

CHAPTER 5

CONCLUSION

5.0 Introduction

The main aim purpose of this chapter is to recapitulate the focal points and findings of the study and also recommend suggestions for future research. In line with the purpose, this chapter is divided into two sections. First, the objective and findings are discussed followed by the suggestions and implications for further research.

5.1 Summary of Findings

This descriptive research is carried out mainly to ascertain and provide evidence of the existence of literary devices in Malaysian radio advertisements. It is hoped the findings of this research will shed light on the various types of literary devices as well as the choice of vocabulary commonly used in Malaysian radio advertisements. Radio advertisements from two prominent radio stations; hitz.fm and mix fm were recorded over a period of time. 30 advertisements were chosen as the data for this study and transcribed.

5.1.1 Research Question One and Two

The first two out of four research questions for this study are:

- 1) Are literary devices used in Malaysian radio advertisements?
- 2) What are the common literary devices found in radio advertisements in Malaysia?

The analysis of the data showed that all of the 30 advertisements used in this research have at least two or more literary devices. The fourteen literary devices focused on are

alliteration, allusion, ambiguity, antithesis, connotation and denotation, euphemism, hyperbole, metaphor, onomatopoeia, parallelism, personification, pun, repetition and simile.

The justifications for the research questions are firstly, there are 13 examples of double alliteration and 14 examples of multiple alliteration in the data. Most of the alliteration in both categories are of the initial consonant /s/; 35.7% for multiple alliteration and 38.5% for double alliteration. For multiple alliteration, the second highest consonant was /t/ 14.3% where else the consonant /c/ is used a total of 15.4% for double alliteration. A total of 9 puns are found in 7 advertisements. All the puns are found to be witty in nature. However, some of the puns are looking at ladies as a saleable commodity or have sexual connotations. However, in today's world this type of humour is what attracts and sells. Two kinds of parallelism is used in the advertisements. One is syntactic parallelism, where the same syntax is repeated in different parts of the advertisement. Another type of parallelism is lexical parallelism. As its name suggests, lexical parallelism is when words of the same semantic field is used. 21 examples of parallelism can be found. Next, nine advertisements employ personification by attributing human characteristics to the products. Euphemism is used to veil an obvious message in two advertisements. Reference is made to a song by the singers The Pussy Cat Dolls, the fictional character James Bond and actress Jessica Alba as well as singer Sheila Majid. Nine examples of metaphor are provided. In contrast, simile is only used twice. Hyperbole is applied in eleven advertisements; over exaggeration creates humour as well as absurdity. Subsequently, two advertisements utilises ambiguity to create confusion in the mind of the listeners as to the real meaning of the certain sentences or phrases. Onomatopoeia is a literary device used to identify words that imitate the sound they are describing. This literary device is very much the equivalent of sound effects.

Thus, only two advertisements employ this device as sound effects are usually preferred.

Six examples of antithesis are found in the data. The connotation of home and house is pointed out as a literary device. Repetition is evident in abundance in the radio advertisements. Findings are divided into repetition of brand, product or service and repetition of phrases.

Therefore, it is evident that there are literary devices in Malaysian radio advertisements and the fourteen common devices are alliteration, allusion, ambiguity, antithesis, connotation and denotation, euphemism, hyperbole, metaphor, onomatopoeia, parallelism, personification, pun, repetition and simile.

5.1.2 Research Question Three

The third research question is:

What are the frequently used words employed in Malaysian radio advertisements?

New is the adjective that is used the most. Other adjectives are *auto* and *automatic*, *great*, *big* and *bigger*, *fast*, *faster* and *fastest*, *delicious*, *white* and *juicy*. *Fun*, *cold*, *sharp* and *proud* also have a higher frequency rate compared to other adjectives.

As for verbs, *get*, *used*, *call*, *enjoy*, *celebrate*, *win*, *go*, *come*, *know*, *give*, *feel* and *have* are commonly used. Other examples include *spend*, *take*, *need*, *open*, *eat*, *love*, *check* and *reload*. The verb with the highest recurrence is *win*.

Fifteen words are identified by the researcher and analysed for frequency of usage. These words are nouns, adverbs, quantifiers and so on. They may have had multiple functions in different advertisements. The identified words are *today, less, more, now, just, dreams, only, prize, available, chance, every day, everything, something, ringgit* and *sen*. *Ringgit, today, more, now* and *only* are used frequently.

Surprisingly, words like *free* and *help* are not used many times. *Help* is also known as a type of weasel word which is used in propaganda techniques, is only used in 6.66 percent of the advertisements.

5.1.3 Research Question Four

The fourth and final research question for this study is:

Based on Leech's (1966) findings are the same verbs and adjectives constantly used in Malaysian radio advertisements?

The same verbs and adjectives that consist of the findings in Leech's (1966) research are not the same as the ones constantly used in Malaysian radio advertisements. Words such as *keep, full, sure, wonderful, special, crisp, fine, bright, extra, safe* and *rich* are not used in the 30 radio advertisements used for the purpose of this research. However, this does not mean these words are not used at all in advertisements. These findings merely show that they are not commonly used words in advertisements as they did not appear once in the data of this research which consists of 30 advertisements.

Verbs such as *come* and *go* have a high percentage of usage; 20%. This patterns a similarity between the findings of this study and that of Leech's (1966). In addition, other similarities drawn are the usage of the verb *have* and *get* as well as *make*. These

verbs are also used often in Malaysian radio advertisements. Although the gradable adjectives *better* and *best* are used, *good* is not. Based on the findings, it is likely that these words are replaced with words that are more suitable and appropriate as *good* is quite generic in nature. However, if an advertiser were to use adjectives amplifying the specific attributes of the product or service, then a greater impression would be achieved. For instance, instead of using *good*, *sensational* and *powerful* are used in the advertisement.

The difference on usage frequency could also possibly be because over the years, consumers have become wary and alert to the usage of certain words. Thus, these words are often bypassed. Another reason could be advertisers are choosing adjectives and verbs that are longer in length and have a dramatic effect. For example, instead of saying 'to keep you *safe*', advertisers opt for '*protects* you'.

5.2 Recommendations for Future Research

This study was carried out to provide insight on the commonly used vocabulary and does not attempt to answer why certain words are used more than others. Rather, it provides a clearer picture as to the frequency of usage of verbs, adjectives and fifteen highlighted words. Perhaps these aspects of radio advertisement vocabulary can be addressed.

A comparison can be drawn based on radio advertisements from radio stations that have different target audiences. Literary devices and vocabulary can be examined for frequency of usage and strength of influence.

As mentioned earlier, literary devices abound in the hundreds. Thus, many other literary devices can be investigated in radio advertisements. For instance, in this research alliteration is one of the prosodic elements of literary devices examined. However, jingles, rhyme and rhythm are aspects that can be explored as well.

It is hoped that more studies would be done on radio advertisements, investigating literary devices and vocabulary as there is great potential for radio advertisements to be used not just as advertisements but even as classroom materials.