

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

1. Linguistically there are four speech functions coded in male and female language in television advertisements. They are statement, question, command, and offer.

All of types speech functions occur in language of females' advertisement, namely statement (83%), question (7%), command (5%) and offer (4%).

While in the occurrence of speech functions in male's products advertisement are statement (88%), question (6%), command (4%) and offer (2%).

2. The most dominant type of speech functions used in male and female language in television advertisements is statement. In male language advertisement the dominant statement is information (52%), while in female language advertisement the dominant statement is promise (37%).

The goal of advertisement is to influence the reviewers to have or to buy the products. The advertisers convey or state the advantage or the benefit of the product.

3. The different types of speech functions uttered the ways they are in male and female language in television advertisements will be clarified bellow.

In male advertisement, the advertiser always instruct or comment the viewers directly without feeling or persuade words phrases, while in the female

product the advertiser try to persuade the viewers more politely and used beautiful words and phrases.

### 5.2 Suggestions

In relation to the conclusions, suggestions are stated as the following.

- (1) For the language students, they are suggested to do research about the advertisement language in many area researches. So they can enrich their English mastery.
- (2) To the viewer, in order to clarify the advertisement, language is a tool of communication. It is better than the advertisement be clear in the sentence including the lexicogrammar and semantics because it is not clear, people will get misunderstanding about the aim of the advertisement.
- (3) It is recommended to the lecturer to make the advertisement as the authentic materials to teach English. It will be interesting because from this advertisement student not only learn the language but also get information through the language use to advertise the advertisement.