CHAPTER 2

THEORETICAL FRAMEWORK OF IDIOMATIC EXPRESSION, HEADLINES, AND ADVERTISEMENT

The purpose of this writing is to explain about some theories on the definition of idiomatic expression, types of common idiom, advertisement, and the function of idiom analysis in the advertisement headline.

2.1 Definition of Idiomatic Expression

According to Oxford Advanced Learner’s Dictionary, “an idiom is a phrase whose meaning is difficult or sometimes impossible to guess by looking at the meaning of the individual word it contains” (2000 : 752). The meaning of an idiom should be phrase not word-by-word meaning. For example, the phrase “be in the same boat” in the sentence “I found the job difficult at first. But we were all in the same boat” have common idiomatic meaning: “to be in the same difficult or unfortunate situation.”

To find the meaning of an idiom we should know the whole phrase meaning, because if the phrase is separated word by word it will have a different meaning, example, you are fed up means you are bored and unhappy, but the whole phrase nothing to do with feed, and something works out alright in the long run, means something works alright in the end, when the whole process is finished, but it has nothing to do with running (1987 : 3).

Mclay also proposed, “All languages have idioms, but an idiom in one language have no direct equivalent in another (1987 : 3). This means when you learn language you have to learn the idiom as complete phrases.
When you learned a language without learning idioms, you will see something formal rather than impersonal and a little unfriendly. Above all, it is not possible to translate idioms from one language into one’s native language (Mcmordie and Seidl, 1998 : 13). For this reason, transferring the meaning of the idiom is quite complicated since the result might make readers confused.

Mcmordie and Seidl also wrote “one may be lucky that the two languages have the same form and vocabulary, but in most cases the result will be quite confusing to the English native speaker, and possibly highly amusing” (1988 : 13). This is because an idiom may mean nothing to a native speaker. In “Comprehension of Idioms”, Cacciari and Tabossi wrote that typically, “an idiom is characterized as a series of words whose semantic interpretation cannot derive compositionally from the interpretation of its parts”. For example ‘shoot the breeze’ for instance, cannot be understood by putting together shoot, the, and breeze separated from the whole sentence (1977 : 495).

In the book “Idiom in English: A Pragmatic Analysis” Strassler gave the definitions of idioms which is then quoted by Fernando in the “Idiom and Idiomaticity” book:

An idiom is a concatenation of more than one lexeme whose meaning is not derived from the meaning of its constituents and which does not consist of a verb plus an adverbial particle or preposition. The concatenation as such then constitutes a lexeme in its own right and should be entered as such in the lexicon (1982 : 13-14).

Mcmordie and Seidl in “English Idioms” book reported that the most characteristics feature of idioms is known as lexical integrity: “Generally, an idiomatic phrase cannot be altered; no other synonymous word can be substituted for any words in the phrase and the arrangement of words can rarely be modified” (1972 : 6).
Ball in the book “A Practical Guide to Colloquial Idiom” (1974 : 3-7) explained that idiom have seven features of language that are embraced by a definition of idiom:

a. Ordinary grammatical usages

Example: It is time we went home.

When you come tomorrow, I will pay you back the $100 I owe you.

Went is a past tense, come is a present tense, and both refer in their contexts to future situation.

b. Deviation from strict grammar

Many colloquial uses are strictly speaking ‘ungrammatical.’

Example: We normally say, “It’s me” (him, her, them) and not “it is I” (he, she, they). We say, “It is ages since we met”, “he is a friend of mine” (not “of me”), and, quite often, “which do you like best?” although only two things are being compared.

c. Allusive expression

A kind of expression appears to have uncomplicated interpretation, but idiomatically means something quite different. It is usually impossible to its meaning

Example: That will do. (That is enough)

That is enough for the time being. (That is enough for now)

What are they up to? (There is something odd, what are they planning?)

Let’s call it a day. (Let’s stop work now)

d. Conventional phrase of many kinds

Most of these are phrases, which people use carelessly but the meaning is quite unusual.
“Now then, my friend, you can not stand there all night, you know.” (The phrase “Now then” is used when we call someone’s attention to an activity which we want him to stop, or, with a different intonation, the continuation of an argument.)

Then there are phrases “now and then” and “every now and then” with the meaning occasionally, or from time to time.

e. Many uses of the phrasal verb

Examples: I can’t make out what he is doing (= understand)

Don’t let on I told you (= tell anybody, reveal)

I can’t put up with it any longer (= endure it)

He laid on a band for the next events (= arranged for a band to play).

f. The phenomenon of English word order

The words are the same but a small change in word order makes a big difference in meaning:

- It’s time to go, isn’t it? (Answer expected “yes”)
  
  It isn’t time to go, is it? (Answer expected “no”)

- It may well be ahead of time. (It may well be- probably is)

  It may be well ahead of time. (Well ahead- well in advanced of schedule time.)

- You’ve got to say thank to Ms. Tjoo for it. (Got to thank = must thank.)

  You’ve got Ms. Tjoo to say thank for it (Got Ms. Tjoo to thank = hold her responsible for something, maybe something not good happened)
The picturesque and metaphorical types of idiom

Idiom is synonymous with the picturesque phrase and the more heavily stimulating their conversation is with the better they are pleased.

Examples of this type of idiom are:

*To burn one’s boat* (= to make retreat impossible)

*To hit nail on the head* (= to reach the right conclusion)

*To be in clover* (= to be lucky, or happy conditions)

### 2.2 Types of Idioms

To understand the idiom, it is important to know the most types of idiom. Oxford Advanced Learner’s Dictionary (2000: 752) categorizes the expression of idiom as below:

- Some idioms are imaginative expression such as proverbs and sayings:
  
  *Too many cooks spoil the broth.* (If too many people are involved in something, it will not do well.)

- If the expression is well known, part of it may be left out: *So, you knew everything would go wrong- it’s the usual story of too many cooks.*

- Other idiom is short expressions that are used for a particular purpose:
  
  *Watch out!* (In order to be careful), *Hang in there!* (Used to encourage somebody in difficult situation), *Get lost!* (A harsh way of saying “go away”).

Oxford Advanced Learner’s Dictionary states that in some idioms, many alternatives are possible. In the expression *disappear into thin air*, you could replace *disappear* with
melt, vanish, fade away, or evaporate. In the dictionary, this is shown as disappear, fade away, melt, vanish, or evaporate, into thin air, showing that you can see other words with a similar meaning to disappear in the idiom (2000: 752).

Makkai in his book “Idiom Structure in English” (1972: 312-340) divided the classification of idioms into the lexemic and the sememic. Sememic idioms include proverb and similar structure of sentence length, and are therefore of less interest in our context. Even a third idiomaticity area can be imagined where cultural idioms could be located. The lexemic idioms are composed of more than one minimal free form. They must also be able to give the wrong impression about an innocent listener. For the project, the writer is going to use the lexemic idioms instead of sememic idioms. The writer will explain about types that exist inside of lexemic idioms. The lexemic idioms are divided into seven types:

1. Phrasal Verbs Idioms

A phrasal verb is a verb that contains of two kinds of words. The first word is a verb, and the second word is particle. The particle can be article (a, an, the), preposition/adverb (up, in, out), conjunction (but, and, or), and affix (un-, in-, -ness, -ly).

Examples: take off (leave the ground)

2. Tournures Idioms

Tournures idioms are the largest lexemic idioms, usually containing at least three words and mostly are verbs. A tournures idiom mostly falls into sentences. Based on its structure, tournures idioms are divided into:

- The form contains the compulsory definite and indefinite article.

Example: to do a guy (to disappear secretly.)
• The form contains an irreversible binomial introduced by a preposition.
  Example: *to be at seven and eight* (to be in a condition of confusion, at odds.)

• A direct object and further possible modifiers follow the primary verb.
  Example: *to build castle in the air* (to make impossible plans.)

• The leading verb is not followed by direct object but by preposition plus noun or nothing.
  Example: *to dance on air* (*to get hanged.*)

• The leading verb is BE.
  Example: *to be above board* (*to be out in the open, honest.*)

3. Irreversible Binomial Idioms

  Irreversible Binomial Idioms consist of two words, which are separated by conjunction. The words orders in this structure are fixed.

  Example: *high and dry* (without resources), *Romeo and Juliet* (institutionalized symbols of ideal love or symbol of true love).

4. Phrasal Compound Idioms

  Phrasal Compound Idioms are containing primarily nominal made up of adjective plus noun, noun plus noun, verb plus noun, or adverb plus preposition.

  Example: *black mail* (any payment force by intimidation), *bookworm* (a person committed to reading or studying).
5. Incorporating Verbs Idioms

Incorporating Verbs Idioms have the forms are Noun-Verb, Adjective-Noun, Noun-Noun, and Adjective-Noun. Usually incorporating verb separated by (-).

- Noun-Verb
  
  Example: Sight-see means “visit the famous places in a city, country, etc.”

- Adjective-Noun
  
  Example: Blackmail means “The crime of demanding money from a person by treating to tell somebody else a secret about them.”

- Noun-Noun
  
  Example: Bootleg means “Made and sold illegally.”

- Adjective-Verb
  
  Example: Whitewash means “An attempt to hide unpleasant facts about somebody/something.”

6. Pseudo-Idioms

Pseudo-Idioms are also being able to mislead or misinform an unwary listener.

Example: Cranberry (bright red acid berry produced by any plant of the genus oxycoccus), In the sentence “make a cranberry face”. It means the face become red. Another example is tic-tac-toe (special game).

7. Simile-Idioms

Similes are categorized as idioms. They come in the form of a phrase with the pattern (as) adjective as (a/the) noun/noun phrase.

Example: (as) brown as berry, (as) cleaver as a basket full of monkeys.

A simile also use pattern verb like a noun.
8. Proverb Idioms

Proverbs are of sentence length and have both an acceptable literal meaning and an additional moral or message.

Example: not count one’s chickens (before they were hatched) = (not be confident of getting a result, realizing something until it happens.)

These are the types of idioms, which the writer going to use to analyze and categorize the headline in advertisements.

As Oxford Advanced Learner’s Dictionary of Current English notes that English proverbs are phrases or sentences containing advice, warning or truth. Although they are expressed in striking language, in their meaning they are rather obvious remarks to make about human experience. A proverb would be made by someone who cannot express in his own words of what he thinks or feels, so he used proverb from the language to do this. A proverb is all the sort of expressions that someone who wants to express himself (1997: xxvii).

2.3 Definition of Advertisement

According to Weilbacher (1979 ;3) states that: Advertising is a complete subject, a valid economic activity in the view of some persons and a social blight to others. It is quite possible that one person can hold remarkably different views about advertisement at the same time.

Wells, Moriarty, and Burnet (2006 ; 5) also state that advertising is about simple way of sending people a message that you create to have a certain kind of reaction on them. Meanwhile, the modern definition would be a nonpersonal persuasive
communication to connect sponsor with a target audience that uses mass media to have large number of audience.

In other words of the modern definition, according to William Wells, Sandra Moriarty, John Burnett advertising is a paid non personal communication from an identified sponsor using mass media to persuade or influence an audience. (1995:11)

2.3.1. Types of Advertising

According Wells, Moriarty, and Burnet in 2006, the types of advertising can be classified in term of the media the ad use as follow:

1. **Auditory Advertising** such as the use of the radio
2. **Electronic Advertising** such as the use of television
3. **Printed Advertising** such as the use of newspaper, magazines, brochures, Yellow Pages, outdoor ads in the public places or facilities, etc. (Warner and Wright in, 1962:21)

In terms of the roles it plays in business and society, advertising can be explained into four different roles of advertising (Wells, Moriarty, and Burnet 2006:13-14):

1. **Marketing Role**, advertising seen from the marketing role serves as only one element in a company’s overall marketing communication program, that is advertising is seen as mechanism for communicating goods or services that the company intend to sell to the consumer.
2. **Communication Role**, advertising seen from the communication role serves as a form of mass communication, which transmits different types of market information to match buyers and sellers in the marketplace.
That is, it informs and transforms the product by creating an image that goes beyond straightforward facts.

3. **Economic Role**, there are two points of view from the market power school and market competition school. *From market power school*, advertising is seen as a persuasive communication tool used by marketers to distract consumers’ attention from the price of the product. In the market competition, school sees advertising as a source of information that increases consumers’ price sensitivity and stimulates competition.

4. **Societal Role**, advertising seen from the societal role serves as a tool that informs the consumers about new and improved products and teaches them on how to use these innovations. Also, advertising moves from being a simple information service (telling consumers where they can find the product) to become a message designated to create a demand for a particular brand.

We recognize two kind of advertisement they are printed advertisement and auditory advertisement. The printed advertisement is often found through the printed media like magazines and newspaper, where as the auditory advertisement is often found through television or radios. We can also find both printed and auditory advertisement in the internet. In this study, the writer only uses the printed advertisement in magazines and in the internet. Based on Contemporary Advertising 2nd edition by Bovee and Aren (1986, p.262) there are ten key elements of copywriting in printed advertisement. The elements are headlines, illustration, sub head, body copy, captions, boxes and panels, slogans, logotypes (logos), seals, and signature. From those ten key elements in
advertising, the writer chooses only the headline of advertisement as the source of data to limit his study.

2.3.2. Headline

A headline as the most important element in printed advertisement refers to the words in leading of advertisement. Headline in printed advertisement has six important functions as to attract attention, to choose who is the reader, to lead to the body, to present selling idea, to promise benefit for costumer, to present product news/information, question, and command (Bovee & Aren, 1986; 262 – 265).

Furthermore, Wells et all (1981; 361) explained that a headline should have big form or distinct placement to attract the audience. Lane et al. (1998; 485) added that there are some factors that should be considered for a headline to be effective:

- Use short words: “The store on everyone’s lips”
- Provides product benefits and brand: “Change up your look, change up your life”
- Contain action verb: “Awakens like a horse whip on the back flesh”
- Appeals to main prospect: “Take the sweaty out of hot and sweaty”
- Give enough information: “Restaurant-quality sauce in 90 seconds. No wonder Italian chefs are feeling the squeeze”

In chapter three, the writer is going to analyze the advertisement by using only the headline, whether the advertisement gives enough information or what message the advertisement going to give to the reader.