ABSTRACT

This paper reveals types of headline used in the advertisement of cosmetics product and the sentence patterns or sentence types that are used in each headline. The data is taken at random from six editions of Marie Claire magazine. The analysis is based on the theory of headline and the theory of sentence patterns or sentence types taken from some references. From the analysis, the writer finds there are six types of headlines in a hundred headlines of cosmetics advertisement. And the headline which most frequently appears is news headline of 54 percent. There are three types of sentences used by the headlines: declarative sentence pattern, interrogative sentence pattern, and imperative sentence pattern. The writer wishes that this research paper will be informative enough for the English Department students especially for those who are interested in advertising since this paper gives a general view about copywriting in advertising especially the headline writing.