

CHAPTER III

PRESENTATION OF DATA AND DATA ANALYSIS

III.1. Presentation of Data

The collected data are presented in two different sections. First, the data are presented and analyzed through syntactic point of view. Second, the data are presented and analyzed through semantic viewpoint.

III.1.1. Syntactic types of Directives

a. Imperative Sentences

1. (☎ 3929060)
2. Before the houses jump in price, hurry up now, buy at this exhibition
3. Book now! Call 'X'
4. Buy Levi's original 501 jeans & grab the discount Rp. 40.000
5. Buy one and get more
6. Call our prompt service
7. Call to inspect, but be quick we can't stay this flexible for long
8. Come and experience the comfort and convenience of living at 'X'
9. Come and get the show schedule at Sogo Department store
10. Come and try it by yourself
11. Come and visit our Sukoharjo restaurant
12. Come and visit us for this second chance, for two days only
13. Come early for the best seats in the house
14. Come for the beauty
15. Contact us
16. Discover the extensive range of 'X'
17. Don't forget to order 'X'
18. Don't miss the 10 %-25% discount of Balinese product
19. Enjoy a BBQ dinner accompanied by "X" at "XX"
20. Enjoy La bodega grill specialist and cosy atmosphere
21. Enjoy the fastest internet Services in town



22. Enjoy your school holiday at 'X'
23. Experience a new way of life at Gradenville
24. Experience the exciting & unforgettable cruise with Benoa Cruise
25. Experience the mastery of this culinary skills for lunch and dinner
26. Fax or mail this coupon to APC
27. Feel the Hyatt touch
28. Fill in the coupon below and post today
29. Find out more about "X" at your nearest agent
30. Gain the edge in woodworking and furniture manufacturing technology by visiting Wood MAC ASIA 97 & FURNITEK ASIA 97
31. Get 20 % discount
32. Get a jump on! Before houses prices jump. Buy a house now at this exhibition
33. Get the five stars commitment here at Satelindo direct shop
34. Hurry contact your travel agent for further information
35. Imagine more successful business presentations and reports than you ever made before, using X made by olympus' digital camera
36. Invest your money in Reksadana
37. Join now!!!!
38. Just call 'X'
39. Just lean on us for a 'Bellissimo'
40. Learn German now!
41. Let your taste buds experience the influence of 'X'
42. Let's get one
43. Make your reservations today for this Saturday night, as the fun can only last whilst the weather does
44. Move to 'X'
45. Pay 15 % down payments and 60-monthly installments and the unit belongs to you!
46. Pay just Rp. 1.305 million per month, over period of 4 years
47. Please call 'X'
48. Please rush now
49. See for yourself

50. See the difference! Feel the difference!
51. See the world change minute by minute at: WWW.World.Com
52. See X for your business!
53. Send resume for immediate consideration to 'X'
54. Show your courageous image with PAJERO
55. Sleep with business partner in 'X' for just \$ XXX
56. So celebrate Independence day with us and join the outstanding GSM-XL network today
57. So give us a call
58. Spend a minimum Rp. 125.000,- where Disney product are sold and you will receive a cute Disney fest ballon.
59. Stay for the comfort
60. Switch to Fact Real-Time Business Accounting Software
61. Taste the flavour of 'X'
62. Try Bobby Rubino's tonight and see why... there's no barbecue like it!
63. Try our new menu since June 15
64. Try our X today
65. Use X to give yourself the power of real time
66. Visit X
67. Visit us tomorrow!!
68. Wait no more, now available in your town

b. *Declarative sentences*

1. A better place to stay
2. All these and the convenience of 'Kartu Halo' in more than 27 provinces and 23 countries are available only if you buy an Alcatel one-touch Protm by August 31
3. Available units for sale
4. For just U\$ 50/week
5. For rent
6. For sale or lease
7. It's now ready to inhabit with partial or total building
8. It's time to learn German now!

9. It's time to own an apartment
10. Marketing office: Jl. XX
11. Now serviced apartment for lease is available
12. On sale now
13. Phase 2 open for sale now
14. Prestigious life style you can afford
15. Ready for sale or lease
16. Sole agent : Pt Traktor Nusantara Jl. Pulogadung no 32. Jakarta
17. The best monitor chosen by computer experts
18. The longer you stay, the less you pay
19. The no. 1 best buy
20. When you buy 'X' at 'X' of Rp. Xxx per person, we will ask you if you want to pay double the prices. Because when you say yes, we'll give you a full night stay
21. You can also enjoy our barbecue buffet and grilled banana
22. You may find more information about XX at http : 'X'
23. By spending Rp. 100.000,- at Sogo Department store you can buy a charming X
24. Now open!

c. Interrogative Sentences

1. If you can get a world class monitor, why choose another?
2. Why not try them all?
3. Why rent when you can buy?
4. Why take trouble to go for to place your ad, if you can conveniently call 'X'?

III.1.2. Types of Directives (Semantic point of view)

a. Direct directives

1. Before the houses jump in price, hurry up now, buy at this exhibition
2. Book now! Call 'X'
3. Buy Levi's original 501 jeans & grab the discount Rp. 40.000
4. Buy one and get more

5. Call our prompt service
6. Call to inspect, but be quick we can't stay this flexible for long
7. Come and experience the comfort and convenience of living at 'X'
8. Come and get the show schedule at Sogo Department store
9. Come and try it by yourself
10. Come and visit our Sukoharjo restaurant
11. Come and visit us for this second chance, for two days only
12. Come early for the best seats in the house
13. Come for the beauty
14. Contact us
15. Discover the extensive range of 'X'
16. Don't forget to order 'X'
17. Don't miss the 10 %-25% discount of Balinese product
18. Enjoy a BBQ dinner accompanied by "X" at "X"
19. Enjoy La bodega grill specialist and cosy atmosphere
20. Enjoy the fastest internet Services in town
21. Enjoy your school holiday at 'X'
22. Experience a new way of life at Gradenville
23. Experience the exciting & unforgettable cruise with Benoa Cruise
24. Experience the mastery of this culinary skills for lunch and dinner
25. Fax or mail this coupon to APC
26. Feel the Hyatt touch
27. Fill in the coupon below and post today
28. Find out more about "X" at your nearest agent
29. Get 20 % discount
30. Get a jump on! Before houses prices jump. Buy X now at XX
31. Get the five stars commitment here at Satelindo direct shop
32. Hurry contact your travel agent for further information
33. Invest your money in Reksadana
34. Join now!!!!
35. Just call 'X'
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38. Let your taste buds experience the influence of 'X'
39. Let's get one
39. Make your reservations today for this Saturday night, as the fun can only last whilst the weather does
40. Move to 'X'
41. Pay 15 % down payments and 60-monthly installments and the unit belongs to you!
42. Pay just Rp. 1.305 million per month, over period of 4 years
43. Please call 'X'
44. Please rush now
45. See for yourself
46. See the difference! feel the difference!
47. See the world change minute by minute at: WWW.World.Com
48. See thousands of new machinery and equipment ideal for your business!
49. Send resume for immediate consideration to 'X'
50. Show your courageous image with PAJERO
51. Sleep with business partner in 'X' for just \$ XXX
52. So celebrate Independence day with us and join the outstanding GSM-XL network today
53. So give us a call
54. Spend a minimum Rp. 125.000,- where Disney product are sold and you will receive a cute Disney fest ballon.
55. Stay for the comfort
56. Switch to X
57. Taste the flavour of 'X'
58. Try Bobby Rubino's tonight and see why... there's no barbecue like it!
59. Try our new menu since June 15
60. Try our smooth and tender snapper menus today
61. Use X to give yourself the power of real time
62. Visit X
63. Visit us tomorrow !!
64. Wait no more, now available in your town

b. Indirect directives

1. (☎ 3929060)
2. A better place to stay
3. All these and the convenience of 'Kartu Halo' in more than 27 provinces and 23 countries are available only if you buy an Alcatel one-touch Pro™ by August 31
4. Available units for sale
5. For just US\$ 50/week
6. For rent
7. For sale or lease
8. If you can get a world class monitor, why choose another?
9. It's now ready to inhabit with partial or total building
10. It's time to learn German now!
11. It's time to own an apartment
12. Marketing office: Jl. raya Kedoya Garden Kav 1, Kedoya selatan Jakarta 11520
13. Now serviced apartment for lease is available
14. On sale now
15. Phase 2 open for sale now
16. Prestigious life style you can afford
17. Ready for sale or lease
18. Sole agent : Pt Traktor Nusantara Jl. Pulogadung no 32. Jakarta
19. The best monitor chosen by computer experts
20. The longer you stay, the less you pay
21. The no. 1 best buy
22. When you buy 'X' at 'X' of Rp. Xxx per person, we will ask you if you want to pay double the prices. Because when you say yes, we'll give you a full night stay
23. Why rent when you can buy?
24. Why take trouble to go for to place your ad, if you can conveniently call 'X'
25. You can also enjoy our barbecue buffet and grilled banana
26. You may find more information about the internet bonus package at

http : 'X'

27. By spending Rp. 100.000,- at Sogo Department store you can buy a charming X
28. Now open!
29. Why not try them all?

c. *Combination of direct and indirect directives*

1. Imagine more successful business presentations and reports than you ever made before, using high quality images made by olympus' digital camera
2. Gain the edge in woodworking and furniture manufacturing technology by visiting Wood MAC ASIA 97 & FURNITEK ASIA 97

III.2. PRESENTATION OF DATA ANALYSIS

III.2.1. Syntactic point of view

Sydney Greenbaum and Randolph Quirk (1990:231) state in their book, *A Student's Grammar of the English Language*, that Simple sentences may be divided into four major syntactic types: Declaratives, imperatives, interrogatives, and exclamatives. In this section, we will see what syntactic types of sentences used by advertisers to have the readers do something.

- *Syntactic types of directives in advertisements*

As we have already seen, declaratives, interrogatives, imperatives, and exclamatives are four syntactic types of sentences. In adverts, based on the data, the directive sentences can be classified into three syntactic types, namely declaratives ('The longer you stay, the less you pay'),

interrogative ('Why rent when you can buy?'), and imperatives ('Come and try it by yourself').

Statistically the use of imperative sentences is very high compared to other types.

See the following table.

Table 1

TYPE OF SENTENCE	FREQUENCY	%
Declarative	24	25%
Interrogative	4	4.2%
Imperative	68	70.8%

As mentioned on the table 1 above, I infer that the advertiser likely tends to use imperative sentences of some sort rather than interrogatives or declaratives. As many as 70.8% (68 out of 96) in the sample are imperatives. 25% (24) out of 96 directive sentences are declaratives and only 4.2% (4 out of 96) in the sample are interrogatives.

There are two main reasons why the use of imperative sentences is so dominant in appealing to action. First, it is because of the typical linguistic act that is performed by uttering such sentence. Typically, the linguistic act performed is ordering or requesting. And the typical linguistic act performed by declarative sentences is conveying information. While interrogatives usually perform a linguistic act of asking or seeking information (James R. Hurford & Brenda Heasley, 1983:241). For example, consider these following sentences:

- ⇒ 'John takes the ball' (*declarative*) is an assertion that someone (John) takes something (the ball).
- ⇒ 'Does John take the ball?' (*Interrogative*) is an inquiry whether someone (John) takes something (the ball) or not.
- ⇒ 'Take the ball' (*Imperative*) is an ordering to someone to take something (the ball).

Secondly, it is because imperative sentences are stronger than the other two types, declarative or interrogative, to be made as an exhortation to action (we will discuss it further in the discussion of the use of direct and indirect directives).

III.2.2. Semantic point of view

Directive sentences, semantically, can be classified into two major types. They are direct directives and indirect directives (James R Hurford & brendan Heasley, 1983:263). The direct directives are sentences that are performed to instruct someone to do something directly.

E.g., 'Open the door', is directly used to order someone to do something (opening the door).

While the indirect directives are those which are indirectly performed to have someone do something. This can be by questioning or asserting (James R. Hurford & Brendan Heasley 1983:264).

E.g., 'Can you open the door?', is directly an inquiry about the hearer's ability to open the door, but indirectly is used to have someone open the door.

III.2.2.1 Directive sentences in Advertisements

In advertisements, I can classify the directives into three types: Direct directives, Indirect directives, and Combination of direct and indirect directives. The direct directives are marked by imperative sentences (e.g. 'Buy now', and 'Call X'). Interrogative and declarative sentences characterize the presence of indirect directives (e.g. 'it is time to own apartment', 'why rent when you can buy?'). And the combination of direct and indirect directives are characterized by an imperative sentence plus an adverb clause (e.g. 'gain 'X' by using/buying 'XX').

In fulfilling 'get action' requirement, the advertiser tends to use direct directives more than the other two types. See the following table.

Table 2

TYPE OF DIRECTIVE	FREQUENCY	%
- Direct directive	65	68.4%
- Indirect directive	29	29.5%
- Combination of direct and Indirect directive	2	2.1%

On the table, we can see that the direct directive has the highest percentage of the occurrences. From 96 directive sentences collected, 68.4% out of them (65 out of 96) are direct directives. 29.5% (29 out of 96) are indirect directives. And the rest, 2.1% (2 out of 96) are combination of direct and indirect directives.

The high use of direct directives is due to the fact that direct directives are stronger than indirect ones.

E.g., 'Buy 'X' now!, is of course stronger than

' Why don't you buy 'X'?, or

- 'It is on sale now'

In this case, we can see that stronger exhortation to action is preferred to less stronger one. However, the advertiser should be careful in using stronger exhortations. Since if the advertiser to be imposing himself on the audiences/readers, the reaction of the readers can be negative. In the following section, you will see how professional advertisers use directive sentences in advertisements.

III. 2.2.2. The Use of Directives in Advertisements

As we have already discussed, there are three types of directive sentences in advertisements: Direct directives, indirect directives, and combination of direct and indirect directives. The vast majority of advertising use direct directives. In this section, we will see how the advertisers use the three types of directives.

III.2.2.2.1. The use of direct directives

In using direct exhortation to action, at least, There are three methods used:

- (a) *Using imperative sentences directly encouraging the audiences/readers to buy the product*
- (b) *Using imperative sentences indirectly encouraging the audiences/readers to buy the product*

(c) Using imperative sentences asking the audiences/readers to come or to call the agents/dealer

In using imperative sentences directly encouraging the audiences/readers to buy the product, the words that have direct correlation with money, such as 'buy', 'pay', 'rent', and 'lease', are used. 'Buy 'X' or 'Rent 'X' is the most direct exhortation to action, but it is rare. The tendency to avoid such words might be put down to unpleasant connotation of the words (money and parting with it) (Torben Vestergaard and Kim Schroder, 1985:44).

It is of course of vital importance to the advertiser that he should not appear to be imposing himself on his readers. For if the reader feels the advert to be too obtrusive, he/she is likely to react negatively to its message, or simply forget about it altogether. (Torben Vestergaard & Kim Schroder, 1985:67). So, in avoiding the obtrusive words such as 'buy' and 'rent', the advertiser tends to use some words that are synonymous or use some words that mean little more than the obtrusive words. In other words, the advertiser uses some words that are indirectly performed to encourage the readers to buy the product. In this case, the second method is used.

A number of these are obvious synonyms for 'buy', 'pay', 'rent', and 'lease' ('try', 'get', 'use', 'experience', 'feel', 'enjoy', 'book', 'switch to', 'move to', 'order'). And others too, inserted in their contexts, turn out to mean little more than 'buy', 'pay', 'rent', and 'lease'.

For example:

- ⇒ Make your reservations today (august 13)
- ⇒ Show your courageous image with PAJERO (July 7)

⇒ Wait no more, now available in your town (August 13)

And smaller groups do not ask the customer to buy the product, but ask the readers to fill in the coupon and post it. Of course, it is another softer way used by the advertiser to get the readers to buy the product.

For example:

'Fill in the coupon and post it today'

And the final method is **asking the readers to come or to contact the dealer/agent**. This method is particularly frequent for services such as travel, insurance, hotel, exhibition, and restaurant or for products in the more expensive range such as cars. In this method, the advertiser frequently uses such words as come, visit, call, and contact.

For example:

- ⇒ Hurry contact for your travel agent (august 5)
- ⇒ Come and visit our Sukoharjo restaurant (August 30)
- ⇒ Call our prompt service (July 31)
- ⇒ Just call 'X' (July 31)
- ⇒ Come and visit us for this second chance! (August 2)

When the imperatives are still considered too obtrusive, then the advertiser can at least leave out the verbs and just state the telephone number or the address.

For example:

- ⇒ ☎ 3929060 (August 30)
- ⇒ Sole agent: PT 'xxx'. Jl. XXX (August 26)

From the point of view of the advertiser, asking the readers to call the agent or to come has a number of advantages:

1. He gets direct feedback on the efficiency of his advert

2. When the customer has contacted the advertiser or come to the agent, it is possible to follow up this response with a direct, personal address. (Torben Vestergaard and Kim Schroder, 1985:69)

III.2.2.2.2. The use of indirect directives

In using more cautious, indirect ways of calling to action, there are two ways used:

- (a) *Using declarative sentences as an exhortation to action*
- (b) *Using interrogative sentences as an exhortation to action*

In performing **declaratives as an exhortation to action**, we can see that the advertiser uses them mainly as advice or suggestion, in this case the advertiser gives an opinion about something to the prospective buyers (readers).

Example:

➔ 'It is time to own an apartment' (July 21)

From one point of view, the sentence is informational. But by virtuing the words 'it is time' which indicate 'it is the right time for you', we can say that this is obviously a piece of advice or suggestion, although it is expressed in an informational sentence. This sentence indicates an opinion given by the advertiser to the reader that he should buy an apartment now because it is the right time to own it. Advice or suggestion can be considered as an appeal to action (Prof. Sukemi, 1995:135). Consider that the sentence, even though it is a statement/information, equals with an imperative:

➔ 'Buy an apartment now'

In using declaratives as advice, I find that the advices range from obviously advice to those that can only be read as advice because of its

context. The most obvious of this is the use of 'you'. Since by uttering the word, the sense is the advertiser talks directly to the readers:

- ➔ 'You may find more information about the Internet bonus package at Http: XXX '(July 21)

Slightly softer alternative form of expressing advice is to leave out any mention of 'you':

- ➔ It is time to own an apartment (July 21)
- ➔ It is now ready to inhabit with partial or total building (August 25)

Compare those two with these following sentences and note that the tone changes because of the presence of 'you':

- ➔ 'It is time for you to own an apartment'
- ➔ 'Now you can inhabit with partial or total building'

Another alternative to make the advice sounds softer is by only talking about the product:

Examples:

- ➔ 'The no. 1 best buy' (August 4)
- ➔ 'A better place to stay' (July 1)

Consider that the sentences above are just a shade softer than imperatives:

- ➔ Buy 'X', and
- ➔ Rent 'X'

At the end of advice scale, I find sentences whose main clause, only from the context, should be read as a piece of advice.

1. All these and the convenience of 'X' in more than 27 provinces and 23 countries are available only if you buy 'XX' by August 31 (August 8)
2. The longer you stay, the less you pay

Note how the tone changes if we mention 'you should' sentence and use words or clause types normally associated with directive speech acts:

- 1a. You should buy 'XX' by August 31 to get all these and the convenience of 'X' in more than 27 provinces and 23 countries.
- 1b. Buy 'XX' by August 31 to get 'X'
- 2a. You should stay longer to pay less
- 2b. Stay longer, and pay less

The second method in performing indirect exhortation is by questioning the readers' ability to perform an action. In this case, of course interrogative sentences are used.

'Why rent when you can buy?'

In that sentence, we can see clearly that the advertiser questions the reader's ability to buy 'X'. The advertiser assumes that the readers can perform an action (buying 'X') but they have done conversely (renting 'X'). It is why the advertiser questions this ability.

As declaratives, interrogatives are also performed as advice/suggestion. But there is a slight difference from declarative advice. Interrogative advice is stronger, since the advertiser is likely to impose himself on the readers. Compare these following sentences and note the change of tone.

- ➔ Why rent when you can buy?
- ➔ Why not try them all?

$$\left\{ \begin{array}{l} \text{It is time to buy 'X'} \\ \text{You may try them all} \end{array} \right\}$$

The use of interrogatives as exhortation to action is quite rare. In a count of 96 directive sentences, interrogative advices occur only 4 times (3.12%). It is because such sentences (especially interrogatives with 'why') give a sense that there has been wrong action made by the reader (rent, and not try 'X' all). It seems the advertiser tries to avoid using interrogative advices.

Finally, again, it is the context allowing us to conclude that a sentence masquerading as information, advice, or question is in fact an exhortation to action.

III.2.2.2.3. The use of combination of direct and indirect directives

In using such sentences, the advertiser in one side directly asks the readers to do one thing (direct directive), while in another side indirectly asks the readers to do another thing (indirect directive).

For example:

Get 'X' by using 'XX'

In the sentence, you can see that the direct exhortation is to get 'X', while the indirect exhortation is to use 'XX'.

The typical pattern of such sentences is:

Get/gain/imagine 'X' (by) using/buying/visiting 'XX'

For example:

→ Gain the edge in wood working and furniture
manufacturing technology by visiting Wood MAC ASIA 97
& FURNITEK ASIA 97 (August 25)

Consider that in this case the adverb clause ((by) using/buying/visiting 'XX') is used. And note that the main point is stated in the adverb clause (by visiting 'X'). It means the indirect directive in this kind of sentence is the stressed point.

Combination of direct and indirect directives in press advert are also used as suggestion. As an exhortation to action, the sentences exemplified are equal with a declarative advice:

'You should use/buy/visit 'XX' to get/gain 'X'

However such kind of sentence is still softer than direct directive,

Buy 'XX', or

Use 'XX'

since, as I have explained, the main point in this kind of sentence is stated in the adverb clause, or stated indirectly.