

## **CHAPTER V**

### **CONCLUSION**

The findings of this research show that pragmatic meanings of slogans of cosmetics advertisements related to the prestige of the products are the highest, while pragmatic meanings of slogans of cosmetics advertisements related to the nature of the products are the lowest.

Moreover, related to their aims, most of the slogans of cosmetics advertisements are intended to stimulate people to buy and use the advertised products. While, just a few of the slogans of cosmetics advertisements are intended to build people's belief of the advertised product.

This research contributes to both linguistics and society. The advertisers will be successful in advertising their product when they use slogans which contain pragmatic meanings. It is because the slogans which contain pragmatic meanings are more effective than those which contain ordinary meanings. Moreover, when the slogans attract people's attention, the advertised products will be more noticeable. As a result, the aims of the advertising will be fulfilled. On the other hand, by understanding the pragmatic meaning of the slogans of the advertisements, people are unwavering to decide which products to buy.

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