AN ANALYSIS OF ILLOCUTIONARY SPEECH ACT IN SELECTED SLOGAN OF FLIGHT COMPANY ADVERTISEMENTS

A THESIS

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ABSTRACT

Preparation of this paper is as one of the conditions to complete the course in the Department of English Literature, Faculty of Cultural Studies, University of Sumatera Utara. The author chose the title "An Analysis of Speech Act illocutionary in Selected English Advertisements" because the authors are aware of the importance of the impact of advertising and the role of electronic mass media, and international networks that have a direct impact and long-term impact for prospective customers. In this paper, the author examines the qualitative methods that collect data related to advertising in the mass media, to review relevant literature, and wrote illocutionary speech act analysis and conclusions were brought. Therefore, through this review the authors hope to add insight and knowledge about the reader illocutionary speech acts embedded in advertisements, especially products that are advertised in English.
ABSTRAK

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