

## CHAPTER IV

### CONCLUSION

In advertising in which the language has to be persuasive, the request for action must be very important. In turn, the use of directive sentences is also important. This kind of sentence is used to instruct the prospective buyers (readers) to behave in some required ways (e.g. Buying 'X' and Using 'X').

Types of directive sentences in press advert can be seen through two viewpoints: Syntactic and semantic point of view.

Syntactically, directives in advert can be classified into 3 types: Declarative ('It is time to own an apartment'), interrogatives ('why rent when you can buy'), and imperatives ('get 'X').

The use of imperative is quite high because the typical use of imperative sentence is having someone do something. While the typical uses of the other two types are not.

While semantically, directives in advert can be classified into 3 types: Direct directives (Get 'X'), Indirect directives ('The No. 1 best buy', 'Why not try them all?'), and Combination of Direct and Indirect directives (Gain 'X' by using/visiting/buying 'XX'). From those three types, the use of direct directives is the highest. It is because the advertiser likely prefers stronger exhortation to the less one.

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 deemed desirable to avoid imperative verbs, the direct exhortation to action can be passed off as advice: 'why not try them all?'; or mere an information: 'On sale now'.