

## CHAPTER IV

### INTERPRETATION AND ANALYSIS OF DATA

#### 4.1. INTRODUCTORY REMARKS

Any discourse has elements, they are obligatory elements and optional ones. There are no discourse without those elements, including discourse of type of classified advertising. Before the writer analyses and discusses the data, she has found the discourse elements. After that, an analysis of the pattern is presented.

#### 4.2. ELEMENTS OF DISCOURSE

As has been reviewed in chapter II, according to Brown and Yule, there have been many ways to provide conventional or stereotypic representations of knowledge of the world as a basis for the interpretations of knowledge of discourse. These representations, are mainly used to account for the type of predictable information a writer/speaker can assume his hearer or listener has available whenever a particular situation is described (1984:236).

As has been mentioned in chapter II, when an advertiser writes a classified advertisement about selling a car, he should not have to inform the reader about the

brand of the car, the year, the address of the advertiser. The knowledge about this classified advertisement is generally assumed. In representation of this knowledge, conventional concepts of information, such as the information about the brand of the car, the year, the address of the seller can be treated as default elements.

Knowledge about selling a car in the form of classified advertisement is treated as being stored in memory as a single unit rather than a scattered collection of individual facts which have to be constructed from different parts of memory each time selling a car in the form of classified advertisement is mentioned.

It has been stated in chapter II, when one wants to know the back ground knowledge which is used in composing and understanding discourse, he should understand Minsky's frame-theory. Minsky (1975) asserts that our knowledge is stored in memory in the form of data structures, which he calls 'frames' and which represent stereotyped situations. They are used in ways as explained below:

"When one encountered a new situation (or makes a substantial change in one's view of the present problem) one selects from memory a structure called 'frame'. This is a remembered work to be adapted to fit reality by changing details as necessary (Minsky 1975 in Brown and Yule 1984:238)."

As has been stated in chapter II, Minsky states that

frames have obligatory elements and optional elements. Obligatory elements are elements which have to exist, whereas optional elements are elements which might exist or not.

In this chapter, the writer is going to discuss about the interpretation and analysis of data in classified advertisements. The data are divided into three groups. First, the data which consist.. of how to offer a commodity; second, the data which consist.. of how to give a service; third, the data which consist.. of how to offer job vacancy. All the data are presented by using tables. The terms which are mentioned in this chapter has been explained in chapter III.

#### 4.3.1. Commodity

##### 4.3.1.1. CAR

As has been presented in chapter III, the advertisements for cars have different patterns. These patterns are typical for this advertisements. The typical pattern of classified advertisements about selling a car can be seen in the table 4.1. below.

{what}{when}{car accesories}{who}{price}{condition}{where}{telephone number}	32%
{what}{when}{condition}{who}{price}{colour}{car accesories}{where}{telephone number}	21%
{what}{when}{who}{car accesories}{condition}{price}{where}{telephone number}	11%
{what}{when}{colour}{condition}{who}{car accesories}{price}{where}{telephone number}	11%
{what}{when}{where}{telephone number}	9%
{what}{when}{price}{condition}{where}{telephone number}	7%
{what}{colour}{when}{car accessories}{where}{telephone number}	2%
{what}{price}{colour}{who}{where}	1.5%

{lead}{what}{who}{where}{telephone number}	1.5%
{what}{where}	1%
{what}{car accesories}{condition}{where}{telephone number}	1.5%
{what}{condition}{where}{who}	1.5%

Table 4.1. Typical patterns on classified advertisements for cars

The above typical patterns can be generalized into more general pattern which is an abstraction of those.

The general pattern is :

{lead}{what}{year}{condition}{colour}{car accesories}  
{who}{price}{where}{telephone number}.

From the discussion above the writer conclude that *what* can only be preceded by *lead* and it can not be preceded by other elements. *What* is mostly placed at the beginning of the classified advertisements for cars. *What* is an obligatory element. In each of the patterns above, *what* always exists, whereas *where* and *telephone number* can exist in turns and one of those elements should exist. *When*, *condition*, *colour*, *car accessories*, *who*, and *price* are reversible and those elements are optional elements.

So an important finding here is, apart from discourse elements mentioned by Brown and Yule, discourse such as classified advertising also has patterns of elements.

## 4.3.1.2. MOTOR BIKE

The data of classified advertisements for motor bikes have been presented in chapter III and the classified advertisements have different patterns. These patterns are typical for this advertisements. The typical patterns of classified advertisements in selling a motor bike can be seen in the table below.

{what}{when}{colour}{condition}{price}{who}{where}	36%
{what}{when}{condition}{colour}{price}{telephone number}{who}{where}	22%
{what}{when}{price}{colour}{condition}{who}{where}	14%
{what}{when}{where}	9%
{what}{colour}{when}{condition}{where}	5%
{what}{when}{who}{price}{colour}{condition}{where}{telephone number}	5%
{lead}{what}{who}{when}{where}	4%
{what}{who}{price}{where}	2%
{who}{what}{where}{telephone number}	1%
{what}{price}{condition}{where}	1%
{what}{condition}{where}	1%

Table 4.2. Typical patterns on classified advertisements for motor bikes

As it was in the classified advertising for the car, all of the typical patterns here can be generalized into a general pattern.

The general pattern is :

{lead}{what}{who}{when}{condition}{colour}{price}  
{where}{telephone number}

From the discussion above, the writer concludes that *what* and *where* are obligatory elements. *What* is mostly put at the beginning of classified advertisements. *What*

can be preceded by *lead* or *who*. Yet *who* might be placed after *what* or it can be placed before *what*. On the other hand *lead* can be placed after *what*. The position of *when*, *price*, *colour*, or *condition* are reversible. *Where* can be placed after *lead*, *what*, *who*, *when*, *price*, *colour*, *condition* or *telephone number*. *Telephone number* can be put after *what*, *who*, *when*, *price*, *colour*, *condition* or *where*.

So, supporting the finding on the advertisements for the cars, here too, the discourse elements have patterns.

#### 4.3.1.3. HOUSE EQUIPMENT

As has presented in chapter III, the classified advertisements for house equipments have different patterns. Those patterns are typical for this classified advertisement. The typical patterns of this classified advertisements can be seen in this table.

[who][what](where)(telephone number)	64%
[what](where)(who)(telephone number)	36%

Tabel 3.3. Typical patterns on classified advertisements for house equipments

As was the case with advertisements for cars and motor bikes, the above typical patterns can be generalized.

The general pattern is :

(who)[what](where)(telephone number).

From the discussion above, it can be concluded that *what* is an obligatory element, whereas *who*, *where*, and *telephone number* are optional elements. *Where* and *telephone number* can appear together or they can appear in turns, yet one of them has to appear. *Who* is mostly placed at the beginning of the classified advertisements and *who* can only be preceded by *what*.

So, supporting the finding on the classified advertisements for cars and motor bikes, here, the discourse elements also have patterns.

#### 4.3.1.4. HOUSES

The data of classified advertisements in selling a house or building have been presented in chapter III. It is found that those classified advertisements have different patterns and those patterns are typical for this advertisements. The typical patterns of classified advertisements in selling a house or building can be seen in this table.

{what}{location}{size}{type}{facility}{who}{price}{telephone number}{where}	28%
{what}{location}{price}{who}{facility}{where}{telephone number}	22%
{what}{size}{facility}{where}{location}{telephone number}	13%
{what}{location}{facility}{size}{who}{telephone number}{where}	12%
{what}{type}{location}{facility}{size}{price}{who}{where}{telephone number}	9%
{what}{size}{location}{who}{facility}{where}{telephone number}	6%

[what][facility][location](size)(who)(telephone number)	3%
[what][size](who)(price)[location]	2%
[what][facility][size](location)(telephone number)	2%
[location][what][size](telephone number)(facility)	2%
[what][price][location]	1%

Table 4.4. Typical patterns on classified advertisements for houses

As was the case with advertisements for cars, motor bikes, and house equipments, the above typical patterns can also be generalized.

The general pattern is :

[what](location)(type)(size)(facility)(price)  
(condition)(where)(telephone number).

From the discussion above, it can be concluded that *what* is an obligatory element. Whereas *location*, *type*, *size*, *facility*, *price*, *condition*, *where* and *telephone number* are optional elements. *What* can only be preceded by *location*. *Location* and *where* can appear together or *location* can appear without *where*.

Supporting the findings on classified advertisements for cars, motor bikes, and house equipments, here, the discourse elements also have patterns.

#### 4.3.1.5. LAND

It has been presented in chapter III that classified advertisements have different patterns. These patterns

are typical for this advertisements. The typical patterns on classified advertisements in selling land can be seen in this table.

{what}{size}{location}(who)(price)(where)(telephone number)	56%
{what}{location}{size}(where)(who)(where)(telephone number)	18%
{what}{size}{price}{location}(who)(where)(telephone number)	15%
{what}{location}{telephone number}	7%
{what}{location}{price}{where}{telephone number}	4%

Tabel 3.5. Typical patterns on classified advertisements for lands

As was the case with classified advertisements for cars, motor bikes, house equipments and houses, the above typical patterns can also be generalized.

The general pattern is :

{what}(location)(size)(who)(price)(where)(telephone number)

From the discussion above, it can be concluded that *what* is an obligatory element. Whereas *location*, *size*, *price*, *who*, *where*, and *telephone number* are optional elements. *What* can not preceded by other elements. *Location* and *size* are reversible. *Price*, *who*, *where*, and *telephone number* are put after *what*, *location* or *size*.

So, supporting the finding on classified advertisements for cars, motor bikes, house equipments and houses, here, the discourse elements also have patterns.

## 4.3.1.6. ELECTRONIC EQUIPMENTS

As has been presented in chapter, the classified advertisements have different patterns. These patterns are typical for this advertisements. The typical patterns on classified advertisements for house equipments can be seen in this table.

{what}(where)(telephone number)	56%
{what}[condition](price){when}(telephone number)	25%
{what}[price](who)(where)(telephone number)	15%
{who}[where][telephone number]{what}	4%

Table 4.6. Typical patterns on classified advertisements for house equipments

As was the case with the classified advertisements for cars, motor bikes, house equipments, houses and lands, those typical patterns above can be generalized into a more general pattern.

The general pattern is:

{what}(who)(condition)(price)(where)(telephone number)

From the discussion above, it can be concluded that *what* is an obligatory element. Whereas *who*, *price*, *where* and *telephone number* are optional element. The position of *what* can be preceded by other elements or it can precede other elements. *What* is mostly placed at the beginning of classified advertisements. *Who* can also be placed at the beginning of classified advertisements.

So, supporting the finding on classified advertisements for cars, motor bikes, house equipments, houses, and lands, here, too, the discourse elements have patterns.

#### 4.3.2. Service

##### 4.3.2.1. CAR RENTAL

It has been presented in chapter III that the classified advertisements for car rental have different patterns. Those patterns are typical for this advertisements. The typical patterns on classified advertisements for car rental are presented in this table.

[who][telephone number][what](facility)	55%
[who](destination)[what](facility)(where)[telephone number]	20%
[who][what][telephone number]	10%
[lead][what](facility)(where)[telephone number]	10%
[who](destination)[facility](what)[telephone number]	5%

Table 4.7. Typical patterns on classified advertisements for car rental

The above typical patterns can be generalized into a more general pattern which is an abstraction of those.

The general pattern is :

(lead)(who)(destination)[what](where)[telephone number]

From the discussion above, it can be concluded that the obligatory element are *what* and *telephone number*.

Whereas the optional elements are *lead*, *who*, *destination*, and *where*. *Who* mostly precede other elements. *Who* is usually put before other elements, but *lead* can also be put before other elements. *Lead* appears as the substitution of *who*.

So, an important finding here is, apart from discourse elements mentioned by Brown and Yule, discourse such as classified advertising also have patterns of elements.

#### 4.3.2.2. REPAIRING ELECTRONIC EQUIPMENTS

As has been presented in chapter III, the classified advertisements for repairing electronic equipments have different patterns. These patterns are typical for this advertisements. The typical patterns on classified advertisements for repairing electronic equipments can be seen in table 4.8.

{lead}{telephone number}{what}{where}{who}{facility}	25%
{who}{telephone number}{what}{where}{facility}	23%
{lead}{what}{telephone number}{facility}	20%
{who}{what}{where}{facility}{telephone number}	20%
{what}{who}{telephone number}	6%
{who}{facility}{where}{telephone number}	3%
{telephone number}{what}	3%

Table 4.8. Typical patterns on classified advertisements for repairing electronic equipments

As was the case with classified advertisements for car rental, the above typical patterns can be generalized.

The general patterns is:

(lead)[what](who)(facility)(where)[telephone number]

From the discussion above, it can be concluded that the obligatory elements are *what* and *telephone number*. Whereas *lead*, *who*, *facility*, and *where* are optional elements. *Lead* cannot be preceded by other elements, except by *who*. *Who* is mostly put at the beginning of classified advertisements. *What*, *who*, *facility*, *where* and *telephone number* are reversible.

So, supporting the finding on classified advertisements for car rental, here, the discourse elements have patterns.

#### 4.3.2.3. TOURS AND TRAVEL

The data of classified advertisements for tours and travel have been presented in chapter III. It is found that those classified advertisements have patterns and those patterns are typical for this advertisements. The typical patterns on classified advertisements for tours and travel can be seen in this table.

[who][destination](facility)(price)(where)(telephone number)	33%
[who][destination][how long](price)(when)(facility)(where)(telephone number)	22%
[who][destination][when](facility)(price)(where)(telephone number)	22%
[who][where][telephone number](destination)(what)	7%
[who][how long][destination][when](where)(telephone number)	4%
[lead][who][destination][when][facility][where][telephone number]	4%
[who][what][telephone number](where)	4%

{who}{destination}{price}{facility}{telephone number}

4%

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Table 4.9. Typical patterns on classified advertisements for tours and travel

As was the case with classified advertisements for car rental, repairing electronic equipments, the above typical patterns can be generalized.

The general pattern is :

(lead)[who](what)(destination)(when)(how long)(facility)  
(price)(where)(telephone number)

From the discussion above, it can be concluded that *who* is an obligatory element. *Who* can only be preceded by *lead*. *Who* is mostly placed before other elements. *What*, *destination*, *when*, *facility*, *how long*, *price*, and *telephone number* are reversible. *Telephone number* and *where* can appear together or they can appear in turns.

So, supporting the findings on classified advertisements for car rental, repairing electronic equipments, here, the discourse also have patterns.

#### 4.3.2.4. COURSES

It has been presented in chapter III that the classified advertisements for courses have different patterns. Those patterns are typical for this advertisement. The typical patterns on classified advertisements for

courses can be seen in this table.

{who}{what}{when}{where}{facility}{telephone number}	37%
{what}{who}{where}{telephone number}	27%
{lead}{what}{who}{facility}{where}{telephone number}	15%
{who}{where}{what}{telephone number}{when}	10%
{what}{where}{telephone number}	7%
{what}{facility}{telephone number}	2%
{what}{when}{who}{where}	2%

Table 4.10. Typical patterns on classified advertisements for courses

As was the case with classified advertisements for car rental, repairing electronic equipments, and tours and travel, the above typical patterns can be generalized.

The general pattern is :

{lead}{what}{who}{when}{facility}{address}{telephone number}

From the discussion above, it can be concluded that the obligatory element is *what*. *Lead* is always put at the beginning of the classified advertisements. *What*, *who*, *when*, *facility*, *where* or *telephone number* are reversible. *Where* and *telephone number* can appear together or they can appear in turns. Yet one of them has to appear.

So, supporting the finding on classified advertisements for car rental, repairing electronic equipments and tours and travel, here, too, the discourse elements have

patterns .

### 3.1.3. Job Vacancies

As has been stated in chapter III, the classified advertisements for job vacancies have different patterns. Those patterns are typical for this advertisements. The typical patterns for classified advertisements can be seen in this table.

{what}(qualification)(facility)(when)(who){where}(telephone number)	54%
{who}{what}(qualification)(facility)(when){where}	20%
{what}{who}{where}(when)(qualification)(telephone number)	7%
{what}{where}	7%
{what}{facility}(qualification){where}(when)	6%
{who}(qualification){what}(who)(where)(telephone number)(when)(facility)	3%
{what}{where}{who}	1.5%
{who}{where}(qualification){what}(when)	1.5%

Table 4.11. Typical patterns on classified advertisements for job vacancies

The above typical patterns above can be generalized into a more general pattern which is an abstraction of those.

The general pattern is :

(lead){what}(who)(qualification)(facility)(when)(where)  
(telephone number)

From the discussion above, it can be concluded that *what* is an obligatory element. *Who*, *facility*, *when*, *where* and *telephone number* are optional element. *What* can be

preceded by *who*, *lead*, or *qualification*, but it can not be preceded by other elements. *Facility*, *when*, *where* and *telephone number* are reversible.

So, an important finding here is, apart from discourse elements mentioned by Brown and Yule, discourse such classified advertisement also has patterns of elements.

#### 4.3.SYNTHESIS OF OF FINDINGS

In this chapter, the writer has presented all the findings she has found in analysing classified advertisements. In her analysis, she has found that all the data which have been collected support Minsky's frame theory. Minsky stated that our knowledge of certain classified advertisement is stored in memory in the form of data structures, which he called 'frames'. Minsky also added that frames had obligatory elements and optional elements. Obligatory elements are elements which have to appear, whereas optional elements are elements which might be appear. The data which the writer has found also support Brown and Yule's theory that when one is given an example of classified advertisement on selling a motor bike, he has the idea that the advertiser will give information about the brand of the motor bike being sold, the year when the motor bike was bought, etc. The knowl-

edge about what kind of information is needed in the classified advertisement on selling a motor bike, such as the brand of the motor bike, the year when the motor bike was bought, the address of the advertiser or the price can be treated as 'default elements'. So discourse, in this case, classified advertisements has default element.

In the presentation of the data, it has been stated that the data are divided into three groups. First, the data consist of classified advertisements on selling a commodity. Second, the data consist of classified advertisements on offering a service. Third, the data consist of classified advertisements on job vacancy. All the patterns of elements of those classified advertisements have been presented by using tabels. The typical patterns on classified advertisements for selling a commodity are presented on table 3.1., 3.2., 3.3., 3.4., 3.5. and 3.6. Typical patterns on classified advertisements for offering a service have been presented on table 3.7., 3.8., 3.9. and 3.10. Typical patterns on classified advertisements for job vacancy have been presented on table 3.11.

In typical patterns on classified advertisements for cars, 'what' always exists, so 'what' is an obligatory element. The optional elements are 'when', 'car accessories', 'who', 'price', 'colour', 'condition', 'lead', 'telephone number' and 'where'. Among the typical pat-

terns on clasified advertisements for motor bikes, it is found that 'what' is an obligatory element. The optional elements are 'when', 'who', 'lead', 'price', 'colour', 'colour', 'condition', 'where' and 'telephone number'. If we observe the typical patterns on clasified advertisements for house equipments, it is concluded that 'what' is an obligatory element. The optional elements are 'who', 'price', 'where' and 'telephone number'. In these typical patterns 'who' is mostly placed at the beginning of clasified advertisements. The house equipments are usually sold at the store, so the name of the store is significant. In typical patterns on clasified advertisements for houses, it is found that 'what' is an obligatory. The optional elements are 'who', 'lead', 'price', 'size', 'type', 'location', 'facility', 'where' and 'telephone number'. Among the typical patterns on clasified advertisements for lands, the obligatory element is 'what'. The optional elements are 'who', 'size', 'price', 'location', 'where' and 'telephone number'. When we look at the typical patterns on clasified advertisements for electronic equipments, it is considered that 'what' is an obligatory element. The optional elements are 'who', 'price', 'condition', 'where' and 'telephone number'.

From all the data which the writer has found, it can be concluded that in clasified advertisements on

selling a commodity, 'what' is an obligatory element. 'What' always exist in all those classified advertisements. When we read a classified advertisement on selling a commodity , we know that 'what' always appears, so 'what' can be treated as a default element. To understand a classified advertisement, a reader has to know 'what kind of commodity' being sold. If we read a classified advertisement without knowing 'what kind of commodity' being sold , it is difficult for us to understand it, or worse, no advertisements can be made without this element.

In the typical patterns on classified advertisements for car rental, it is found that 'what' and 'telephone number' are obligatory elements. The optional elements are 'who', 'destination', 'facility', and 'where'. Among the typical patterns on classified advertisements for repairing electronic equipments, it is found that 'what' and 'telephone number' are obligatory elements. The optional elements are 'who', 'lead', 'facility' and 'where'. If we observe the typical patterns on classified advertisements for tours and travel, it is considered that 'who' is an obligatory element. The optional elements are 'what', 'how long', 'destination', 'facility', 'price', 'where' and 'telephone number'. In the typical patterns on classified advertisements for courses, it is found that 'what' is an obligatory element. The optional

elements are 'who', 'facility', 'when', 'how long', 'where' and 'telephone number'.

From all the data the writer has found on classified advertisements for offering a service, she encounters difficulties to find the obligatory element for all those classified advertisements. 'What' is considered as an obligatory element for all those classified advertisements, except for classified advertisements for tours and travel. In classified advertisements for tours and travel, 'who' is considered as an obligatory element. The name of the travel agency which arrange the travelling for the tourist is important, so in classified advertisements for tours and travel 'who' is an obligatory element. In classified advertisements for car rental, repairing electronic equipment, and courses 'what kind of car being rent', 'what kind of electronic equipment being repaired', and 'what kind of course being learnt is important; so 'what' is considered as an obligatory element.

In the typical patterns on classified advertisement for job vacancy, it is found that 'what' is an obligatory elements. The optional elements are 'qualification', 'facility', 'who', 'when', 'where' and 'telephone number'.

From all the typical patterns of elements which have

been presented, it can be concluded that 'what' is an obligatory element for all those classified advertisements, except for classified advertisements for tours and travel. 'What' is an important element in classified advertisement, the reader wants to know 'what kind of commodity' being sold, 'what' kind of job is required, etc.

All those typical patterns in classified advertisements can be generalized into a more general pattern. Here, the writer is going to mention the general pattern based on the division of the classified advertisements above. So, there are three general patterns which are going to be presented. First, the general pattern on classified advertisements for selling a commodity. The general pattern is:

(lead)[what](who)(price)(where)(telephone number)

From all those typical patterns which have been generalized, it is considered that 'what' is an obligatory element for all those classified advertisements. 'What' can only be preceded by 'lead' and 'who'. Price, where, and telephone number cannot precede 'what'. The second is, the general pattern on classified advertisements for offering a service. The general pattern is:

(lead)[what](who)(telephone number)(where)

From the typical patterns which have been analysed, it is considered that 'what' is an obligatory element for all those classified advertisement, except for classified advertisements on tours and travel. 'Who' is considered as an obligatory element on classified advertisement for tours and travel. 'What' can only be preceded by 'who' and 'lead', whereas 'who', 'telephone number' and 'where' cannot precede 'what'. The third is, the general pattern on classified advertisements for offering a job. The general pattern is:

(lead)[what](who)(facility)(qualification)(when)(where)  
(telephone number)

From all the typical pattern which have been presented, it can be concluded that 'what' is an obligatory element. 'What' can only preceded by 'who' and 'lead', whereas 'facility', 'qualification', 'when', 'where' and 'telephone number' cannot precede 'what'.

To understand the classified advertisements, the reader has to interpret what kind of information is given based on the principle of local interpretation. The

principle of local interpretation instructs the reader to construct interpretation based on the context. If we read a classified advertisement for selling a house, the information which is needed for a particular house does not include the information of all types of house.

# **CHAPTER V**

## **CONCLUSION**