

## ABSTRACT

This study is about ellipsis in the headline of press advertising. It is purposed to find out the ellipted elements and the variation of the pattern of the elliptical headlines in the press advertising. This study is departed from the phenomenon that many headlines are incomplete sentences ; some syntactic categories are ellipted from the sentence structure. Such purpose is clarified in two main problems of study : (1) what syntactic categories are ellipted in the headlines of display advertisements in the daily newspaper "KOMPAS" ? (2) Are there any variations of the pattern of these elliptical headlines ?

The approach used in solving these problems is syntactic approach. It takes some concepts which are related with the problems. This study includes the concept of sentence, complementation proposed by Howard Jackson (1996) and ellipsis based on Cassel (1991) and Gorys Keraf (1987). Such concepts are suitable for analyzing the data in this thesis because they offer not only the theories concerning the elements of sentence structure, but also the ones in understanding and analysing such elements and their patterns.

The population of data being analyzed is taken from 'KOMPAS'. It's from July, 1st to 31st, 1996. The data are limited on the headlines of commodity display advertisements. A purposive sampling technique is used to draw certain samples from this population.

There are two findings in this study. Firstly, the ellipted elements include all elements of complementation pattern. It could be obligatory, optional or absolute element. They are NP subject, NP object, Verb Phrase and Adverb Phrase. Secondly, the patterns of elliptical headline have some variations. In addition, there is another finding in this study, that is the ellipted element could be in the form of the word or the phrase.

# **CHAPTER I**

## **INTRODUCTION**