thing that represents the whole.

e.g. "<u>Friends, Romans, Countrymen</u>, lend me your <u>ears</u>." (Julius Caesar, Shakespeare)

- *Personification* is a reference to abstractions or objects as if they have human abilities or behaviors.

e.g. <u>"Kleenex says</u> bless you" (Kleenex facial tissues)

(3) Wordplay and puns

- *Onomatopoeia* is the use of words that their sound corresponds with the semantic value.

e.g. "Thwack! Boom!" (Batman)

- *Paronomasia* is the use of words that sound alike but have different meanings.

e.g. "Every bubble's passed its <u>fizzical</u>" (Corona soft drink)

(4) Substitution

- *Periphrasis* is using a descriptive word or phrase instead of its proper name.

e.g. "My play is a new <u>Pride and Prejudice</u>."

(5) Semantic inversions

- *Rhetorical question* is a question asked for a purpose more than obtaining the request of information.

e.g. "When will you be satisfied?" (Martin Luther King, Jr.)

- *Oxymoron* is a contradictory combination of words or verbal units.

e.g. "I like a smuggler. He is the only <u>honest thief</u>." (Charles Lamb)

- *Irony* is an expression that is contrary to the intended significance.

e.g. "For <u>Brutus is</u> an honourable man; so <u>are they all</u>, honourable men." (William Shakespeare, Julius Ceasar)

- *Paradox* is a contradictory statement containing a measure of fact or truth.

e.g. "Men work together whether they <u>work together or apart</u>." (Robert Frost)

2.7 Airline passengers' service expectations

Gilbert and Wong (2002) demonstrated the dimension of airline services through his study in service expectations by comparing differences in passengers' expectations of what they desire in airline service quality in terms of the dimensions

of reliability; assurance; facilities; employees; flight patterns; customization and responsiveness.

The result of his research indicated that the most important service dimension was 'assurance'. The meaning and definition of all dimensions are explained as follows:

1. Assurance refers to safety records, employees' capability to give confidence, or knowledge to answer passengers' questions.

2. Flight Patterns communicates flight schedules, flight frequencies, and flight networks, including non-stop flights to various destinations and availability of global alliance partner networks.

3. Reliability means punctuality, on-time departures and arrivals, ground or in-flight services, and also good quality food and beverages.

4. Responsiveness includes efficient service, prompt handling of travellers' requests e.g. check-in/baggage handling services, employees' willingness to help, and how they handle requests/complaints promptly.

5. Employees' appearance and attitude refers to courteous, neat and tidy employees, which sometimes shows the friendliness and helpfulness of employees.

6. Facilities refer to in-flight facilities, availability of waiting lounges, or check-in services, clean and comfortable interiors and seat, or in-flight Internet/email/phone facilities.

7. Customization communicates individual attention and anticipates individual travel needs. In addition, the communication on the availability of loyalty programs, frequent flyer programs, and air/accommodation packages, travel related partners, e.g. hotels, car rentals, are included in the dimension of customization.

2.8 Previous related studies on figures of speech in advertising

Lapsanská (2006) analyzed advertising language from a linguistic point of view and the means used in advertisements. The researcher explored the use rate of individual means in the slogans and in relation to product specialization using an analytical method. The aim of this research was to determine the use rate of linguistic means in the slogans of advertising and also in relation to product specialization. She gathered 270 random advertising slogans from 48 different copies of the political, technical, business-oriented, nature-oriented, cooking-oriented, women's magazines, tabloids and scientific magazines from the UK, USA and Slovakia. She collected the research material and created a list of slogans before understanding a linguistic analysis. Then, she produced a table of attributes for exact enumeration of linguistic means, which could show the statistics in order to generate graphs and interpret data. The results showed that ellipsis was contained in the slogans at 20 %, which was the most used compared with others. A total of 7 % of the slogans contained phrasal verbs and 11 % used parallelism. The tropes that were frequently used were metaphor, personification, and homonymy, respectively. Metaphor was mostly used by slogans for jewelry. Personification was mostly used by automobile slogans. Homonymy was mostly used by jewelry slogans. Idioms were mostly used by automobile and technique slogans.

In Supasamout's study (2006), four types of figures of speech used in lipstick advertisements in women's magazines were investigated, which contained alliteration, rhyme, metaphor and imagery. Supasamout determined that these figurative expressions were the most effective and attractive among the consumers. The study investigated how figures of speech were linked in lipstick advertisements and how they were applied to increase the interest of the products. The target samples for the study were thirty lipstick advertisements from two women's magazines in Thailand. The researcher applied content analysis to describe the relationship of lipsticks and figures of speech. The findings showed that at least one type of figure of speech was used in each lipstick advertisement. They were found in headlines and body copy. Alliteration saw the highest use, followed by the use of rhyme, metaphor and imagery, respectively. Moreover, the results of the study revealed that alliteration and rhyme

were used to describe the lipstick color most. Metaphor was often used to present the characteristics of lipstick and imagery was normally used to present the shine of lipstick.

In Leigh's research (1994), the frequency of the use of figures of speech in print advertising headlines was investigated. It examined which factors relate to the use and showed categories of figures of speech used in advertising headlines. The scope of the research focused on finance, sports, lifestyle, and special interest magazines. The results of the study revealed that the figures of speech used in advertising headlines were puns, alliteration, and assonance. Additionally, other kinds of figures of speech had a tendency to be used in other types of magazines for different products. Hence, further investigation of the figures of speech used in each type of magazine should help improve the research.

Based on a survey of the previous research, there has been inadequate study on figures of speech in specific types of product advertisements, such as the automobile, hospitality service or aviation business. The researcher found that airline advertising has its own characteristics that differ from other types of products. The researcher thus examined figures of speech in airline advertising from the Internet and determined which figures of speech was the most used by investigating headlines, slogans and body copy in airline advertising.

In airline advertisements, the language used should be persuasive. On the other hand, they should not make the reader feel that they are being pushed. Language in headlines, slogans and copies should engender trust feelings and assure audiences that the flight will arrive at the destination safely and comfortably.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 Design of the Study

Previous research applied content analysis to analyze figures of speech used in advertisements, for example, Leigh (1994) and Gisbergen, et al. (2004). They applied content analysis to investigate magazines where advertisements appear, words in headlines, and figures of speech were used. Moreover, content analysis can be used to analyze connections between figures of speech in headlines and the products or services.

In this study, the researcher employed content analysis to determine the number of figures of speech used in advertisements and analyze the types of figures of speech in each advertisement in order to investigate how figures of speech are related with airline advertisements.

3.2 Subjects

The sample of this research was fifty pieces of five-star airline advertisements from 2007 to 2017. Five-star airlines as designed by Skytrax consist of ANA All Nippon Airways, Asiana Airlines, Cathay Pacific Airways, Etihad Airways, Eva Air, Garuda Indonesia, Hainan Airlines, Lufthansa, Qatar Airways, and Singapore Airlines. The Internet was chosen as the source in order to access a great number of world international airline advertisements for collecting appropriate ones. Among the ten airlines designed five-star by Skytrax, the researcher randomly chose five advertisements of each airline from the Internet. The total number of advertisements collected was fifty pieces.

3.3 Materials

The sampling technique was criteria sampling. All fifty advertisements were the defined criteria. To evaluate the samples, each advertisement contained at least

one headline, slogan, or body copy, which were later analyzed concerning their use of figures of speech. Additionally, the advertisements published too long ago could be considered outdated and obsolete; therefore, no advertisements published more than ten years before the end of 2017 were used.

Mixed methodology and content analysis method were used in this study for analyzing the use of 28 types of figures of speech in each advertisement. Also, the researcher analyzed whether the specific list of figures of speech had any connections with the airline or not by using airline passengers' service expectations as the dimension of airline value communicated through advertisements on the Internet.

3.4 Data Collection

The procedure of data collection began with finding the advertisements of five-star airlines from the Internet as mentioned in subjects section, which are ANA All Nippon Airways, Asiana Airlines, Cathay Pacific Airways, Etihad Airways, Eva Air, Garuda Indonesia, Hainan Airlines, Lufthansa, Qatar Airways, and Singapore Airlines. Then, each advertisement was examined and evaluated to determine if it met the criteria. After that, the researcher examined the advertisements using the content analysis procedure.

To collect the data, a table was created for recording the figures of speech that were found in each advertisement and then divided into seven parts, which were ad code running 1 through 5, source, year of release, the exact statement of the advertisement, the textual elements of advertisements - headline, body copy, and slogan - and the communication of the advertisements, as shown in Table 3.1.

Table 3.1 The table used to record the figures of speech in advertisements

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
			Name of the airline			
1						
2						
3						
4						
5						

3.5 Data Analysis Procedures

The data were analyzed as follows:

3.5.1 Using the criterion, fifty pieces of five-star airline advertisements were used in this study. All of them were evaluated to determine whether they had at least one headline, slogan, or copy. The researcher selected advertisements from 2007 - 2017.

3.5.2 The data collecting instrument of figures of speech in five-star airline advertisements in table 3.1 was used in order to collect their textual advertising messages and later used to analyze the figure of speech to answer research question number 1. All five-star airline advertisements were examined to determine which types of figures of speech were applied in the headlines, slogans, or copies.

3.5.3 Table 3.2 was used as the statistical instrument of figures of speech in five-star airline advertisements, presented in percentage according to the types of figures of speech to answer research question number 2. The researcher includes this table in the Appendices section.

3.5.4 The researcher examined the relationship between five-star airline advertisements and figures of speech through the frequency and percentage to answer research question number 3 and applied content analysis in order to obtain the fundamental information needed for analyzing the purpose of using of figures of speech in advertisements. In this procedure, the researcher analyzed the relationship

of the most used figures of speech in each airline advertisement and the most communicated value using airline passengers' service expectations mentioned in the literature review section.

Table 3.2 The table used to analyze frequency the figures of speech in advertisements

Types of Figures of Speech			Headlines	Slogan	Copy	Frequency	Percentage
Schemes	Repetition						
		Anaphora					
		Alliteration					
		Anadiplosis					
		Epistrophe					
	Structures of balance	Assonance					
		Parallelism					
		Antithesis					
		Climax					
	Changes in word order	Anastrophe					
		Parenthesis					
		Apposition					
	Omission	Ellipsis					
		Asyndeton					
		Brachylogia					
Tropes	Overstatement /Understatement	Hyperbole					
		Litotes					
	Semantic inversions	Rhetorical question					
		Oxymoron					
		Irony					
		Paradox					
	Reference to one thing as another	Metaphor					
		Synecdoche					
		Metonymy					
		Personification					
	Wordplay and puns	Paronomasia					
		Onomatopoeia					
	Substitution	Periphrasis					

CHAPTER 4
RESULTS

This chapter discusses the use of figures of speech in five-star airline advertisements through headlines, copy, and slogan. Additionally, this chapter will focus on the frequency of figures of speech used in each airline.

4.1 Types of figures of speech in five-star airline advertisements

This section answers research question one. From fifty online advertisements that matched the criteria, the researcher found that the element usage in five-star airline advertisements collected from the Internet was as below:

Headline + Copy + Slogan   Total found was 6

Headline + Copy   Total found was 10

Headline + Slogan   Total found was 5

Headline   Total found was 29

Although some advertisements contained more than one figure of speech, the researcher randomly chose one of each of the elements to analyze the type and put it in the table. The figures of speech found in all five-star airline advertisements were Anaphora, Alliteration, Assonance, Parallelism, Antithesis, Ellipsis, Asyndeton, Hyperbole, Rhetorical question, Metaphor, Metonymy, Personification, Paronomasia, Onomatopoeia, Periphrasis and Synecdoche , while the rest of the figures of speech i.e. Anadiplosis, Epistrophe, Climax, Anastrophe, Parenthesis, Apposition, Brachylogia, Litotes, Oxymoron, Irony, and Paradox could not be found in the fifty pieces of five-star airline advertisements.

Figure 4.1 Figures of speech used in five-star airline advertisements
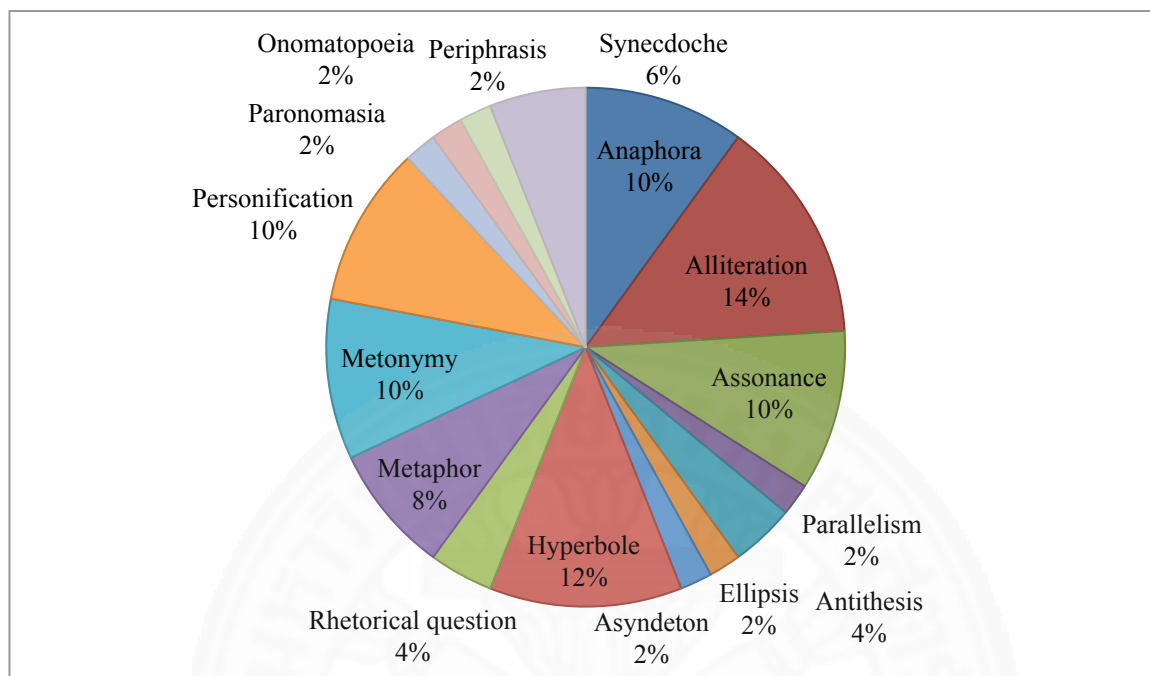
4.2 Figures of speech most used in five-star airline advertisements

According to research question 2, this paper focused on the most popular types of figures of speech used in five-star airline advertising. From all 28 types of figures of speech that the researcher used for analyzing fifty pieces of advertisements, the most used figures of speech was Alliteration with the percentage of 14%, followed by Hyperbole (12%), Anaphora (10%), Assonance (10%), Metonymy (10%), and Personification (10%), respectively.

Table 4.1 Most used figures of speech in five-star airline advertisements

Figures of Speech	Frequency	Percentage
Alliteration	7	14%
Hyperbole	6	12%
Anaphora	5	10%
Assonance	5	10%
Metonymy	5	10%
Personification	5	10%

According to literature review section in chapter 2, schemes and tropes in advertising are used for convincing the audience to do the expected actions. Schemes are deviating from the ordinary word arrangements and can be distinguished into different types of structures such as repetition, balance, changes in word order, and omission, while tropes are a type of artful deviation from the principal word meaning. Five groups of tropes are overstatements and understatements, reference to one thing as another, wordplay and puns, substitutions, and semantic inversions (Corbett & Connors, 1999).

Table 4.2 Schemes and tropes in five-star airline advertisements

Scheme	Frequency	Percentage	Trope	Frequency	Percentage
- Repetition	17	34%	- Overstatement /Understatement	6	12%
- Structures of balance	3	6%	- Semantic inversions	2	4%
- Changes in word order	0	0	Reference to one thing as another	17	34%
- Omission	2	4%	- Wordplay and puns	2	4%
			- Substitution	1	2%
Total	**22**	**44%**	**Total**	**28**	**56%**

The results of the most used categories or figurative mode among fifty advertisements that matched the criteria show that the advertisers used tropes (56%) more than schemes (44%). The most used types of structures or subcategory was repetition in 34% of all advertisements collected, followed by Overstatement /Understatement(12%), and structure of balance (6%), respectively.

4.3 The use of figures of speech to emphasize the image and value of the airline

In order to answer research question three, the researcher used content analysis to categorize the figures of speech of five-star airline advertisements and also interpreted the meaning and value that all advertisements tried to communicate. The multi-attribute of airline's service was passengers' purchase criteria, which it is very

important to communicate and advertised to raise awareness and positive feelings. The researcher applied passengers' service expectations as shown in Gilbert and Wong's work (2002), which is divided into seven types as follows:

1. Assurance which contains safety records, employees' capability
2. Flight Patterns which communicate flight schedules, flight frequencies, and flight network
3. Reliability which means punctuality and consistent service
4. Responsiveness including efficient service and prompt handling of travellers' requests
5. Employees' appearance and attitude, which sometimes shows friendliness and helpfulness of employees
6. Facilities, e.g. in-flight facilities, waiting lounges, or check-in service
7. Customization which contains individual attention or anticipation of the individual travel needs

Table 4.3 The communication of the value of the five-star airline advertisements

Airlines	Assurance	Flight Patterns	Reliability	Responsiveness	Employees	Facilities	Customization
ANA	-	2	1	-	-	1	1
Asiana	-	-	2	-	1	1	1
Cathay	-	1	-	2	-	2	-
Etihad	-	1	-	1	-	1	2
Eva	-	2	-	1	-	1	1
Garuda	-	2	-	-	1	1	1
Hainan	-	3	1	-	1	-	-
Lufthansa	-	-	2	-	-	-	3
Qatar	1	1	-	2	-	1	-
Singapore	-	-	1	-	-	1	3
	1(2%)	12(24%)	7(14%)	6(12%)	3(6%)	9(18%)	12(24%)

The researcher found that the most popular content used to communicate through all fifty pieces of five-star airline advertisements was Flight Patterns (24%) and Customization (24%). Next, Facilities were advertised in 18% of the advertisements for raising awareness of new or high quality amenities that conform to the needs of passengers, followed by Reliability (14%), Responsiveness (12%), Employees' appearance and attitude (6%), and Assurance (2%).

Table 4.4 Advertisement analysis of All Nippon Airways

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
All Nippon Airways (ANA)						
NH1	Official site	2017	*Smooth connections* from the US to Asia	Metonymy	Headline	Reliability
NH2	Facebook	2016	*Tokyo Gets Closer* with Haneda from JFK and O'Hare	Hyperbole	Headline	Facilities
NH3	Facebook	2016	*Two cities, two daily flights,* twice the discovery	Anaphora	Headline	Flight Patterns
NH4	Facebook	2015	Now *Closer than ever*	Assonance	Headline	Flight Patterns
NH5	Facebook	2014	Soak in *autumn colors* with ANA.	Synecdoche	Headline	Customization

From five randomly collected advertisements of All Nippon Airways, four were from the official Facebook page of the airline. Every figure of speech in the advertisements came from headline. Two communicated Flight Patterns. The results show that the advertisements that were chosen contained various types of figures of speech: Motonymy, Hyperbole, Anaphora, Assonance, and Synecdoche.

Table 4.5 Advertisement analysis of Asiana Airlines

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Asiana Airlines						
OZ1	Facebook	2017	*Ready, Set, Fly!* With Asiana350 Sweepstakes	Asyndeton	Headline	Reliability
OZ2	Facebook	2014	Chicago-Seoul On Asiana Airlines' brand-new B777, every class *is state-of-the-art!*	Metaphor	Headline	Reliability
OZ3	Facebook	2013	*April showers* bring *May flowers*	Assonance	Headline	Customization
OZ4	Facebook	2012	It is not a *seat.* It is a *suite.*	Alliteration	Headline	Facilities
OZ5	Facebook	2012	Green wings *to* the earth	Ellipsis	Copy	Employees' appearance and attitude

From five randomly collected advertisements of Asiana Airlines, all were from the official Facebook page of the airline. Four figures of speech in the advertisements came from headline and one came from copy. Two communicated Reliability. The results show that the advertisements that were chosen contained various types of figures of speech: Asyndeton, Metaphor, Assonance, Alliteration, and Ellipsis.

Table 4.6 Advertisement analysis of Cathay Pacific

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Cathay Pacific						
CX1	Official site	2017	A *Toast* to your *Travels*	Alliteration	Headline	Responsiveness
CX2	Official site	2017	A *Touch* of *Elegance*	Personification	Headline	Responsiveness
CX3	Official site	2017	Hitting All the Right *Notes*	Synecdoche	Headline	Facilities

| CX4 | Official site | 2017 | The *World* in your Armrest | Hyperbole | Headline | Facilities |
| CX5 | Facebook | 2013 | *Limited* time, *Limited* seats | Anaphora | Headline | Flight schedule |

From five randomly collected advertisements of Cathay Pacific, four were from the official site and one was from the official Facebook page of the airline. All figures of speech in the advertisements came from the headlines. Two communicated Responsiveness while another two communicated Facilities. The results show that the advertisements that were chosen contained various types of figures of speech: Alliteration, Personification, Synecdoche, Hyperbole, and Anaphora.

Table 4.7 Advertisement analysis of Etihad Airways

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
			Etihad Airways			
EY1	Facebook	2017	Dreaming of Seoul?	Rhetorical question	Headline	Customization
EY2	Facebook	2016	What do you enjoy the most onboard our BUSINESS STUDIO?	Rhetorical question	Headline	Facilities
EY3	Facebook	2016	*Explore* a World of *Experience* Our global sale is now on	Alliteration	Headline	Flight Patterns
EY4	Facebook	2016	A helping hand from our *flying nanny*	Periphrasis	Headline	Responsiveness
EY5	Facebook	2013	Monday Moment	Alliteration	Headline	Customization

From five randomly collected advertisements of Etihad Airways, all of them were from official the Facebook page of the airline. All figures of speech in the advertisements came from the headlines. Two communicated Customization. The results show that two of the five advertisements chosen contained Rhetorical question while another two used Alliteration.

Table 4.8 Advertisement analysis of Eva Air

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Eva Air						
BR1	Facebook	2015	One *small step* for hello kitty, One *giant step* for Eva air	Antithesis	Headline	Flight Patterns
BR2	Facebook	2015	Hello Kitty *Heading* to *Houston*	Alliteration	Headline	Flight Patterns
BR3	Facebook	2013	Change the *way* you see the *world*	Alliteration	Slogan	Responsiveness
BR4	Facebook	2012	*Sharing the world, flying together* Promotional fares from Bangkok to Europe	Parallelism	Headline	Customization
BR5	Facebook	2012	Like the *gentle embrace* of a pure and elegantly sculpted calla lily	Personification	Copy	Facilities

From five randomly collected advertisements of Eva Air, all of them were from official the Facebook page of the airline. The figures of speech in the advertisements came from three headlines, one copy and one slogan. Two communicated Flight Patterns. The results show that two of the five advertisements that were chosen contained Alliteration as a figure of speech.

Table 4.9 Advertisement analysis of Garuda Indonesia

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Garuda Indonesia						
GA1	Official site	2017	Terminal 3 Our New *Gateway to the World*	Hyperbole	Headline	Facilities
GA2	Facebook	2017	Thousands of *Hands* to Perfect Every Single Journey	Synecdoche	Headline	Employees' appearance and attitude

GA3	Official site	2016	Enjoy the Freedom to Go Wherever Your *Journey Takes* You	Personification	Headline	Customization
GA4	Facebook	2016	*Namaste!* The Beauty of India Lies Ahead	Onomatopoeia	Headline	Flight Patterns
GA5	Facebook	2014	Bringing the *world* to you	Hyperbole	Headline	Flight Patterns

From five randomly collected advertisements of Garuda Indonesia, all were from official Facebook page of the airline. All figures of speech in the advertisements came from headlines. Two communicated Flight Patterns. The results show that two of the five advertisements that were chosen contained Hyperbole as a figure of speech.

Table 4.10 Advertisement analysis of Hainan Airlines

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Hainan Airlines						
HU1	Facebook	2017	Fly your *dream*	Metaphor	Slogan	Reliability
HU2	Facebook	2017	My *Stars* and *Dreams*	Metonymy	Headline	Flight Patterns
HU3	Facebook	2017	Because Emperors Don't do layovers.	Assonance	Headline	Flight Patterns
HU4	Facebook	2017	Our *green* initiative	Metonymy	Headline	Employees' appearance and attitude
HU5	Facebook	2017	*New* world. *New* trip.	Anaphora	Headline	Flight Patterns

From five randomly collected advertisements of Hainan Airlines, all were from the official Facebook page of the airline. Four figures of speech in the advertisements came from the headlines and one was from the slogan. Three communicated Flight Patterns. The results show that two of the five advertisements chosen contained Metonymy as a figure of speech.

Table 4.11 Advertisement analysis of Lufthansa

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
			Lufthansa			
LH1	Facebook	2017	Join us on a *journey* of self *discovery*	Assonance	Headline	Customization
LH2	Facebook	2016	There are five more *stars* in the *sky* now.	Metaphor	Headline	Reliability
LH3	Facebook	2016	Sometimes you have to leave to find *home*	Metonymy	Headline	Customization
LH4	Facebook	2015	Lufthansa *greets* you in the year 1955	Personification	Headline	Reliability
LH5	Facebook	2015	Win a trip to the *big apple!*	Metonymy	Headline	Customization

From five randomly collected advertisements of Lufthansa, all were from the official Facebook page of the airline. Every figure of speech in the advertisements came from the headlines. Three communicated Customization while two advertised Reliability. The results show that two of the five advertisements chosen contain Metonymy as a figure of speech.

Table 4.12 Advertisement analysis of Qatar Airways

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
			Qatar Airways			
QR1	Official site	2017	You and your electronic *devices* can now go places together again.	Personification	Headline	Assurance
QR2	Official site	2016	*Hop on* a Qatar Airways flight *Hop off* in sunny Sydney	Antithesis	Headline	Flight Patterns
QR3	Facebook	2015	Welcome to the *future* of *flying*	Alliteration	Headline	Reliability
QR4	Facebook	2015	The *Xtra* flight experience	Paronomasia	Headline	Facilities

| QR5 | Facebook | 2015 | It would take *more than 35,335 A350s to fly 10 million people* at once. Looks like we need some more planes! | Hyperbole | Copy | Reliability |

From five randomly collected advertisements of Qatar Airways, three were from the official Facebook page of the airline and two were from the official site. Four figures of speech in the advertisements came from the headlines and one from copy. Two communicated Reliability. The results show that the advertisements chosen contained various types of figures of speech: Personification, Antithesis, Alliteration, Paronomasia, and Hyperbole.

Table 4.13 Advertisement analysis of Singapore Airlines

Ad code	Source	Year	Statement	Figures of Speech	Element	Communication
Singapore Airlines						
SQ1	Official site	2017	New Business Class *Experience* the *Difference*	Assonance	Headline	Facilities
SQ2	Facebook	2017	*Travel* is my *Therapy*	Alliteration	Headline	Customization
SQ3	Facebook	2017	The great Singapore Airlines *Getaway*	Metonymy	Headline	Customization
SQ4	Facebook	2017	*Best* Economy Class *Best* Asian Airline *Best* Cabin Staff	Anaphora	Headline	Reliability
SQ5	Facebook	2017	Your adventure starts when you book flights	Hyperbole	Headline	Customization

From five randomly collected advertisements of Singapore Airlines, four were from the official Facebook page of the airline and one was from the official site. All figures of speech in the advertisements came from the headlines. Three communicated Customization. The results show that the advertisements contained various types of figures of speech: Assonance, Alliteration, Metonymy, Anaphora, and Hyperbole.

CHAPTER 5

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

This chapter presents the (1) a summary of the study, (2) the summary of the findings, (3) discussion of figures of speech used in five-star airline advertisements, (4) the conclusion, (5) limitations of the study, and (6) recommendations for further research.

5.1 Summary of the study

This summarizes the study of the figures of speech in five-star airline advertisements.

5.1.1 Objective of the study

The objectives of this study were to investigate the type of figures of speech used in five-star airline advertisements, determine the most used figures of speech and also how they were applied in airline advertisements. Another objective was to examine the differences in the use of figures of speech to emphasize its image and characteristics so that the researcher can reveal the characteristics of five-star airline advertisements published on the Internet. This paper can benefit people who are interested in the use of figures of speech in advertisements and broaden the idea of using different types of figures of speech for different types of products or services.

5.1.2 Subject, Materials, and Procedures

The sample of this research was fifty pieces of five-star airlines advertisements from 2007 to 2017. The five-star airlines designed by Skytrax included ANA All Nippon Airways, Asiana Airlines, Cathay Pacific Airways, Etihad Airways, Eva Air, Garuda Indonesia, Hainan Airlines, Lufthansa, Qatar Airways, and Singapore Airlines. The researcher collected the data from the Internet in order to access a great number of world international airline advertisements. Among the ten five-star airlines, five advertisements of each airline were randomly chosen from the

Internet so that total number of advertisements collected was fifty pieces, each containing at least one headline, slogan, or body copy. Their usage of figures of speech was later analyzed.

Mixed methodology and content analysis method were used in this study for analyzing the use of figures of speech in each advertisement. The procedure of data collection began with finding the advertisements of five-star airlines from the Internet before examining and picking out advertisements that met the criteria. After that, the researcher examined the advertisements by using the content analysis procedure.

Then, tables were created for recording the figures of speech.

5.2 Summary of the findings

The findings show that the element usage in five-star airline advertisements collected was as follows:

1. 6 from 50 advertisements contained Headline + Copy + Slogan

2. 10 from 50 advertisements contained Headline + Copy

3. 5 from 50 advertisements contained Headline + Slogan

4. 29 from 50 advertisements contained only Headline

According to the first research question "What types of figures of speech can be discovered in the headline, copy, or slogan of five-star airline advertisements?", the figures of speech found in all five-star airline advertisements were Anaphora, Alliteration, Assonance, Parallelism, Antithesis, Ellipsis, Asyndeton, Hyperbole, Rhetorical questions, Metaphor, Metonymy, Personification, Paronomasia, Onomatopoeia, Periphrasis, and Synecdoche, while Anadiplosis, Epistrophe, Climax, Anastrophe, Parenthesis, Apposition, Brachylogia, Litotes, Oxymoron, Irony, and Paradox could not be found from the data.

For the second research question "Which type of figure of speech is the most often used in headline, copy, or slogan of five-star airline advertisements?", the results show that the most used figure of speech was Alliteration with the percentage of 14%, followed by Hyperbole (12%), Anaphora (10%), Assonance (10%), Metonymy (10%) and Personification (10%), respectively.

For the third research question "What is the relationship between figures of speech and the image and characteristics of five-star airline advertisements?", the results show that the category of tropes (56%) was used more in the fifty advertisements than schemes (44%). The most used type of structure or subcategory was Repetition and Reference to one thing as another which are 34% each, followed by Overstatement/ Understatement (12%), and structure of balance (6%), respectively.

The researcher found that the most popular content used to communicate through all fifty pieces of five-star airline advertisements was Flight Patterns (24%) and Customization (24%). Next, Facilities were advertised in 18% of the advertisements for raising awareness of new or high quality amenities that conform to the needs of passengers, followed by Reliability (14%), Responsiveness (12%), Employee (6%), and Assurance (2%).

To examine the differences in the use of figures of speech in five-star airline advertisements, the researcher focused on the number of the same figures of speech found in each airline and also the intention of communication to reinforce the brand. The results are as follows:

1. All Nippon Airways: According to Table 4.4, two of five advertisements communicated Flight Patterns and all used various types of figures of speech.

ANA	Most communicated value: Flight Patterns 2/5	Most used figures of speech: No similar types in five advertisements

2. Asiana Airlines: According to Table 4.5, two of five advertisements communicated Reliability and all used various types of figures of speech.

Asiana	Most communicated value: Reliability 2/5	Most used figures of speech: No similar types in five advertisements

3. Cathay Pacific: According to Table 4.6, two of five advertisements communicated Responsiveness while another two communicated Facilities. Every advertisement collected used various types of figures of speech.

Cathay Pacific	Most communicated value: Responsiveness 2/5 Facilities 2/5	Most used figures of speech: No similar types in five advertisements

4. Etihad Airways: According to Table 4.7, two of five advertisements communicated Customization; two of five advertisements used Rhetorical questions while another two used Alliteration as a technique to convince the audience.

Etihad	Most communicated value: Customization 2/5	Most used figures of speech: Rhetorical question 2/5 Alliteration 2/5
	1 of 2 communicating Customization and 1 of 2 using Rhetorical questions were thesame advertisement: EY1 1 of 2 communicating Customization and 1 of 2 using Alliteration were thesame advertisement: EY5	

5. Eva Air: According to Table 4.8, two of five advertisements communicated Flight Patterns and two of five advertisements used Alliteration as a technique to convince the audience.

Eva	Most communicated value: Flight Patterns 2/5	Most used figure of speech: Alliteration 2/5
	1 of 2 communicating Flight Patterns and 1 of 2 using Alliteration were the same advertisement : BR2	

6. Garuda Indonesia: According to Table 4.9, two of five advertisements communicated Flight Patterns and two of five advertisements used Hyperbole as a technique to convince the audience.

Garuda Indonesia	Most communicated value: Flight Patterns 2/5	Most used figure of speech: Hyperbole 2/5
	1 of 2 communicating Flight Patterns and 1 of 2 using Hyperbole were the same advertisement: GA5	

7. Hainan Airlines: According to Table 4.10, three of five advertisements communicated Flight Patterns and two of five advertisements used Metonymy as a technique to convince the audience.

Hainan	Most communicated value: Flight Patterns 3/5	Most used figure of speech: Metonymy 2/5
	1 of 3 communicating Flight Patterns and 1 of 2 using Metonymy were the same advertisement: HU2	

8. Lufthansa: According to Table 4.11, three of five advertisements communicated Customization while two advertised Reliability. The results show that two of five advertisements contained Metonymy as a figure of speech.

Lufthansa	Most communicated value: Customization 3/5 Reliability 2/5	Most used figure of speech: Metonymy 2/5
	2 of 3 communicating Customization and 2 using Metonymy were the same advertisements: LH3/ LH5 None of 2 communicating Reliability and 2 using Metonymy were the same advertisement.	

9. Qatar Airways: According to Table 4.12, two of five advertisements communicated Reliability and all used various types of figures of speech.

Qatar	Most communicated value: Reliability 2/5	Most used figures of speech: No similar types in five advertisements

10. Singapore Airlines: According to Table 4.13, three of five advertisements communicated Customization and all used various dissimilar types of figures of speech.

Singapore	Most communicated value: Customization 3/5	Most used figures of speech: No similar types in five advertisements

5.3 Discussion

According to the findings of the research, advertisers often used tropes to communicate the value of the airline through advertising on the Internet. A trope, as mentioned in chapter 2, are an artful deviation from the principal word meaning and mostly related with the content of language (Hermerén, 1999). This shows that the most of advertisers think or have an idea of their target audiences or the potential passengers clearly as they can understand what the advertisers try to communicate easily while comparing the service with something else while reading advertisements.

The findings of the present study demonstrates that Alliteration was used most often among the 28 types of figures of speech. Alliteration is the repetition of the same letter or consecutive words which are often found in poetry and advertising so that it can be memorable and help the target audience remember the headlines or slogans of advertising. For example, *It is not a seat. It is a suite.*"Seat" and "suite" can be interpreted as their direct meaning but they have the same sound which is more creative and easier to remember. Another example is *A Toast to your Travels.* Its alliteration technique of the headline is "toast" and "travels", which is interpreted as welcome refreshment while traveling on board.

The findings show that Alliteration was one of the most popular figures of speech in advertising of any kind of product or service, which are used as figures of speech due to the understanding, communicating and memorability for audiences, e.g. which is in accordance with Kladskul (2009), Chaysin (2011), and Lapsanska (2011). However, the researcher found that most of the studies focusing on figures of speech in advertising in the aviation industry, such as Kostrhunova (2011), Pathumratanathan

(2012), Tantrakul (2012), usually mentioned Metonymy and put it in a type of figure of speech to evaluate advertisements as it compares one subject to another subject that is specifically related. For instance, *Win a trip to the big apple!* Big apple refers to New York City as it is known as its nickname. Another example is *The Great Singapore Airlines Getaway*. Getaway is used to represent the feeling of an escape on a quick journey or a short vacation. Metonymy also supports the advertisers in persuasive ways, as it is a significant tool used in advertising to represent the image or symbol of airlines.

Another observation is seven from ten five-star airlines come from Asia, which are All Nippon Airways from Japan, Asiana Airlines from Korea, Cathay Pacific from Hong Kong, Eva Air from Taiwan, Garuda Indonesia from Indonesia, Hainan Airlines from China, and Singapore Airlines from Singapore. After studying the characteristics of the language used in the five-star airline advertisements from Asia that contained thirty five pieces of advertisements, the figures of speech in the advertisements were Anaphora, Alliteration, Assonance, Parallelism, Antithesis, Ellipsis, Asyndeton, Hyperbole, Metaphor, Metonymy, Personification, Paronomasia, Onomatopoeia, Periphrasis, and Synecdoche. The most used figures of speech in Asian five-star airlines were Anaphora and Hyperbole at 14.2% each, followed by Alliteration and Assonance at 11.4% each. Metaphor, Synecdoche, Metonymy and Personification were found in 8.5% each. However, Lufthansa from Germany was the only European airline that used Metonymy in two from five advertisements while two airlines from the Middle East, Etihad Airways and Qatar Airways, used various types of figures of speech but Alliteration was used the most in three pieces from ten advertisements or 30%.

For the last observation in this paper, most of the content in five-star airline advertisements collected from the Internet tried to communicate Flight Patterns and Customization (24% each) while Assurance was the least communicated. The only airline that communicated Assurance through safety was Qatar Airways. A previous study found that accidents caused by terrorism, conflict, or criminal activity in air transport decreased from 1990 in Middle Eastern countries as safety improved at a regional level (Airclaim, 2012; Kovari & Zimanyi, 2011).

5.4 Conclusion

5.4.1 The figures of speech found in all five-star airline advertisements were Anaphora, Alliteration, Assonance, Parallelism, Antithesis, Ellipsis, Asyndeton, Hyperbole, Rhetorical question, Metaphor, Metonymy, Personification, Paronomasia, Onomatopoeia, Periphrasis, and Synecdoche while Anadiplosis, Epistrophe, Climax, Anastrophe, Parenthesis, Apposition, Brachylogia, Litotes, Oxymoron, Irony, and Paradox could not be found in the data.

5.4.2 The most used figures of speech were Alliteration, followed by Hyperbole, Anaphora, Assonance, Metonymy, and Personification.

5.4.3 From the summary of the findings section, only seven of fifty five-star airline advertisements communicated most used value communication and used the most frequent figures of speech in the same advertisement. In other words, seven advertisements are too few and conclusions cannot be drawn about the relationships between them to and characteristics of each airline.

5.4.4 The most used figures of speech in Asian five-star airlines were Anaphora and Hyperbole, and they mostly communicate Flight Patterns. Meanwhile the airlines from Europe plus the Middle East often used Alliteration and communicated Customization as their value.

5.5 Limitations of the study

5.5.1 The patterns of advertisement from online source were more varied than those mentioned in Chapter 2. A great number of advertisements contained only images to communicate promotions or the value of the airline. Although those advertisements are valuable and highly creative, after the evaluation procedure, they did not match the criteria and could not be analyzed.

5.5.2 Although fifty pieces of advertisements were analyzed, there were only five advertisements per airline after dividing them into groups of ten airlines. Five advertisements from one airline were too few to analyze or summarize the values or

characteristics of airlines. Thus, the findings of this study may not be generalizable to each of the other airlines.

5.5.3 The researcher used 28 types of figures of speech to analyze the language used in five-star airline advertisements. However, this seems to have been too many types for evaluating because some techniques were not popular in advertising so that they did not appear in five-star airline advertisements.

5.6 Recommendations for further research

According to the findings and limitations of the study, some recommendations for future research can be made.

5.6.1 Further research should focus on a comparison of the characteristics and differences in the figures of speech used in airlines from different continents.

5.6.2 More data should be collected in further research so that there will be the proper number of advertisements for analyzing the value of airlines that they try to emphasize.

5.6.3 The number of figures of speech should be reduced in future study and only the popular types of figures of speech in advertising should be selected to be the material to analyze the content of the advertisements.

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APPENDICES

APPENDIX A

FIVE-STAR AIRLINE ADVERTISEMENT COLLECTION

Types of Figures of Speech			Headlines	Slogan	Copy	Frequency	Percentage
Schemes	Repetition	Anaphora	NH3, CX5, OZ4, HU5, SQ4			5	10%
		Alliteration	CX1, EY3, EY5, BR2, BR3, QR3, SQ2			7	14%
		Anadiplosis					
		Epistrophe					
		Assonance	NH4, OZ3, HU3, SQ1, LH1			5	10%
	Structures of balance	Parallelism	BR4			1	2%
		Antithesis	QR2, BR1			2	4%
		Climax					
	Changes in word order	Anastrophe					
		Parenthesis					
		Apposition					
	Omission	Ellipsis			OZ5	1	2%
		Asyndeton	OZ1			1	2%
		Brachylogia					
Tropes	Overstatement /Understatement	Hyperbole	NH2, CX4, GA1, GA5, SQ5		QR5	6	12%
		Litotes					
	Semantic inversions	Rhetorical question	EY1, EY2			2	4%
		Oxymoron					
		Irony					
		Paradox					
	Reference to one thing as another	Metaphor	OZ2, HU2, LH2	HU1		4	8%
		Synecdoche	CX3, NH5, GA2			3	6%
		Metonymy	SQ3, LH3, HU4, LH5, NH1			5	10%
		Personification	CX2, GA3, LH4, QR1		BR5	5	10%
	Wordplay and puns	Paronomasia	QR4			1	2%
		Onomatopoeia	GA4			1	2%
	Substitution	Periphrasis	EY4			1	2%

APPENDIX B

FIVE-STAR AIRLINE ADVERTISEMENTS FROM A-Z

All Nippon Airways

NH1

NH2

NH3

NH4

NH5

Asiana Airlines

OZ1

OZ2

OZ3

OZ4

#OZ5

Cathay Pacific

CX1

CX2

CX3

CX4

CX5

Etihad Airways

EY1

EY2

EY3

EY4

EY5

Eva Air

BR1

BR2

BR3

BR4

BR5

Garuda Indonesia

GA1

GA2

GA3

GA4

\# GA4

Hainan Airlines

HU1

HU2

HU3

HU4

HU5

Lufthansa

LH1

LH2

LH3

LH4

LH5

Qatar Airways

QR1

QR2

QR3

QR4

QR5

Singapore Airlines

SQ1

SQ2

#SQ3

SQ4

SQ5

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