



**TRANSFORMATIONAL GENERATIVE GRAMMAR ANALYSIS  
ON THE SELECTED HEADLINES OF CIGARETTE  
ADVERTISEMENTS**

**A THESIS**

**By**

**Al Badriyatus Sholiha  
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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY  
2012**



**TRANSFORMATIONAL GENERATIVE GRAMMAR ANALYSIS  
ON THE SELECTED HEADLINES OF CIGARETTE  
ADVERTISEMENTS**

**A THESIS**

**A thesis presented to the English Department, Faculty of Letters, Jember University  
in accordance with the requirement for the Degree  
of Sarjana Sastra in English Studies**

**By**

**Al Badriyatus Sholiha  
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2012**

## **DEDICATION PAGE**

This thesis is sincerely dedicated to:

My beloved parents Alm. H. Hady Suyoko and Amanatul Khoiriyah

My beloved husband Moh. Arif Mahbub S. Pd

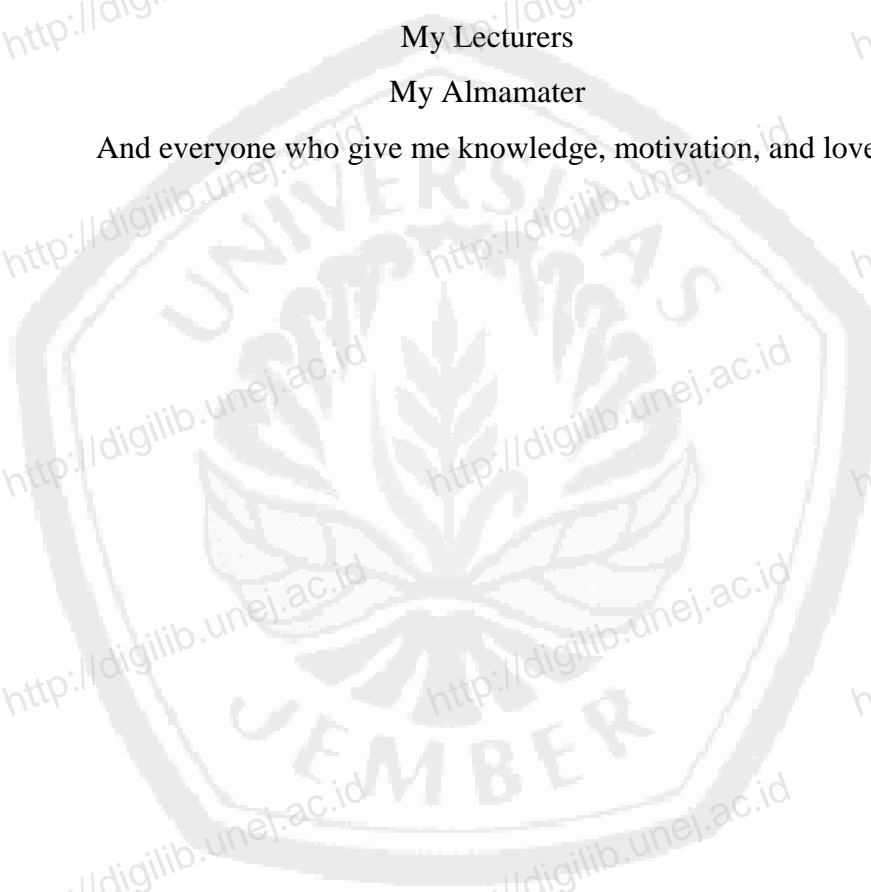
My beloved parents in law Suryadi and Umi Azizah

My beloved older sisters and my little brothers

My Lecturers

My Almamater

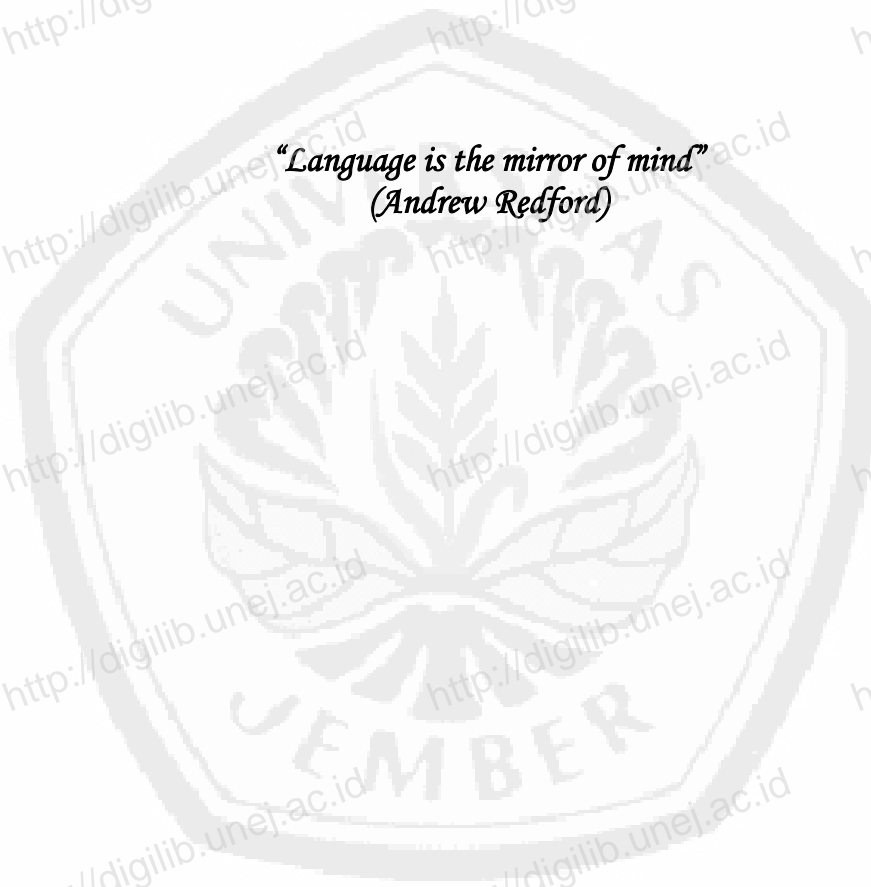
And everyone who give me knowledge, motivation, and love



**MOTTO**

*“Language is boundless string of words as the boundless generosity of the God”  
(Chaedar Alwasilah)*

*“Language is the mirror of mind”  
(Andrew Redford)*



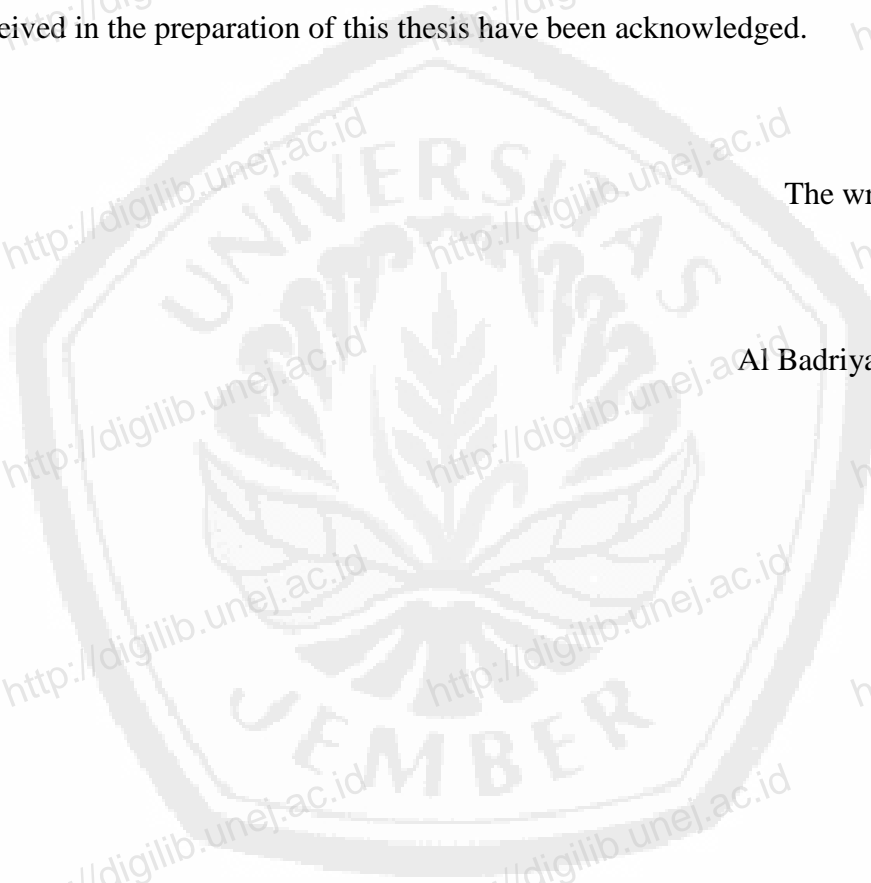
## DECLARATION PAGE

I hereby state that this thesis entitled *Transformational Generative Grammar Analysis on the Selected Headlines of Cigarette Advertisements* is original piece of writing. I certify that the analysis and the research described in this thesis have never been submitted for any other degree or any publications.

I certify to the best of my knowledge that all resources used and any help received in the preparation of this thesis have been acknowledged.

The writer

Al Badriyatus sholiha



## APPROVAL SHEET

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## ABSTRACT

*Transformational Generative Grammar Analysis on the Selected Headlines of Cigarette Advertisements*; Al Badriyatus Sholiha; 040110101014; 2011; 64; English Department; Faculty of Letters; Jember University.

**Key words:** Transformational Generative Grammar, Headline of Cigarette Advertisement, Deep Structure, Surface Structure.

Advertisement is one of the principle forms of marketing communication to give someone information about the product offered and also persuade the consumer to buy. Headline is the most important part of the advertisement which conveys the whole message of advertisement. The government regulation especially no: 19/2003 becomes the underlying method for the copy writers to think harder to make an effective headline but it must avoid the presentation of the cigarette identity directly. Moreover, Lane and Russell (2002: 425) suggest in creating an effective headline that it should be short, simple words, and usually no more than 10 words. Regarding this statement it is not surprising if the construction of the sentence used in the headline sometimes grammatically incorrect for example: auxiliary deletion, subject deletion, particle movement, etc. Therefore, this construction makes the reader get difficulty in understanding the message of the advertisement because the pattern or the grammar on the headline of cigarette advertisement is not well applied.

The research entitled "*Transformational Generative Grammar Analysis on the Selected Headlines of Cigarette Advertisements*" is conducted to describe and analyze the transformational processes on the selected headline by tree diagrams and to classify into transformation types applied by the sentences of selected headline. The transformational process is used to describe how the deep structure which becomes the basic structure and meaning of the headline is converted into the surface structure as the result of transformational process. In summary, in order to solve the ungrammatical structure presented in the headline, we should understand both the surface structure and deep structure which underlies on each the headline.

This research is the qualitative research. Meanwhile, to collect the data, the writer gets 10 selected headlines. After the data have been collected, the writer identifies the transformational process occurring on each headline and classifies them to the type of transformation. Through data analysis, the writer conclude that there are 11 transformation types used by the transformational process on the 10 selected headlines of cigarette advertisements. In the transformation types, the selected headline of cigarette advertisements mostly use the imperative transformation type. It occurs because imperative type is used to ask the consumers to do the activity as the copy writer recommends. On other words, it is used to attract, persuade and stimulate the consumer's wishes to buy the products. From the results of the study, the writer conclude that transformational process here is very important for us because by transformational process, we can understand how the deep structure becomes the surface structure via transformations.

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Bismillahirrahmanirrahim, I would like to express my deepest gratitude to Allah S.W.T, the only greatest Lord, for all His mercifulness, blessing, who has given me strength and guidance, only with His generosity I could finish my study and finally accomplish this thesis.

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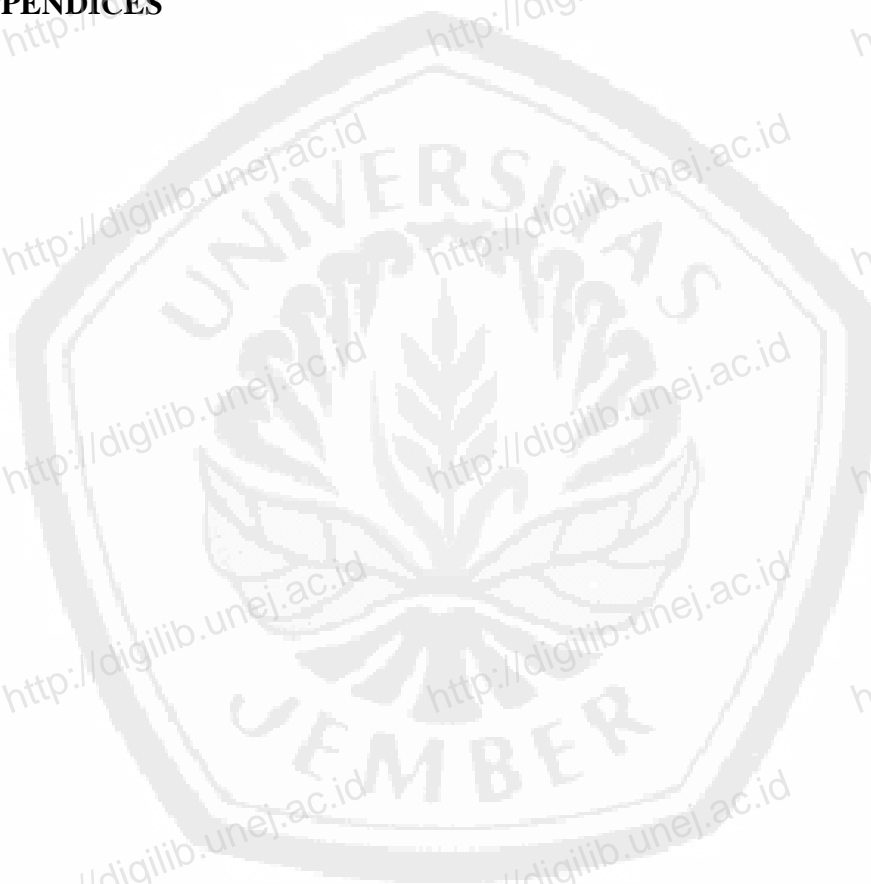
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## ABBREVEATION

Adj	: Adjective
AdjP	: Adjective Phrase
Adv	: Adverb
AdvP	: Adverb Phrase
ART	: Article
Aux	: Auxiliary
Det	: Determiner
DS	: Deep Structure
M	: Modal
N	: Noun
NP	: Noun Phrase
P	: Preposition
PP	: Preposition Phrase
Pres	: Present tense
Q	: Question
S	: Sentence
SC	: Structural Change
SD	: Structural Description
SS	: Surface Structure
V	: Verb
VB	: Verbal segment
VP	: Verb Phrase
WH	: Question Word (Who, Whom, When, Where, Why, What, How)