



## THEME OF IMPERATIVE CLAUSE IN POLITICAL ADVERTISING SLOGAN

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Article Info:

Received:01/12/2013

Revised on:10/12/2013

Accepted for

Publication:12/12/2013

### ABSTRACT

This study explores the theme in imperative clause of some political advertising slogans. The writer tries to find out the Theme choices, the kind of theme and the meaning of slogan based on context of situation (*Field, Tenor and Mood of discourse*). To answer these problem formulations, the present writer employed descriptive method and adopted Systemic Functional Grammar approach. Further the data that analyzed appeared in Corpus of Contemporary American English (COCA) and TIME MAGAZINE CORPUS. Further, the data were taken from different resources such as Time Magazine, PBS\_NewsHour, and ABC\_ThisWeek Newspaper. The results of the study reveal that kind of unmarked theme, subject filler and verbal process as theme found. The writer also shows the meaning of slogan based on context of situation clearly.

**KEY WORDS-** Theme –Rheme, Imperative Clause, Systemic Functional Grammar, Clause as message, political advertising slogan

### INTRODUCTION

This study aims to explore the Theme in imperative clause of some political advertising slogans. As Jing (2013) points out theme helps us know what the clause will be about and what the author is going to tell us. It becomes an important issue since in publishing advertisement language has a vital role. Fromkin et.al (1999:2) stated that 'we live in a world of language'. It means that all everything that we do requires bits of language. As Eggins (2004:1) explained 'everyday lives we are constantly using language. Yet, in contemporary life, we are constantly required to negotiate texts because we are faced to some fundamental questions such as how do texts work on us? How do we work to produce them? How can texts apparently mean different things to different readers? How do texts and culture interact? Thus, the present writer is interested in analyzing the texts that exist in political advertising slogans, especially the theme in imperative clause. Furthermore, slogan is the utterances that add color to an advertisement.

According to Flis (2009) slogans are important not only in trade, business or commerce but also in politics. Political advertising slogans share some common features with advertising slogans, as both types try to persuade people to buy something; in trade it is the product, but in politics it is the image, the ideas behind the candidate or the party. An efficient slogan can help to convey the ideas of the candidate and make these ideas more appealing to the voters and help them to remember the candidate as well as his/her ideas better. In addition, Danesi in Pamungkas (2010) explained that there are some characteristics of slogan such as alliteration, metaphor, metonymy, imperative etc. but in this study the present writer just focuses on imperative ones. In order to do this, the present writer will find out the Theme choices in imperative clause, i.e., subject of filler or process as theme, marked or unmarked theme, and the meaning of slogan based on context of situation (Field, Tenor and Mood of discourse) in political advertising slogans.

### SYSTEMIC FUNCTIONAL GRAMMAR