CHAPTER I

INTRODUCTION

This chapter contains some aspects of introduction; background of the study, statements of problem, purposes of the study, significance of the study, scope and limitation, and definition of key terms. They are presented consecutively in the following sections.

1.1 Research Background

Advertisement is a collection of short ‘verbal’ texts that are commonly accompanied with ‘visuals’ which makes it interesting for the audiences who interact with them (Lunyal, 2014). This is in line with the previous concept of advertisements proposed by Cook (2001) who defines advertisement as a combination of ‘language’ and ‘images’. He observes, “... advertisements are multimodal, and can use pictures, music, and language, either singly or in combination, as the medium permits”.

In that regards, introducing the concept of verbal is imperative in order to specify and associate the focus of the discussion into the linguistic aspect of the advertisement. Accordingly, for a verbal text to be able to meet the requirements of being identified as ellipsis, it must possess several standards. The list of elliptical requirements introduced by Quirk, Greenbaum, Leech, & Svartvik (1989) is being referenced and will later be used as variables of analysis to validate the selected subject material.
On the surface, mostly the language structures of the observed advertisements are in the form of collective noun phrase arranged together which seemingly do not form a complete sentence or sentences. Appearing this way, these stretches of words are problematic; therefore, to acquire more contexts, the visual element of the advertisements will also need to be analyzed further.

In order to determine that the words in an advertisement are not just words but sentences, the concept of ellipsis must be obtained. According to Martin (2001), “Ellipsis (or elliptical construction) refers to resources for omitting a clause, or some parts of a clause or group, in contexts where it can be assumed”. In line with this, Downing (2003) claims that ellipsis along with presupposition may affect the establishment of a conversational tone upon advertising discourse through the relational set up between “… characters of the fictional world and addressee …”. By and large, ellipsis is the omission of particular elements of a discourse, that could be in the form of a clause or word without changing the meaning, given that the context is already established and clear as the reader could infer the information of the omitted element, the purpose is to shorten and make the sentences more effective. In this study, the basic theory of elliptical construction will be discussed and will later be utilized to examine the research material after being proven to be feasible by means of elliptical requirements introduced by Quirk et al., (1989).

In accordance with all previous definitions, the source text utilized in this study is National Geographic Magazine, as it comprises various types of advertisements
and is widely known at international level. Hence the language used in the advertisements is English and considered to be the most proper and relevant field for this study. National Geographic itself is the official media sources in the form of magazine founded by the National Geographic Society, one of the most powerful cultural institutions in United States in 1888 as a journal for scholarly audience (Pérez-Marín, 2016). The magazine is published monthly, discussing the specific theme and variety of topics on each of its release. The topic discussed on this platform varies widely from science, geography, history, to world culture. The magazine as a medium provides some spaces for the advertisements beside the main contents as its common format. The National Geographic is also considered to be one of the most popular magazines worldwide and has significant international circulation, resulting in many published editions covered in other language all around the world. Accordingly, because of its popularity and global scope of contents, the advertisements found on the latest issues from January until March 2018, in which the time marks the initial period of this study, were taken as the subject of the analysis.

With the similar topic i.e. ellipsis, some previous researches are also worth to be reviewed. Several researchers have discussed the issues related to this title and they have found some findings where they can understand the types of elliptical construction and its functions. Those researches are as followings:
Yulianti (2009) with her thesis entitled “Ellipsis in Indonesian Printed Media Headlines” has found that the types of ellipsis used in Indonesia Printed Media headlines are: nominal ellipsis in 44 data (44%), verbal ellipsis in 13 data (13%), adjectival ellipsis in 5 data (5%), and function word ellipsis in 38 data (38%). Her study emphasizes on classifying and calculating the different ellipsis categories departing from the theoretical reviews on the field of Indonesian Printed Media Headlines. Meanwhile Muhdar (2007) in his thesis, The Analysis of Ellipsis in Ernest Heming Way’s “The Old Man and the Sea”, stated that the type of ellipsis employed is dominated by clausal ellipsis. In addition, he explains that there is also another type of nominal ellipsis and verbal ellipsis which plays important role in understanding the content of the specified novel. Moreover, a preceding study conducted by Sukrisno (2010) entitled “Discourse Analysis on Advertisement” has revealed that in order to be called a text, the observed advertisement should be analyzed by means of elliptical operation. His study focuses heavily on the language used in local advertising banners.

Similar to the purpose of all mentioned studies above, the researcher would like to do an analysis of elliptical construction in different field of discourse which are advertisements in the form of printed material found in National Geographic Magazine (January – March Issues, 2018). Furthermore, the reason why the researcher is interested in conducting this study is because the very minimum references were found in relation to the study of ellipsis. While it is an interesting
field of linguistic study, the analysis to enrich the understanding related to the usage of elliptical construction in this study is expected to be contributive for the field of foreign language education.

1.2 Research Problems

Based on the background of the study above, the problems of the study are formulated as follows:

1. What are the types of elliptical constructions found in advertisements of National Geographic Magazine?

2. How are the elliptical constructions formulated in advertisements of National Geographic Magazine?

1.3 Research Objectives

Based on those statements above, the purposes of this study are:

1. To discover the types of elliptical constructions used in advertisements of National Geographic Magazine

2. To analyze how elliptical constructions are formulated in advertisements of National Geographic Magazine
1.4 Research Significance

In the end of this study, the researcher expects the result to be beneficial for the lecturers and students of English Language Education Department (ELED), also to the future researchers.

For the lecturers of English Language Education Department, theoretically, this study might provide the additional information regarding the language constructions that are specifically used in advertisements. Practically, the lecturers of English Language Education Department might also use this study to be their reference in teaching linguistic aspects, specifically related to elliptical construction. Advertisement is considered as the functional text. As writing have many different genres, from descriptive to narrative, functional text is classified as one of many different types of text in technical writing, and thus advertisements are often time being used as the actual examples or real evidence. Thus, this study could provide the references needed for the lecturers in teaching the related material clearly.

Moreover, this study would also be useful for the students of English Language Education Department as well. This will familiarize the students of English Language Education Department to the concept of ellipsis, as most of the time, the related subject was not getting much attention. Additionally, they might enhance their knowledge and information about linguistics, particularly on this specified concept of elliptical construction. The prospects of the English Language Education Department students are not limited to only become a teacher, thus the understanding of ellipsis
concept is imperative to be mastered and will be beneficial for the practical and theoretical use when they apply to the other professions like journalist or writer that requires them to use this specific knowledge of grammar.

Furthermore, this study provides information on the topic of ellipsis. Hence, it would be very helpful as the additional source of information for the future researchers especially to the students of English Language Education Department who want to study about ellipsis on certain type of discourse.

1.5 Scope and Limitation

This study is focusing on the scope of elliptical construction analysis or ellipsis in discourse of advertisements. The researcher analyzes the linguistic forms and constructions by using both verbal and visual elements contained within the selected advertisements. Specifically the analysis of this study is limited to the advertisements which were found in January until March Issues, 2018, of National Geographic Magazine USA. This specific time frame was chosen based on two considerations:

1. January 2018 is the period in which this study was initially conducted.

2. March 2018 is the period of National Geographic Magazine’s third monthly release since January. During this time frame, covering the total of 3 editions of “Why Birds Matter”, “The New Big Brother”, and “Through an Astronaut’s Eyes”, National Geographic Magazine displayed the most
productive advertisements which mostly contain elliptical constructions. Therefore, the 3 editions of which are representative to be investigated.

1.6 Definition of the Key Terms

In order to understand the terms used in this study, some definitions are presented below:

1 Ellipsis

Ellipsis or elliptical construction refers to the omission, from a clause, of one or more words in contexts where it can be assumed (Martin, 2001).

2 Advertisements

Advertisements are short verbal texts that are generally accompanied with visuals and texts (Lunyal, 2014).

3 National Geographic

National Geographic is the official magazine of the National Geographic Society (Pérez-Marín, 2016). As a media platform, the magazine provides some spaces for the advertisements accompanied with the main contents as its common format. The magazine is being published monthly, discussing the specific theme and topic on each of its release. Founded in 1888, four historical developments at the end of the 19th century contributed to the establishment of the magazine; the emergence of mass journalism, the development of photoengraving technology, the emergence of
distinct academic disciplines, and the awakening of Americans’ interest in foreign lands (Pauly, 1979).