

CRITICAL GENRE ANALYSIS ON THE CIGARETTE ADVERTISEMENTS

THESIS

BY:

RAYDITYA BRILLIAN PRIMA

10320032



ENGLISH LANGUAGE AND LETTERS DEPARTMENT

HUMANITIES FACULTY

MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY, MALANG

2014

CRITICAL GENRE ANALYSIS ON THE CIGARETTE ADVERTISEMENTS

THESIS

Presented to
Maulana Malik Ibrahim State Islamic University of Malang
in partial fulfillment of the requirement for Degree of Sarjana Sastra (S.S)

By
RAYDITYA B. PRIMA
10320032

Advisor
Dr. Rohmani Nur Indah, M. Pd.
NIP 19760910 200312 2 002



ENGLISH LANGUAGE AND LETTERS DEPARTMENT
HUMANITIES FACULTY
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY, MALANG

2014

APPROVAL SHEET

This is to certify that Rayditya Brillian Prima thesis entitled “*Critical Genre Analysis on the Cigarette Advertisements*” has been approved by the thesis advisor for further approval by the Board of Examiners.

Malang, 25 September 2014

The Advisor,

on behalf of ,
Head of English Letters and Language
Department.
Secretary of the English Language and
Letters Department,

Dr. Rohmani Nur Indah, M.Pd
NIP 19760910 200312 2 002

Dr. Syamsudin, M.Hum
NIP 19691122 200604 1 001

Acknowledged by
The Dean of
The Faculty of Humanities,
Maulana Malik Ibrahim State Islamic University of Malang

Dr. Hj. Istiadah, M.A
NIP 19670313 199203 2 002

LEGITIMATION SHEET

This is to certify that Rayditya Brillian Prima thesis entitled “*Critical Genre Analysis on the Cigarette Advertisements*” has been approved by the board examiners as the requirement for the degree Sarjana Sastra (S.S) in English Language and Letters Department Humanities Faculty Maulana Malik Ibrahim State Islamic University of Malang.

The Board examiners

Signatures

1. Dra. Hj. Syafiah, MA (Main Examiner) _____
NIP. 19660910 199103 2 002
2. Dr. Hj. Kun Aniroh, M.Pd (Chairman) _____
NIP. 19570127 198303 2 002
3. Dr. Rohmani Nur Indah, M.Pd (Advisor) _____
NIP. 19760910 200312 2 002

Approved by
The Dean of
The Faculty of Humanities,
Maulana Malik Ibrahim State Islamic University of Malang

Dr. Hj. Istiadah, M.A
NIP 19670313 199203 2 002

STATEMENT OF THESIS AUTHENTICITY

The undersigned,

Name : Rayditya Brillian Prima

NIM : 10320032

Faculty : Humanities

Department : English Letters and Language

declares that the thesis I wrote to fulfill the requirement for Sarjana Sastra (S.S) entitled “*Critical Genre Analysis on the Cigarette Advertisements*” is truly my original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to the fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.

Malang, 10 August 2014

The writer,

Rayditya B. Prima

MOTTO

If you don't take risks, you can't create a future

I will die like a hero going home



DEDICATIONS

This thesis is dedicated for my parents, who always support me,

Ibu Suprapti and Bapak Lantur

My younger brother Bima Brilian Prima and all my friends



ACKNOWLEDEMENT

I express my gratitude to the Lord of the universe, Allah SWT, for His blessing and mercy, and the prophet Muhammad SAW; so I can accomplish my thesis entitled *Critical Genre Analysis on the Cigarette Advertisements* as the requirement for the degree of Sarjana Sastra.

It would not have been possible to write this thesis without the help and support of the kind people around me. Above all, I would like to thank my parents, Bapak Lantur and Ibu Suprapti, and my little brother Bima Brilian Prima who have given me their unequivocal support throughout, as always, for which my mere expression of thanks likewise does not suffice. Furthermore, this thesis would not have been possible without the help, support and patience of my advisor, Dr. Rohmani Nur Indah, M.Pd, not to mention her advice and unsurpassed knowledge of doing research in linguistics that has been invaluable on both an academic and a personal level. Also for Tahta Alfina for her unconsciously personal support all times for which I am extremely grateful.

Last, I thank my best friends for their support and encouragement. First is for my brothers, Ichwan, Tajul, Bang Nailur, Sofian, Jihad, Gugus, Jajil and Nurin which spent much time in my room to encouraging me. For any errors or inadequacies that may remain in this work, of course, the responsibility is entirely my own.

The writer

ABSTRACT

Prima, Rayditya B. 2014. *Critical Genre Analysis on the Cigarette Advertisements*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Dr. Rohmani Nur Indah, M. Pd

Key Words : Critical Genre, Social-Context, Advertisement

Genre is a framework arrangement that forms a meaning in texts. This study has argued that analysis and understanding of text and context is essential for an understanding of genre especially in advertisement. Moreover, advertisements represent spread means of delivering new message to audience.

This study uses qualitative ethnography design in analysing the data because the writer critically analyses the data that deals with social condition. The writer takes the data from transcript of the videos in form of general description of Marlboro, Pall Mall, Dunhill and Sampoerna cigarette. There are phases in analysing data based on Paltridge's (2006) eight factors of written text; the setting of the text, the focus and perspective, the purposes, the intended audience for the text, the relationship between writer and reader, expectations, the background knowledge values and the intertextuality among those advertisements. This study also proves Martin's (1984) quote that genre as a staged, goal-oriented, purposeful activity

This study found that Marlboro and Pall Mall advertisements are something related to extreme and sport environment that indicate and imagine if the cigarette identically with men and particular people. Then, Dunhill advertisements are something that related to classic and high-class, and Sampoerna advertisements deliver something inspirational by showing people who inspire other people in their advertisements. Those things will also be their own focus and perspective in their cigarette advertisements. Marlboro and Pall Mall focused on young people and women buyer. Then, Dunhill and Sampoerna aimed young, high-class people and all elements of people.

Further research is recommended to step deeper into genre of advertisement but in other form of advertisements because in this study has proven that all eight factors and the social context work in shaping genre of cigarette advertisement.

TABLE OF CONTENTS

Cover Page	i
Inside Cover Page	ii
Approval Sheet.....	iii
Legitimation Sheet	iv
Certificate Of Thesis Authorship	v
Motto.....	vi
Dedications.....	vii
Acknowledgements	viii
Abstract	ix
Table of Contents	x
CHAPTER I: INTRODUCTION.....	1
1.1. Background of the Study	1
1.2. Statements of the Problems.....	3
1.3. Objective of the Study	3
1.4. Significance of the Study	4
1.5. Scope and Limitation	4
1.6. Definitions of Key Terms	5
1.7. Research Method	5
1.7.1. Research Design.....	6
1.7.2. Research Instrument.....	6
1.7.3. Data and Data Source.....	7
1.7.4. Data Collection.....	7
1.7.5. Data Analysis	8
CHAPTER II: REVIEW OF THE RELATED LITERATURE	9
2.1. The Nature of Genre	9
2.2. Genre Analysis.....	10
2.3. Critical Genre Analysis.....	11

2.4	The Pattern of Genre	12
2.5.	Discourse Community, Communicative Purpose, and Genre	13
2.6.	Social Action.....	15
2.7.	Discourse and Business Communications	16
2.8.	Previous Studies	17
CHAPTER III: FINDING AND DISCUSSION.....		24
3.1.	Findings.....	25
3.3.1.	Descriptions of the Text and Analyses.....	25
3.2.	Discussion	103
3.2.1.	The Characteristics of the Advertisements	103
3.2.2.	Shaping the Genre of Advertisements.....	105
CHAPTER IV: CONCLUSION AND SUGGESTION.....		109
4.1.	Conclusion	109
4.2	Suggestion.....	111
REFERENCES.....		112

ABSTRAK

Prima, Rayditya B. 2014. *Analisis Genre Kritis pada Iklan Rokok*. Skripsi, Linguistik, Bahasa dan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Pembimbing : Dr. Rohmani Nur Indah, M. Pd

Kata Kunci : Genre, Sosial Konteks, Iklan

Genre adalah sebuah aturan kerangka kerja yang membentuk makna dalam teks. Penelitian ini berpendapat bahwa analisis dan pemahaman teks dan konteks sangat penting untuk memahami genre terutama dalam iklan. Selain itu, iklan merupakan sarana penyebaran penyampaian pesan baru kepada penonton.

Penelitian ini menggunakan rancangan penelitian kualitatif etnografi dalam menganalisis data karena penulis secara kritis menganalisis data yang berhubungan dengan kondisi sosial. Penulis mengambil data dari transkrip video dalam bentuk gambaran umum dari rokok Marlboro, Pall Mall, Dunhill dan Sampoerna. Ada beberapa fase dalam menganalisis data berdasarkan Paltridge (2006) yaitu delapan faktor teks tertulis; setting teks, fokus dan perspektif, tujuan, penonton yang ditunjukkan untuk teks, hubungan antara penulis dan pembaca, ekspektasi, nilai-nilai latar belakang pengetahuan dan intertekstualitas antara iklan tersebut. Penelitian ini juga membuktikan kutipan Martin (1984) yang mana genre tersebut dipentaskan, berorientasi tujuan dan aktivitas tujuan.

Studi ini menemukan bahwa iklan Marlboro dan Pall Mall adalah sesuatu yang berkaitan dengan lingkungan yang ekstrim dan olahraga yang menunjukkan dan menggambarkan jika rokok identik dengan laki-laki dan orang-orang tertentu. Kemudian, iklan Dunhill adalah sesuatu yang berhubungan dengan sesuatu yang klasik dan berkelas tinggi, dan iklan Sampoerna memberikan sesuatu yang inspiratif dengan menunjukkan orang-orang yang menginspirasi orang lain dalam iklan mereka. Hal-hal ini juga akan menjadi fokus dan perspektif mereka sendiri dalam iklan rokok mereka. Marlboro dan Pall Mall mempunyai fokus pada orang-orang muda dan perempuan. Kemudian, Dunhill dan Sampoerna ditujukan kepada kaum muda, kelas tinggi dan semua elemen masyarakat.

Untuk penelitian lebih lanjut disarankan untuk melangkah lebih dalam pada genre iklan tapi dalam bentuk lain dari iklan karena dalam penelitian ini telah membuktikan keberadaan delapan faktor genre dan konteks social dalam membentuk sebuah genre iklan rokok.

ABSTRACT

Prima, Rayditya B. 2014. *Critical Genre Analysis on the Cigarette Advertisements*. Thesis, Linguistics, English Language and Letters Department. Humanities Faculty. Maulana Malik Ibrahim State Islamic University of Malang.

Advisor : Dr. Rohmani Nur Indah, M. Pd

Key Words : Genre, Social-Context, Advertisement

Genre is a framework arrangement that forms a meaning in texts. This study has argued that analysis and understanding of text and context is essential for an understanding of genre especially in advertisement. Moreover, advertisements represent spread means of delivering new message to audience.

This study uses qualitative ethnography design in analysing the data because the writer critically analyses the data that deals with social condition. The writer takes the data from transcript of the videos in form of general description of Marlboro, Pall Mall, Dunhill and Sampoerna cigarette. There are phases in analysing data based on Paltridge's (2006) eight factors of written text; the setting of the text, the focus and perspective, the purposes, the intended audience for the text, the relationship between writer and reader, expectations, the background knowledge values and the intertextuality among those advertisements. This study also proves Martin's (1984) quote that genre as a staged, goal-oriented, purposeful activity

This study found that Marlboro and Pall Mall advertisements are something related to extreme and sport environment that indicate and imagine if the cigarette identically with men and particular people. Then, Dunhill advertisements are something that related to classic and high-class, and Sampoerna advertisements deliver something inspirational by showing people who inspire other people in their advertisements. Those things will also be their own focus and perspective in their cigarette advertisements. Marlboro and Pall Mall focused on young people and women buyer. Then, Dunhill and Sampoerna aimed young, high-class people and all elements of people.

Further research is recommended to step deeper into genre of advertisement but in other form of advertisements because in this study has proven that all eight factors and the social context work in shaping genre of cigarette advertisement.

CHAPTER I

INTRODUCTION

This chapter provides and covers the background of the study, research problems, research objective, the significance of the study, scope and limitation of the research, and definition of the key terms, and also research method.

1.1. Background of Study

Genre is a concept that is relatively developed and developing in the field of discourse and communication studies (Hermes, 1996: 39). It assumes that genre is a clear concept or generic framework works on the multidisciplinary studies. Furthermore, genre emerges to answer the needs in a discourse community, their form and function being determined by these needs. These tactical aspects of genre construction, its interpretation and use, are probably the most significant factors that account for its current popularity in the field of discourse studies. As a very popular new science in the field of discourse studies, examining the tactical aspect in advertising becomes quarry subject of study especially in cigarette advertisements.

Advertising is a relatively new trend in genre analysis. The chosen topic, cigarette advertisements, is very interesting because of the important and numerous needs of smoking in society. Furthermore, its advertisements represent the very spread means of delivering new message, meeting people or generating potential lifestyles. The dynamics of cigarette advertisements become more interesting because cigarette advertisement has been changed through times since

all developed countries stop the cigarette advertisements to avoid the high level teenagers and women smoker rate in their country. That is why the writer tries to analyze the cigarette advertisements which are delivering various purposes on its presentations produced by the relationship between genre and communicative purpose in cigarette advertisements.

This study emphasizes on critical genre analysis on advertisements related to the social purposes based on the Halliday's theoretical work known as Systemic Functional Linguistics (SFL). Halliday (1994 in Hyland 2002), argues that SFL has stressed the importance of social purposes of genres and description of the schematic (rhetorical) structures evolving to serve these purpose. Due to the fact that cigarette companies publish the advertisements to attract the customers and increase profit of the product sale, it becomes more interesting. The writer, moreover, suspects that the relationship exists between social context and the genre itself as the main purpose of advertisements. Specifically, the writer deals with the discourse, business communication as the matchmaker of practices and theories and the genre as the background of the social contexts of advertisements.

Genre study is something new that attracted the attention of researchers to develop a new idea in the world of linguistics. There are many previous genre studies analysing genres in business discourse e.g. genre effects in presentation (Holmes, 2000;2005), Chinese business Capitalism (Yeung, 2004), discourse of power in workplace (Vine, 2004). In addition, there are previous studies, e.g. letter writing as a social practice (Barton & Hall, 2000), antecedent genres for some of the most powerful forms of text (Bazerman & Chugh, 2006), written and

pragmatic genre (Akindele, 2007; Simon, 2008; Chen 2011; Acheoah & Emike, 2011). Since social context has been considered as one of the typical areas of persuasion, this study concerns with the social context which shaping the genre in cigarette advertisements.

The finding of this study will confirm the results of understanding the genre in the field of advertising, especially cigarettes advertisements. It is important to understand the fact that tobacco advertisement is not showing the smoker in video ads related to genre as a staged, goal oriented, purposeful activity in which speakers engages as members of our culture.

1.2. Statements of the Problems

This study addresses to answer the following research questions:

1. What are the characteristics of genre in cigarette advertisements?
2. How does social-culture shape the genre of cigarette advertisements?

1.3. Objectives of the Study

Based on the research questions, the objectives of the research are:

1. To describe the characteristics of genre in cigarette advertisements
2. To figure out how social-culture shapes the genre

1.4. The Significance of the Study

This study is useful to understand the genre in the field of advertising, especially advertising cigarettes. Despite the fact that cigarette is prohibited in the context of Islamic, discussing about cigarette is still relevant to be analysed through CDA. Moreover, it is important to understand the genre as a staged, goal oriented, purposeful activity in which speakers engage as members of our culture so it may strengthen the empirical evidence that culture, language and society have a very strong relationship including the various purposes of advertisements specially in cigarette advertisement and as the reference for next study in the spoken genre.

1.5. Scope and Limitation

This study is all about the critical genre analysis in cigarette advertisements. Genre theory actually describes both written and spoken communication (Biber & Conrad, 2009: 26), but in this study, the writer only discussed genre in term of spoken genre because the data is only presented in video that structured to the patterns of genre in cigarette advertisements. The aspects looked into their contents based on the observation.

The limitation of the study is based on the research questions; on the characteristics of cigarette advertisements and the social culture and context shaping that genre. Furthermore, how its genre shaped is dependent on the social contexts. It means that this study discusses the relationship between the cultures in shaping genre on cigarette ads.

1.6. Definitions of Key Terms

- a. **Critical:** Critical is recognition that our social practice in general and our use of language in particular are bound up with causes and effects which are people may not at all being aware of under normal condition.
- b. **Genre:** Genres are types of spoken and written discourse recognized by a discourse community that has typical features such as particular grammatical or lexical choices, print size, gesture, contextual and pragmatic (e.g. setting, purpose). Genre usually exists on lectures, conversations, speeches, notices, advertisements, novels, diaries, and even on shopping lists.
- c. **Genre Analysis:** Genre analysis actually refers to language use in a conventionalised communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution.
- d. **Advertising:** General understanding of how persuasive works or how consumers use the information in advertising which brings any products. It can entail a variety of advertising in genre including psychological, sociological, economic, and other perspectives aspects.

1.7. Research Method

This study uses a qualitative method that is more emphasis on in-depth understanding of a problem rather than looking at the problem for generalization of research.

The method is preferred to use an in-depth analysis technique. It means that the writer look at the data, doing observation and triangulation and collect the evidences which examines case of the genre of cigarette advertisements and relating them to every element which has relationship in shaping genre of advertisements.

1.7.1. Research Design

This study utilizes a qualitative ethnography method. This research uses qualitative method because to analyse the data, the writer were not depend on statistical data. Then, based on Meolong (2004: 03), qualitative method is method that produces the descriptive of data in form of words or verbal from something that able to observe, in this research is in form of cigarette advertisements. Furthermore, this research uses ethnography method because the writer looks at the social conditions and lifestyles and focuses on those analyses by collecting many evidences such as current phenomenon to support in analysing the data. Since ethnography recognized as Watson (2008: 40) explanation that ethnography is a written account of the cultural life of a social group, organization or community which may focus on a particular aspect of life.

1.7.2. Research Instrument

In collecting data, this research uses human instrument. It is because impossible to use questionnaire or other instruments to gather the data. Therefore, as it is impossible for the writer to go native, the writer merely uses human

instrument or observes the content of videos and associates them to social culture happened in their country.

1.7.3. Data and Data Source

The data of this study are the collection or compilation of cigarette brands videos in the period of time which cigarette advertisements experience the dynamics. The dynamics occur in the way how they are able to show people who smoke till now that they were banned to show the people who smoke. Those data are videos of Marlboro, Pall Mall, Dunhill and Sampoerna A Mild.

The writer gathered the data from the links

https://www.archive.org/details/tobacco_yyp23e00 (Marlboro),

https://www.archive.org/details/tobacco_npv08h00 (Pall Mall),

<https://www.youtube.com/watch?v=6o37uezK7JI> (Dunhill),

https://www.youtube.com/watch?v=UwKdxM_I3-c (Dunhill),

<https://www.youtube.com/watch?v=eNAOUrQ5UWI> (Sampoerna A Mild) and

<https://www.youtube.com/watch?v=JQ6040ZxxGc> (Sampoerna A Mild)

1.7.4. Data Collection

First of all, the writer downloads the data on the Internet. Then, the writer transcribes the data in order to give highlights of the data to the reader. The transcript of data is in form of general descriptions.

Furthermore, to understand of social-culture of each advertisement and in order to fulfil information adequacy in conducting the study, collecting the

right interconnected data is necessary. The writer searches the history of the brands of cigarette. It may be helpful in analysis, background of both the writer of cigarette advertisements and social conditions in providing the information as the social illustration of the era when the advertisements were written.

1.7.5. Data Analysis

The writer analyse spoken genre presented in video of cigarette advertising, but to make it easier to analyse, the write will convert it into written form. Emphasizing on written content of the videos, the relationship between the environment and social context of cigarette advertising are discussed. Paltridge (2006: 98-99) provides eight useful factors for weighing up and questioning the emphases of written text in which genre are used. The cigarette advertising focus covers all factors of advertising text: the setting of the text, the focus and perspective, the purposes, the intended audience for the text, the relationship between writer and reader, expectations, the background knowledge values and the intertextuality among those advertisements. The elements must represent those factors in order to become a good advertisement.

For the second research question, social context which possesses relations to the various purposes of the cigarette advertising is also discussed based on Martin's framework that genre as a staged, goal-oriented, and purposeful activity in which speakers engage as members of culture. It is assumes that the language inside the texts has its function as the strategy of advertising.

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This sub chapter explaining the aspects that contributes in the analysis of the advertisement videos. There are two main aspects contained in this sub chapter, they are theories and the review of previous studies that gives the readers an overview of what is genre and how the writer analyses these advertisements to answer both research questions.

2.1. The Nature of Genre

Genre firstly appears in Derrida work, in his *The Law of Genre* in 1980. Derrida firstly articulates that individual texts participate in rather than belong to certain genres (Derrida & Ronell, 1980: 81), Derrida mentioned that the genre has always been able to play the role of order's principle: resemblance, analogy, identity and difference, taxonomic classification, organization and genealogical tree, order of reason, order of reasons, sense of sense, truth of truth, natural light and sense of history.

Then, in 1986, Ralph Cohen published a paper in response to Derrida's thoughts titled "History and Genre." In this article Cohen argued that genres are open categories. Each member change the genre by adding, contradicting, or changing constituents, especially those of members most closely related to it (Cohen, 1986: 204). The process by which genres are established always involves the human need for distinction and interrelation. Since the purposes of critics who

establish genres vary, it is self-evident that the same texts can belong to different groupings of genres and serve different generic purposes.

Until now, many linguists define what genre is, e.g. Genre is the ways in which people 'get things done' through their use of spoken and written discourse (Paltridge, 2006: 84). Basically, there are no differences on the definition about genre. Afterward, genre analysis can be viewed from two different perspectives (Bhatia, 2002: 03). Bhatia states that genre can be seen as a reflection of the complex realities of the world of institutionalised communication, or it may be as a pedagogically effective and convenient tool for the design of language teaching programmes, often situated within simulated contexts of classroom activities. It assumes that the genre can be applied in the case of language for various purposes.

2.2. Genre Analysis

The perspective of genre analysis basically used to investigate language as Bhatia (1993;2004) stated that the genre analysis approach is to determine the role of texts in the constitution of professional practices. Nowadays, genre analysis has developed. The concept of genre is a dimension culturally inherent to any communication activity based on Berkenkotter and Huckin's (1995) cited in Bhatia (2002: 07) words, "genres are identified on the basis of conventionalised features, yet we know they are constantly developing". Furthermore, genre analyses are recognized as textualisation patterns, and it is often found that the expert members of professional communities exploit them to create novel patterns. Genres also serve typical socially recognised communicative purposes

(Bhatia, 1993: 208, 1995: 46). It means that genre analysis refers to language use in a conventionalised communicative setting in order to give expression to a specific set of communicative goals of a disciplinary or social institution that analysed in such a way that the analyst acquires the necessary information to determine which genre the text could be said to belong to.

2.3. Critical Genre Analysis

In recent years, certain perspective has appeared in genre studies, the Critical Genre Analysis, resulting from the fusion of two fields: Genre Analysis and Critical Discourse Analysis (Bonini, 2010). This connection between Critical Discourse Analysis and Genre Analysis has given rise to Critical Genre Analysis; a view suggested in Bhatia (2004) Bhatia suggests a critical approach to the study of genre, which is real when he presents the history of written discourse studies. He conceives the history of this field as accomplished in three stages (textualization, organization and contextualization). Furthermore, he points out as the last item of third stage the studies of “language as critical discourse, language as social control, and language in and as social interaction. Regarding the study of genre in work situations, it can be consider that Critical Genre Analysis is studies about genre and its components as part of the discussions around a social problem. This is fusion of the genre analysis that describes as aspects related to the genre textualization and critical discourse analysis view that social problems are studied from the viewpoint of discursive representations and social relationship.

2.4. The Pattern of Genre

Emphasizing to written content of the video, a critical literacy approach to cigarette advertising discussed. Brian Paltridge provides eight useful factors for weighing up and questioning the emphases of written text which genre is used (Paltridge, 2006: 98-99). Those cigarettes advertising focus covers all factors of advertising text: the setting of the text, the focus and perspective, the purposes, the intend audience for the text, the relationship between writer and reader, expectations, and the background knowledge, and the relationship the text with other texts. All of elements of the advertisement must represent those factors in order to become good advertisements that have specific characteristics that formed by social-culture that shapes an advertising genre.

Firstly, the setting of the text has the main association with the environment that clearly exists in forming the genre and often influences the events in a person's life for instance the place, time in history, and other events that occurred. Secondly, the focus and the perspective of the text is the way to distinguish and identify the main topic of the text and relate it with the ideology of the text. What is the ideology that wants to delivered and imagined in genre or text. Thirdly, the purpose of the text is the purpose/s that created in the particular settings. It means that the purpose of a text is important and become the main reason in making texts. For instance, why cigarette advertisements always showing something different with other products advertisement? Then, the purpose of the text is to persuade the reader to manage their mind to think about it. Fourth, the intended audience for the text is for whom the text is produced. It

should perfectly aim to the audience of the text. Who is the reader of the text and how the reader will react after understanding the text. Text should be suitable with the reader and at least it gives any contributions for the reader. Fifth, the relationship between writer and reader is divided into two parts, there are: primary and secondary readership. Partridge (2006: 100) says primary readership is when the writers are writing from experts and admission to an area of study, e.g. thesis from student as writer to lecturer as reader. Then, secondary readership is when the writers writing for peers, for advice. For instance an article, then the relationship is just writer and reader. Sixth and seventh are the expectation and background knowledge. The background knowledge is the ideology and the expectation of the reader that forming the genre. It means that the background knowledge is the expectation of the reader itself. And the writer of genre uses the ideology to fulfil the reader expectation in reading the text. The last is the relationship between the texts with other texts. The relation between texts in this study is defined as cause and effect. In making genre, one text has influenced by other texts. In the field of cigarette advertisements, in producing advertisements, they were influenced by previous advertisement whether it may changes or stays on the previous genre depend on the thought that the next advertisement will be better than previous advertisements.

2.5. Discourse Community, Communicative Purpose, and Genre

Three key and inter-related concepts -discourse community, communicative purpose, and genre- frame Swales' approach to genre study. Swales (1995: 9) defines discourse communities as a networks that form in

order to work towards sets of common goals. These common goals become the basis for shared communicative purposes, with genres enabling discourse community members to achieve these communicative purposes. Swales proposes six defining characteristics of discourse communities. First, discourse community has a broadly agreed set of common public goals which can either be silently understood. Second, in order to achieve and further its goals, a discourse community must have mechanisms of intercommunication among its members such as meeting rooms or telecommunications technologies or newsletters, etc. Third, membership within a discourse community depends on individuals using these mechanisms to participate in the life of the discourse community. Fourth, a discourse community utilizes and later has one or more genre in the communicative maintenance of its aims. These genres must be recognizable to and defined by members of a discourse community. Five, in addition to owning genres, a discourse community has acquired some specific lexis which can take the form of increasingly shared and specialized terminology such as abbreviations and acronyms. Finally, a discourse community has a beginning level of members with a suitable degree of relevant content and discursal skill who can pass on knowledge of shared goals and communicative purposes to new members. As such, genres not only help members of a discourse community to achieve and further their goals; genres also help new members acquire and become introduced into a discourse community's shared goals, later the value of genre as a tool within English Special Purpose. Furthermore, Swales (1990; 2004) cited in Paltridge (2010: 57) also, pointed out that "English for purpose genre studies are work on

the discourse structure and linguistic features of text". The power of the concept of genre lies in the draw of its potential to formalise generic aspects of the structure of texts (Knapp 1997: 113). Moreover, Good advertising is the advertising that gets attention in the midst of the many advertisements, and always been remembered.

Advertising has the power comes from interesting ideas of the essential and relevant to consumers. The writer implies that something commercial have to bring some special a uniquely interesting in its features. Due the fact that cigarette companies publish the advertisements to captures the customers and make a profit on the sale of their products, this study will deal with the practice and theory of discourse and business communication as the matchmaker and the genre as the background of characteristics the advertisements of three different products based on social contexts in their country. Indirectly, genre as a system is also able to be applied in advertising purposes in the shape of video ads

2.6. Social Actions

How does social-culture shape the genre is a fairly extensive discussion of how to linking social conditions that exist and what motive behind the creation of the advertising genre that has its own characteristics. The writer discusses the relationship between genre and mass communication in cover of cigarette advertisement and focused on critical genre of cigarette advertisement and slightly offensive on the social context in the country. Meaning that ways of acting within recurrent situations, and as cultural artefacts can tell us things about how a

particular culture configures situations and ways of acting (Miller 1984: 163). Related to the Martin & Rose's theory: '*Social*' because we participate in genres with other people; '*goal oriented*' because we use genres to get the things done; '*staged*' because it takes use few steps to reach our goal''. Martin (1984: 142) cited in Paltridge (2006: 55), defined genre as a staged, goal oriented, purposeful activity in which speakers engage as members of our culture. Genre are socially constructed; each situation may involves special consideration to audiences, purposes, level of perfection, and similarly may require varying amounts of revision, collaboration, and attention to detail (Connor, 2004: 293). Social construction of meaning as dynamic, socio-cognitive activities is a term used to describe this approach to texts. Instead of analysing what the texts mean, we want to understand how the meaning is constructed (Bazerman & Prior 2004: 04). The expectations and norms of discourse communities or communities of practice (cultural and disciplinary), of course, may shape these situational expectations and practices (Connor, 2004: 293). The main expectation of the advertisement is attracted the attention of the public through the mass media that they are interested in purchasing the products offered.

2.7. Discourse and Business Communications

Discourse and business are two things that cannot be separated in this modern era. Every elements listed in the advertisement contains its own meanings that are related to the purpose of the ad-makers. In terms of advertising and genre, it is found that genres are exploited to convey private intentions (Bhatia, 1993: 1995). The definition of personal intentions here is a for-profit organization with a

product that is offered. These organizations are directly involved in the world of business discourse. Cap (2009: 02) mention that “Business discourse is all about how people communicate using talk or writing in commercial organizations in order to get their work done”. Charles (2011: 25), mentioned that “context” and “culture” is necessary, as also are new kinds of data that reflect the current globalized state of business, together with new perspectives on that data. Based on the many examinations above, the writer implies that the relationship between social-culture and social purposes of genres covering the discussion of the relationship between genre and mass communication in cover of cigarette advertisements and focused on critical genre of the cigarette advertisements and slightly offensive on the social context and rhetorical genre studies in that country.

2.8. Previous Studies

There are many of previous genre studies analysed genres in business discourse e.g. power of spoken genre in business environment, for instances, Qadafi & Wahyudi (2014), Nichter, Padmawati, Danardono, Prabandari (2014), Varner & Beamer (2005) and Bargiela-Chiappini (2007). Qadafi and Wahyudi did the research about pragmatic in cigarette advertisements in Indonesia, they use pragmatic approach to analyse their data in Indonesian cigarette ads. They suppose that cigarette is dangerous to consume but, by seeing its huge economic benefit attracted Qadafi and Wahyudi to investigate the way cigarettes are promoted without explicitly exposing them. This research exposes the language of advertisements operate subtly at the level of cognition and comprehension to persuade smokers. The findings of the research are; in persuading smokers, the

cigarette companies done with processes: choosing inputs which have relevant and cognitive effects; explicating the contents; implicating assumptions; and finally contextually. Furthermore, the advertisers also have a strong intention to make the audiences find their identities in the advertisements. Word choosing to influence the people to believe at least reflect or connect themselves to the wordings and the language used in the advertisements.

Then, Nichter, Padmawati, Danardono, Prabandari, work in reading culture from tobacco advertisements in Indonesia. The work examines the social and cultural reasons for smoking in Indonesia and discusses how the tobacco industry reads, reproduces and works with culture as a means of selling cigarettes. An examination is provided of how kretek tobacco companies represent themselves as supporters of Indonesian national identity. The findings of this work is; themes in tobacco advertisements are control of emotions, smoking to improve masculinity and smoking to support traditional values. Some kretek advertisements are included of indirect commentaries to attract the viewer to reflect on the political situation and one's position in society.

Furthermore, Bargiela-Chiappini introduces a multidisciplinary approach to business communication, viewed as discourse, and its development as an international field of research and practice. This book promotes debate and enquiry on several competing issues, emerging from fieldwork in a variety of business contexts. In the world of business, keeping a file of great advertisements might grab people attention. It might be a great image, a great headline or a slogan

they like. Cut it out and highlight what they like and then you come to construct your own ad, you have a good base of ideas to start from. Here are some researches specifically for advertising: Davis (1950) finding in the theories of advertisements, Yeung, (2004) finding the genre of Chinese business capitalism in a global era due to the fact that Chinese become the rival of The US in the world of business. Moreover, Morrison A. M. (2002) in his book “Using Qualitative Research in Advertising: Strategies, Techniques, and Applications” examines both theory and application of qualitative research techniques to inspire great advertising and build strong brands.

In 2011, Joel J. Davis in “Advertising research: theory and practice 2nd Ed” demonstrates how theory provides a foundation for the conduct of research and how theoretically sound, well-designed research makes a significant contribution to advertising practice. Offering an innovative approach that presents complex concepts in a simple, easy-to-understand, interesting style, Advertising Research: Theory and Practice uses hundreds of contemporary examples and illustrations to help students make the connection between advertising theory and advertising practice; leads students through the basics of advertising research: research planning, secondary research, sampling, experimentation, quantitative and qualitative research, questionnaire design, question development, data analysis, segmentation, communication and copy testing, and audience measurement; and provides in-depth, detailed discussion of important issues ignored by other advertising research texts: analysis of qualitative data, inferential statistics, advertising content analysis, perceptual mapping, advertising spending analysis,

concept and benefit testing, copy testing from a legal perspective, and computer-assisted data analysis. Then Henry Wai-chung Yeung (2004) provides the book challenges the conventional notion of Chinese capitalism as “crony capitalism”, based around kinship networks and untouched by globalization. Yeung argues rather that key actors are capable of taking advantage of their participation in globalization processes to significantly transform the nature and organization of Chinese capitalism in East and Southeast Asia. He concludes that the system that is emerging is neither distinctively Chinese nor converging towards the Anglo-American form of capitalism, but a hybrid of both.

The book is comprehensive in its scope of analysis, interdisciplinary in its coverage of literature, and well-grounded in a wide variety of empirical evidence that addresses different sectors and economies in Asia. It will be of interest to students and researchers in the areas of, international political economy, economics, Asian Studies, development studies, organization and management studies, economic geography, and urban studies. Furthermore, in the book of “Using qualitative research in advertising: strategies, techniques, and applications”, Morrison (2002). Using a step-by-step approach, designed for students considering advertising careers and for those currently working in the advertising industry, this book explains what qualitative research techniques are designed to do and how they aid in uncovering insights useful for advertising strategy development, creative development, and post-campaign evaluation. Practical information and discussions on interviewing, projective techniques focus groups, and online/social media applications positioned within a theoretical

context of the value of qualitative research will bring the content from the pages to the real world. All of the above studies linking theory and practice in advertising with a particular genre that makes the ad exist.

In addition, one of the earliest genres, the letter, is the subject of study in Bazerman and Chugh (2006) and Les Perelman (1991) in “The Medieval Art of Letter Writing” (in Bazerman and Paradis, 2004). Researchers in these collections explore how letter writing is embedded in particular historical and cultural contexts and how letters have mediated, throughout history, a diverse range of human interactions. Bazerman and Chugh (2006) examines antecedent genres for some of the most powerful forms of text, from business genres (forms, invoices, reports) to the scientific article, to the patent, to the stockholder’s report. In addition, it assumes that genre used and shaped by the letter’s role in the formation of genres across various public and professional communities, letters also played more particular roles structuring human relations within specific social and institutional contexts, as chronicled.

Moreover, by linking all previous studies above, the writer assumes that genre always have association with institutions as Martin’s (2000) examine “genres as instances of social processes, enacting a range of important institutional practices, hence also shaping people's subjectivities”. Genres represent purposive and staged ways of building means in a culture by using systemic functional linguistic, it demonstrates how given genres build or enact social practice, how educational setting provide contexts in which some apprenticeship into such

genres occurs, and how theorizing about such matters helps build a theory of social action, revealing how powerful is the systemic functional analysis in addressing questions concerning the social construction of reality. The discussion in this study is built around extensive analysis of instances of texts collected in a worksite of cigarette advertisement.

This study focuses in the pattern of specific field and the relationship between its social contexts such Chen (2011), Cook (2001) and Silverblatt (2007) findings. Chen provides that fuzzy language plays a positive role in advertising. It can improve the accuracy of the copy, make the copy more expressive and persuasive, protect the advertiser from possible responsibilities and add vividness and liveliness to the copy. Nevertheless, negative effects would be generated if the advertiser uses too much fuzzy language or uses it in an incorrect way. Then Guy Cook states the social functions and aesthetic effects of advertisements are comprehensively analysed across a wide range of media, from billboards to email and the Internet. Controversially, advertisements are contrasted and compared with literary texts throughout. The book clearly explains relevant concepts from semiotics, poetics, and linguistics, and can serve as an introduction to all of these disciplines. Furthermore, Silverblatt provides various types of programming is essential for critical analysis of the media and also offers revealing perspectives on society's cultural values, preoccupations, behaviour, and myths. This handbook provides a systematic, in-depth approach to the study of media genres--including reality programs, game shows, situation comedies, soap operas, film noir, news programs, and more. This study concerned in the pattern of cigarette ads and it's

relationship between its social contexts in which the formation of genre used for enticing people in the form of advertisement and how it's occur.



CHAPTER III

FINDING AND DISCUSSION

This chapter presents the data to analyse, along with the findings and discussion. This is where the report of the findings and present them in a systematic manner. To analyse means to distinguish between different types of phenomena on cigarette advertisement – similar from different data. The analysis is done by the theory of Paltridge's eight factors; the setting of the text, the focus and perspective, the purposes, the intend audience of the text, the relationship between writer and reader, expectations, and the background knowledge, and the relationship the text with other texts, to find out the characteristics of the cigarette advertisements.

The eight way of Paltridge theory is used because they exist in Paltridge's research which examined the typical genre in theses and dissertations. Furthermore, he presented another factors accompanying the expectations of the text that did not match if applied in exploring advertisement's genre. The factors are conventions and requirements of the text which in the field of advertisement has a free role of requirements to presents their ideas and they don't depend in any specific conventions.

Moreover, on how does social context shape the genre of advertising based on Martin's (1984) theory of genre as a staged, goal-oriented social process has stressed the importance of social purposes of genres and description of the

schematic (rhetorical) structures evolving to serve their purpose of these advertisements.

3.1. Findings

In the following finding, the data are presented by the descriptions of the text followed by the capture of the advertisements. The video is then analysed using the eight factors of genre based on Paltridge theory.

3.1.1. Descriptions of the Texts and Analyses

Transcribing data means converting data from visual form to written form. In this research, the transcript of the data is in form of general depiction and the screenshot of the advertisement videos. These brands using the same framework in their each advertisements, Marlboro always shows the cowboy to demonstrate something to deliver the kinds of their product from the beginning of their advertisement to their latest advertisement that appears in 1971. In the other hand, in 1960s to 1971 Pall Mall also uses something that related to sports. Furthermore, Dunhill and Sampoerna depicting modern life that formed through young people life today, their thought and behaviours.

Data1: Marlboro

1



2



3



4

In the vast savannah field, the video ad begins with the typical music of Marlboro and there is a black wild horse that gathered with other horses (1). Then came a cowboy on horseback calls other cowboys and he lit a cigarette. He hinted to other three cowboys to chase the wild horses (2). The cowboys started to chase the horses but only one horse that cannot be caught, that is the horse that appeared in the beginning of video. Then the narrator said: "Now you don't see many wild stallions any more. And even If you did run off three of your best mares he's one of the last of a wild and very singular breed". One of the cowboys still tried to chase him, but another cowboy whistling as a hinted to stop (3). Finally the narrator said: "Come to where the flavour is. Come to Marlboro Country" and a

two packs of Marlboro picture and the word ‘Marlboro Country’ appears, a sign of that advertising has ended (4).

Analysis:

1. The setting of the text

The settings of the text are on an afternoon, in the savannah field, many wild horses and cowboys live on that extreme environment, outdoors, in a vast expanse of wilderness.

The relationship between those extreme environments, brave attitude and the cigarette represent the men character that love something extreme that shows masculinity and absolutely the setting of Marlboro advertisement indicate that this cigarette is for male.

2. Focus and perspective of the text

The focus and the perspective of this advertisement is what and how to highlight what it sees as a strategy to attract consumers. Marlboro wants to deliver their idea about masculinity. Marlboro focuses on how to represent masculinity to the audience by showing extreme activity of cowboys. They focus on how cowboys live; cowboys chase the wild horses. This activity connected with the cigarette in every activity they do, showing the audience that “you can be masculine like cowboy, by smoking Marlboro”.

Claims that can be made in advertisement have become perspective of the writer of the advertisement. Marlboro writer claims that cowboys represents

masculinity by showing their live in extreme environments as depicted in all their advertisements. It is assumed that the writer influencing the audience to be brave like cowboys who smoke Marlboro; if you are men, smoke Marlboro, so you feel bravery like cowboys.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such risk-taking activities as cowboy do in this advertisement. How cowboys chase the horses is very great activity, they try to catch wild animals that have a very fast pace. In addition, wild animals are animals that can not easily be controlled for. This activity is risky activity, so that the writer assumes that the purpose of Marlboro advertisement is not only to attract consumers but also to make consumers to be brave to take a risk like cowboy to smoking this product.

4. The intended audience and purpose in reading text

Good and bad qualities of an ad can be seen from the message. Delivery of messages is also related to how to convey a good message to communicate your product or services. As depicted in the description of the text, cowboys have American West life-style that seemed cool at the time. The intended audience came out with the idea of presenting masculine character in the advertisement. The cowboy character was the first in the line up and as the history shows, the

best and the only one. This advertisement is intended at the young and productive age in which the young are told, is to be brave, natural and independent like a cowboy.

The purpose in reading text is how audience will react and judge if they see the advertisement. The writer understands if audiences from any age, social classes will have positive reactions and judgements if they see something they like. Based on the fact that cowboy is cool thing, the audience would be interested after seeing the ad after thought they would be like a cowboy if they smoke Marlboro. The Marlboro writer uses extreme cowboys' life by intending young age of people because young man likes any awesome and brave things in doing something.

5. Relationship between writer and reader

The relationship between the writer and the reader in all Marlboro advertisement is just limited to writer created this advertisement so that readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The advertisements will have positive reactions and judgements if the audience see something they like. Then, the

audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. The audience of Marlboro expect they feel cowboys bravery, freedom, and sensations by smoking Marlboro cigarette.

The background knowledge is several ideologies in making the advertisement. For all Marlboro advertisement, the writer assumes that the cowboy in this advertisement depicting the cowboy life that was created to intending the average working class man in order to give them a sense of dominance during this time as a cowboy who has real man life

7. Relationship between the text with other text

The writer of Marlboro advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement, with the next advertisement by continuing use cowboys as the main object to deliver the product by showing their life.

Text 2: Marlboro



The video of advertisement shows that the time is in early evening with the sign of sun is nearly downed and appear simultaneously the word “Marlboro Country” and the narrator said “This is Marlboro country”(1). Then there are four cowboys herding cattle so that go into the cage. They use lasso rope technique to herding the cows and horse through river (2). After the hardship of herding cattle and the sun has already sinking. Those cowboys took a rest while making coffee and steaks (3). Time passed when the cows and the horses they were big. Cowboys proudly sell the cows they have been maintained to large (4). Then the

narrator said “As long as men smoke for flavor, they are always be Marlboro country”. While smoking, four of them trooped up the horse. The words "Marlboro Country" appears.

Analysis:

1. The setting of the text

The settings of the text are in early evening, in the savannah field, many horses, cowboys and cattle and cowshed live on that extreme environment, outdoors, in a vast expanse of wilderness and river.

The relationship between those extreme environments, brave attitude and the cigarette represent the men character that love something extreme that shows masculinity and absolutely the setting of Marlboro advertisement indicate that this cigarette is for male.

2. Focus and perspective of the text

The focus and the perspective of this advertisement is what and how to highlight what it sees as a strategy to attract consumers. Marlboro wants to deliver their idea about masculinity. Marlboro focuses on how to represent masculinity to the audience by showing extreme activity of cowboys while they herding cattle to cowshed. They focus on how cowboys live; herding cattle through river. This activity connected with the cigarette in every activity they do, showing the audience that “you can be masculine like cowboy, by smoking Marlboro”.

Claims that can be made in advertisement have become perspective of the writer of the advertisement. Marlboro writer claims that cowboys represents masculinity by showing their live in extreme activity as depicted in all their advertisements. It is assumed that the writer influencing the audience to be brave like cowboys who smoke Marlboro; if you are men, smoke Marlboro, so you feel bravery like cowboys.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such risk-taking activities as cowboy do in this advertisement. How cowboys herd the cattle is very great activity, they try to herd many cattle through river, and so many of them are so hard to controlled. This activity is risky activity, so that the writer assumes that the purpose of Marlboro advertisement is not only to attract consumers but also to make consumers to be brave to take a risk like cowboy to smoking this product.

4. The intended audience and purpose in reading text

Good and bad qualities of an ad can be seen from the message. Delivery of messages is also related to how to convey a good message to communicate your product or services. As depicted in the description of the text, cowboys have American life-style that seemed cool at the time. The intended audience came out

with the idea of presenting masculine character in the advertisement. This advertisement is intended at the young and productive age in which the young are told, is to be brave, masculine, natural and independent like a cowboy.

The purpose in reading text is how audience will react and judge if they see the advertisement. The writer understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Base on the fact that cowboy is cool thing, the audience would be interested after seeing the ad after thought they would be like a cowboy if they smoke Marlboro. The Marlboro writer uses extreme cowboys' life by intending young age of people because young man likes any awesome and brave things in doing something.

5. Relationship between writer and reader

The relationship between the writer and the reader in all Marlboro advertisement is just limited to writer created this advertisement so that readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The advertisement will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the

cigarette, they will gain the same experience as depicted in advertisement. The audience of Marlboro expect they feel cowboys bravery, freedom, and sensations by smoking Marlboro cigarette.

The background knowledge is several ideologies in making the advertisement. For all Marlboro advertisements, the writer assumes that the cowboy in this advertisement depicting the cowboy life that was created to intending the average working class man in order to give them a sense of dominance during this time as a cowboy who has real man life

7. Relationship between the text with other text

The writer of Marlboro advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement, with the next advertisement by continuing use cowboys as the main object to deliver the product by showing their life.

Text 3: Marlboro



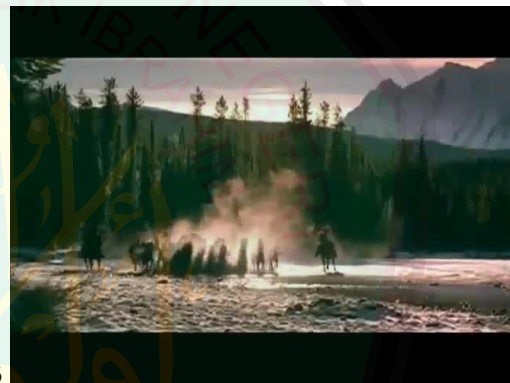
1



2



3



This advertisement appeared in 1966. The video tells a horseman or Cowboy life. Somewhere, there exists an America inhabited solely by a character from product advertising campaigns. Imagines that Mr. McLean as a Cowboy who crossed the frozen river in the mountains mostly covered by ice (1). In such a landscape, that single character would surely dominate the American North. He crossed the river with his horse (2). Although he steps on the ice which began to crack, he fearlessly remained drove across the river (3). Arriving at the edge of the river, he whistled and suddenly hordes of horses came. He bravely led all the horses came to another river bank where he comes (4). With cigarette in his hand, the cowboy got the job done. The word "Marlboro Country" appears.

Analysis:

1. The setting of the text

The settings of the text are in early evening, in the frozen river, many wild horses and cowboys live on that extreme environment, outdoors, in a vast expanse of wilderness.

The relationship between those extreme environments, brave attitude and the cigarette represent the men character that love something extreme that shows masculinity and absolutely the setting of Marlboro advertisement indicate that this cigarette is for male.

2. Focus and perspective of the text

The focus and the perspective of this advertisement is what and how to highlight what it sees as a strategy to attract consumers. Marlboro wants to deliver their idea about masculinity. Marlboro focuses on how to represent masculinity to the audience by showing extreme activity of cowboys. They focus on how cowboys live; cowboy with his horse bravely crossing frozen river and then herding many wild horses crossing that river. This activity connected with the cigarette in every activity they do, showing the audience that “you can be masculine like cowboy, by smoking Marlboro”.

Claims that can be made in advertisement have become perspective of the writer of the advertisement. Marlboro writer claims that cowboys represents masculinity by showing their live in extreme activity as depicted in all their

advertisements. It is assumed that the writer influencing the audience to be brave like cowboys who smoke Marlboro; if you are men, smoke Marlboro, so you feel bravery like cowboys.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such risk-taking activities as cowboy do in this advertisement. How cowboy with his horse bravely crossing frozen river and then herding many wild horses crossing that river is very great activity. In addition, wild animals are animals that can not easily be controlled for. This activity is risky activity, so that the writer assumes that the purpose of Marlboro advertisement is not only to attract consumers but also to make consumers to be brave to take a risk like cowboy to smoking this product.

4. The intended audience and purpose in reading text

Good and bad qualities of an ad can be seen from the message. Delivery of messages is also related to how to convey a good message to communicate your product or services. As depicted in the description of the text, cowboys have American West life-style that seemed cool at the time. The intended audience came out with the idea of presenting masculine character in the advertisement. The cowboy character was the first in the line up and as the history shows, the

best and the only one. This advertisement is intended at the young and productive age in which the young are told, is to be brave, natural and independent like a cowboy.

The purpose in reading text is how audience will react and judge if they see the advertisement. The writer understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Base on the fact that cowboy is cool thing, the audience would be interested after seeing the ad after thought they would be like a cowboy if they smoke Marlboro. The Marlboro writer uses extreme cowboys' life by intending young age of people because young man likes any awesome and brave things in doing something.

5. Relationship between writer and reader

The relationship between the writer and the reader in all Marlboro advertisement is just limited to writer created this advertisement so that readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The advertisement will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the

cigarette, they will gain the same experience as depicted in advertisements. The audience of Marlboro expect they feel cowboys bravery, freedom, and sensations by smoking Marlboro cigarette.

The background knowledge is several ideologies in making the advertisements. For all Marlboro advertisements, the writer assumes that the cowboy in this advertisement depicting the cowboy life that was created to intending the average working class man in order to give them a sense of dominance during this time as a cowboy who has real man life

7. Relationship between the text with other text

The writer of Marlboro advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement, with the next advertisement by continuing use cowboys as the main object to deliver the product by showing their life.

Text 4: Marlboro



1



2



3



4

The video is at the noon in a desert and still with the same person (1), a cowboy with a lasso herding hundreds of horses to the stables (2). After the job was done, he lit a cigarette and joked with other cowboys (3). McLean plays the rope. Accompanied by certain music, he is dancing with the rope, rounded by other cowboys. They seem like celebrate something (4). The word “Marlboro Country” and the notion “Come to where flavor is, come to Marlboro country” appears in the end of video advertisement.

Analysis:

1. The setting of the text

The settings of the text are at noon, in the savannah field, many wild horses and cowboys live on that extreme environment, outdoors, in a vast expanse of wilderness.

The relationship between those extreme environments, brave attitude and the cigarette represent the men character that love something extreme that shows masculinity and absolutely the setting of Marlboro advertisements indicate that this cigarette is for male.

2. Focus and perspective of the text

The focus and the perspective of this advertisement is what and how to highlight what it sees as a strategy to attract consumers. Marlboro wants to deliver their idea about masculinity. Marlboro focuses on how to represent masculinity to the audience by showing extreme activity of cowboys. They focus on how cowboys live; cowboy with a lasso herding hundreds of horses to the stables. This activity connected with the cigarette in every activity they do, showing the audience that “you can be masculine like cowboy, by smoking Marlboro”.

Claims that can be made in advertisement have become perspective of the writer of the advertisement. Marlboro writer claims that cowboys represents masculinity by showing their live in extreme activity as depicted in all their advertisements. It is assumed that the writer influencing the audience to be brave like cowboys who smoke Marlboro; if you are men, smoke Marlboro, so you feel bravery like cowboys.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such risk-taking activities as cowboy do in this advertisement. How cowboy with a lasso herding hundreds of horses to the stables is very dangerous activity. In addition, wild animals are animals that can not easily be controlled for. This activity is risky activity, so that the writer assumes that the purpose of Marlboro advertisement is not only to attract consumers but also to make consumers to be brave to take a risk like cowboy to smoking this product.

4. The intended audience and purpose in reading text

Good and bad qualities of an ad can be seen from the message. Delivery of messages is also related to how to convey a good message to communicate your product or services. As depicted in the description of the text, cowboys have American West life-style that seemed cool at the time. The intended audience came out with the idea of presenting masculine character in the advertisement. The cowboy character was the first in the line up and as the history shows, the best and the only one. This advertisement is intended at the young and productive age in which the young are told, is to be brave, natural and independent like a cowboy.

The purpose in reading text is how audience will react and judge if they see the advertisement. The writer understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Base on the fact that cowboy is cool thing, the audience would be interested after seeing the ad after thought they would be like a cowboy if they smoke Marlboro. The Marlboro writer uses extreme cowboys' life by intending young age of people because young man likes any awesome and brave things in doing something.

5. Relationship between writer and reader

The relationship between the writer and the reader in all Marlboro advertisement is just limited to writer created this advertisement so that readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The advertisement will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. The audience of Marlboro expect they feel cowboys bravery, freedom, and sensations by smoking Marlboro cigarette.

The background knowledge is several ideologies in making the advertisements. For all Marlboro advertisements, the writer assumes that the cowboy in this advertisement depicting the cowboy life that was created to intending the average working class man in order to give them a sense of dominance during this time as a cowboy who has real man life

7. Relationship between the text with other text

The writer of Marlboro advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement, with the next advertisement by continuing use cowboys as the main object to deliver the product by showing their life.

Text 5: Marlboro



The video begins with the certain music and shows an old man being carve a piece of wood. At the same time, a cowboy riding a horse across the snowy field (1). The old man was making a seat for riding. He carefully carves very beautiful carvings on the wood (2). After makeovers in such a way that the seating was completed, a cowboy had come to the house of the old man (3). He tried the seat on his horse and the two men shaking hands (4). At the same time the narrator said “Come to where flavor is, come to Marlboro country” appears in the end of video advertisement.

Analysis:

1. The setting of the text

The settings of the text are in the snowy field, riding horse and cowboy live on that extreme environment, outdoors, in a vast expanse of wilderness.

The relationship between those extreme environments, brave attitude and the cigarette represent the men character that love something extreme that shows masculinity and absolutely the setting of Marlboro advertisement indicate that this cigarette is for male.

2. Focus and perspective of the text

The focus and the perspective of this advertisement is what and how to highlight what it sees as a strategy to attract consumers. Marlboro wants to deliver their idea about masculinity. Marlboro focuses on how to represent masculinity to the audience by showing extreme activity of cowboys. They focus on how cowboys live; cowboy riding a horse across the snowy field. This activity connected with the cigarette in every activity they do, showing the audience that “you can be masculine like cowboy, by smoking Marlboro”.

Claims that can be made in advertisement have become perspective of the writer of the advertisement. Marlboro writer claims that cowboys represents masculinity by showing their live in extreme activity as depicted in all their advertisements. It is assumed that the writer influencing the audience to be brave like cowboys who smoke Marlboro; if you are men, smoke Marlboro, so you feel bravery like cowboys.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such risk-taking activities and friendship as cowboy do in this advertisement. How cowboy ride a horse across the snowy field. This activity is risky activity, so that the writer assumes that the purpose of Marlboro advertisement is not only to attract consumers but also to make consumers to be brave to take a risk like cowboy to smoking this product.

4. The intended audience and purpose in reading text

Good and bad qualities of an ad can be seen from the message. Delivery of messages is also related to how to convey a good message to communicate your product or services. As depicted in the description of the text, cowboys have American West life-style that seemed cool at the time. The intended audience came out with the idea of presenting masculine character in the advertisement. The cowboy character was the first in the line up and as the history shows, the best and the only one. This advertisement is intended at the young and productive age in which the young are told, is to be brave, natural and independent like a cowboy.

The purpose in reading text is how audience will react and judge if they see the advertisement. The writer understand if audiences from any age, social classes

will have positive reactions and judgements if they see something they like. Based on the fact that cowboy is a cool thing, the audience would be interested after seeing the ad after thought they would be like a cowboy if they smoke Marlboro. The Marlboro writer uses extreme cowboys' life by intending young age of people because young men like any awesome and brave things in doing something.

5. Relationship between writer and reader

The relationship between the writer and the reader in all Marlboro advertisement is just limited to what the writer created this advertisement so that readers are interested in buying their products. The writer always sees the social situations to make an advertisement, developing marketing strategies for reaching consumers as primary readership because the audience as a reader, will be attracted to gaining experience of smoking by buying the cigarette.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present a positive effect on the cigarette disposal. The advertisement will have positive reactions and judgements if the audience sees something they like. Then, the audience who is interested in smoking their products expects that if they smoke the cigarette, they will gain the same experience as depicted in the advertisement. The audience of Marlboro expects they feel cowboys' bravery, freedom, and sensations by smoking Marlboro cigarettes.

The background knowledge is several ideologies in making the advertisements. For all Marlboro advertisements, the writer assumes that the

cowboy in this advertisement depicting the cowboy life that was created to intending the average working class man in order to give them a sense of dominance during this time as a cowboy who has real man life

7. Relationship between the text with other text

The writer of Marlboro advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement, with the next advertisement by continuing use cowboys as the main object to deliver the product by showing their life.

Text 6: Pall Mall



1



2



3



4

The video begins with a woman riding in an equestrian event, offered smoke from male (1). When the view of those two people blurring, appeared a middle age man sitting behind those two people who speak “You know, wherever you find particular people, that’s where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able, and here is the reason why (2). Then appeared a cigarette and ashtray with the word and spoken “smoke travelled through fine tobacco, tastes best”. Then there is a comparison between Pall Mall, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally (3). The word “Travels smoke naturally” appeared with the animation of smoke that travels inside the cigarette then the word “makes it mild”. The middle age man said “makes it mild? But that not figured out that satisfying flavor. Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able”(4). At the end of videos, the narrator said “Buy Pall Mall famous cigarette! Outstanding and they are mild!”.

Analysis:

1. The setting of the text

Pall Mall devoted to sports-themed setting; equestrian. The characteristics of the environment is about particular people specially athlete who chose Pall Mall in smoking such as woman riding in equestrian event

The relationship between sport environment, and the cigarette represent the character of particular people (athlete) that shows something different or particular than other people (non-athlete) and absolutely the setting of Pall Mall advertisement indicate that this cigarette is for particular people.

2. Focus and perspective of the text

Pall Mall focuses on the particular people who choose Pall Mall in smoking. It is depicted in advertisement such as horse racer. The advertisement also talks about how the taste is better because of the famous length of fine, good-tasting tobacco. It is shown by the word “You know wherever you find a particular person, that’s where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfying, so downright smoke able, and here is the reason why”. In short, Pall Mall produced for particular people who want to buy different form of cigarette than other cigarettes in their era.

Claims that can be made in Pall Mall advertisement have become perspective of the writer of the advertisement. Pall Mall claims that the particular people always smoke Pall Mall cigarette that shown in the advertisement. The writer’s idea is depicting particular people who expert in their field smoke Pall Mall so the audience will also extract to become a particular people. It clearly shown in the word “You know, wherever you find a particular person, that’s where you find Pall Mall”. Pall Mall advertisement sent the message directly by showed the difference of Pall Mall cigarette with other products, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the

conclusion Pall Mall is natural cigarette that travels smoke naturally. It is assumed that all Pall Mall advertisements want audience to throw other cigarettes away and change their mind to smoke the different cigarette, that is Pall Mall.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such as showing a woman in the advertisement. Moreover, Pall Mall advertisement claims that Pall Mall "filter the smoke on the way to your throat" and "guard against throat-scratch," indicating that they are healthier than the leading brand. This advertisement is a direct response to the worries of the general public concerning the health risks related to smoking cigarettes.

4. The intended audience and purpose in reading text

Pall Mall carried out sport and woman to present all those sense of a youngster. This advertisement is intended at the young, woman smoker and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be particular and independent particular people like an athlete.

In the other hand, Pall Mall advertisement show a woman who is accompanied by a man or other friends who might offer her this brand of cigarettes indicates that the advertisement is intended to women. Imagining that

man's world is carried out in advertising campaigns aimed predominantly at male consumers, but the Pall Mall also carried out woman in their advertisement as a new marketing target because they observe the situations if the woman smoker is highly increased at the time so they extract women as new marketing target by showing women in their advertisement.

The purpose of reading text is how audience will react and judge if they see the advertisement of Pall Mall cigarette products also in the writers mind. The writer of Pall Mall understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Pall Mall writer also uses athlete and women as a particular people because any people and woman likes if they become particular people and be different by smoke Pall Mall which different with regular and filter-tip cigarette.

5. Relationship between writer and reader

The relationship between the writer and the reader in Pall Mall advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Pall Mall sees that athlete is a particular thing that loved by the people. These marketing strategies attempt to inform consumers about various attributes of a company's

products, but they may also be affected by the target market, or demographic groups at which the marketing is aimed.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The writer of Pall Mall sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Pall Mall audience expect that they will become like a particular person if they choose Pall Mall and left other cigarette products. The audience have the criterion that serve as a basis of their ideology and the writer see it as a strategy to extract the marketing target.

Furthermore, for background knowledge, Pall Mall has no special icon in representing his ideology, the writer of the advertisement, they employ a modern context to describe the patterns of thought in the form of a new hobby in the public, especially young people with images of sport activity is considered to be something cool and special. Several advertisements also contain a woman, indicates revolutionary step to introduce cigarette in women which previously cigarette always identical with men. Pall Mall assures audience that Pall Mall is natural mildness, it is so good in taste, and the advertisement has a comparison chart between the length of Pall Mall with other regular cigarettes, and filter-tip

cigarette. It indicates that Pall Mall represents a particular people as a modern people who bring many differences with others.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Pall Mall cigarette advertisement presents the idea that smoking is an integral part of the society. Pall Mall through sports or something particular considered demonstrate is being different in society. This description clearly illustrated in Pall Mall advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Pall Mall advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use sport as the main object to deliver the product with many ways to deliver their ideology of being particular and different. They use various settings in their advertisements but the main ideology still same.

Text 7: Pall Mall



The video begins when a woman dives into pool (1), gets out of water, and accepts cigarette offered by male companion, couple smokes in background and middle age man appear and said “You know, wherever you find a particular person, that’s where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able, and here is the reason why” (2). Then appeared a cigarette and ashtray with the word and spoken “smoke travelled through fine tobacco, tastes best”. Then there is a comparison between Pall Mall, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally (3). The word “Travels smoke naturally” appeared with the animation of smoke that travels inside the cigarette then the word “makes

it mild". The middle age man said "makes it mild? But that not figured out that satisfying flavor. Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able"(4). At the end of videos, the woman appeared, she sucked the cigarette and the narrator said "Buy Pall Mall famous cigarette! Outstanding and they are mild!".

This advertisement appeared in 1964-1966 in 59 seconds of duration. Ed McMahon shills for Pall Mall. He said "Outstanding...and they are mild.", "Wherever you find particular people.", "Smoke Traveled through Fine Tobacco".

Analysis:

1. The setting of the text

Pall Mall devoted to sports-themed setting that is diving sport. The characteristics of the environment is about particular people specially athlete who chose Pall Mall in smoking such as woman diver.

The relationship between sport environment, and the cigarette represent the character of particular people (athlete) that shows something different or particular than other people (non-athlete) and absolutely the setting of Pall Mall advertisement indicate that this cigarette is for particular people.

2. Focus and perspective of the text

Pall Mall focuses on the particular people who choose Pall Mall in smoking. It is depicted in advertisement such as diving sport or beautiful jump. The advertisement also talks about how the taste is better because of the famous length

of fine, good-tasting tobacco. It is shown by the word “You know wherever you find a particular person, that’s where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfying, so downright smoke able, and here is the reason why”. In short, Pall Mall produced for particular people who want to buy different form of cigarette than other cigarettes in their era.

Claims that can be made in Pall Mall advertisement have become perspective of the writer of the advertisement. Pall Mall claims that the particular people always smoke Pall Mall cigarette that shown in the advertisement. The writer’s idea is depicting particular people who expert in their field smoke Pall Mall so the audience will also extract to become a particular people. It clearly shown in the word “You know, wherever you find a particular person, that’s where you find Pall Mall”. Pall Mall advertisement sent the message directly by showed the difference of Pall Mall cigarette with other products, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally. It is assumes that all Pall Mall advertisements want audience to throw other cigarettes away and change their mind to smoke the different cigarette, that is Pall Mall.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's

health, the tobacco companies attempt to counter this by showing in their ads such showing woman in the advertisement. Moreover, Pall Mall advertisement claims that Pall Malls "filter the smoke on the way to your throat" and "guard against throat-scratch," indicating that they are healthier than the leading brand. This advertisement is a direct response to the worries of the general public concerning the health risks related to smoking cigarettes.

4. The intended audience and purpose in reading text

Pall Mall carried out sport and woman to present all those sense of youngster. This advertisement is intended at the young, woman smoker and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be particular and independent particular people like an athlete.

In the other hand, Pall Mall advertisement show woman who is accompanied by a man or other friends who might offer her this brand of cigarettes indicates that the advertisement is intended to women. Imagining that man's world is carried out in advertising campaigns aimed predominantly at male consumers, but the Pall Mall also carried out woman in their advertisement as a new marketing target because they observe the situations if the woman smoker is highly increased at the time so they extract women as new marketing target by showing women in their advertisement.

The purpose of reading text is how audience will react and judge if they see the advertisement of Pall Mall cigarette products also in the writers mind. The

writer of Pall Mall understand if audiences from any age, social classes will have positive reactions and judgements if they see something they like. Pall Mall writer also uses athlete and women as a particular people because any people and woman likes if they become particular people and be different by smoke Pall Mall which different with regular and filter-tip cigarette.

5. Relationship between writer and reader

The relationship between the writer and the reader in Pall Mall advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Pall Mall sees that athlete is a particular thing that loved by the people. These marketing strategies attempt to inform consumers about various attributes of a company's products, but they may also be affected by the target market, or demographic groups at which the marketing is aimed.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The writer of Pall Mall sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted

in advertisement. Pall Mall audience expect that they will become like a particular person if they choose Pall Mall and left other cigarette products. The audience have the criterion that serve as a basis of their ideology and the writer see it as a strategy to extract the marketing target.

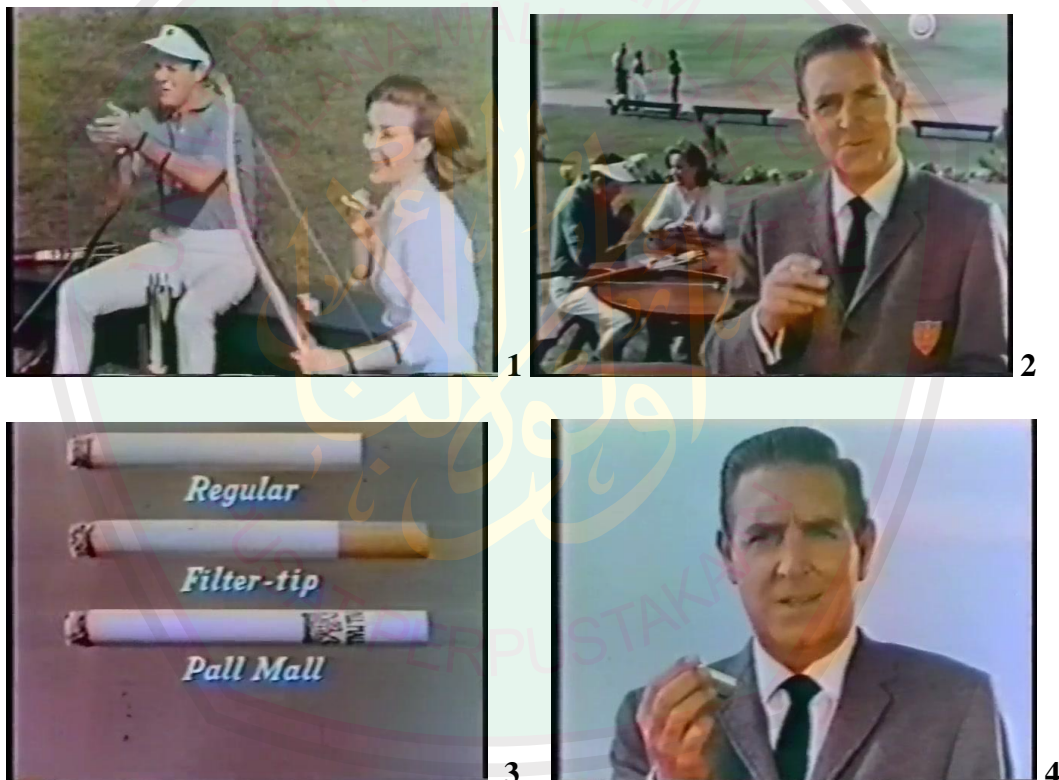
Furthermore, for background knowledge, Pall Mall has no special icon in representing his ideology, the writer of the advertisement, they employ a modern context to describe the patterns of thought in the form of a new hobby in the public, especially young people with images of sport activity is considered to be something cool and special. Several advertisements also contain a woman, indicates revolutionary step to introduce cigarette in women which previously cigarette always identical with men. Pall Mall assures audience that Pall Mall is natural mildness, it is so good in taste, and the advertisement has a comparison chart between the length of Pall Mall with other regular cigarettes, and filter-tip cigarette. It is indicates that Pall Mall represents a particular people as a modern people who bringing many differences with others.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Pall Mall cigarette advertisement presents the idea that smoking is an integral part of the society. Pall Mall through sports or something particular considered demonstrate is being different in society. This description clearly illustrated in Pall Mall advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Pall Mall advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use sport as the main object to deliver the product with many ways to deliver their ideology of being particular and different. They use various settings in their advertisements but the main ideology still same.

Text 8: Pall Mall



Couple practices archery before stopping for a smoke (1) and middle age man appear and said “You know wherever you find a particular person, that’s where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able, and here is the reason why” (2). Then appeared a cigarette and ashtray with the word and spoken “smoke

travelled through fine tobacco, tastes best”. Then there is a comparison between Pall Mall, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally (3). The word “Travels smoke naturally” appeared with the animation of smoke that travels inside the cigarette then the word “makes it mild”. The middle age man said “makes it mild? But that not figured out that satisfying flavor. Pall Mall natural mildness is so good to your taste, so smooth, so satisfy, so downright smoke able”(4). At the end of videos, the woman appeared, she sucked the cigarette and the narrator said “Buy Pall Mall famous cigarette! Outstanding and they are mild!”.

This advertisement appeared in 1964-1966 in 58 seconds of duration. Ed McMahon skills for Pall Mall. He said "Outstanding...and they are mild.", "Wherever you find particular people.", "Smoke Travelled through Fine Tobacco".

Analysis:

1. The setting of the text

Pall Mall devoted to sports-themed setting such archery. The characteristics of the environment is about particular people specially athlete who chose Pall Mall in smoking such as woman archer.

The relationship between sport environment, and the cigarette represent the character of particular people (athlete) that shows something different or

particular than other people (non-athlete) and absolutely the setting of Pall Mall advertisement indicate that this cigarette is for particular people.

2. Focus and perspective of the text

Pall Mall focuses on the particular people who choose Pall Mall in smoking. It is depicted in advertisement such as archery. The advertisement also talks about how the taste is better because of the famous length of fine, good-tasting tobacco. It is shown by the word "You know wherever you find a particular person, that's where you find Pall Mall. Why? Because Pall Mall natural mildness is so good to your taste, so smooth, so satisfying, so downright smoke able, and here is the reason why". In short, Pall Mall produced for particular people who want to buy different form of cigarette than other cigarettes in their era.

Claims that can be made in Pall Mall advertisement have become perspective of the writer of the advertisement. Pall Mall claims that the particular people always smoke Pall Mall cigarette that shown in the advertisement. The writer's idea is depicting particular people who expert in their field smoke Pall Mall so the audience will also extract to become a particular people. It clearly shown in the word "You know, wherever you find a particular person, that's where you find Pall Mall". Pall Mall advertisement sent the message directly by showed the difference of Pall Mall cigarette with other products, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally. It is assumes

that all Pall Mall advertisements want audience to throw other cigarettes away and change their mind to smoke the different cigarette, that is Pall Mall.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such showing woman in the advertisement. Moreover, Pall Mall advertisement claims that Pall Malls "filter the smoke on the way to your throat" and "guard against throat-scratch," indicating that they are healthier than the leading brand. This advertisement is a direct response to the worries of the general public concerning the health risks related to smoking cigarettes.

4. The intended audience and purpose in reading text

Pall Mall carried out sport and woman to present all those sense of youngster. This advertisement is intended at the young, woman smoker and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be particular and independent particular people like an athlete.

In the other hand, Pall Mall advertisement show woman who is accompanied by a man or other friends who might offer her this brand of cigarettes indicates that the advertisement is intended to women. Imagining that man's world is carried out in advertising campaigns aimed predominantly at male

consumers, but the Pall Mall also carried out woman in their advertisement as a new marketing target because they observe the situations if the woman smoker is highly increased at the time so they extract women as new marketing target by showing women in their advertisement.

The purpose of reading text is how audience will react and judge if they see the advertisement of Pall Mall cigarette products also in the writers mind. The writer of Pall Mall understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Pall Mall writer also uses athlete and women as a particular people because any people and woman likes if they become particular people and be different by smoke Pall Mall which different with regular and filter-tip cigarette.

5. Relationship between writer and reader

The relationship between the writer and the reader in Pall Mall advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Pall Mall sees that athlete is a particular thing that loved by the people. These marketing strategies attempt to inform consumers about various attributes of a company's products, but they may also be affected by the target market, or demographic groups at which the marketing is aimed.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The writer of Pall Mall sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Pall Mall audience expect that they will become like a particular person if they choose Pall Mall and left other cigarette products. The audience have the criterion that serve as a basis of their ideology and the writer see it as a strategy to extract the marketing target.

Furthermore, for background knowledge, Pall Mall has no special icon in representing his ideology, the writer of the advertisement, they employ a modern context to describe the patterns of thought in the form of a new hobby in the public, especially young people with images of sport activity is considered to be something cool and special. Several advertisements also contain a woman, indicates revolutionary step to introduce cigarette in women which previously cigarette always identical with men. Pall Mall assures audience that Pall Mall is natural mildness, it is so good in taste, and the advertisement has a comparison chart between the length of Pall Mall with other regular cigarettes, and filter-tip cigarette. It is indicates that Pall Mall represents a particular people as a modern people who bringing many differences with others.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Pall Mall cigarette advertisement presents the idea that smoking is an integral part of the society. Pall Mall through sports or something particular considered demonstrate is being different in society. This description clearly illustrated in Pall Mall advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Pall Mall advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use sport as the main object to deliver the product with many ways to deliver their ideology of being particular and different. They use various settings in their advertisements but the main ideology still same.

Text 9: Pall Mall



1



2



3



4

Three smokers are particular. Wear red "Be Particular" button. Those three smokers are middle age man, young lady and young man in three different settings. They offered by another smoker who don't smoke Pall Mall. First, the middle age man in the street offered cigarette by another smoker but he avoided him. He picked Pall Mall and said "Be particular about taste, I choose Pall Mall" (1). Second is, the young lady who having dinner in a restaurant. After her having done for some foods, she offered cigarette by another woman smoker but she avoided her. She picked Pall Mall and said "Be particular about taste, I choose Pall Mall" (2). The final is young man who fishing offered cigarette by another smoker but he avoided him. He picked Pall Mall and said "Be particular about

taste, I choose Pall Mall” (3). In the end of video, the narrator said “Be particular!, buy Pall Mall famous cigarette! Outstanding and they are mild!” (4).

This advertisement appeared in 1966-1968 in 58 seconds of duration. Ed McMahon is a narrator of this video. He said “Be particular!, buy Pall Mall famous cigarette! Outstanding and they are mild!”.

Analysis:

1. The setting of the text

Pall Mall devoted to various settings such in street, restaurant and fishing ground. The characteristics of the environment is about particular people specially office worker, career woman, and youth who chose Pall Mall and refuse other cigarette.

The relationship between those settings, and the cigarette represent the character of particular people (office worker, career woman and youth) that shows something different or particular than other people (other Pall Mall smoker) and absolutely the setting of Pall Mall advertisement indicate that this cigarette is for particular people.

2. Focus and perspective of the text

Pall Mall focuses on the particular people who choose Pall Mall in smoking. It is depicted in advertisement such as career woman. The advertisement also talks about particular people who wear “Be Particular” button, they chose Pall Mall and clearly said “Be particular about taste, I choose Pall Mall”. In short, Pall Mall

produced for particular people who want to buy different form of cigarette than other cigarettes in their era.

Claims that can be made in Pall Mall advertisement have become perspective of the writer of the advertisement. Pall Mall claims that the particular people always smoke Pall Mall cigarette that shown in the advertisement. The writer's idea is depicting particular people who expert in their field smoke Pall Mall so the audience will also extract to become a particular people. It clearly shown in the word "You know, wherever you find a particular person, that's where you find Pall Mall". Pall Mall advertisement sent the message directly by showed the difference of Pall Mall cigarette with other products, regular and filter-tip cigarette that shows that Pall Mall is longest one, non-filter, and for the conclusion Pall Mall is natural cigarette that travels smoke naturally. It is assumes that all Pall Mall advertisements want audience to throw other cigarettes away and change their mind to smoke the different cigarette, that is Pall Mall.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing in their ads such showing woman in the advertisement. Moreover, Pall Mall advertisement claims that Pall Malls is different by said "Be particular!, buy Pall Mall famous cigarette! Outstanding and they are mild!" indicating that they are the leading brand. This

advertisement is a direct response to give something different by producing cigarette in form of Mild.

4. The intended audience and purpose in reading text

Pall Mall carried out sport and woman to present all those sense of youngster. This advertisement is intended at the young, woman smoker and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be particular and independent particular people like an athlete.

In the other hand, Pall Mall advertisement show woman who is accompanied by a man or other friends who might offer her this brand of cigarettes indicates that the advertisement is intended to women. Imagining that man's world is carried out in advertising campaigns aimed predominantly at male consumers, but the Pall Mall also carried out woman in their advertisement as a new marketing target because they observe the situations if the woman smoker is highly increased at the time so they extract women as new marketing target by showing women in their advertisement.

The purpose of reading text is how audience will react and judge if they see the advertisement of Pall Mall cigarette products also in the writers mind. The writer of Pall Mall understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Pall Mall writer also uses athlete and women as a particular people because any people and woman

likes if they become particular people and be different by smoke Pall Mall which different with regular and filter-tip cigarette.

5. Relationship between writer and reader

The relationship between the writer and the reader in Pall Mall advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Pall Mall sees that office worker, career women is a particular thing that loved by the people. These marketing strategies attempt to inform consumers about various attributes of a company's products, but they may also be affected by the target market, or demographic groups at which the marketing is aimed.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect on the cigarette disposal. The writer of Pall Mall sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Pall Mall audience expect that they will become like a particular person if they choose Pall Mall and left other cigarette products. The audience

have the criterion that serve as a basis of their ideology and the writer see it as a strategy to extract the marketing target.

Furthermore, for background knowledge, Pall Mall has no special icon in representing his ideology, the writer of the advertisement, they employ a modern context to describe the patterns of thought in the form of a new hobby in the public, especially young people with images of sport activity is considered to be something cool and special. Several settings also contain a woman, indicates revolutionary step to introduce cigarette in women which previously cigarette always identical with men. Pall Mall assures audience that Pall Mall is natural mildness, it is so good in taste, and the advertisement has a comparison chart between the length of Pall Mall with other regular cigarettes, and filter-tip cigarette. It is indicates that Pall Mall represents a particular people as a modern people who bringing many differences with others.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Pall Mall cigarette advertisement presents the idea that smoking is an integral part of the society. Pall Mall through sports or something particular considered demonstrate is being different in society. This description clearly illustrated in Pall Mall advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Pall Mall advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement

with the next advertisements by continuing use sport as the main object to deliver the product with many ways to deliver their ideology of being particular and different. They use various settings in their advertisements but the main ideology still same.

Text 10: Pall Mall



This video contains of people who consider Pall Mall cigarettes are the best at the time (1). People in this advertisement said that Pall Mall is natural cigarette that travels smoke naturally” and suddenly the word “Natural Mildness” appears (2). And then appear the words “I’m Paarticular” in circles. In the end of video, the narrator said “Be particular!, buy Pall Mall famous cigarette! Outstanding and they are mild!” (4).

This advertisement appeared in 1968-1971. Ed McMahon is a narrator of this video. He said “Good, Good, Good” twice in this video.

Analysis:

1. The setting of the text

There is no specific setting in this advertisement. Pall Mall displays the opinion three people that depicting they was satisfied by this product of cigarette. Furthermore, the words “I’m Particular” are clearly indicate that that this cigarette is for particular people.

2. Focus and perspective of the text

Pall Mall focuses on the particular people who choose Pall Mall in smoking. It is clearly depicted in advertisement such as the words “I’m Particular” and the people in this advertisement feel satisfied and proud by smoking this product. Moreover, Pall Mall also focuses on the form of the cigarette. The words “Outstanding, and they are Mild” indicates that this product is different than other products of cigarette because they displays the word “Natural Mildness” and those people say “Pall Mall is natural cigarette that travels smoke naturally”. It might be the newest kind of cigarette that tasted naturally while others cigarette not produce the mild cigarette. In conclusion, Pall Mall produced for particular people who want to buy different form of cigarette than other cigarettes because they are Mild.

Claims that can be made in Pall Mall advertisement have become perspective of the writer of the advertisement. Pall Mall claims that the particular

people always smoke Pall Mall cigarette that shown in the advertisement. The writer's idea is depicting particular people who satisfied by smoke Pall Mall so the audience will also extract to become a particular people and buy Pall Mall. It's clearly shown in the word "'I'm Particular'". Pall Mall advertisement sent the message directly by showed word; "Outstanding, they are Mild" and Pall Mall is natural cigarette that travels smoke naturally. It is assumes that all Pall Mall advertisement want audience to throw other cigarettes away and change their mind to smoke the different cigarette, that is Pall Mall.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Moreover, Pall Mall has an approach to target a widespread consumer audience. The advertisement claims that Pall Malls is natural mildness indicating that they are different than other product because they are mild. This advertisement also displayed the direct message that particular people smoke Pall Mall by showing people's opinion that they were satisfied in smoking Pall Mall and the word "I'm Particular" is a sign that people in this advertisement is considered as a particular people. And the word "Outstanding and they are mild!" indicates that they are the leading brand. This advertisement is a direct response to give something different by producing cigarette in form of Mild.

4. The intended audience and purpose in reading text

Pall Mall carried out people that considered as particular people (I'm Particular) to present the sense being particular people. This advertisement is intended at the young and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be particular people like people that satisfied in smoking Pall Mall.

In the other hand, Pall Mall advertisement show woman who also be particular because she smokes Pall Mall. It indicates that the advertisement is intended to women also. Imagining that man's world is carried out in advertising campaigns aimed predominantly at male consumers, but the Pall Mall also carried out woman in their advertisement as a new marketing target because they observe the situations if the woman smoker is highly increased at the time so they extract women as new marketing target by showing women in their advertisement.

The purpose of reading text is how audience will react and judge if they see the advertisement of cigarette product also in the writers mind. The writer Pall Mall advertisement understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Pall Mall writer also uses man and woman as a particular people because any people and also woman likes if they become particular people and be different by smoke Pall Mall Mild which different than other products.

5. Relationship between writer and reader

The relationship between the writer and the reader in Pall Mall advertisements are just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. These marketing strategies attempt to inform consumers about various attributes of a company's products, but they may also be affected by the target market, or demographic groups at which the marketing is aimed.

6. The expectations and background knowledge

The writer of Pall Mall sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Pall Mall audience expect that they will become like a particular person if they choose Pall Mall and left other cigarette products. The audience have the criterion that serve as a basis of their ideology and the writer see it as a strategy to extract the marketing target.

Furthermore, for background knowledge, Pall Mall has no special icon in representing his ideology, the writer of the advertisement, they employ a modern context to describe the patterns of thought in the form of a new hobby in the public, especially young people with images of sport activity is considered to be

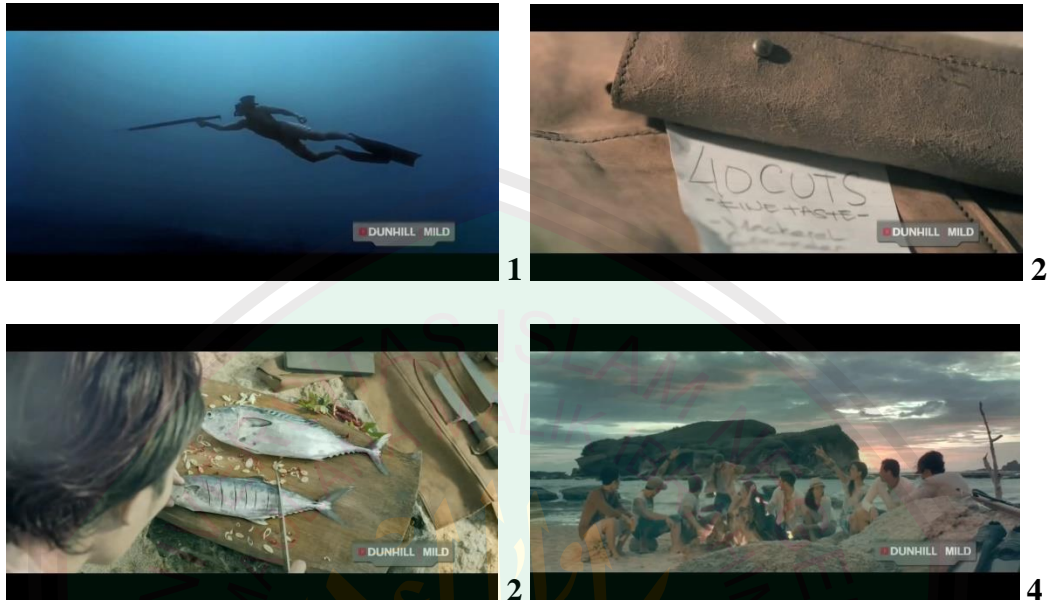
something cool and brave, but for this advertisement, they do not carried sport activity but directly displays the particular people who satisfied in smoking Pall Mall and the word “natural mildness” indicates that this product is so good in taste and different with others because they are mild.

7. Relationship between the text with other text

There are relationships between the texts with other texts. This cigarette advertisement presents the idea that smoking is an integral part of the society. Pall Mall through sports or something particular considered demonstrates to be different in society. This description clearly illustrated in Pall Mall advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Pall Mall advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisements by continuing use sport as the main object to deliver the product with many ways to deliver their ideology of being particular and different. They use various settings in their advertisements but the main ideology still same.

Text 11: Dunhill



The video begins in high seas when one guy diving and he only use Spear, Fins and Snorkel in catching the fish (1). After catching many fish, he looks for firewood to bake the fish. After the firewood has been collected, he opens a set of knives that contain a lot of knives then there is a slip of paper containing the words "40 fine cuts, Fine Taste" (2). Later, he sharpens one knife blade with a whetstone. Then he cut the fish and the spices with a very detailed and carefully (3). He mixes that spices in those fish. He smiles when he feels the delicious of his cooking. Immediately there was one other person to smells the fish from a distance. The guy who cooks the fish invites the other man and all his friends who in the coast to enjoy the fish as well. Immediately, the atmosphere became happy and full of laughter that accompanies the guy (4). In the end of advertisement the word "Dunhill Fine Cut Mild, Fine Cut for Fine Taste" appears.

Analysis:

1. The setting of the text

Dunhill, in this advertisement uses beach, sea, and holiday and relax situation in delivering their cigarette. The characteristics of the environment are about joy, pleasure, and sharing that depicted by many people enjoying something together in coast.

The relationship between those settings and the cigarette are representing the character of this cigarette that suitable with the pleasure situations when the mood is happy and relaxed. This advertisement also showing the guy grilling fish enjoying his cooking with other people indicates that this cigarette also suitable in togetherness situation.

2. Focus and perspective of the text

Dunhill focuses on the good form and the taste of their cigarette with stressed on the word of “40 Fine Cuts, Fine Taste”. It is depicted in advertisement when the guy in the advertisement neatly cuts the fish as his writing in the paper after he catches them from the sea. It seems like he already had a plan to cut these fish into 40 pieces. The advertisement also talks about fine taste that depicted in the one of the scene in the advertisement when other people smell the fish he had cooked with traditional spices and before that, he mixes spices as he is someone who is an expert in cooking. Once those people feel good culinary and it was reflected in their faces that show it. In short, want to deliver the message that Dunhill produced cigarette in large number in one pack of cigarette packaged in a

neat shape and in good taste because they professionally processed with traditional ingredient of cigarette.

Claims that can be made in Dunhill advertisement have become perspective of the writer of the advertisement. Dunhill claims that people love something that is classic, bravery, and challenging something. In Dunhill advertisement, the writer's delivers the depiction that fishing in activity in the advertisement is classic way of fishing. The guy in the advertisement only uses Spear, Fins and Snorkel in catching the fish. Before of it, he jumps to the high seas from the huge rock that depicting brave attitude and challenging something when other people only enjoying the coast. Afterward, the important thing of Dunhill perspective is to share with other. It is assumes that Dunhill advertisement will extract the audience with classic things and dare to provide large amounts cigarettes in a pack that can be smoked by many people.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. Since as indicated by the warning labels on every package of cigarettes, smoking involves risk to one's health, the tobacco companies attempt to counter this by showing brave activity such classic way of fishing in high seas. Moreover, Dunhill advertisement claims that back to classic is something cool. The way of fishing and mixing the spices for fish is classic thing that produce something classy. This advertisement also displays the word "40 Fine Cuts, Fine Taste" which is a direct message that

Dunhill is not easy produced and classy because Dunhill processed with traditional ingredients for the best taste of cigarette and it is in forty cigarettes in one pack.

4. The intended audience and purpose in reading text

Dunhill carried out brave activity and classic things to present all those sense of high-class youngster that love something classic. It can be seen from the appearance of the people in the advertisement that show high-class youngster. This advertisement is intended at the young and high-class people, in which they are told, is to be brave and cool by classic ways.

The purpose of reading text is how audience will react and judge if they see the advertisement of Dunhill cigarette products also in the writers mind. The writer of Dunhill understand if audiences from any age, social classes will have positive reactions and judgements if they see something they like. Dunhill writer uses brave and classic things as the strategy to extract the audiences. And the audiences going to think that they can be brave and cool with classic way (smoking this cigarette that processes classically).

5. Relationship between writer and reader

The relationship between the writer and the reader in Dunhill advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of

smoking by buying the cigarette. Dunhill sees those classic and brave things are loved by the people in this era, especially high-class people.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect. The writer of Dunhill sure their advertisement will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Dunhill audience expect that they will have classy cigarette if they choose Dunhill.

Furthermore, for background knowledge, Dunhill uses classical thing in representing their ideology, the writer of the advertisement, they employ a modern context that consider if something classic is something cool and special because they have such a power which made an impression in this era in which consider if classic is unique and last long.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Dunhill cigarette advertisement presents the idea that smoking is an integral part of the society. Dunhill through classic thing and togetherness demonstrate to live in the way of classic in society. This description clearly illustrated in Dunhill advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Dunhill advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use classic as the main object to deliver the product with many ways to deliver their ideology. They also stressed in Fine Cut, Fine Ingredient and Fine taste. They use various settings in their advertisements but the main ideology still same.

Text 12: Dunhill



The video begins when one guy who looks like someone from high social (1) class goes to the ordinary place that considered as a place for seeking the ingredient of food. First, he's looking for food ingredients in grocery but he rejects it because it does not meet his expectations (2). Then, he comes to traditional market and he seeks by himself in detail by smell every ingredient in that traditional market and immediately he finds the ingredients that he wants (3). He cooks food from all the food materials that he got from the traditional

market in his kitchen. After completing cooking, he invites all his friends to enjoy his cooking in a dining room (4). In the end of advertisement the word “Dunhill Fine Cut Mild, Fine Ingredients for Fine Taste” appears.

Analysis:

1. The setting of the text

Dunhill, in this advertisement uses classic, pleasure situation, togetherness, traditional market, kitchen and dining room in delivering their view of cigarette. The characteristics of the environment are also about classic, joy, pleasure, high quality, and sharing that depicted by many people enjoying something together in dining room.

The relationship between those settings and the cigarette are representing the character of this cigarette that processed by an expert with the best ingredients and the cigarette is suitable with the pleasure situations such as when the mood is happy and relaxed. This advertisement also shows the guy who expert in cooking, looking for the best ingredients in details although it should find in the traditional market. Furthermore, when many people enjoying the food in dining room, indicates that this cigarette also suitable in togetherness situation.

2. Focus and perspective of the text

Dunhill focuses on the best ingredients in processing cigarette and the taste of their cigarette with stressed on the word of “Fine ingredient for Fine Taste”. It is depicted in advertisement when the guy in the advertisement looking for a food

ingredient as detailed as possible. He had to go to the traditional market and check the scent of ingredient by himself (seems like an expert). He also collects the ingredients from the place that known for providing the best ingredient. The advertisement also talks about fine taste that depicted in the one of the scene in the advertisement when other people smell the food he had cooked with best traditional spices and before that, he mixes spices as he is someone who is an expert in cooking. Once those people feel good culinary and it was reflected in their faces that show it. In short, want to deliver the message that Dunhill has good taste because they professionally processed with traditional ingredient from the best place that produce the best cigarette.

Claims that can be made in Dunhill advertisement have become perspective of the writer of the advertisement. Dunhill claims that people love something that is classic, naturals and detail. In Dunhill advertisement, the writer's delivers the depiction that looking for ingredient through traditional market in the advertisement is classic way of cooking for the best taste of food. The guy in the advertisement up to smell the scent of the ingredients to convince that the ingredients is the best for his cooking. He looks for high quality for his cooking. It seems like he goes wherever fine taste takes him. Afterward, another important thing of Dunhill perspective is to share with other. It is assumes that Dunhill advertisement will extract the audience with classic things and the best materials of processing cigarette that produce the finest taste of cigarette.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. This Dunhill advertisement claims that back to classic is something cool. The way of seeking the ingredients and mixing the spices for the cooking is classic thing that produce something classy. This advertisement also displays the word “Fine Ingredient for Fine Taste” which is a direct message that Dunhill is not easy produced and classy because Dunhill processed with best traditional ingredients for the best taste of cigarette.

4. The intended audience and purpose in reading text

Dunhill carried out classic things to present all those sense of high-class youngster that love something classic. It can be seen from the appearance of the people in the advertisement that show high-class society. This advertisement is intended at the young and high-class people, in which they are told, is to be the best and cool by classic ways.

The purpose of reading text is how audience will react and judge if they see the advertisement of Dunhill cigarette products also in the writers mind. The writer of Dunhill understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Dunhill writer uses classic things as the strategy to extract the audiences. And the audiences think that they will obtain the best thing with classic way (smoking the best cigarette because they processed classically).

5. Relationship between writer and reader

The relationship between the writer and the reader in Dunhill advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Dunhill sees those classic things are loved by the people in this era, especially high-class people.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect. The writer of Dunhill sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Dunhill audience expect that they will have classy cigarette if they choose Dunhill.

Furthermore, for background knowledge, Dunhill uses classical thing in representing their ideology, the writer of the advertisement, they employ a modern context that consider if something classic is something cool and special because they have such a power which made an impression in this era in which consider if classic is unique and last long.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Dunhill cigarette advertisement presents the idea that smoking is an integral part of the society. Dunhill through classic thing and togetherness demonstrate to live in the way of classic in society. This description clearly illustrated in Dunhill advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Dunhill advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use classic as the main object to deliver the product with many ways to deliver their ideology. They also stressed in Fine Cut, Fine Ingredient and Fine taste. They use various settings in their advertisements but the main ideology still same.

Text 13: Sampoerna A Mild



1



2



3



3

In a big city, the sun shines gloomy hindered by darkness and dryness of the city. The city looks very dirty as an abandoned place (1). Some citizens feel extremely bored, they try to change situation by pushing the buildings and trees towards particular direction (2). They desperately push the buildings and pretend not to know how difficult it is. While other people do daily activities and ignore what they are doing, they remain pushing the big buildings until tiredness hit them. Instead of being frustrated, they finally inspire other citizens; as if they tell others that what they are doing is right (3). Some people come and help them, they push the buildings and trees together and place them in a particular place, and they create a square place for forest in the city. With forest in the city, the city becomes better; clear and cheerful, the sun smiles with bright shine (4). Finally

the citizens feel better and happy, they run and then the logo of Sampoerna A Mild and the word "Go Ahead" appear.

Analysis:

1. The setting of the text

Sampoerna A mild uses boring, monotonous town, togetherness and bored situation in delivering their view of cigarette. The characteristics of the environment are also about the inspiration and change something that depicted by some citizens who wants a change inspiring other people who also want a change in their town.

The relationship between those settings and the cigarette are representing the character of this cigarette that delivers a new change. This advertisement shows some citizens who pushing the building by himself inspiring other people who also bored in the current situation. In short, this advertisement indicates that this cigarette is the change of other boring cigarette which have long desired.

2. Focus and perspective of the text

Sampoerna A mild focuses on the change which means Sampoerna is different than other monotonous taste of cigarette with stressed on the word of "Go Ahead". It is depicted in advertisement when the people inspired by some citizens who want a change impossibly push the building and rearranging the layout of the city which boring. It seems impossible to rearranging the building by only pushing that big and tall building. The advertisement talks "if you want to something that makes you happy, just go ahead and do it although it is impossible

to do, who knows you can do it". The advertisement deliver the message that one cigarette is different than other monotonous taste of cigarette (some citizens makes a change in monotonous town).

Claims that can be made in Sampoerna advertisement have become perspective of the writer of the advertisement. Sampoerna claims that people are bored with many kinds of cigarette. In Sampoerna advertisement, the writer's delivers the depiction of some citizens inspiring others to change the situation. It is assumes that Sampoerna advertisement will extract the audience with the thought that Sampoerna inspiring people to change their monotonous smoke because Sampoerna is different than others.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. This Sampoerna advertisement claims that go ahead whatever you want to do is the only way to make a change. Sampoerna deliver the message that currently situation (other cigarette) is bored and the guy who inspiring other (Sampoerna) leads toward a change. It means that Sampoerna is form of change and different than other monotonous cigarette.

4. The intended audience and purpose in reading text

Sampoerna carried out the reality of life to present all those sense of change that wanted by all element of people who feel bored. It can be seen from the appearance of the people in the advertisement that show all of elements of society

who pushing the buildings. In short, this advertisement is intended at the young and all elements of people, in which they are told, is to be free to do anything to break the monotony of their lives into new lives as they wish.

The purpose of reading text is how audience will react and judge if they see the advertisement of Sampoerna cigarette products also in the writers mind. The writer of Sampoerna understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Sampoerna writer uses the change as the strategy to extract the audiences. And the audiences think that they will get inspiration of change (the different taste than any other monotonous cigarettes).

5. Relationship between writer and reader

The relationship between the writer and the reader in Sampoerna advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for reaching consumers as primary readership because audience as a reader, will extracted to gaining experience of smoking by buying the cigarette. Sampoerna sees that people in this era are bored with the current situations (they need different cigarette).

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect. The writer of Sampoerna sure their advertisements will have

positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Sampoerna audience expect that they will have something different if they choose Sampoerna.

Furthermore, for background knowledge, Sampoerna uses inspiring thing in representing their ideology, the writer of the advertisement, they employ a modern context that people in any social classes are bored with the situations of their life if their life is monotonous.

7. Relationship between the text with other text

There are relationships between the texts with other texts. Sampoerna cigarette advertisement presents the inspirational thing to do a change. This description clearly illustrated in Sampoerna advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Sampoerna advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisement by continuing use inspirational thing as the main object to deliver the product with many ways to deliver their ideology. They stressed in the word “Go Ahead” and they use various settings in their advertisements but the main ideology still same.

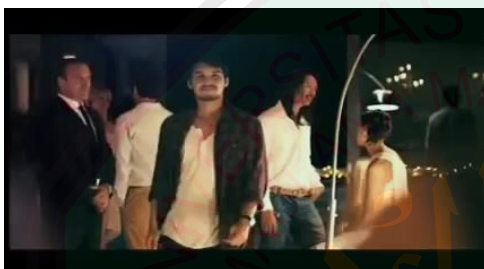
Text 14: Sampoerna A Mild



1



2



3



4

The advertisement begins with a man, a backpacker, just come from a flight and land in a small airport. In the airport, he sees a cowboy lifting stuffs, and then he directly runs to help the cowboy to lift his stuffs. After that, the cowboy takes him to his horse ranch. In the ranch, the man learns a lot from the cowboy; he involves in the process of the cowboy's horse birth (1). Then he continues his journey. In a gas station, he meets two people who wears 80's era clothes, then he dances imitating their style, the man directly finds chemistry with them, and then he gets along with them until he arrives in a harbour (2). In the harbour, he meets his friend who is a sailor, there he drinks and jokes around together with other sailors. The sailor delivers him to an island. In the island, he enters a building that is full of high-class people doing party and eating (3). In the crowd of people he finds a woman and he is attracted to her. After that, the woman takes him to her concert, and then he jumps to the crowd (4). Finally, as he jumps, the narrator

says: “Sometimes everything can be achieved after everything tasted”, then the logo of Sampoerna A Mild and the word ”Go Ahead” appear.

Analysis:

1. The setting of the text

Sampoerna A mild uses village, town, urban city, big city, joy and friendly situations in delivering their view of cigarette. The characteristics of the environment are also about the being acceptable for all elements that depicted by one people who go wherever he wants to go to find the joy.

The relationship between those settings and the cigarette are representing the character of this cigarette that acceptable in all situations and for all elements of people. This advertisement shows one guy who very humble, he always come to new places just to be friendly at all people, even he does not know that people. In short, this advertisement indicates that this cigarette is acceptable for all elements of people.

2. Focus and perspective of the text

Sampoerna A mild focuses on the humility or open minded which means Sampoerna is acceptable for all people with stressed on the word of “Go Ahead” that deliver a message “go ahead to go wherever you want to go to find your joy”. It is depicted in every scene of advertisement, for example when the guy in advertisement voluntarily helps the people who help the horse to give birth in village. Then he meets people who look like “Elvis Presley” who invite him to join with them and take him to harbour. In every scene this guy shows his friendly

attitude, so easy to get friends and always open minded of socialization that bring him to new places for his experiences and joys. In addition, the narrator said “Sometimes everything can be achieved after everything tasted”, this advertisement talks “if you want to something that makes you happy, just go ahead and get all experiences of them so you can find true happiness”. The advertisement delivers the message that Sampoerna is full of experiences to be the best cigarette (one guy always find happiness in all places, only with his humility).

Claims that can be made in Sampoerna advertisement have become perspective of the writer of the advertisement. Sampoerna claims that people will have their happiness if they are being acceptable in any condition of life. In Sampoerna advertisement, the writer’s delivers the depiction of one guy who easy to socialize with any situation or social classes. It is assumes that Sampoerna advertisement will extract the audience with the thought that Sampoerna suitable for all element of people.

3. The purpose of the text

The primary purpose of tobacco advertising is to increase revenues, and subsequently profits, for the tobacco company shareholders. This Sampoerna advertisement claims that go ahead wherever you want to go to find your happiness and experiences even if only have humility. Furthermore, the word “Sometimes everything can be achieved after everything tasted”, means that Sampoerna deliver the message that being open minded of socialization will leads

you to have any happiness and experience for life. It means that Sampoerna is full of experiences already to be the best cigarette.

4. The intended audience and purpose in reading text

Sampoerna carried out the reality of life to present all those sense of change that wanted by all element of people who want to happy. It can be seen from the appearance of the people in the advertisement that show all of elements of society who bring happiness to the guy in advertisement. In short, this advertisement is intended at the young and all elements of people, in which they are told, is to be open minded in any situation for happiness.

The purpose of reading text is how audience will react and judge if they see the advertisement of Sampoerna cigarette products also in the writers mind. The writer of Sampoerna understand if audiences from any age, social classes will have positive reactions and judgements if the see something they like. Sampoerna writer uses the open-minded attitude as the strategy to extract the audiences. And the audiences think that they will get inspiration of being open minded (Sampoerna full of experiences to be best cigarette and suitable for all elements of people).

5. Relationship between writer and reader

The relationship between the writer and the reader in Sampoerna advertisement is just limited to writer created this advertisement so that the readers are interested in buying their products. The writer always see the social situations to making an advertisement, developing marketing strategies for

reaching consumers as primary readership because audience as a reader, will be extracted to gaining experience of smoking by buying the cigarette. Sampoerna sees that people have to be open minded to their happiness.

6. The expectations and background knowledge

The same expectations between writer and reader of the text will present positive effect. The writer of Sampoerna sure their advertisements will have positive reactions and judgements if the audience see something they like. Then, the audience who interested in smoke their products expect if they smoke the cigarette, they will gain the same experience as depicted in advertisement. Sampoerna audience expect that they will have something of full experiences if they choose Sampoerna.

Furthermore, for background knowledge, Sampoerna uses inspiring thing in representing their ideology, the writer of the advertisement, they employ a modern context that people in any social classes will have happiness for being open minded and acceptable in any condition of life

7. Relationship between the text with other text

There are relationships between the texts with other texts. Sampoerna cigarette advertisement presents the inspirational thing to be open-minded and acceptable. This description clearly illustrated in Sampoerna advertisement that all of their advertisements adopting the same consideration in extract the audience.

The writer of Sampoerna advertisement thought that to present their expectation and ideology in the advertisement, they linking the first advertisement with the next advertisements by continuing use inspirational thing as the main object to deliver the product with many ways to deliver their ideology. They stressed in the word “Go Ahead” and they use various settings in their advertisements but the main ideology still same.

3.2. Discussion

In the following discussion, the pattern of genre is presented in detail. It is followed by the discussion on the social context that shapes the genre.

3.2.1. The Characteristics of the Advertisements

The expectation of the advertisement is to attract the attention of the public through the mass media that they are interested in purchasing the products offered become the goal of the Marlboro, Pall Mall, Dunhill and Sampoerna A Mild advertisements. A cowboy who always appeared in Marlboro advertisements has always been known as very powerful depiction of cowboys in the past that inspired the formation of a genre of Marlboro cigarette advertising. American people consider that history cowboys’ life is very amazing, for instance, when a cowboy bravely led all the horses came to another river bank where he comes that depicted in the advertisement. The characteristic of Marlboro advertisements is always carry the extreme things to deliver their product.

Then, being different and particular is a new ideology at the time and became the characteristics of Pall Mall advertisements. As depicted in Pall Mall

that adopted those modern thought at the time by use athlete as a particular people who can be independent person and women who have their different choice in smoking. For current era, Dunhill uses the classic thing as their characteristics which people in this era consider that everything classic, has a power that influences their behaviour. This power considered as the cool thing since people views that everything classic is classy, unique and long lasting. Moreover, Sampoerna A Mild uses their term; Go Ahead, to extract the audiences with their inspirational things. To change and to be open-minded or acceptable is the main ideology of Sampoerna A Mild. Then, they use the current situation such to break boring situations and how to get happiness as the strategy in delivering their idea that this cigarette is a form of change and form of the best cigarette which full of experiences and acceptable for all elements of socials.

Everything is considered excellent by the people itself that can make people interested and those cigarette advertisements deliver their message through the media that have great power to shape behaviour, views or actions of the audience. The Marlboro, Pall Mall, Dunhill and Sampoerna A Mild advertisements exist by linking the relationship of the social and cultural context of the great cowboys that known in America, modern thought of being particular, classic is classy and go ahead for change or happiness, with the ideology of audience as a strategy to drive audience to buy their products.

3.2.2. Shaping the Genre of Advertisement

Martin defines genre as a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture” (Martin, 1984). This means that genres are defined as a recurrent configuration of meanings and that they enact the social practices of a given culture. So, the global patterns of advertisement, related to human activities and meanings in each of these cultures. These specific practices with specific purposes are realised in texts according to the institutions and the field of knowledge, the participants involved and the role played by language. To be part of these social areas, where language is constitutive of the activities with some participation of multimodality, the cigarette company need to know what kind of practices, relationships between audience of advertisement (participants) and different kind of advertisement take place in each area, and what resources of language are available to construe meaning and deliver the expectations.

Good advertising is the advertising that gets attention in the midst of the many advertisements, and always been remembered. Moreover, advertising has the allure and power comes from interesting ideas of the essential and relevant to consumers and has to bring some special uniquely interesting in its features. Understanding of language use and communication of advertisement in Marlboro, Pall Mall, Dunhill and Sampoerna advertisement presents eight factors of written text which proving genre is exist in the advertisement video.

The expectations and norms of discourse communities (audience) or communities of practice (cultural and disciplinary), of course, may shape these situational expectations and practices (Connor, 2004). The main expectation of the advertisement is to attract the attention of the audience. Moreover, Hyland, in his book *Disciplinary Discourses: Social Interactions in Academic Writing* (2000), notes that rhetorical action should be seen as situated in the historically-specific assumptions that community members make about reality and the ways they seek to influence that reality through writing (Hyland, 2000: 132). Based on Hyland and Connor, can be concluded that social culture in ancient times affect the pattern of advertising in contemporary times

The historic American cowboy of the late 19th century came from the *vaquero* traditions (the Spanish tradition of working by riding horse) of northern Mexico and became a figure of special legend. Cowboy turned to us, full of confidence: The legendary hero of the famous advertising shone in all its glory and full of dangers. Cowboy era is dominated in the ancient times until the end of the cowboy era. But until now the figure of the cowboy has always been known in American society. A very powerful depiction of cowboys in the past that always carry cigarettes wherever he goes inspired the formation of a genre of cigarette advertising. Everything is considered excellent by the people itself that can make people interested and Marlboro advertising messages delivered through the media have great power to shape behaviour, views or actions of the audience.

How about the Pall Mall genre? The public mind set also highly influenced by ancient thoughts, but, because of the ancient thought, Pall Mall

advertisement comes to break that ancient ideology by present sport to substitute the masculinity into particular person or be different the cover of advertisement. Pall Mall carried out sport to present all those sense of youngster. These advertisements is intended at the young and productive age and the centre around the principles of inspiration and firmness, in which the young are told, is to be brave, natural and independent like a particular people such as athlete. Moreover, several Pall Mall advertisements using a more populist approach by using the theme of everyday life by carried out woman in their advertisements as a new marketing target to break the ancient rule that man's world is carried out in advertising campaigns aimed predominantly at male consumers.

The ancient thought influences Dunhill to employs something classic. For certain people, especially high-class people, classic is a remarkable instance of certain style something valuable or never ending of quality. For instance, the way of fishing and the way of people in seeking the ingredients in the advertisements is the message classic way creates something that has high quality. Dunhill sees everyone has their own standards and the way they deliver their message indicates that this cigarette is processed by an expert with best and natural ingredients which produce high quality of cigarette. Dunhill aimed youngster and high-class people as their target market based on the reality that youngster and high-class people like something classy.

Sampoerna conveys the idea of something that is seen in everyday life. They see that people in this era need a change because the situation is boring. People need something new, something that inspiring them to make a change of

their life by relating the word “Go Ahead” with cigarette. The means of “Go Ahead” implicitly challenge the competitors of cigarette products to continue to compete in innovating because they consider that other cigarette product is boring (boring situation in advertisement) and Sampoerna is different than others.

Moreover, for audience, the advertisements is self-encouragement to move forward (change), to imaging as individuals were excited to move forward to face the challenges that exist and to be acceptable by open-minded in order to achieve the goal (happiness). By linking that message, Sampoerna is always carrying all elements of social life in their advertisements which mean that this cigarette is for all elements of people.

For the result, can be concluded that the genre is made up of something that is considered exceptional or phenomenal that are considered of interest to the community (social) and cigarettes manufactures see it as their strategy to attract the audiences.

CHAPTER IV

CONCLUSION AND SUGGESTIONS

This chapter shows the conclusion of the analysis of the advertisements shown in the third chapter. The search for critical genre analysis in this study is mainly based on two main ideas which become the research problems. What are the characteristics of genre in cigarette advertisements? How does social-culture shape the genre of cigarette ads?

There are fourteen advertisements from four cigarette brands being analysed in this thesis. The brands are Marlboro, Pall Mall, Dunhill and Sampoerna A Mild.

4.1 Conclusion

On the characteristics of genre in the cigarette advertisement, there are several similarities and differences in those four cigarette products. For the similarity, all of advertisements carried the same targets or intended audiences for delivering their purposes and ideology in advertisements. Most of them aimed young people as their target, but for the differences they have main target based on the content of their advertisements.

Marlboro with great idea of masculinity captures the adult man as the main target. Pall Mall focuses on women because they always displayed woman in their advertisements. Then Dunhill capture high-class people who love classy thing. Sampoerna capture all social elements as their main audience as depicted in their

advertisements who display any element of social class. Moreover, the differences of the pattern in four cigarette brands are about the focus, perspective and purpose of the advertisements. Marlboro in the form of extreme environment indicates that cigarette is masculine tool. Pall Mall with their sport environment indicates that they are cigarette for particular people. Then, Dunhill conveys classic thing indicates Dunhill is for high-class people who love classic thing. And Sampoerna A Mild with their inspirational situations indicates that Sampoerna is different than other cigarettes.

Then, how social context shapes the genre of advertising showing the similarity and there are no differences in those four cigarettes brands. Marlboro, Pall Mall, Dunhill and Sampoerna always see the social situations that influence them in making genre of their advertisements. Marlboro uses the ancient ideology from ancient culture in the past to fulfil their expectation by showing a cowboys' life to extract the audience. Furthermore, the mind-set of passion to sport, influence Pall Mall to make people interested in the Moreover, Dunhill employs something classic because for certain people, especially high-class people, classic is a valuable instance of certain style something valuable or never ending of quality. Then, Sampoerna sees that people need something new, something that inspiring them to make a change of their life by relating the word "Go Ahead".

4.2 Suggestions

During crisis era of cigarette advertisement, genre is important to discuss in the sense that they had contributed a great influence in the world of advertisement. Marlboro, Pall Mall, Dunhill and Saompoerna A Mild advertisements fully presents eight factors of written text which proving genre is exist in their advertisement video. Because of those eight factors fulfilled in this work, the writer suggest that the lecturers could make this work as an example or reference in the learning of genre, especially in advertisement genre.

Based on the conclusion of this work, which is in interpreting social situations, Marlboro, Pall Mall, Dunhill and Sampoerna A Mild took a different step in determining their strategies to attract customers. Marlboro and Dunhill uses the ancient ideology from ancient culture in the past to extract the audience but Pall Mall brake that ancient ideology and raising new ideology in form of particular people. Furthermore, Sampoerna uses current phenomenon to deliver their ideology. Therefore, the writer suggests to the next researchers to step deeper into genre of advertisement but in other form of advertisements.

REFERENCES

- Acheoah, & Emike J. (2011). *Afenmai Proverbs: Towards a Pragmatic Analysis*. Oyo State, Nigeria: Faculty of Humanities, Ajayi Crowther University.
- Akindele, D.F. (2007). *Lumela/Lumela: A Socio-Pragmatic Analysis of Sesotho Greetings*. Botswana: University of Botswana.
- Bargiela-Chiappini, F.(2007). *Business Discourse* Basingstoke, UK: Palgrave Macmillan.
- Barton, D. & Hall, N (2000). *Studies in Written Language and Literacy*, Lancaster: Lancaster University.
- Bazerman, C & Paradis, J. (2004). *Textual Dynamics of the Professions*. The University Of Wisconsin Press.
- Bazerman, M. H., & Chugh, D. (2006). *Decisions Without Blinders*. Cambridge: Harvard Business Review Article.
- Bazerman, C., & Prior, P. (2004). *What Writing Does And How It Does It: An Introduction to Analyzing Texts and Textual Practices*. Mahwah, NJ: Lawrence Erlbaum.
- Berkenkotter, C., & T. N. Huckin. (1995). *Genre Knowledge in Disciplinary Communication - Cognition / Culture/ Power*. New Jersey: Lawrence Erlbaum Associates, Publishers.
- Bhatia, V. K., (1993). *Analysing Genre - Language Use in Professional Settings*. London: Longman, Applied Linguistics and Language Study Series.
- Bhatia V. K., (1995). *Genre-Mixing And In Professional Communication: The Case of 'Private Intentions' V. 'Socially Recognised Purposes'”, in P. Bruthiaux, T. Boswood, & B. Bertha, (eds.), Explorations in English for Professional Communication*. Hong Kong City: University of Hong Kong. .
- Bhatia, V. K. (2002). *Applied Genre Analysis: A Multi-Perspective Model*. Hong Kong: City University of Hong Kong Press.
- Bhatia, V. K. (2004). *Worlds of Written Discourse: Genre--Analytical View*. London: Continuum.

- Bonini, A. (2010). *Critical Genre Analysis And Professional Practice: The Case Of Public Contests To Select Professors For Brazilian Public Universities*. Rio de Janeiro: Publication of Universidade do Sul de Santa Catarina Print
- Cap, P. (2009) "Discourse and Business Communication: An Introduction". In F. Ramallo, A. M. Lo- renzo-Suarez, X. P. Rodriguez-Yanez & P. Cap eds. *New Approaches to Discourse and Business Com- munication*: 1-11. Basingstoke: Palgrave.
- Charles, M. (2011). *Seeing the Wood for the Trees: A Research Agenda with a New Focus*. In: Garzone, Giuliana/Gotti, Maurizio (eds) *Discourse, Communication and the Enterprise. Genres and Trends*. Bern, Berlin: Peter Lang.
- Chen, L. (2011). *Pragmatic Analysis of Fuzziness in Advertising English*. Zhengzhou School of Foreign Languages, Henan University of Technology.
- Cohen, Ralph L. (1986). *History and Genre*. Maryland: The Johns Hopkins University Press.
- Connor, U. (2004). *Intercultural rhetoric research: beyond texts*. Indiana University—Purdue University at Indianapolis, Cavanaugh Hall, Room 129, 425 University Boulevard, Indianapolis, IN 46202-5143, USA: *Journal of English for Academic Purposes* 3.
- Cook, G. (2001). *The discourse of advertising 2nd ed*. London ; New York: Routledge, - Interface (London, England).
- Davis, J. J. (2011). *Advertising Research: Theory And Practice* . Upper Saddle River, N.J: Prentice Hall.
- Derrida, J, A. Ronell (1980). *The Law of Genre.*" *Critical Inquiry Autumn*, vol. 7, no. 1, pg.55. Chicago: The University of Chicago Press.
- Halliday, M. A. K. (1994). *An Introduction to Functional Grammar*, 3rd edition, London: Edward Arnold.
- Hermes (1996). *Methodological Issues in Genre Analysis*. *Journal of Linguistics*.
- Holmes, H. K. (2000). *Bier, Parfum, Kaas: Language Fetish in European Advertising*. *Euro- pean Journal of Cultural Studies* New York: Palgrave MacMillan.
- Holmes, H. K. (2005). *Advertising as multilingual communication*. New York: Palgrave MacMillan.

- Hyland, K. (2000). *Disciplinary Discourses: Social Interactions in Academic Writing*. London: Longman.
- Knapp, P. (1997) *Virtual Grammar: Writing as Affect/Effect (Unpublished PhD thesis)*. University of Technology: Sydney.
- Martin, J. (1984) *Language in Education Workshop: A Report Of Proceedings*. Brisbane: Department of Linguistics, University of Sydney.
- Martin, J. (2000). *Genre And Institutions : Social Processes In The Workplace And School . London ; New York: Continuum, - Open linguistics series. Centre for Research and Learning in Literacy*. Brisbane CAE, Mr Gravatt Campus.
- Moleong, L. J. (2004). *Metodologi Penelitian Kualitatif*, Bandung : PT Remaja Rosdakarya.
- Miller, C. R. (1984): *Genre As Social Action, Quarterly Journal of Speech* 70: 151-67; reprinted in Freedman & Medway.
- Morrison, A. M. (2002). *Using Qualitative Research in Advertising: Strategies, Techniques, and Applications*. Thousand Oaks, California: Sage Publications, Inc.
- Nichter, M., Padmawati, S., Danardono, M., Prabandari, Y.(2014). *Reading culture from tobacco advertisements in Indonesia..group.bmj.com*
- Paltridge, B. (2006): *Discourse Analysis: An Introduction*. London: Continuum.
- Paltridge, B., A. Phakiti (2010): *Continuum Companion to Research Methods in Applied Linguistics*. London: Continuum.
- Perelman, L. (1991). *The Medieval Art of Letter Writing. Studies in Medieval Culture*. Oxford: Oxford University Press.
- Qadafi, A.M. & Wahyudi, R. *Advertising Language: A Pragmatic Approach To Cigarette Advertisements In Indonesia*. Issues in Language Studies (Vol. 3 No. 1- 2014)
- Silverblatt, A. (2007). *Genre studies In Mass Media: A Handbook*. Armonk, N.Y.: M.E. Sharpe.
- Simon , B. (2008) *Expressivism, Pragmatism and Representationalism*. Cambridge: Cambridge University Press.

- Swales, J. M., (1990). *Genre Analysis - English in Academic and Research Setting*. Cambridge: Cambridge University Press.
- Swales, J. M. & Rogers, P. S. (1995). *Discourse And The Projection Of Corporate Culture: The Mission Statement*. *Discourse & Society*. Michigan : English Language Institute, The University of Michigan.
- Swales, J. M., (2004): *World of Genre – Metaphor of Genre*. Cambridge: Cambridge University Press.
- Tannen, D. (1995) *Talking from 9 to 5: Women and Men at Work* .New York: Quill.
- Varner, I., L. B. (2005). *Intercultural Communication In The Global Workplace*. Boston: Mass. : McGraw-Hill Irwin.
- Vine, B. (2004) *Getting Things Done at Work: the Discourse of Power in Workplace Interaction*. Amsterdam: Benjamins.
- Yeung, H.W.C. (2004) *Chinese Capitalism in a Global Era: Towards Hybrid Capitalis*. London: Routledge.