

CHAPTER V

CONCLUSION

After reading the synthesis of the findings on Chapter IV, we can come to the following conclusions. Classified advertisements, which become the object of the study of this thesis, are usually written in short form. Classified advertisements may only consist of two lines of words at the minimum and eight to ten lines of words at the maximum. Those classified advertisements are classified according to the subjects. All the data of classified advertisements which are collected are divided into three groups. Firstly, the data consist of classified advertisements for cars, motor bikes, house equipments, houses, lands, and electronic equipments. Secondly, the data consist of classified advertisements for car rental, repairing electronic equipments, tours and travel and courses. Thirdly, the data consist of classified advertisement for job vacancies.

In her analysis, the writer has found that discourse, in this case classified advertisements, has both obligatory elements and optional elements. An obligatory element has to appear within classified advertisement, whereas optional elements are elements which might ap-

pear. Within classified advertisements 'what' is considered as an obligatory element, except for the classified advertisements for tours and travel. In classified advertisements for tours and travel, 'who' is an obligatory element. 'What' is mostly placed at the beginning of the classified advertisements, especially on classified advertisements for selling a commodity. Whereas 'who' is mostly placed at the beginning of classified advertisements for offering a service. 'What' is mostly put at the beginning of classified advertisement for offering a job.

It is found that there are three general patterns in the classified advertisements. First is, the general pattern on the classified advertisements for selling a commodity. The general patterns is :

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

The second is, the general pattern on classified advertisements for offering a service. The general patterns is:

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

The third is, the general pattern on the classified advertisements for job vacancies. The general pattern is:

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

The principle of local interpretation can help the reader to understand classified advertisements. This principle instructs the reader to construct a context needed to understand classified advertisement. Our interpretation of information for a particular car does not need to include all information for all type of cars. If we read a classified advertisement for selling a car, we presuppose what kind of information is given by the advertiser. We interpret the information which is given by the advertiser such as 'the brand of the car', the address or the telephone number of the seller, etc.

So, apart from supporting the available theories on discourse, notably 'frame', 'local interpretations' and 'elements', the important findings in this thesis show that elements have patterns of occurrence.

BIBLIOGRAPHY