

ABSTRACT

The use of directive sentences in press advertisements is very important. Since the readers are generally lazy and preoccupied: They need a course of action spelled out for them.

The central concern of this study will be to investigate how the advertiser uses directive sentences in getting the readers to take action. The types of directives (syntactic and semantic point of view) and the methods of using them will be described in this study. And for this purpose the qualitative-descriptive method is used.

The result of this study shows that there are three syntactic types of directives used by the advertiser in getting the readers to take action. They are imperatives (get 'X'), declaratives ('The no. 1 best buy'), and interrogatives ('Why rent when you can buy?'). While semantically, there are three types too; direct directives ('buy X'), indirect directives ('On sale now', 'ready for lease or sale'), and combination of direct and indirect directives ('Gain 'X' by using 'XX').

For linguistic method, most advertisements use this less obtrusive technique; asking the consumers (readers) to get, feel, or experience the product, to call or contact the dealer/agent, to fill in and post the coupon, and to come to our show room/exhibition. If it is desirable to avoid imperative verbs, the direct exhortation to action can be passed off as advice ('Why rent when you can buy?) or information (For rent).

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Thesis adviser,

Dra. Anna Dewanti, Dipl. Tesl
NIP: 131 558 570

ENGLISH DEPARTMENT
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITY OF AIRLANGGA
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