ABSTRACT

This thesis is written to analyze the function the headline of printed advertisements have in promoting their products, and what is the printed headline text advertisements want to promote by using interpretation of meaning. From those two points of view, the writer starts her exploration to accomplish the result.

In order to complete her analysis, the writer conducts one main analysis. That analysis is library research through books, magazines, and Internet.

As a result of this thesis, the writer manages to prove that it is true that the text advertisements selected are representing and describing their market segmented.

Other perspective that also becomes the analysis of this thesis is to discover the interpretation of meaning in texts advertisements.

From the study that has been done, the writer finds that there is more than one meaning that can be interpreted from one text advertisement.
Acknowledgement

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