

TABLE OF CONTENTS

	Page
PAGE OF APPROVAL	i
STATEMENT OF AUTHORIZATION	ii
PREFACE	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF TABLES	ix
CHAPTER 1 INTRODUCTION	
1.1 Background	1
1.2 Research Questions	3
1.3 Limitation of the Study	4
1.4 Aims of the Study	4
1.5 The Significance of the Study	4
1.6 Research Design	5
1.7 The Clarification of Terms	6
1.8 The Organization of the Paper	6
CHAPTER 2 THEORETICAL FONDATION	
2.1 Theories of Speech Acts	7
2.2 Speech Act Classification	9
2.3 Theories of Advertisement	13
2.3.1 Definition of Advertising	13
2.3.2 Types of Advertising	14
2.3.3 Roles of Advertising	17
2.3.4 Medium of Advertising	17
2.3.5 Communication in Advertisements	19
2.4 Tones and Styles of Advertisement	21
2.5 Previous Studies	22

CHAPTER 3 RESEARCH METHODOLOGY

3.1 The Research Method	24
3.2 The Research Procedures	25
3.2.1 Data Sources	25
3.2.2 Sample and Technique of Sampling.....	26
3.3 Data Collection.....	27
3.4 Data Analysis.....	28

CHAPTER 4 FINDINGS AND DISCUSSIONS

4.1 The Tones and Styles of Advertisements	30
4.1.1 Cosmetic Advertisements.....	31
4.1.2 Cell-phone Provider Advertisements.....	36
4.2 The Types of Speech Acts in Advertisements.....	38
4.2.1 Cosmetic Advertisements	38
4.2.2 Cell-phone Provider Advertisements	46
4.3 Discussions	50

CHAPTER 5 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion.....	56
5.2 Recommendations.....	57

BIBLIOGRAPHY.....	59
-------------------	----

APPENDIX

Official Letter of the Research Paper's Title

CURRICULUM VITAE