

Utilizing Stylistics for Advanced English Teaching: Linkages to Literature and Advertising

Rugaiyah¹, Miranti Eka Putri², Andi Idayani³, Muhammad Ilyas⁴

¹ Universitas Islam Riau, Pekanbaru, Indonesia; ruqaiyah@edu.uir.ac.id

² Universitas Islam Riau, Pekanbaru, Indonesia; mirantiekaputri@edu.uir.ac.id

³ Universitas Islam Riau, Pekanbaru, Indonesia; andiidayani@edu.uir.ac.id

⁴ Universitas Islam Riau, Pekanbaru, Indonesia; muhammadilyas@edu.uir.ac.id

Received: 22/10/2023

Revised: 20/03/2024

Accepted: 08/04/2024

Abstract

This research is important in analyzing and describing language styles, which have become one of the linguistics categories. The use of language and language style in literary works has also been studied and is very important for linguistic and literary studies. This article illustrates that stylistic analysis is an effective method to help students improve their reading and appreciation skills. It begins by briefly reviewing how stylistics is applied to teaching English by researchers. It then discusses stylistic analysis and how to do it by providing some examples. Finally, it concludes that teaching advanced English should incorporate stylistics, which are both necessary and practical. Stylistics is one of the sub-topics of learning English in high schools. It can also help students understand advertising language. It also helps students learn foreign languages in English language teaching, such as Indonesian, by preparing them to learn and use foreign languages effectively. Furthermore, Students are expected to be able to understand the language of advertising. To understand the language of advertising, teachers must provide understanding to students through stylistics.

Keywords

Stylistics; Advertisement; English Language Teaching

Corresponding Author

Rugaiyah

Universitas Islam Riau, Pekanbaru, Indonesia; ruqaiyah@edu.uir.ac.id

1. INTRODUCTION

Stylistics: The study of linguistic style, which involves the analysis of recurring patterns and choices in language use. Linguistics: The study of linguistic form, which focuses on the structure and organization of language. Stylistics examines style in various media, including magazines, advertisements, and other works of art, in addition to literary works such as drama, novels, and poetry. Stylistics is also based on discourse analysis and concentrates on context. Stylistic analysis is often used to determine, classify, or analyze the diversity and differences in literary writing; stylistic analysis can refer to examining literary texts. With the development of stylistics, its application has expanded beyond examining literary texts to include various types of discourse, including popular music, news, advertising, and so on (Khaitboevich, 2023).

Stylistics is the study of the use of language in literature and how it contributes to meaning. Applied linguistics focuses on interpreting texts and spoken language in terms of their linguistic and stylistic features. Stylistics connects literary criticism with linguistics, allowing a deeper understanding



of the relationship between language and its social, contextual, and formal aspects. Therefore, stylistics is valuable for understanding language use in various contexts, providing insight into written and spoken texts' meaning, impact, and intent. Stylistics plays an important role in education, especially in teaching language and literature. Pedagogical stylistic analysis examines how stylistic techniques can enrich and enhance literature and language teaching courses, helping students increase their aesthetic experience and language awareness. Stylistics contributes to a deeper understanding of language use and literary texts, making it a valuable tool in educational contexts.

Stylistics

Stylistics is the science that studies style and tries to explain the author's expressions, the aesthetic value that arises from word choice, and the consequences that arise from meaning. Apart from that, the field of stylistics also explains phonological, syntactic, lexical, and diction and the potential of the language authors use in their work (Hussein et al., 2024). The study of stylistics examines how a writer manipulates language rules and the consequences of their use in writing (Candria, 2019). Stylistics is a scientific discipline that studies how language is used in literary works, emphasizing its aesthetic qualities. Because the study of language performance is the primary focus of the field, stylistics, and literary ideas are closely related. However, it cannot be denied that discussions about stylistics cover more than just the diversity of literary language. Meanwhile (Nurgiantoro B. 2018) describes style as a method or approach that allows someone to convey ideas while achieving the aesthetics of a language. People use various methods or approaches to communicate their views. Even though a person can communicate his emotions in various ways, the method of choice must be chosen with thought. Stylistic analysis examines language use in all spoken and written domains. Stylistics is a branch of linguistics that studies the use of language, both orally and in writing. Stylistics often concentrates on written language as readers attempt to understand the material and how words influence readers' ideas. Language style can influence a person's decision-making and way of thinking.

In sum, stylistics links literary criticism to linguistics, allowing for a deeper understanding of the relationship between language and its social, contextual, and formal aspects. This interdisciplinary approach enables the analysis of literary texts from a linguistic perspective, considering how language choices contribute to the overall meaning and impact of the text. By integrating linguistic analysis with literary criticism, stylistics provides a framework for examining the stylistic devices and language patterns used in literature, thus shedding light on the intricate relationship between language, culture, and society. This approach is particularly valuable in the literature study, as it offers a more comprehensive understanding of language's expressive and communicative functions within literary works (Setyawan & Qalyubi, 2022).

Stylistically Feature

(Cahyani et al., 2023) The advertisement's syntactical elements draw readers' attention due to the ease of understanding of the language. Because the features are related to word and phrase organization, syntactical features on advertisements also deal with grammatical aspects of a language. Therefore, stylistic features refer to the characteristics of language used in written work, including word choice, sentence structure, tone, and figurative language, among others. Stylistics is the study of these elements and how an author uses them. An author's style can be formal or informal, simple or complex, direct or indirect. It can vary greatly depending on the genre, audience, and intended effect of the writing. In academic writing, style characteristics include a formal tone, use of the third-person perspective, and a clear focus on the research.

Generally speaking, ambiguity is described as having multiple meanings. Ambiguity in words or utterances typically indicates that the reader or listener can interpret the statement or speech in multiple ways. Ambiguity varies according to its principles as well. In linguistics, ambiguity can manifest as lexical (found in words) or grammatical (found in phrases or sentences). But ambiguity also has a hilarious connotation in some forms, like jokes, riddles, and puzzles. Hence, ambiguity is a construction

feature that has many meanings. For instance, I visited the bank. Whether I go to the bank where the money is housed or whether it's the bank that represents the river's edge is unclear (Nkansah, 2021).

According to (Fitriyani et al., 2022), ellipsis is a component of a text's cohesiveness. "The youngsters will carry the small boxes" is an example of an ellipsis. The large ones are adults. The second phrase is missing the word "will carry." People will understand that the large ones there relate to the boxes; therefore, the adult will carry the large boxes, eliminating them. The purpose of stylistics, as articulated by various experts, encompasses several key objectives. According to (Baloyi, 2023), literary stylistic analysis aims to interpret literary texts, fostering comprehension and meaning by connecting logical reasoning with a linguistic approach. In non-literary texts, stylistics analyzes patterns and identifies usage in speech or writing. However, the objectives of stylistics go beyond highlighting linguistic features; they aim to elucidate the effects, meanings, and intentional use of a specific style by examining the reasons behind a writer's or speaker's choice of particular linguistic features (Fatah & Muhammed, 2023). Hance (Aor, 2023) defines the pursuit of stylistics as an exploration of language, emphasizing its role as a method of textual interpretation, focusing on language dominance in a given context. Stylistics aims to showcase how elements within a text combine to convey a message and create aesthetic language effects through the writer's creativity. (Elnaili, 2013) asserts that the primary purpose of most stylistic studies extends beyond describing linguistic forms; it also involves presenting the function of linguistic forms for interpreting the text.

Stylistics, therefore, according to (Jeffries & McIntyre, 2010), enhances the way we think about language and its uses, connects linguistic analysis with literary criticism, and delves into the creativity inherent in language use. It aims to analyze the quality and meaning of a text, generate sensitivity in students by analyzing its features, and help make a meaningful interpretation of the text.

Overall, stylistics is instrumental in understanding the language of literature and the choices and reasons behind a particular form of expression. Stylistics is the study of linguistic style in texts, encompassing the analysis of literary and non-literary language to interpret and explain how different texts attract attention or convey meaning. It aims to identify and describe linguistic choices, their effects, and writers' or speakers' intentional use of specific styles. However, Stylistics also explores the relationship between text and meaning, emphasizing the role of language as a method of textual interpretation. Literature involves analyzing language patterns and the meaningful relationship between linguistic choice and literary effects. The primary purpose of stylistic studies is to go beyond describing linguistic forms and present the function of linguistic forms for interpreting the text (Fatah & Muhammed, 2023).

Stylistics in Language Teaching

In Particular, (Basilan et al., 2023) explained that stylistics is the study of the use of language in literature and how it contributes to meaning. Recently, it has become an important tool in teaching English as a second and foreign language. Using stylistics in language teaching can help students understand the nuances of the language and appreciate the beauty of literature. In line with (Jaafar & Hassoon, 2018), studying stylistics can help students develop their writing skills and become more effective communicators. Using stylistics in language teaching can help students develop a deeper understanding and appreciation of the English language. Furthermore, Stylistics is taught as a subject in linguistics and literature courses, allowing students to describe and analyze linguistic form and style using technical terminology and diagrams. This approach provides a deeper understanding of the language and its literary and cultural aspects. The teaching of stylistics encompasses various methods, including short lecture videos, interactive activities, and group discussions, to engage students and help them develop their analytical skills. Additionally, stylistics is not restricted to studying literary language, as any text can be analyzed stylistically, allowing students to explain how different types of texts attract attention or evoke specific reactions. Using linguistic theories and analytical frameworks is also emphasized to provide students with the tools to understand the relationship between text and

meaning. Therefore, teaching stylistics is valuable in learning English as a second and a foreign language, as it provides students with the necessary material to engage with and decode literary texts. Overall, teaching stylistics equips students with the skills to explore the nuances of language and its use in various forms of communication, including literature, politics, and everyday discourse (Abdillah, Rakhmawati, & Anindyarini, 2019).

Students encounter the following challenges when attempting to comprehend stylistics in language learning:

- a. Difficulty identifying and explaining the language choices utilised by the writer or speaker.
- b. A lack of knowledge about the consequences of the linguistic choice.
- c. Difficulty in expanding vocabulary and improving linguistic abilities.
- d. A passionate lack of confidence when studying a language.

To overcome these hurdles, a thorough understanding of stylistics can help students analyze and understand the appropriate and successful use of language in diverse settings. For this purpose, stylistics can be integrated into English language courses in several ways (Benzoukh, 2017). Research suggests that it can be used to teach literature and language to non-native speakers of English, endorsing English as a Foreign Language (EFL) and facilitating language learning. It is also seen as a powerful tool that can help students tackle difficult texts and increase motivation and interest among language students. Additionally, (Kaldor, 1992) stylistics can be used to create an integrated English Language and Literature course, combining literary and language studies. This integrated approach aims to develop new ways of understanding English, particularly through the study of language and literature, and to promote stylistics as a discipline to improve English education at all levels. Therefore, integrating stylistics into English language courses can enhance students' understanding of the relationships between language and interpretation in various communication contexts, empowering them with more sophisticated skills in communication and comprehension.

Significantly, (Oliveros et al., 2023) asserted that in the context of learning advertising language, stylistics refers to the study that concerns the author's style, which is the way of expressing ideas and feelings with a unique language according to the creativity, personality, and character of the author to achieve certain effects. Furthermore, stylistics helps analyze the selection of language forms, especially those related to the appropriate language selection, to achieve aesthetic and persuasive effects in advertisements. Therefore, stylistics in learning advertising language allows for understanding how language style, word choice, and sentence structure in advertisements can influence the audience and achieve its persuasive goals.

Stylistics is a method of textual interpretation that assigns place importance to language. It has become a much-valued method in language teaching and learning and is widely used as a significant teaching tool in senior English major classes. (Muhammad Zadeh, 2015) Stylistics plays an important role in English teaching and can be regarded as a link between the form of language and the use of language. In line with (Akyel, 1995) claimed that the major purpose of stylistics in the classroom is to make students aware of language use within, and what characterizes pedagogical stylistics is classroom activities that are interactive between instructor and students for English teachers who want to incorporate literary and linguistic elements into their lessons and encourage their students to participate. Therefore, pedagogical stylistics is an effective method that promotes students' language proficiency and literary appreciation.

Of course, (Clark & Zyngier, 2003) and (Єрмак, 2023) recommend that stylistics can help in English language teaching by introducing students to various writing styles and techniques so that they can develop more effective and interesting language skills. Apart from that, stylistics also helps students understand the structure and characteristics of English sentences to increase their understanding and

awareness in reading and writing texts. Furthermore (Glazirina, 2022) states that in language teaching, stylistics also contributes to encouraging students' creativity and creativity skills, as well as assisting in the development of pragmatic competence, namely the ability to use language effectively in everyday situations. (Cushing, 2018) his research, "Stylistics Goes to School," refers to integrating stylistics, namely the study of linguistic and expressive elements in language, into the school curriculum. This approach offers various benefits for English teachers who aim to combine language and literature studies, engaging students in text-based analytical activities. Teachers can increase students' awareness of stylistic elements in literary texts, especially poetic language, by incorporating pedagogical stylistics into the classroom. This integration provides a valuable tool for students to understand and analyze the linguistic and expressive features of the texts they encounter in their studies.

It is recommended that stylistics can help students develop critical thinking skills by encouraging them to analyze and interpret the language and structures used in literary texts. By examining the language and culture used in literary texts, students can better understand language structures and their role in shaping meaning and expression. Pedagogical stylistics techniques can be used to analyze literary texts, helping students identify and understand the language structures and techniques authors use (Amara & Omar, 2018). This approach can help students develop critical thinking skills by encouraging them to analyze and interpret the language and structures used in literary texts.

2. METHODS

This research uses qualitative research with descriptive research type. According to (Creswell, 2014), descriptive research is included in the paradigm, is part of qualitative research methods, and aims to describe in detail and understand a phenomenon through words or images. The data collection method uses several literature related to this research, such as journals, books, and relevant websites. Analyze this data using content analysis. To enable data collection as a final step, the material in presenting the data is prepared in written text form.

3. FINDINGS AND DISCUSSIONS

The datum above is an advertisement for cosmetic powder. It consists of the phrase "Hermès, Beauty in the Open Air," which carries a stylistic meaning that evokes a sense of naturalness, freedom, and an outdoor aesthetic. It is associated with Hermès' beauty and cosmetic products that emphasize a natural approach to skincare and makeup, as seen in the "Plein Air" collection, which embraces the skin's natural texture and traits through breathable formulations. The use of "Open Air" and "Plein Air" in the context of beauty products suggests a connection to the outdoors, freshness, and a light, airy feel, reflecting a departure from heavy, artificial makeup towards a more natural and effortless beauty aesthetic. Therefore, according to (Burke, 2018), the stylistic approach from the above advertisement can be analyzed using the following elements: (1) Naturalness: The phrase "Beauty in the Open Air" suggests a connection to nature, which can be interpreted as a desire for a more natural and unadulterated appearance. This can be seen in the use of natural ingredients or a focus on enhancing the skin's natural beauty. (2) Freedom: The phrase "Open Air" implies a sense of freedom and unrestricted movement. This can be interpreted as a desire for a product that allows the user to feel unencumbered and unrestricted in their daily life. (3) Outdoor aesthetic: "Open Air" also suggests an outdoor setting, interpreted as a desire for a product suitable for use in various outdoor environments. This can be seen in the use of waterproof or long-lasting formulas. (4) Luxury: The Hermès brand name implies a sense of luxury and exclusivity. This can be seen in the product's high-quality ingredients, packaging, and overall aesthetic. (5) Visual elements: The advertisement may also use visual elements such as natural landscapes, outdoor activities, or models with a natural and unadulterated appearance further to emphasize the naturalness and outdoor aesthetic of the product. Overall, the stylistic

approach of the advertisement for cosmetic powder with the phrase "Hermès, Beauty in the Open Air" aims to evoke a sense of naturalness, freedom, and an outdoor aesthetic while conveying a sense of luxury and exclusivity associated with the Hermès brand.



Figure 1. Datum

There's another association found in Datum 2. This is watch advertising. The company is known as Omega. The company is working with Swatch, another watch company. They introduced a watch and gave the joint venture the moniker Bioceramic Moonswatch. "bioceramic" refers to the material used in the watch cases. The watch's hue in this collaborative series is meant to imitate certain planets in the galaxy. The mission to Mercury is in writing. The watch's image is positioned such that it appears to be on Mercury's surface. The watch's color itself is similar to that of the earth. Mission to the Sun is the second phrase from the bottom. The expression compares the color of the watch to sunlight, which is yellow.

The stylistic meaning of the text provided is centered around the use of evocative language and imagery to convey the unique features and inspiration behind the Bioceramic Moonswatch, a collaborative venture between Omega and Swatch. The text employs stylistic devices to create a vivid and compelling narrative, linking the watch to celestial bodies and missions, such as Mercury and the Sun, and emphasizing the use of bioceramic material to imitate the hues of planets in the galaxy. This stylistic approach aims to capture the audience's imagination and create a sense of wonder and fascination around the timepiece, aligning with the poetic and aspirational nature often found in luxury watch advertising (Agbede, 2016).



Figure 2. Datum

As the image illustrates, datum 3 is a jewelry brand advertisement for Chaumet. The advertising is brief and features a model holding bracelets and rings. That is all there is to that term. My love, it's Bee. Usually, that sentence is worded as "be my love." However, the advertiser typed bee rather than be. The advertiser acts in that way for a reason. Readers will observe from the photographs that the jewelry is displayed in recognizable shapes. The readers will comprehend once they have read the sentence and seen the illustration. It resembles beeswax. Because the bee in "Bee My Love" is associated with the shape of the jewelry items, it is written as such. It is short and impactful at the same time.

The stylistic approach in the phrase "Bee My Love" in the context of Chaumet's jewelry advertisement is characterized by a clever play on words and visual association. By replacing "be" with "bee," the advertiser creates a visual and phonetic link to the shape of the jewelry pieces, which resemble beeswax. This stylistic choice adds a layer of creativity and uniqueness to the phrase, making it more memorable and impactful. Additionally, the concise nature of the advertisement, with only one phrase and a striking visual, contributes to its effectiveness in capturing the audience's attention and conveying the intended message. This stylistic approach aligns with advertising language's creative and expressive nature, aiming to evoke emotions and connect strongly with the audience (Nwangi, 2023).

To analyze the text above, teachers must help students improve their critical thinking; some specific stylistic devices that can be used to develop critical thinking skills in students include: Stylistic analysis can be applied to various types of texts, including poetry, prose, and even non-literary texts like advertising or political speeches. Some key aspects of stylistic analysis include: (1) Objectivity: Unlike

literary analysis, which relies heavily on subjective interpretation, stylistic analysis aims to be more objective and fact-based. (2) Patterns in style: Stylistic analysis focuses on identifying patterns in the author's language use, which can influence readers' perceptions and relate to the author's disciplinary concerns (3) Linguistic associations: Stylistic analysis examines the linguistic associations revealed by the author's style, such as the use of rhetorical figures, interpunction, and sentence structure (4) Authorship studies: Stylistic analysis is closely related to authorship studies, which aim to identify the author of a text based on linguistic feature.



Figure 3. Datum

Datum 4 is a jewelry marketing campaign. The Italian-based brand took inspiration from Milan for its most recent collection. Though the new collection hints at Milan's design, the Nudo Collection is already well-known throughout Europe. The text "The Nudo Collection and Inspired by Milan" appears in datum 6. The second phrase, "Inspired by Milan," contains an ellipsis. The components that are left out are the subject, it, and the verb. Milan served as an inspiration for it. The topic is dropped to catch readers' attention and reduce the language used.

The stylistic approach in the given text is characterized by using ellipsis to create emphasis and minimize the use of text. By omitting the subject "it" and the verb "is" in the phrase "Inspired by Milan," the advertiser aims to catch the readers' attention and create a more impactful and concise statement. This stylistic device is used to enhance the aesthetic and expressive qualities of the advertisement, aligning with the principles of stylistic analysis, which focuses on the linguistic features and their impact on the overall meaning and effectiveness of the text. The use of ellipsis in this context creates a more memorable and visually striking message, contributing to the overall effectiveness of the advertisement. (Sharifovna & kizi, 2023) They asserted that one marketing tactic is advertising, which is used to launch or promote a product or service that consumers utilize regularly. You can see advertisements everywhere in brochures, billboards, and everyday media. In magazines and newspapers, which are generally read regularly, one can find various news stories, current events in the community, practical advice, and even advertisements that serve as a transitional piece between topics. Agencies that publish newspapers and magazines set aside a specific percentage of their space for advertisements. Each agency used a different writing style and language method to achieve this.

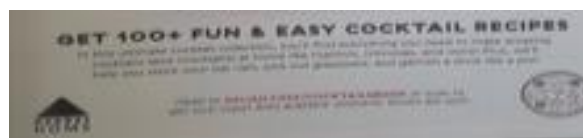


Figure 4. Datum

There is only one ellipsis in this recipe book advertisement. The bottom of the page is where it is located. The advertising initially draws in readers by claiming that readers won't have to waste time creating cocktails and limit their pleasant moments. The marketer will demonstrate to the readers how simple it is to make drinks by purchasing their recipe book. Delish, the marketer, also described what sets their recipe book apart, saying that it will assist users in creating a variety of drinks and selecting the ideal glasses and garnishes. Finally, Delish encourages people to purchase their recipe book by using the barcode or their website. Additionally, Delish mentioned that the book is available at the closest bookshop. Because the subject and the connecting verb are missing from this sentence, there is an ellipsis, but the readers will still understand what the advertiser is trying to say. It ought to be available wherever books are sold.

The advertisement "Get 100+ fun & easy cocktail recipes and get your copy! Also available

wherever books are sold" employs an informal, engaging, and persuasive stylistic approach. According to a systemic functional analysis of cooking recipes, such advertisements often use colloquial language, personal information, and opinion to create an intimate and informal tone, aiming to establish a connection with the audience. This aligns with the evolution of the recipe writing style, which has shifted from a narrative style to a more direct and compact format, focusing on the list of ingredients and simple instructions. The advertisement's use of such a style captures the audience's attention and encourages them to purchase. The advertisement's language and structure reflect a friendly and approachable tone, typical of informal communication commonly used to engage and attract the audience. This (Putri & Rugaiyah, 2021) stated that advertising is a medium tasked with promoting something to the general public. According to advertising, all messages about products are conveyed through sound media, funded by a known initiator, and directed at a portion or all of the public. Moreover, (Sallomi & Obied, 2024) claimed that advertisement carries the weighty task of promoting a product to ensure its success in the market. This is because an advertisement not only represents the product it promotes but also represents the image of the institution or company that creates the advertisement. The success of an advertisement depends on how it is packaged. Attractive visual images and persuasive language usually support a good advertisement. Advertising language is packaged in such a way that it is persuasive and attractive. There are many ways to present advertising language attractively. One way is through wordplay. Wordplay can create perceptual ambiguity if the reader does not carefully consider the context. Context plays a very important role in communication because it can influence understanding. Advertising language depends on context.



Figure 5. Datum

The brand of Datum 5 is called De Beers. It's a jewelry brand with the phrase "Where It Begins" as its incomplete sentence. Because the sentence begins with the word where, which suggests that there is more to say about the meaning of the sentence, it is regarded as incomplete. Nevertheless, there isn't a statement that follows to clarify its precise meaning once it starts. The intention behind using unfinished sentences is to draw in readers interested in discovering more details about the product.

The stylistic approach in the De Beers jewelry advertisement "Where it Begin" is characterized by using enigmatic and emotional language to create a sense of timelessness and allure. The advertisement's stylistic choices aim to evoke eternal love and the beginning of a significant journey, possibly associated with purchasing a diamond. Using such language and imagery is a common strategy in jewelry advertising to appeal to the emotions and aspirations of the audience. The advertisement's stylistic approach aligns with the broader use of language and visual elements to construct perceptions of gender and create a sense of luxury and desire in jewelry advertisements.

However, the De Beers company is known for its iconic advertising campaigns that have helped to create and manipulate demand for diamonds by monopolizing the market, changing social attitudes, and convincing people that a marriage is not complete without a diamond ring. The company's advertising campaigns have used emotional and enigmatic language to create a sense of timelessness and allure, evoking the idea of eternal love and the beginning of a significant journey. The "A Diamond is Forever" slogan, developed by a copywriter during the development of the De Beers advertisement campaign, has become one of the most famous and successful advertising slogans ever.

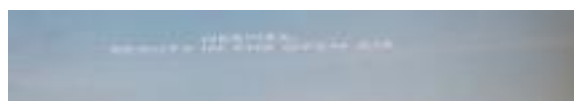


Figure 6. Hermès, Beauty in the Open Air

In this advertisement, Hermès is a noun. Beauty is also a noun. It is a preposition (modifier), the is a determiner (modifier), open is an adjective (modifier), and the air is a noun. "Hermès, Beauty in the Open Air" is a noun phrase, as it refers to a specific concept or entity. In this case, "Hermès" represents the Greek god of commerce, communication, and eloquence. At the same time, "Beauty in the Open Air" signifies an aesthetic appreciation for the natural world and the openness of the sky. The phrase can be interpreted as a noun that conveys a sense of wonder and admiration for the beauty of nature.

The phrase "Hermès, Beauty in the Open Air" carries a stylistic meaning that evokes a sense of naturalness, freedom, and an outdoor aesthetic. It is associated with Hermès' beauty and cosmetic products that emphasize a natural approach to skincare and makeup, as seen in the "Plein Air" collection, which embraces the skin's natural texture and traits through breathable formulations. The use of "Open Air" and "Plein Air" in the context of beauty products suggests a connection to the outdoors, freshness, and a light, airy feel, reflecting a departure from heavy, artificial makeup towards a more natural and effortless beauty aesthetic.

A focus on elegance, quality, and universality characterizes the stylistic approach in the advertisement above for Chaumet's classic timepiece. Using a collage of pictures of women from various fields, including Grace Kelly, an athlete, and models, creates a sense of inclusivity and universality, suggesting that the watch suits all women. The phrase "classic timepiece, designed for a lady" further emphasizes the timeless and sophisticated nature of the product, aligning with the brand's reputation for high-quality and luxurious jewelry. Using concise language and a minimalist design contributes to the advertisement's effectiveness in capturing the audience's attention and conveying the intended message. The stylistic approach in this advertisement aligns with the aspirational and luxurious nature often found in high-end watch advertising, aiming to evoke emotions and create a strong connection with the audience.

Chaumet's classic refers to the brand's luxury watch collection embodying timeless elegance and sophistication. These watches are designed for men and women and are crafted using high-quality materials such as gold, diamonds, and precious stones. The classic collection includes models such as the Triomphe de Chaumet, Torsade, and Frisson, known for their exceptional craftsmanship and attention to detail. The watches in this collection are powered by Swiss automatic movements and feature see-through sapphire crystal cases, adding to their luxurious appeal. Overall, Chaumet's classic watches are designed to be timeless and elegant, appealing to those who appreciate the finer things in life. In line with (Ogunrinde et al., 2023), language and persuasion in advertisements like newspapers and magazines typically utilize well-crafted language to ensure that readers understand what is being said. It also occurs in advertisements, where the language is structured in an ordered manner to serve both an intriguing function and the goal of persuasion. Advertisers can employ various techniques to make their goods visually appealing, but the context and linguistic style they choose play a crucial part in creating an undeniable, compelling, and enticing effect. Using language carefully to persuade others of a particular message or viewpoint is crucial. For this reason, many advertisers use compelling content to entice readers to read it and create a convincing effect.

The readers' attention will be quickly drawn to the enormous photo featuring the unusual-looking timepiece. A Racing Machine on the Wrist is also written in a larger font size. A racing machine is invariably associated with an automobile. The stylistic approach in the given text is characterized by the use of evocative language and visual association to convey the unique features and inspiration behind the watch. The phrase "A Racing Machine On The Wrist" creates a visual and conceptual link between the watch and a racing machine. This association is further explained by connecting the phrase to the skeletonized-looking design of the watch, which is visible and gives the impression of the machine "working."

The above advertisement is for the footwear business. It's Skechers, a firm with numerous locations worldwide, including Indonesia. Skecher has a new line of footwear that comes in many hues, as seen

in the image above. The advertisement's bottom contains a statement that uses an ellipsis. It states that both men and women can use it. The sentence "It's Available for Men and Women" omits the subject and the linking verb. The commercial concentrates on the shoe colors and illustration, but it also includes an ellipsis ("Available for Men and Women") to indicate that both men and women can purchase the newest shoe line.

The stylistic approach in the given text is characterized by using ellipsis to create emphasis and minimize the use of text. By omitting the subject "it" and the linking verb "is" in the phrase "Available for Men and Women," the advertiser aims to catch the readers' attention and create a more impactful and concise statement. This stylistic device is used to enhance the aesthetic and expressive qualities of the advertisement, aligning with the principles of stylistic analysis, which focuses on the linguistic features and their impact on the overall meaning and effectiveness of the text. The use of ellipsis in this context creates a more memorable and visually striking message, contributing to the overall effectiveness of the advertisement. The stylistic approach in this advertisement is characterized by a focus on the illustration and the colors of the shoes, highlighting the variety and availability of the new collection. Using a large picture and a minimalist design contributes to the advertisement's effectiveness in capturing the audience's attention and conveying the intended message. The stylistic approach in this advertisement aligns with the aspirational and expressive nature often found in footwear advertising, aiming to evoke emotions and create a strong connection with the audience (Wati & Sufiyandi, 2019). This stylistic approach aims to capture the audience's imagination and create a sense of dynamism and innovation associated with the watch, aligning with the aspirational and expressive nature often found in luxury watch advertising. (Craig, 2004) recommended that to help the students analyze the use of stylistics in language, teachers can observe using the following ways: *Textual interpretation*: Stylistics helps in understanding the meaning and impact of texts by analyzing their linguistic and stylistic features. Hence, stylistics is a method of textual interpretation that focuses on the language used in a text. It is a branch of applied linguistics that aims to identify and understand the linguistic features and techniques authors employ in various texts, including literary and non-literary ones. Unlike literary analysis, which can be subjective, stylistic analysis strives to be more objective and rooted in fact. By employing stylistic analysis, students can gain insights into how the words of a text create feelings and responses and how linguistic features are directly related to meaning. *Linguistic analysis*: Stylistics links literary criticism to linguistics, allowing for a deeper understanding of the relationship between language and its social, contextual, and formal aspects. Stylistics links literary criticism to linguistics, enabling a deeper understanding of the relationship between language and its social, contextual, and formal aspects.

It involves the analysis of linguistic features and techniques in literary texts, allowing for the identification of systematic regularities in the language of a text. This approach helps literary critics recognize the significance of linguistic choices made by authors and understand the language of a text from different points of view. By combining literary criticism and linguistics, stylistics provides a legitimate and creative framework for analyzing literature, offering new insights into the language of a text that might otherwise be overlooked. *Literary criticism*: Stylistics can be applied to analyzing literature, journalism, and other forms of written and spoken language, providing insights into the author's intentions, style, and meaning. Stylistics can be applied to analyzing literature, journalism, and other written and spoken language forms, providing insights into the author's intentions, style, and meaning. This approach allows a deeper understanding of authors' linguistic features and techniques in various texts. By examining the language structures and choices, stylistics enables readers to gain insights into how authors convey meaning and create particular effects through their use of language. This interdisciplinary approach links literary criticism to linguistics, offering a comprehensive framework for analyzing literary and non-literary texts and enhancing the understanding of the relationship between language and its social, contextual, and formal aspects.

4. CONCLUSION

In the learning context, stylistics can influence students' ability to understand and appreciate stories and characters in literary works. In addition, stylistics is an important component in language and literature learning, and understanding this can help students develop communication skills and better understand stories and characters in literary works. Therefore, the application of stylistics in English language teaching has attracted widespread attention in recent years, as it has the potential to validate academic research findings further and offer English learners a more comprehensive understanding of the language. The application of stylistics in English teaching is mainly manifested in stylistic analysis, which adopts the method of comparative linguistics to help students master various description methods of language analysis. Stylistics is widely used in teaching literature, reading, writing, oral speaking, and translation and will play a large role in teaching. One language that depends on context is the language of advertising. Therefore, understanding stylistics can help students decode messages encoded in advertising language and analyze stylistic aspects and devices used in advertising messages.

REFERENCES

- Agbede, G. T. (2016). *Stylistics In Advertising: A Comparative Analysis of Selected Bank Advertisement in Newspapers And Magazines From South Africa And Nigeria*.
- Agustin, E., & Bram, B. (2023). Stylistics Analysis Of "ONE HART," "Do Not Go Gentle into That Good Night," And "Villanelle of Spring Bells." *Leksema: Jurnal Bahasa Dan Sastra*, 8(2), 177–190. <https://doi.org/10.22515/LJBS.V8I2.6962>
- Akyel, A. (1995). Stylistic Analysis of Poetry: A Perspective from an Initial Training Course in TEFL. *TESL Canada Journal*, 13(1), 63–73. <https://doi.org/10.18806/TESL.V13I1.661>
- Al-Awabdeh, A.-H., Abdo, I. B., Al-Awabdeh, A.-H., & Abdo, I. B. (2017). The Dense Use of Lexicalization in Dialogues by EFL Students at Jordan University-Aqaba. *Creative Education*, 8(5), 671–677. <https://doi.org/10.4236/CE.2017.85052>
- Amara, A., & Omar, A. (2018). Traumatized Voices in Contemporary Arab-British Women Fiction: A Critical Stylistics Approach. *International Journal of English Linguistics*, 8(5), 117. <https://doi.org/10.5539/IJEL.V8N5P117>
- Aor, T. (2023). Stylistic analysis of Tivisms in select Nigerian novels. *Journal of African History, Culture, and Arts*, 3(1), 1–12. <https://doi.org/10.57040/JAHCA.V3I1.331>
- Baloyi, M. J. (2023). Semantic features in English print advertisements: a Xitsonga translation perspective. *South African Journal of African Languages*, 43(1), 1–9. <https://doi.org/10.1080/02572117.2022.2132690>
- Basilan, M. M., Bibonia, R. M., Braga, G. M., Cabal, J. R., Ocampo, A., Purca, K., Sentillas, R., Fereth, D., & Fajardo, B. (2023). A Stylistic Study of Liwanag's Most Liked English Songs Of Ben & Ben. *Journal of English Education and Linguistics*, 4(2), 74–89. <https://doi.org/10.56874/JEEL.V4I2.1586>
- Benzoukh, H. (2017). Integrating Stylistics in English as a Foreign Language Classes. 1, □□□□□. <https://doi.org/10.35156/1174-000-028-025>
- Burke, M. (2018). *The Routledge handbook of stylistics*. 540.
- Cahyani, I., Tunas, S., & Banjarnegara, B. (2023). Stylistic Analysis of Perfume Advertising Language: Representation Of Gender Issues. *CLLiENT (Culture, Literature, Linguistics, and English Teaching)*, 5(1), 1–19. <https://ojs.unsiq.ac.id/index.php/client/article/view/4712>
- Candria, M. (2019). Stylistics: Towards a Linguistic Analysis of Literature. *Culturalistics: Journal of*

- Cultural, Literary, and Linguistic Studies*, 3(1), 29–34.
<https://doi.org/10.14710/CULTURALISTICS.V3I1.4176>
- Clark, U. (2007). Discourse Stylistics and Detective Fiction: A Case Study. *Literature and Stylistics for Language Learners*, 60–75. https://doi.org/10.1057/9780230624856_6
- Clark, U., & Zyngier, S. (2003). Towards a Pedagogical Stylistics. *Http://Dx.Doi.Org/10.1177/09639470030124003*, 12(4), 339–351.
<https://doi.org/10.1177/09639470030124003>
- Craig, H. (2004). Stylistic Analysis and Authorship Studies. *A Companion to Digital Humanities*, 271–288.
https://www.academia.edu/3114753/Stylistic_analysis_and_authorship_studies
- Creswell. (n.d.). *Research-Design_Qualitative-Quantitative-and-Mixed-Methods-Approaches*.
- Cushing, I. (2018). Stylistics goes to school. *Https://Doi.Org/10.1177/0963947018794093*, 27(4), 271–285.
<https://doi.org/10.1177/0963947018794093>
- Elnaili, S. M. (2013). A stylistic analysis of Libyan short stories: the connotation of adjectives. *LSU Master's Theses*. https://doi.org/10.31390/gradschool_theses.1433
- Fitriyani, T., Rangkuti, R., & Mono, U. (2022). Critical Stylistics in Advertisement of Wardah and Revlon Products. *CSR International Journal*, 2(1), 50–62. <https://doi.org/10.35307/CSRIJ.V2I1.36>
- Gee, J. P. (1992). Discourse Analysis for Language Teachers. Michael McCarthy. Cambridge: Cambridge University Press, 1991. Pp. x + 213. 14.95 paper. *Studies in Second Language Acquisition*, 14(4), 463–464. <https://doi.org/10.1017/S027226310001130X>
- Giovanelli, M., & Harrison, C. (2022). Stylistics and Contemporary Fiction. *English Studies*, 103(3), 381–385. <https://doi.org/10.1080/0013838X.2022.2043035>
- Glazirina, S. A. (2022). *International Journal of Human Computing Studies Methods of Teaching Stylistics at Secondary Education*. <https://journals.researchparks.org/index.php/IJHCS>
- Hall, G. (2023). Pedagogical stylistics. *The Routledge Handbook of Stylistics*, 253–267.
<https://doi.org/10.4324/9780367568887-18>
- Hussein, A. M., Candidate, M. A., & Al-Saidi, A. H. (2024). Contrast in Matthew Arnold's The Scholar Gypsy and Kahlil Gibran's Al-Mawakib: A Contrastive Stylistic Analysis. *Journal of the College of Languages (JCL)*, 0(49), 1–22. <https://doi.org/10.36586/JCL.2.2024.0.49.0001>
- Jaafar, E., & Hassoon, F. (2018). Pedagogical Stylistics as a Tool in the Classroom: An Investigation of EFL Undergraduate Students' Ability in Analyzing Poetic Language. *Arab World English Journal*, 9(1), 256–267. <https://doi.org/10.24093/awej/vol9no1.18>
- Jeffries, L. (2023). Critical stylistics. *The Routledge Handbook of Stylistics*, 436–450.
<https://doi.org/10.4324/9780367568887-29>
- Jeffries, L., & McIntyre, D. (2010). *Stylistics*. Cambridge University Press.
<https://doi.org/10.1017/CBO9780511762949>
- Kaldor, S. (1992). Book Reviews: Discourse Analysis for Language Teachers Michael McCarthy 1991. Cambridge Language Teaching Library, Cambridge University Press. x.213 pp.
Http://Dx.Doi.Org/10.1177/003368829202300110, 23(1), 124–126.
<https://doi.org/10.1177/003368829202300110>
- Kang, C. (2018). *Stylistics and the Teaching of Advanced English for Senior English Majors*.
<https://doi.org/10.17507/tpls.0810.13>
- Khaitboevich, D. K. (2023). Stylistic Functions of Puns in Advertising Texts. *Best Journal of Innovation in*

- Science, Research and Development, 2(6), 19–23.
<http://www.bjisrd.com/index.php/bjisrd/article/view/267>
- Li, M. (2009). *The Stylistic Analysis of the Magazine Advertisement-Atkins Chocolate Chip Granola Bar*.
- Madaliyeva, D. B. (2024). The Linguistic and Stylistic Significance of Analyzing Mass Media Texts. *Golden Brain*, 2(1), 606–609. <https://researchedu.org/index.php/goldenbrain/article/view/6058>
- Miles, M. B., & H. A. M. (n.d.). *Qualitative data analysis: An expanded sourcebook, 2nd ed.* Sage Publications, Inc. Retrieved January 20, 2024, from <https://psycnet.apa.org/record/1995-97407-000>
- MuhammadZadeh. (2015). *The Application of Pedagogical Stylistics in ELT Literature and Language Teaching Courses*.
https://www.researchgate.net/publication/311575611_The_Application_Of_Pedagogical_Stylistics_In_Elt_Literature_And_Language_Teaching_Courses
- Nigel Fabb. (2002). *The teaching of stylistics* | LLAS Centre for Languages, Linguistics and Area Studies. <https://web-archive.southampton.ac.uk/www.llas.ac.uk/resources/gpg/2755.html>
- Njemanze, Q. U., Nwulu, N. F., Ononiwu, M. C., & Obiegbu, I. (2015). Analyzing the Advertising Language of the Mobile Telephony in Nigerian Newspapers: A Stylistic Approach. *International Journal of Humanities and Social Science*, 5(6). www.ijhssnet.com
- Nkansah, S. (2021). Ambiguity as a Communicative Style: A Study of Rufftown Records. *Article in Advances in Social Sciences Research Journal*. <https://doi.org/10.14738/assrj.812.9629>
- Nurgiantoro B. (2018). *Stilistika - Burhan Nurgiantoro - Google Buku*. Gajah Mada University Press. https://books.google.co.id/books?id=prCIDAEEACAAJ&printsec=frontcover&hl=id&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false
- Nwangi. (2023). *International Journal of Social Sciences and Management Review Systematic Review of Advertising Articles In The Nigeria Context: Themes, Theories, And Methods*. <https://doi.org/10.37602/IJSSMR.2023.6308>
- Oliveros, N., Ledah Ibarbia², J., Derecho³, D., Pesebre⁴, R., & Fajardo⁵, D. F. (2023). Comparative Stylistics Analysis Of Selected Baeta's Rinconada Poem And Its English Translation. *Journal of English Education and Linguistics*, 4(2), 90–104. <https://doi.org/10.56874/JEEL.V4I2.1598>
- Putri, N., & Rugaiyah, R. (2021). Exploring Trends in Teaching Stylistic Analysis: Syntactical Features in Selected British Fashion Magazine "Harper's Bazaar." *Utamax : Journal of Ultimate Research and Trends in Education*, 3(1), 40–47. <https://doi.org/10.31849/UTAMAX.V3I1.6103>
- Sallomi, A. H., & Obied, I. M. (2024). Victimization in Walker's The Color Purple: A Critical Stylistic Analysis. *Theory and Practice in Language Studies*, 14(1), 98–109. <https://doi.org/10.17507/TPLS.1401.11>
- Sharifovna, S. M., & kizi, M. S. B. (2023). Effects Of Stylistic Devices on Television Advertisement. *JOURNAL OF EDUCATION, ETHICS AND VALUE*, 2(4), 125–127. <http://jeev.innovascience.uz/index.php/jeev/article/view/93>
- Sibruk, A. V, Lytvynska, S. V, Koshetar, U. P., Senchylo-Tatlilioglu, N. O., & Tatlilioglu, K. (2023). *Stylistic figures as a factor in the formation of communicative intention in scientific linguistic texts*. <https://doi.org/10.55056/cs-ssh/3/02005>
- Viglia, G., Tsai, W. H. S., Das, G., & Pentina, I. (2023). Inclusive Advertising for a Better World. *Journal of Advertising*, 52(5), 643–646. <https://doi.org/10.1080/00913367.2023.2255242>
- Wati, S. K., & Sufiyandi, A. (2019). *Language Style Used In English Advertisements On Facebook: Stylistic Analysis*. <http://ojs.umb-bungo.ac.id/index.php/Krinok/index>

Xadjieva, D. (2020). *English Stylistics*. <https://www.researchgate.net/publication/367053927>

Zyngier, S., & Fialho, O. (2010). Pedagogical stylistics, literary awareness and empowerment: a critical perspective. *Http://Dx.Doi.Org/10.1177/0963947009356717*, 19(1), 13–33.
<https://doi.org/10.1177/0963947009356717>

Єрмак, Д. В. (2023). *Linguistic and stylistic features of translation advertising slogans*.
<http://rep.knlu.edu.ua/xmlui/handle/787878787/3558>