# CHAPTER V

# CONCLUSION AND SUGGESTION

This chapter is the final part of the research. It presents the conclusions which are made on the basis of the findings and discussions in the previous chapter, and suggestions for the further research.

## 5.1 Conclusion

Although these magazines have same captive audiences which are teenagers, but the verbal and visual analyses indicate that these magazines are made to the different of their readers (USA and Indonesia). Advertisements in those *Seventeen* magazines treat the readers in a different way and it assumes that the readers have different characteristics.

According to the analysis, SMU readers prefer assertive and direct advertisements. It is justified by the use of three mood types: Declarative, Interrogative, and Imperative mood, the use of pronoun "*You*" in the verbal texts, and the implication of *demand gaze* and *frontal angle*. In contrast to SMU readers, SMI readers prefer persuasive and indirect advertisements. It is justified by the use of one mood types: Declarative mood, the use of pronoun "*I*" in the verbal texts, and also the implication of *offer gaze* and *oblique angle*.

Explanation above concludes that advertising is determined by the culture of the audiences since readers in every country have different characteristics in reading. It can be assumed that reading advertisements might be also reading the culture.

## 5.2 Suggestion

After conducting the research, there are several suggestions for the further researchers who will take similar research. It would be better to have the selected print advertisements more comprehensively. This research has been done by analyzing the three aspects of interactive meanings (*mood* and *perspective*) in visual texts and system of mood in verbal texts. In addition, further research can be conducted by analyzing verbal texts in terms of *transitivity* or *theme and rheme* and also by analyzing the visual texts in terms of *color*, *social distance*, and *modality*.