

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE STUDY

A. Directive sentences

There are some functions of utterances. They are directives, commissives, representatives, declaratives, and expressives (Evelyn Hatch, 1992:121). Directives are sentences used to get someone to behave in some required ways. Directive sentences are in one side different from imperative sentences. Directive is often regarded as imperative. However, such opinion is actually incorrect. Imperative is just one of some syntactic types of directives. Directive is a semantic term and used with a particular illocutionary force while imperative is a grammatical term and used with a particular grammatical structure (John Lyons 1997:745).

Directives can be *Imperative*:

"Pass the salt to me."

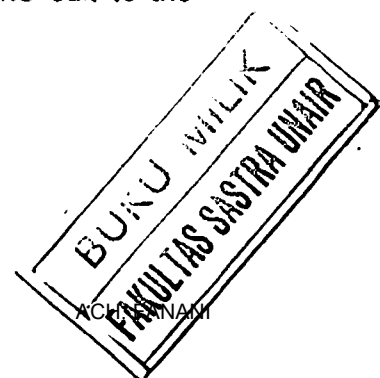
The direct illocution of the sentence is *ordering someone to pass the salt*.

Or *interrogative*:

"Can you pass the salt to me?"

Direct illocution: *Asking the hearer whether he can pass the salt to the speaker*

Indirect illocution: *Ordering the hearer to pass the salt*



Or *declarative*:

"I need the salt"

Direct illocution: *Asserting that the speaker needs the salt*

Indirect illocution: *Ordering the hearer to pass the salt*

Or even *exclamative*:

A girl to her boy friend in a bag store:

"What a beautiful bag!"

Direct illocution: *Impressed by the beauty of a bag.*

Indirect illocution: *Asking her boy friend to buy her a bag.*

Directives are often called commands. However, this is misleading. Commanding is just one of the many uses of directive sentences. Others are admonishing, appealing, begging, bidding (offering), counseling, demanding, directing, enjoining (prescribing), exhorting (advising), imploring, insisting, instructing, pleading, and urging (Prof. Dr. Sukemi, MA, 1995:135).

On the other hand, imperative sentence is not always directive. Consider this following example:

A mother to her son:

"Look at the mess you've made under your chair"

Although this sentence grammatically is an imperative but semantically, this is a statement/assertion. The indirect illocution of this sentence is asserting that 'you have made a mess under your chair'.

B. Press advertising

Press advertising is that which is published in printed media (e.g., magazine and newspaper). The characteristics of such advert are the presence of sentences, sometimes photography, illustration or even cartoons and, of course, the absence of sounds.

Press advertising in The Jakarta Post

The Jakarta post can be regarded as the most well known English daily paper in Indonesia. Other English papers in Indonesia are Indonesian Observer and Indonesian Daily News, but they are less known.

This paper is likely intended to middle-up class people and of course foreigners. This can be seen from the news issued. Mostly the news talk about politics, economy, or literature. They rarely talk about mystics or low-class crimes. Moreover The Jakarta post can only be read by those who understand English, and those who know English are mostly middle-up class people.

Because it is an English paper, mostly the adverts are written in English. From the products advertised, we can see that, as its news, the adverts are likely intended to middle-up classes. Mostly the products that are advertised are the products in expensive range such as cars, hotels, restaurant, and travels.

The adverts in The Jakarta Post can be divided into 2 groups: Display and classified adverts. The display adverts are placed in

prominent places amongst the editorial material in order to attract the attention of readers whose main interest in the publication is not this particular advert. The classified adverts, on the other hand, are placed in special pages and ordered (classified) according to subject.