

ABSTRACT

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Advertisement is seen as a form of media discourse in which its main function is persuasion. In television commercials, language is used in company with other modes of communication such as pictorial and musical modes to create a advertising message for their potential consumers to think and most importantly to purchase the products. In order to be called as a discourse, the chain of utterances in advertisement text should be connected in cohesive and coherent way. This present study is intended to identify the connectivity in advertising discourse in *Pond's Age Miracle* TV and *Olay Total Effects* television commercials. The analysis is based on the framework of discourse of advertising proposed by Cook (2001) with concentration on connectivity in discourse. The results suggest that both commercials employ ellipsis and repetition for the purpose persuasion and economical reason. In terms of pragmatic principles, the participants relationship, the purpose of advertising, and the advertising style are perceived to have an impact on which pragmatic principles are observed and which are violated. Furthermore, the use of speech in company with pictures, music, as well as paralinguistic aspect help to create coherence and strengthen the persuasive message.

Keywords: connectivity, advertising discourse, *Pond's Age Miracle*, *Olay Total Effects*, persuasion, economical reason, coherence