ABSTRACT

This study is aimed at finding out the elements (as well as their status), the pattern of such elements in advertisements. Such aim is broken down into three main problems of study:(1) What are the elements of classified advertisements ? (2) do the elements have the same status? (3) in what patterns do the the elements occur in such advertisements?

The approach used in solving these problems is discourse approach as proposed by Brown and Yule, which is synthesized from many sources (e.g. from Minsky). Such an approach is suitable for analysing the data in this thesis because it offers not only theories concerning elements of discourse but also concepts for understanding and analysing such elements as well: through the concepts of frame, presupposition, sequences, and so on (see Chapter II).

The population of data being analysed amounts to 6196 classified advertisements, comprising 11 commodities and services. For some important reasons, a stratified random sampling technique is used to draw certain samples from this population (see Chapter I). All the population of data are taken from 'Jawa Pos'. In analysing the data, the sample is classified in terms of commodities, which are then analysed using the approach mentioned above.

The findings of the study support the theory of elements (default, obligatory and optional) which is proposed in Brown and Yule (1984). Apart from this, there are two other important findings which add to the above theory: (1) that discourse elements in classified advertisements occur in particular patterns and sequence, with one appearing before the other; some are reversible but some are not. (2) Classified advertisements for commodities and those for sevices have different elemental patterns.

CHAPTER I

INTRODUCTION