ABSTRACT

Handayani, Sri, Esti. 2010. *Schematic Structures and Language Features of Advertisements Found in English Magazines*. Final Project. English Education Program. Bachelor Degree. Semarang State University. Supervisors I Dr. Djoko Sutopo, M.Si, II Dra. Sri Suprapti, M.Pd.

Key words: Schematic Structure, Language Feature, Advertisement, and Magazine.

Advertisement is one form of communication informing and offering a product or service to public, through mass media, and packed so that it attracts readers or prospective buyers. It can be used written or spoken language. The purpose is to persuade the readers to take an action. Advertisements belong to exposition text type.

This study analyzed schematic structures and languages features of advertisements found in English magazines based on its contexts.

The data of research are taken form *The Malaysian Women's Weekly Magazine* and *C'nS Cool and Smart English Teen Magazine* by applying observation method and recording technique (scan-copy). The distribution method was employed to analyze the structures of advertisements and the text estimation method based on the contexts was used to analyze language features of advertisements.

The findings indicate that, in mass media, advertisements at least has three elements, an introductory statement that usually write in the beginning of the text, a series of arguments that aims to convince the audience which usually write in the middle of the text, and a conclusion that usually write in the end of the text. I called them as the elements of schematic structures. And in analyzing language features based on context of situation (register) there were some elements which I found in those advertisements such as the use of: generic (human and non-human) participants to deal with things such as issues, ideas and phenomena, words that show the author's attitude (modality), variety of processes (verbs of doing and verbs of having and being), simple present tense, timeless present tense to indicate usuality, words for showing cause and effect, emotive words (in particular adjective and adverb) that show feeling and attitudes.

From this qualitative research it can be conclude that not only myself but also the readers improve their writing skill by using genre analysis to reconstruct written texts.

Genre analysis is a particularly useful for me with relatively little experience of writing. Genre should always be taught with the functions that usually perform for writers so I can learn to understand the ways that form interacts with purpose and context.