

Chapter V

CONCLUSION AND RECOMMENDATION

A. Conclusion

Advertisement is a product of persuasive discourse that needs communicative process based on both textual and visual entities/modes or multimodality. Likewise, “Axe” TV commercials have emerged to exemplify a sample of persuasive discourse in which the modes or multimodality elements involve words of language (slogans, dialogs and monologs) indicating the textual manifestation, images (of settings, objects, physical appearance, interactions of the actors) marking the visual and music (musical references to sound structures or motifs or themes, the culture of a whole style, an epoch, the genre) indicating auditory multi-modal entities. The presentation of the outlined communicative modes of the “Axe” commercials have established interesting degree of persuasive endeavors, at a time also resulting in the greater number of the internet viewers in *Youtube*.

The discourse analysis on multi-modal discourse of the both textual, and visual and auditory attributes at different discourse levels of contextual situations under the reflexive property of the context, and the sign systems and knowledge building of the given contextual situations has been applicable to know further the involvement of the language of dominant slogans (and fewer dialogs or monologs) and images to boost the deliverance of persuasive message of “masculineness” identity. The diversity of adult identities in professional jobs (*soldiers, presidents, astronaut, lecturer, fireman, teacher, adult student, store-staff and beach-boy*) had been endorsed by the “Axe” advertisers to be probably connected with the masculineness.

Tools of discourse approach of the reflexive property of the context on the analysis of contextual situations (of the language, image and music), and of the sign systems and knowledge building on “cultural tradition” of language performance and interpretation in communicating and describing the world of “masculineness” of the “Axe” commercials had been helpful to uncover the identity of “masculineness” that lies behind the commercials. interesting

multimodality structures of the “Axe” commercials had been inserted to create “epic and imaginative” commercials with the inclusion of the product name through language (of slogans, monologs and dialogs) and referential music to enliven the persuasive nuances of the commercials to grab the viewers’ attention though the attributes of “masculineness” images tended to be “sensual” greater choices of illustrative image representation, say, showing “hot” kissing, “gorgeous” underbelly or body, or breast, “sexy” under-wears, and “erotic” body movements/gestures to highlight persuasive discourse of the “Axe” commercials. Again, this study had confirmed the multimodality existence to happen in a genre of persuasive discourse, particularly “Axe” televisual commercials as the case of the recent study.

Conclusively, the expert in mass media had pinpointed aspects of multimodality (the language, image and music) enacting modes of communication to augment the persuasive message of the “Axe” TV commercials. Moreover, the “Axe” users had exposed the reasons of using the “Axe” resulted from the manifestation of the language, image and music, which actually indicated the representation of multimodality.

B. Recommendation

Based on the findings and the discussion of the findings, the researcher would state recommendations fitting the topic of this study to contribute to the discourse study. First, the researcher agreed with the interesting multimodality structures of the “Axe” commercials to have been inserted to create “epic and imaginative” commercials to advance the persuasive nuances of the commercials to grab the viewers’ attention. But, the attributes of “masculineness” images of frequently being “sensual” greater Western’ preferences of illustrative image representation, let say, showing “hot” kissing, “gorgeous” bottom, or body, or breast, “sexy” under-wears, and “erotic” body movements/gestures should be reconditioned into “culturally more acceptable and polite” persuasive discourse representation of Eastern style as partially manifested in some parts of (to some extent, Middle-East and Korean leaders’ adult clothing and expressions of) the commercial of Data 1 (AXE PEACE - Make Love, Not War) to fit viewers of

Eastern culture, especially Indonesian adults and school students' viewers. In turn, this might be more "polite and feasible" to those viewers of Eastern culture, specifically Indonesian.

Secondly, the researcher would recommend the teachers of English in Indonesia to be selective in exemplifying televisual persuasive discourse samples of exclusion from pornographic or sensual contents for their students.

Thirdly, the researcher would criticize the fewer duration of the textual level of the language of the "Axe" commercials, which only emerged in the slogans of the ending of the commercials, and which could also be possibly represented more in the forms of dialogs or monologs to create more "persuasive" touches among the viewers.

Fourthly, the researcher would welcome to the ideology of "masculineness" identity as the power of the "Axe" commercials' messages as rooted from the outlined "Axe" multimodality, which might be less-persuasive for viewers of possibly high knowledge, and not-easily perceivable for those of probably different intelligent capacity.

Finally the recommendations related to the significance of the study on multimodality which had been stated above, the researcher highly tended to expect those recommendations would be as useful as theoretical contribution to the studies of multimodality particularly the multimodality of advertisement.

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