THE IMAGINED COMMUNITIES OF 2011 STUDENTS OF ENGLISH DEPARTMENT OF SATYA WACANA CHRISTIAN UNIVERSITY
Fabi Kusuma Dewi and Anita Kurniawati

TEACHERS’ OPINION OF THE TEACHING OF ENGLISH IN THE ELEMENTARY SCHOOL CURRICULUM IN AMBARAWA, CENTRAL JAVA
Maria Dewinta Retri Sari and Christine Manara

LANGUAGE FUNCTIONS USED IN THE CLOTHING ADVERTISEMENTS IN SUAVE CATALOG MAGAZINE
Nobarta Nissa Edina Riyanto and Maria Christina Eko Satyari

CULTURAL EXPERIENCES OF TIMORESE STUDENTS IN STUDYING IN ENGLISH IN SATYA WACANA CHRISTIAN UNIVERSITY
Rofinsu Datan Waret

STUDENTS’ AND TEACHERS’ PERSPECTIVES TOWARD THE USE OF L1 IN TRANSACTIONAL SPEAKING CLASSES SEMESTER II 2009/2010
Shinta Dewi and Listyani

TRANSLATION TECHNIQUES USED TO TRANSLATE HARRY POTTER AND THE DEATHLY HALLOW NOVEL
Nesya Nathania and Andrew Thien
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LANGUAGE FUNCTIONS USED IN THE CLOTHING ADVERTISEMENTS IN SUAVE CATALOG MAGAZINE

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Abstract
This study endeavored to find out the language functions emerged from the slogan, headline, or textbody of the clothing advertisements taken from Suave Catalog Magazine. The data were collected from Suave Catalog Magazine volume 05 64th edition December 2009 up to volume 06 68th edition April 2010. There were ten advertisements analyzed using descriptive qualitative method. In the analysis, the phrases used in the slogan, headline, or textbody were observed in accordance with the language functions based on Jackobson’s category as cited in Hebert (2006). The result of the study showed that the advertisements’ slogan/headline (there was no advertisement which has textbody in this study), employed certain language functions that were used to deliver particular messages with different kinds of objectives. The slogans/headlines were designed to attract attention (phatic function), to convince people (conative function), to provide information toward the context (referential function), to report feelings or attitudes of the addressee (emotive function), and to explore the aesthetic features of the language (poetic function). This study also found out that an advertisement may employ a various combination of language functions.

Keywords: language functions, magazine, printed advertisements.