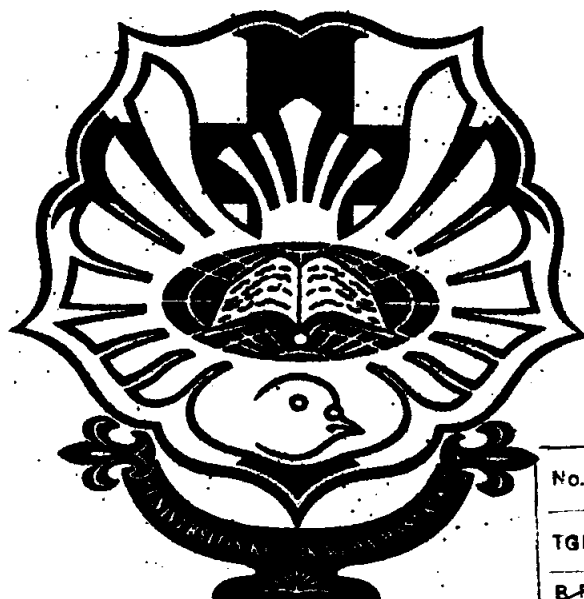


THE SPEECH STYLE OF TV MEDICAL HERB COMMERCIALS AND THE ATTITUDES OF STUDENT TV WATCHERS

A THESIS

As Partial Fulfillment of the Requirements
For the Sarjana Pendidikan Degree in
English Language Teaching Faculty



By :

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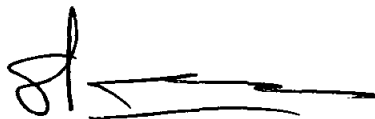
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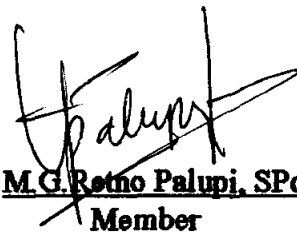
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ABSTRACT

Indrati, Koes. 2000. The Speech Style of TV Medical Herb Commercials and The Attitudes of Student TV Watchers. S-1 thesis. Universitas Katolik Widya Mandala , Surabaya.

This study was a Pragmatics study specifically the speech style. The writer was curious to find out the speech style used in TV commercials. The data of the study was the spoken conversation in medical herb commercials. The data was divided into two; there were medical herbs for women and for man.

The underlying theories of the study were speech style, and advertisement. As an addition, the writer used a parameter to guide her in doing the study that was the characteristics of speech style. Since the data was conversation in medical herb commercials, the writer used informal speech style in analyzing the data. The writer also used questionnaire to analyze the students' attitudes toward the advertisement.

From the data analysis, the writer found out that the casual style was mostly used in medical herb commercials. The discussion of female respondents' responses show that an advertisement should had interesting setting, and truthful. Some of the respondents both female and male students reject the products for reasons, they were already familiar, irrelevant, trivial, unrelated to the needs of the consumers, absurd, annoying, or offensive. While in male respondents' responses, the writer found that all the respondents were not interested in buying the products. The respondents did not pay attention to the advertisements.

Nowadays, advertising has so much influence on consumers, therefore it should be informative, and report only factual functional information. And it should not play on people desires, emotion, fears, or anxieties, and it should deal with people's functional needs for products not their psychological needs for status, appeal security, sexual attractiveness, or health.