CHAPTER II

THEORETICAL FRAMEWORK

O´Neill (1992:187) states that the language of advertising is simple. Its application can be done in the two substances : word and sentence. It means that advertisers avoid the use of redundant words and construct the words into an effective sentence.

The effective sentence can be realized through ellipsis in its structure. It´s often applied in many headlines of advertisements. It´s due to the limitations of space existing in writing it. This limitation demands that the language used there must be effective and efficient.

This study describes the ellipsis in the headlines of advertisements in daily newspaper `KOMPAS´. It focuses on two cases. First is about the elements of sentence structure, that is the ellipted syntactic categories in the headlines. Second is about the variation of sentence structure, that is the variative patterns of elliptical sentences in the headline. In short, both cases are related with the sentence structure. That´s why the writer uses syntactical approach, on a consideration that syntax is the study of structure of sentence ; how we put

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the words together to form sentences to express our thought (Fromkin, 1984:204). In addition, syntax will not only analyze the ellipted grammatical categories and the variation of the pattern of elliptical headline, but it will also help to understand it through the concept of syntactic categories, sentence, complementation and ellipsis.

II.1. SENTENCE

Talking about sentence, we should know its definition. Francis (1958:372) defines that a sentence is "as much of the uninterrupted utterance of a single speaker as is included either between the beginning of the utterance and the pause which ends a sentence final contour or between two such pauses". Bloomfield in "Sintaksis" (Parera, 1993:2) proposes that "A maximum form in any utterance is a sentence. Thus, a sentence is a form which, in the given utterance, is not part of a larger construction". In the same book, Hockett says that a sentence is "a grammatical form which is not in construction with any other grammatical form : a constitute which is not a constituent." In short, a sentence is a form which is not part of a larger construction and it ends with a pause. So, the same word

`go´ in the following (a) and (b) is different.

(a) They go to the supermarket

(b) Go!

In this case, `go´ in (a) is not a sentence because it's part of a larger construction, that is `They go to the supermarket´. While `go´ in (b) is a sentence. It is not part of another construction.

Furthermore, Fillmore (1971:96) states that a sentence consists of one element of verb as the center and one or more noun element which depend on that verb. It is supported by Elson and Pickett (1967:64-65). They propose that the verb or other element which functions as a predicate is an absolute element, while the noun which functions as the subject and object is not an absolute element (optional) in a sentence.

A sentence may comprise some words. The words of a sentence can be divided into two or more groups. They form the constituents of a sentence. The constituents that can be substituted for one another without loss of grammaticality form a syntactic category or word class (Fromkin, 1984:210). For example, `the child´ and `the puppy´ in the sentence `The puppy found the child´ can substitute one another, without affecting the grammaticality of the sentence (although the meaning may change). So, they are the same syntactic

category, that is Noun Phrase. Thus, a sentence consists of one or more syntactic categories.

All languages have syntactic categories (word classes). This is a universal fact about languages. Therefore, it's important to know the kinds of syntactic categories of the sentence.

II.1.1. NOUN PHRASE

Noun Phrases usually contain a noun or pronoun. Noun could be concrete nouns, referring to physical entities ; people, objects, substances and there are also abstract nouns, referring to states or qualities (Fromkin, 1984:215).
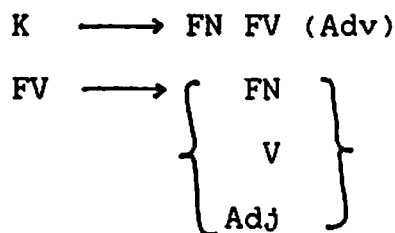
Noun Phrase may be easily identified because it can function as "Subject" or "Object" in a sentence. Jackson in "Grammar and Meaning" (1996:147) explains further that the subject is the sentence element that usually realises the `doer´ of an action, the `undergoer´ of an event or the `entity´ that is in some state. There may be two objects. First is the direct object, most usually with an affected participant role in a sentence. Second is the Indirect Object. It very often has the participant role of recipient (including benefactive).
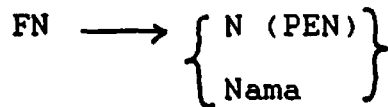
II.1.2. VERB PHRASE

Verbs can express actions, processes and states (Fromkin, 1984:215). They introduce verb ᵖhrases in a

sentence. Verb Phrase is the absolute element in all kernel sentence. It must be present in a sentence. It most generally determines the other elements permitted in the nucleus of the sentence (Huddleston, 1984:190). Fromkin (1984:216) includes this matter in the concept of co-occurence restriction which limits the occurence of a word in a sentence. It is contained in the lexicon, that is the vocabulary items of a language together with their phonological, semantic and syntactic specification. Therefore, there are the transitive verbs and the intransitive verbs. A Transitive verb must co-occur with a noun phrase direct object. An Intransitive verb need not co-occur with a noun phrase direct object. In addition, there is verb phrase that doesn't contain a verb. It is called `predicate complement´. Its position can be filled by a Noun Phrase (NP) or an Adjective Phrase (Adj.P) or whatever other phrase or clause or kind of construction that can function as predicator.

Cahyono in "Kristal-Kristal Ilmu Bahasa" (1995:173) states the phrase structure rule of a sentence. They are :

$$K \longrightarrow FN \ FV \ (Adv)$$

$$FV \longrightarrow \left\{ \begin{array}{c} FN \\ V \\ Adj \end{array} \right\}$$

$$FN \longrightarrow \left\{ \begin{array}{l} N \ (PEN) \\ Nama \end{array} \right\}$$

This rule states that `Kalimat´ (sentence) consists of `Frase Nominal´ (Noun Phrase), `Frase Verbal´ (Verb Phrase)and could be followed by advurbial. Frase Verbal could be frase nominal, verbal or adjective. Frase Nominal could be Noun plus `Penunjuk´ (denotation) or Name. Adjective here is included in the VP. This is the same with Ramlan´s statement. He states in "Sintaksis" (1987:143) that the phrase which has the same distribution with the verb is called Verb Phrase. Furthermore, he proposes that VP can be classified into two : adjective or Adjective Phrase and verb or Verb Phrase. Therefore, the discussion of ellipted Adjective Phrase will be included in the discussion of ellipsis of Verb phrase.

Adverb Phrases are mostly words that modify the circumstance of a sentence. They function either as items required by the verb, or more usually as items adding gratuitous circumstantial information (of place, manner, time).

II.2. COMPLEMENTATION

We have known the elements in the building of a sentence. A verb is the absolute element in all kernel

sentence. The verb, then, determines how many further elements will occur in a given sentence. Therefore, there are three basic patterns of sentence. They are proposed by Hathaway in his book "A transformational Syntax" (1967:78).

1. NP + VP (intransitive verb)

2. NP + VP (transitive verb) + NP

3. NP + copulative verb (be) + predicate complement (predicate noun, predicate adjective or whatever other phrase or clause or kind of construction can function as predicator after a copula).

These patterns show us that the basic sentences consist of a noun phrase subject followed by a verb and possibly followed by a noun phrase object. Then, they can be developed by adding other phrases such as adverbial, prepositional and adjective phrase.

In the third basic pattern, it consists of two elements, that is noun phrase subject and predicate complement. `To be´ + `predicate complement´ have the function as predicate of the sentence. However, there are some languages in which the presence of ʌ copula in a sentence is not absolute. Thus, noun phrase subject can be directly followed by predicate complement, with or without using a copula.

Furthermore, Jackson in "Grammar and Meaning" (1996:158) proposes that the elements required by the verb in a sentence are said to be its `complementation´, that is, the elements needed to make the sentence `complete´. The complementation patterns contain obligatory and optional elements. They depend on the verb given. **Obligatory elements** are required by the verb to make a sentence grammatical, though omission is possible according to the context. **Optional elements** are not required by the verb to make a sentence grammatical. For example, if the verb is `give´, then the noun phrase subject and both noun phrase direct and indirect object must normally be present for the sentence to be grammatical.

`We give you a nice one´

In this example, `we´ is noun phrase subject, `you´ is noun phrase indirect object and `a nice one´ is noun phrase direct object, and none could be normally be omitted. They are what we call `obligatory elements´. The sentence could be added to, however, by optional Adverbial elements, e.g.

`We give you a nice one today at the party´

In this case those adverbials are circumstantial elements which are optional. They are not required or necessary for the sentence to make sense or

to be grammatical.

Based on the explanation above, the complementation pattern can be described as the following. If the verb in the sentence is intransitive one, it at least needs a noun phrase subject. While the predicate complement has a direct relationship with the noun phrase subject of the sentence. It describes the qualities or the state associated with subject. Therefore, the predicate complement needs noun phrase subject as its obligatory element to make a complete sentence. A Transitive verb needs at least a noun phrase subject and direct object ; option is given for the presence or not of a Noun Phrase Indirect Object. In short, the noun phrases are obligatory elements, especially as the subject. Adverbial phrases are most often optional, but a locative adverbial phrase especially may be obligatory in a certain sentence. The meaning of some predicate parts of sentences containing intransitive verbs is not complete without an adverbial complement. These sentences usually express accomplishments involving sending or moving some objects.

II.3. ELLIPSIS

The completeness of a sentence is important to declare whether it is grammatical or ungrammatical sentence. However, a context in which that sentence might

occur will influence its structure. This occurs in the language of advertising, especially its headline.

The headline is vitally important because many people make regular practice of reading only the headlines. Besides that, the power of the advertisement is dependent upon how successful the advertiser is in producing a headline that will appeal to the public and hold its interest. A headline has three functions. First is to attract attention. Second is to arouse interest and third is to make an advertisement more attractive and readable (Rowse and Nolan, 1957:151-152). They also state that the best headline not only gives a topical summary of the text of the advertisement but also does it in such a way as to create in the reader a desire to know more concerning the thing suggested or affirmed in the headline. In short, a headline should be effective and interesting. One way to construct that such headline is ellipsis. It is much applied by the advertisers. The example is

'Menyejukkan mulut dan melegakan tenggorokan'

(Cool the mouth and comfort the throath)

Both verbs are transitive, so they need a NP subject as its obligatory element to make the sentence complete. In this case, this element is ellipted. It is not stated explicitly what cool the mouth and comfort the

throath is. This occurence is what we call "ellipsis".

Ellipsis is the omission of a word or words from a sentence in·order to compress the meaning (Cassel, 1991:69). As the result, the sentence structure becomes incomplete. However, that incomplete structure can be understood by the reader through the context in which it occurs. It includes the other sentences in that advertisement, that is called co-text (contextual text). Shortly, ellipsis is grammatically incomplete structure, but contextually appropriate and interpretable. We can't understand the elliptical structure in the headline without taking into account their context.

Elliptical construction deviates from the usual one. It's one way to construct a sentence in the headline. It represents the model or the style in the language of advertising. Seneca and Chesterfield in "*Basic Technical Writing*" said that style is the `dress of thoughts´. Expressed simply style is "the way we put our thoughts into words, sentences, paragraphs and groups of paragraps to convey information to the reader" (Weismann, 1980:25). Woodman in the *"Writer´s Choices"* (1980:60) said that style refers to "the strategies writers use to achieve a certain effect. How words, sentence structure, tense or voice, punctuation and the arrangement of sentences and paragraphs can produce

emphasis, specify and vividness, often to suggest a feeling or emotion".

According to Keraf (1987:132) Ellipsis is "a style in the form of the omission of one or more sentence elements. However, that element can be easily fulfilled or interpreted by the reader or the hearer himself, so that the grammatical structure or the sentence can be appropriate with the prevailing pattern". Furthermore, he explaines style as the language deviation evaluatively or emotively from the usual language, possibly in its (1) spelling (2) the word formation (3) construction (sentence, clause or phrase) (4) application of a term to make a certain effect. Elliptical construction itself deviates from the usual one. He, therefore, includes ellipsis as the rhetoric style. Rhetoric is the study of persuasive speech or writing. It is the way words could be arranged in order to achieve special stylistic effects. Shortly, rhetoric style is a style whose devia-tion is in its construction (Keraf, 1987:129).

II.4. RELATED STUDIES

Advertising can be analyzed for the point of view of semiotic, psychological, semantic, syntactic or discourse analysis approach, etc. Some approaches have

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been studied by some students of Airlangga University, especially the Faculy of Social and Political Science. Luciana, for example, has analyzed the language of advertising by using discourse approach. Ika Setyaningrum uses semantic one. Other study is done by Arifin and his team. They use syntactic approach in their analysing. To make it clear, they will be little described in the following.

II.4.1. Classified Advertising Study : Discourse Approach

In her thesis entitled *"The elements and Patterns of Classified Advertising : Discourse Analysis"*, Luciana describes the elements (as well as otheir status) and the pattern of such elements. She analyses classified advertising in a daily newspaper JAWA POS. She uses discourse approach through the concept of frame, presupposition, sequence interpretation, elements and text.

The findings of her study support the theory of element (default, obligatory and optional) which is proposed by Brown and Yule (1984).In addition, there are two other findings in her analysis. First, discourse elements in classified advertisements occur in particular patterns and sequence, with one appearing before the other ; some are reversible but some are not. Second,

Classified Advertisements for commodities and those for services have different elemental patterns.

II.4.2. Display Advertising Study : A Semantic Approach

Ika Setyaningrum uses semantic approach in analysing display advertisements. Her thesis : *"Certain Kinds of Style used in Press Advertising (A Semantic Approach)"* is about the style of the language of advertisement, especially published in two magazines that have different target audiences. They are Gadis, a magazine for the female youth, and Femina, a magazine for older female.

By using the theory of Style of Discourse proposed by Leech and the theory of Social context, she found that Femina and Gadis have different styles. She concluded that social context, in this case the age, determines the choice of the form of advertising language. In determining what style will be used in an advertisement, the advertiser sees who the target audience of the product he promotes.

At last, she stated that the formal style is mostly used in FEMINA and colloquial one is mostly applied in GADIS. Personal and Complex Style is relatively equal in both, while the simple one is often used in GADIS.

II.4.3. Display advertising Study : Arifin

Arifin ' actually takes any theories which are considered relevant with his analysis. His study entitled *"Pemakaian Bahasa dalam Iklan Berita dan Papan reklame"* discuss about the linguistic aspect, that is the form of the headline and the error in its use and the rhetoric aspect, that is the types of statement used to convey an advertisement.

He found that the advertisement can be in the form of phrase, sentence and the discourse. The phrases are found very little. He also states the pattern of these phrases and sentences. Some errors are found in the spelling, the structure and the choice of words. He also found the variative types of statement in conveying an advertisement.

In this thesis the writer discusses about the ellipsis in the headline of press advertising. The ellipsis is one style used by the advertiser to convey his message. The writer compresses the analysis into the ellipted elements and the elliptical structure of the sentence in the headline. This thesis is different with Ika's thesis. She compresses into the choice of the words. Based on this choice, including the form of the words used, she finds the different kind of style used in the two different magazines. Luciana's thesis is also

different with this thesis. Luciana talks about the elements in a discourse, while this study talks about the elements of a sentence structure. This thesis is almost the same with Arifin's. However, this thesis completes his. In his reseach Arifin doesn't tell anything about the incomplete sentence. All the patterns of sentence is the complete sentence structure. The finding in the writer's thesis shows that ellipsis is much applied by the advertisers. In other word, many incomplete sentence structure are found in the headline.

CHAPTER III

DATA PRESENTATION AND ANALYSIS