ABSTRACT

The goals of this study are (1) to investigate if there are elements of ambiguity in the headlines of printed advertisements, (2) to identify the type of ambiguity that frequently appears and (3) to reveal the real meanings of the headlines. The data are collected from printed advertisements taken from the magazines, newspapers, and brochures. For this paper, the writer uses two methods of investigation: library research and lexicography approach (dictionary definitions). Of the 228 headlines under study, the writer finds out that 27 of them are ambiguous. Hence, the data for this study are concentrated on those 27 advertisement headlines. And with the help of the other elements of printed advertisements, the real meanings of those headlines are revealed. Therefore, the findings of this paper are the real meanings of the 27 ambiguous headlines. In addition, it is discovered that lexical ambiguity is the type of ambiguity that most frequently appears in the advertisement headlines.
First of all the writer would like to thank Lord Jesus Christ for this paper which can finally finished, He has proved that nothing is impossible with Him in this world. The writer has gone through so many things to finish this paper: find the right topic, the relevant theories and finally do the research. These things would not be made possible without the assistance of people who have supported the writer, material and spiritual. The writer would like to thank to the following people:

1. The Head of English Letters, Mrs. Wiwiek Andreani, Dra. who gave me opportunity to do this paper and all her kindness to tell where Mr. Rudy was.

2. The Mentor, Mr. Rudy Purwanto, M. Ed. for all his patience, kindness and knowledge that he gave to me, this paper would not exist without his generous help.

3. My parents, Mom and Dad, who always support me to get my degree as soon as possible.

4. My brother, who gave me support to keep moving, (though you haven’t repaired our computer until now!), my brother-in-law, who lent me his laptop, my oldest sister, for scanning the pictures and lending me her laptop (though only in the nights), my older sister, for supporting me a lot by buying the magazines, my younger sister, and my niece, Keisha, who always bothering me with her naughtiness and cuteness when I was doing this paper.

5. My friends who always support me when I was feeling down, Melita, Itin, Diana, Mira, Marisa, Herlin, Lydia, Linda, Bebeth, Ume, the twins – Meida and Meidie, who always guided me to their campus patiently and support me all the times,
Meilie, Mulia, Aceng, Tomi, Edu, (all of you always remind me when we were playing on ‘Friends’ episode), Pede, Vincent, Shirley, the last but not the least, Elly, who always support me wisely.

6. All the persons who I can not mention one by one, thank you for all your help.
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