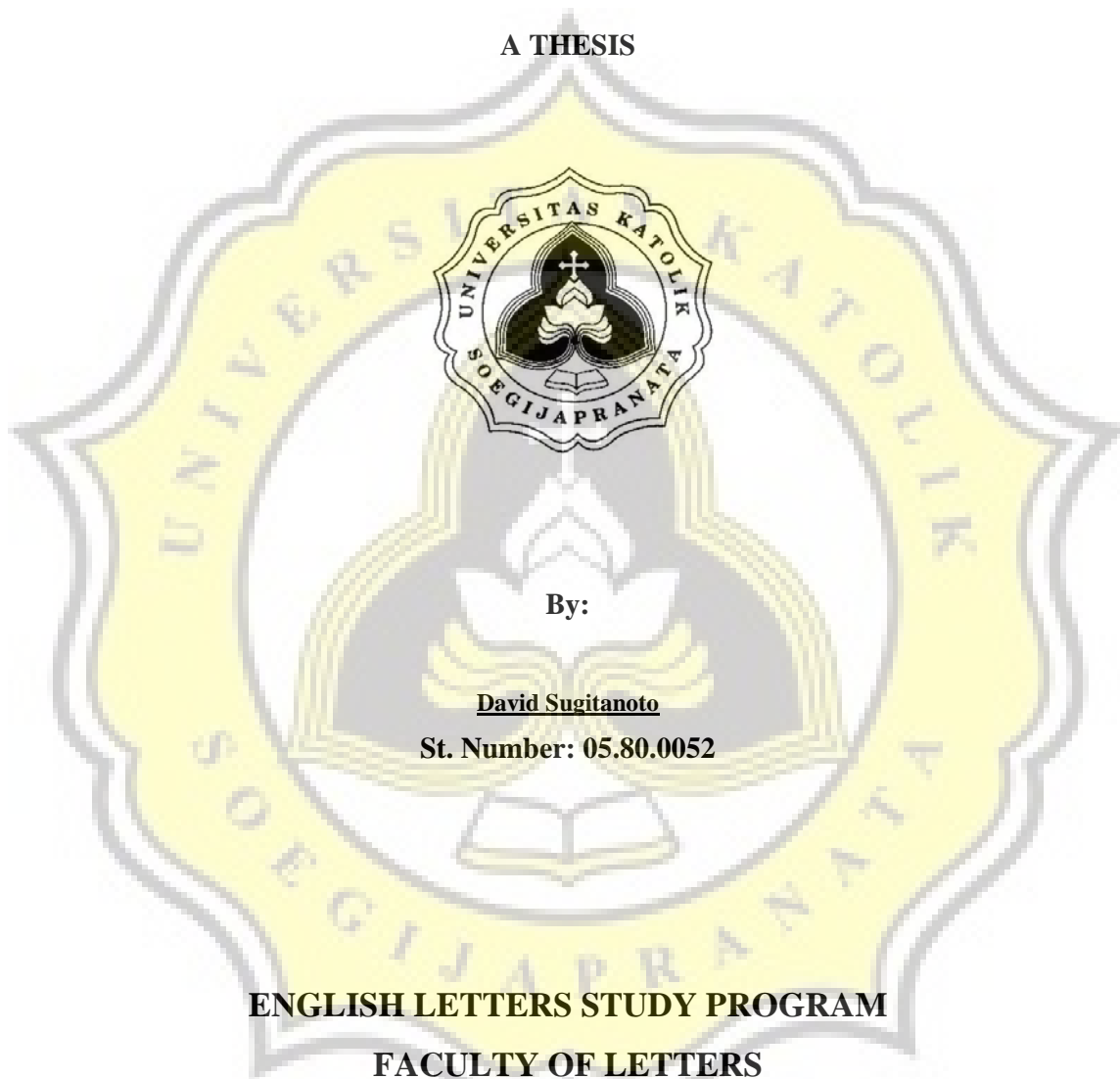


**A SEMANTIC ANALYSIS OF TAGLINES IN ENGLISH
ADVERTISEMENTS OF AUTOMOTIVE, ELECTRONIC,
AND WOMAN BEAUTY PRODUCTS**

A THESIS



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ABSTRACT

In the advertisement world, a lot of phrases are found behind English printed advertisement. Usually behind those phrases, a lot of linguistic elements can be found. The writer tried to investigate the phrase arrangement and the meaning of the English printed advertisement. This research uses syntax theory to analyze phrase arrangement from taglines and semantic theory to analyze meanings of taglines in English printed advertisement. The purpose of this research was to know the variations of phrase arrangement and types of meaning which are often used in taglines of English printed media and categorize the data based on syntax's theory and semantic's theory. The data are collected from the taglines in Suara Merdeka newspaper from January until February 2008 edition and Dewi magazine January and February 2008 edition, also from the website. Data are taken from automotive products, electronic products and woman beauty products. The result of this research showed that verb phrases were often used in automotive and electronic products; noun phrases were often used in woman beauty products. Conceptual, connotative and affective meanings were often used in those advertisements.

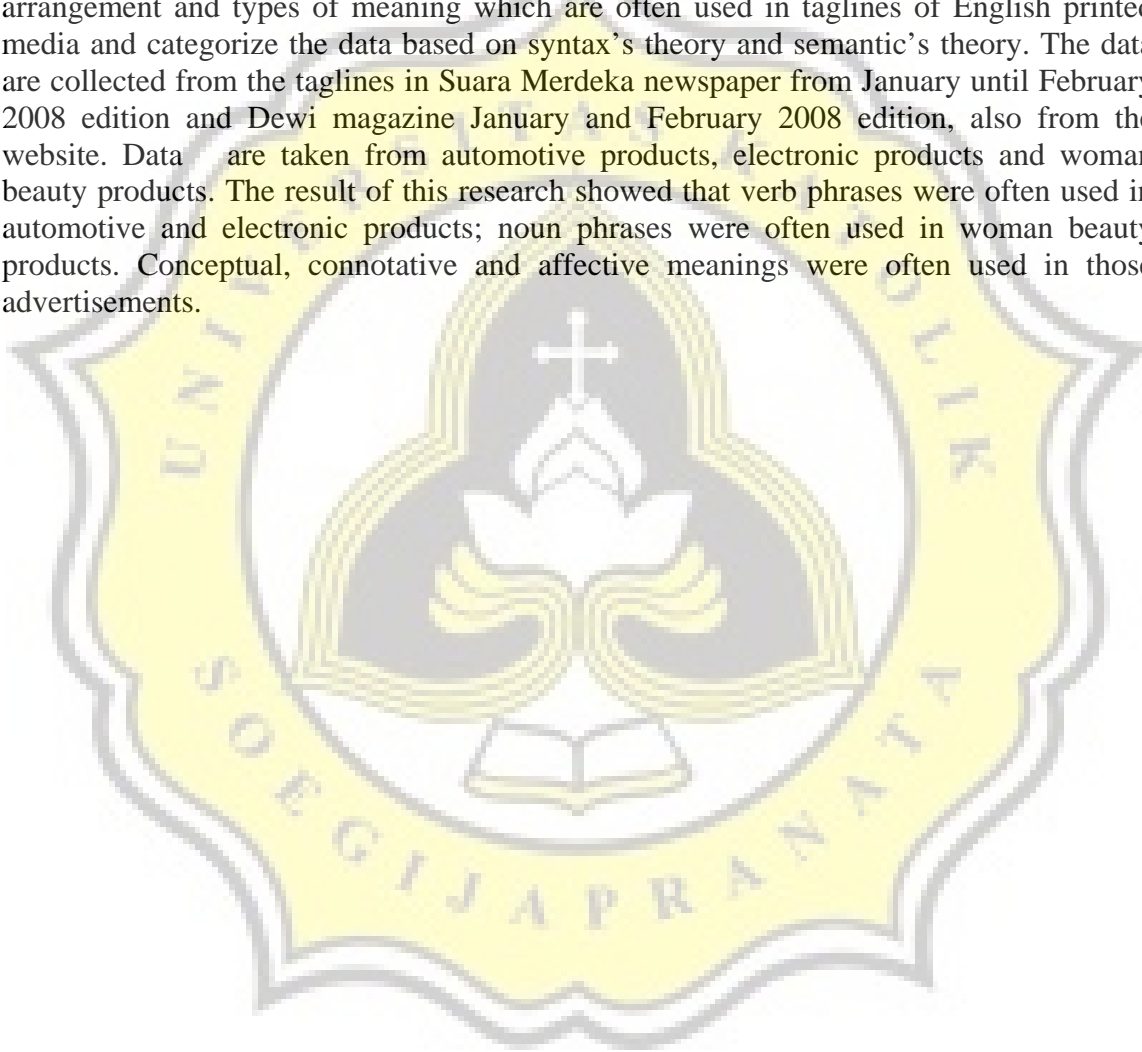


TABLE OF CONTENTS

PAGE OF TITLE.....	i
PAGE OF APPROVAL.....	ii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
ABSTRACT.....	vii
ABSTRAK.....	viii
CHAPTER I.....	1
1.1. Background of the study.....	1
1.2. Field of the study.....	3
1.3. Problem Formulation.....	3
1.4. Scope of the Study.....	3
1.5. Objectives of the Study.....	4
1.6. Significance of the study.....	4
1.7. Definition of terms.....	5
CHAPTER II.....	6
2.1 Phrase.....	6
2.2 Advertisement.....	9
2.3 Meaning of Language.....	12
CHAPTER III.....	21
3.1 Method of Data Collection.....	21
3.2 Data Analysis.....	23

CHAPTER IV	25
4.1 Phrase Construction in the taglines of Automotive Products	25
4.2 Various Types of Meaning of the Taglines of Automotive Products	28
4.3 Phrase Construction in the Taglines of Electronic Products.....	33
4.4 Various Types of Meaning in the Taglines of Electronic Products	36
4.5 Phrase Construction in the Taglines of Woman Beauty Products	41
4.6 Various Types of Meaning in the Taglines of Woman Beauty Products	44
4.7 Conclusion of Data Analysis	49
CHAPTER V	52
5.1 CONCLUSIONS.....	52
5.2 SUGGESTIONS	53

