

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

This chapter summarizes the results of the research on investigating the tones and styles of advertisements and the types of speech acts expressed in the advertisements on television. Recommendations for further studies dealing with this research topic are presented at the end of this chapter.

5.1. Conclusion

This study has revealed a number of important issues in advertisements on television. The eight advertisements both cosmetic and cell-phone provider used three specific tones and four different styles. Furthermore, this research has shown that the five types of speech acts based on Searle are expressed in these different tones and styles of advertisements.

The tones and styles have important role in advertisements to persuade the audiences. By using different tones and styles, the advertisements can be more attractive and various. The customers are interested in buying and using the products. The copywriter will be more creative to make several interesting advertisements.

The investigated advertisements has expressed the five types of speech acts, namely, representatives, directives, commissives, declaratives, and expressives. Every single words and language in these advertisements show

speech act expression. It is clear that speech act expressions appeared in several utterances, especially in advertisement languages.

Representative and *commissives* has appeared with the each percentage 32.26 %. Either *representatives* or *commissives* are expressed in all different styles and tones of advertisements. Both *directive* and *expressive* speech acts only appear with the percentage 9.67 %. These two types are shown in factual and emotional tones within dramatization and demonstration styles of advertisements. While, *declarative* types are expressed with the percentage 16.13 %. *Declaratives* are shown in factual, emotional, and humorous tones; furthermore, they are expressed in dramatization, demonstration, and testimonial styles of advertisements.

In addition, *commissive* speech acts are almost always expressed in these eight advertisements both cosmetic and cell-phone providers that I have investigated. These advertisements show the benefits of the products and promised the advantages to the audiences. These commercials use different tones in order to grab the audiences to buy their products. *Humorous* tones can be more effective than other tones used in advertisements because humor commercials will get more attention from the audiences. The advertisements can be more entertaining for people and persuade them to buy the products.

The previous explanation shows that more than one of speech act types are expressed in these eight advertisements because every statement in the advertisements contains speech act expressions.

5.2. Recommendations

This study has investigated the types of speech acts expressed in the various styles and tones of advertisements on television. There are a number of issues that can be improved in future research.

First, one of the obvious weakness of this research is the lack of reliable sources supported the knowledge of speech act expressions. Future researchers are recommended to use a more specific theory of speech act expressions and their realization in advertisements. Therefore, analyzing of this study will be easier and better.

Second, because of the lack of supporting sources to the theory of advertisements, future researchers may investigate a more specific theory of advertisement approaches, especially styles and tones of advertisements. Therefore, the data collected will be more various and interesting.

Third, for the lack of explanation about relationship between speech act expressions and advertisement, future researchers are suggested to explore the implications of the correlation between speech act expressions and advertisement approaches. Therefore, the result of the study will be more profitable for the readers.

The present study focuses on the investigation of speech act expressions in the different styles and tones of advertisements on television. Moreover, future researchers may expand to the area of investigation in terms of the utterances of speech act expressions or the analysis tools of advertisements.