

## ABSTRACT

**Saragih, Farida Hanim. Connotative Meaning Relating Text and Picture in Advertisements on Television. A Thesis. English Applied Linguistics Study Program. Post Graduate School. State University of Medan. 2009.**

This study explains the insights of connotative meaning by relating the texts to the picture in advertisements broadcasted on television program. The aims are to investigate the types of connotative meaning in advertisements, to ascertain the dominant type and to contextualize the use of the dominant type. The data were obtained from the texts of advertisements on television broadcasting, collected by using internet and were analyzed by using some steps as normally applied in descriptive qualitative method. The instruments of data collection were television and internet. First the data were analyzed by identification of the text and picture, elaboration and extension. Then they were classified into three types of connotative meaning, namely Positive, Negative and Neutral Connotative Meaning. The proposition of each type is converted into percentages. As the result, positive of connotative meaning is 76.5%, negative is 23.5% and neutral of connotative meaning is not found. In this way the dominant type is derived. It is found that the Positive Connotative Meaning was used. This use was attributed to social context because of the culture, East culture, it is avoidance of something taboo to say. It means that positive of connotative meaning is used to make people feel good, treat them in a more pleasant way and try not to offend someone's feeling.