

CHAPTER IV

CONCLUSION

After presenting and analysing the data on Chapter III, we can conclude that the headlines of advertisement are usually written in short form. The elements (syntactic categories) considered unimportant are ellipted, so that the message can be compressed. By such ellipsis, the headlines are designed to be effective, efficient and interesting.

All the data are divided into three groups. It is based on the types of sentences. They are declarative, command and interrogative sentences.

In her analysis, the writer has found that the greatest headlines are the declarative sentences. Based on the data, the ellipted syntactic categories are NP subject, NP object, Verb Phrase and Adverb Phrase. There is no ellipsis of adjective phrase. The greatest frequency of ellipted element is NP subject. It's actually the obligatory element of all verbs. The ellipted NP subject is mostly the product advertised. The second number is adverb phrase. It's an optional element, but sometimes obligatory for the intransitive verbs which show the movement of some object. The ellipted Adverb of instrument and the ellipted adverb of place are found in

the data. The next number of ellipted element is verb phrase. It's actually an absolute element which must be present in a sentence. However, it is ellipted if it is considered unimportant in conveying the message. The following number is NP object. It's an obligatory element for transitive verbs. However, some headlines containing these transitive verbs are not followed by its NP object in its construction.

The second type of elliptical headline is imperative sentence. All NP subjects of these sentences are ellipted. The advertisement directed to second person. Therefore, NP subject here is ellipted. The ellipsis of NP object and adverb phrase are rare. The transitive verbs are mostly followed by a NP object. The ellipsis of adverb of place and adverb of instrument are found in the data. In the simple imperative sentence, there is no ellipsis of verb phrase. The ellipsis of the verb can be found in compound construction, that is in the second clause. Besides that, ellipsis of AP is not found in this type of sentence.

The third type of elliptical headline is interrogative sentences. They are the same with the imperative sentences. The ellipsis of NP subject occurs in all sentences. If the question is directed to the second person (you), it is general rule to ellipt that

subject 'Anda' (you) dan 'apakah' This is the only ellipsis found in the interrogative sentence. There is no ellipsis of NP subject, NP object, verb phrase or adverb phrase.

The variative pattern of elliptical headline are found in the data. The ellipsis can occur in simple, compound and complex sentence. In compound and complex sentence, the ellipsis can occur in all clauses or just one or two of these clauses. The conjunction is also often ellipated. The pattern of elliptical clause in compound and complex construction may be the same with one of the patterns in elliptical simple sentence or the combination of these patterns.

In the occurence of ellipsis of NP subject, six patterns are found in the declarative sentence, and two patterns in interogative sentence. In the imperative sentence, the patterns are more variative. Five patterns are found in simple form, one pattern in the compound form and three patterns are found in the complex form. In the occurence of ellipsis of NP object, there are two patterns in declarative and imperative sentences. In the occurence of verb phrase two patterns are found in declarative sentence and one pattern in imperative sentence. In the occurence of adverb phrase, there are three patterns in the declarative sentence and two

patterns in imperative sentence.

The other finding in this thesis is that the ellipted element could be a word or a phrase. In NP both are found. It could be the word, including the pronoun, and the phrase. In VP only the word is found, while in the Adverb Phrase only the phrase is found, which is generally the prepositional phrase.

The concept of complementation and ellipsis help the readers to understand the elliptical headline. The complementation's concept tells us what elements are needed by the verb given. This, then, shows what element is not present in that sentence. We can't understand an elliptical sentence without accounting for its context, in this case the contextual text (co-text). Thus, through co-text, that elliptical headline will be interpreted.

The findings are in accordance with the concept of complementation proposed by Jackson. He states that the context in which a sentence occurs will influence the obligatoriness of the elements in the complementation patterns. In other word, the omission of obligatory elements are possible according to the context. The context in which a language occurs, in this case in advertising, will affect the form of that language. The advertisers have its own style to convey their opinion. Ellipsis is one means of compression in the meaning. It's

done to the elements which are easily fulfilled or interpreted by the readers themselves through the context or the conventions of grammar. Ellipsis will direct the readers' attention to the most salient message. In short, ellipsis is one style to make an effective headline.

BIBLIOGRAPHY