REGISTER IN ADVERTISEMENT:
A CASE STUDY OF A CAR ADVERTISEMENT
(Systemic Functional Linguistics Approach)*

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Abstract

This paper will discuss a register, language variation based on use, of a car advertisement in an English magazine. The discussion will unfold how all possible semiotic resources in the text: the genre and register; text structure, texture: cohesion, lexicogrammar, realize the meaning behind the scene as intended by the advertiser. To arrive at the holistic meaning, this needs a holistic interpretation among the semions or symbols, the context of situation and the context of culture.

Key words: genre, register, text structure, and texture: cohesion, and lexicogrammar.

1. Introduction

Analyzing a text based on Systemic Functional Linguistics (SFL) needs to understand the framework of SFL tradition. SFL believes that language is a set of semions or symbols, which, under a context of situation and a context of culture, realizes a particular meaning or a particular social goal. In this framework, the relation between the symbols and the meaning is not arbitrary, but rather the symbols realize the meaning (Halliday, 1985; Martin, 1992; Martin and Rose, 2003; Hewings and Hewings, 2005). The central resources of meaning or the meaning makers in this framework, then, include the norms and values of a culture, which is realized in genres - staged, goal-oriented social processes.

Register is a language variation based on use in a particular context of situation and a context of culture. It is a holistic concept of the use of language to express a particular meaning intended in the context. The context of situation construes three aspects or variables: field, tenor, and mode; which work simultaneously to construct a contextual configuration or a configuration of meaning which determines the use of language.

Besides, language also bears three language meta-functions: ideational, interpersonal, and textual. Ideational function unfolds experiential and logical meanings; interpersonal function uncovers the social meanings; and textual function realizes the ideational and interpersonal meta-functions, while expressing its own system (Halliday and Hasan, 1985).
The contextual configuration and language meta-functions are realized in a register, a unity of language, covering: text structure and texture: cohesion, lexicogrammar, phonology/graphology (ibid).

Text structure is the highest level of linguistic unit, diagnosing the use of a particular genre, which expresses a social process with its cultural norms and values. Cohesion system tightens ideas and logics, so as to group different rhetorical functions in the text. Thus, it helps construct the text structure. Lexicogrammar knits events or processes in experiential reality: transitivity, social reality: mood structure, and semiotic reality: theme-rheme structure, into wordings: clauses and groups. Lexis system configures how reality is symbolized through congruent or incongruent lexis and whether they only depict the experience (descriptive lexis) or includes opinion, assessment, or judgment (attitudinal lexis). And finally phonology expresses the meaning in the symbols of sounds and graphology realizes the meaning in graph. (Halliday, 1994; Martin, 1992; Martin, 1997; Halliday and Matthiessen, 1993). The following figure will depict the whole concept of how language and its systems are used to realize a particular social goal.
2. Advertisement Text Analysis

To make the Audi A8 a faster, safer, more environmentally friendly car, we had to go right back to basics in the very materials from which cars are made, in fact. The result is the Audi Space Frame, a revolutionary new alloy body shell that reduces body weight by 40% to improve fuel economy, safety and performance like no car you’ve ever driven – which means you’ll certainly need a test drive.

We reinvented body design. Materials. And construction techniques. The alternative was reinventing gravity. The new Audy A8 4.2: Drive for the driven.

Audi
Advancement through Technology

2.1 Contextual Configuration

The text was published in one of Business Week magazine’s advertisements (mode). This implies that the text advertises Audi, one of
luxurious German cars (field), to the magazine’s readers throughout the world, who are mostly educated middle class people (tenor).

In advertising, there is an approach used to advertise a product, called, marketing approach. It is classified into three stages: pioneering, competitive, and retentive, each is used to achieve different purposes. Pioneering stage is used by an advertiser to introduce his product. This stage usually lasts for a certain period of time until the product is known by public. If this makes a success, then the second stage, competitive stage, is applied. It is used to put the product in a competition with others of the same or similar products. Finally retentive stage is used to remind audience that the product has achieved a success in the competition (Susanto, 1977).

2.2 Lexicogrammatical Analysis
2.2.1 Clause Complex, Nominal and Verbal Group

Clause complex, nominal group and verbal group are representation of logical and experiential meanings and the grammatical intricacies of clauses in the text.

The logical meaning of the clause can be seen through interdependency relation and logico-semantic system of the clause. Interdependency relation synthesizes whether the relation of the two clauses are paratactic, which is symbolized in Arabic numbers (1, 2, 3…), or hypotactic, which is symbolized in Greek Alphabets (α, β, γ, δ …). Meanwhile clauses are developed through projection and expansion. Development through projection can be classified further through idea (symbolized with (’)) and locution (notated with (“)). On the other hand, expansion can be further classified through 4 semantic categories: elaboration, saying the same thing with different wording, symbolized with (=), extension, adding, alternating, or contrasting meaning, notated with (+), and finally, enhancement, multiplying meaning through times, reason, purpose, condition, notated with (x).

Nominal group is a representation of logical and experiential meaning. The experiential meaning of nominal group is realized through Thing (T) as the head of the group, and modified by pre-modifiers and post modifiers. Pre-modifiers includes Classifier (C), classifying thing into types or kinds and being put in the nearest position before thing, Ephitet (E), describing thing in terms of its, size, shape, color and condition and being put in the second nearest position before Classifier, Numeric (Num), the numbering system of thing: ordinal or cardinal and being put in the third nearest position before Ephitet, and Deictic (D), identifying whether the thing is definite or indefinite, and being located in the forth nearest position before Numeric. Meanwhile the post-modifier of a thing is called qualifier (symbolized with Q). It is additional information of the thing. It can be adjective clause, infinitive phrase, present participle phrase, past participle phrase, adjective phrase, prepositional phrase, and ordinal or cardinal number.

Finally verbal group is also a realization of logical and experiential meaning. The Greek Alphabets (α, β, γ, δ …) symbolize the logical order of the verbal groups, α (alpha) is always used to identify primary tense or modality, β (beta) is used to identify secondary tense (aspects) or events, γ (gama) is used to refer to other secondary tense or event, and γ (delta) is used to refer event.

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Meanwhile (-) symbolizes past tense, (°) present tense, and (+) future tense. Perf. is derived from perfective, Imp. From imperfective, and neutral for neutral, all of which belong to non-finite verbs, while pass. is abbreviated for passive voice.

The following is the analysis of clause complex, nominal group and verbal group of the text.

\begin{align*}
\beta x & \quad 1a. \text{To make the } \text{Audi A8} \text{ a faster, safer, more environmentally friendly car,}
\beta \text{perf. } & \text{event } \text{D } \text{T } \text{D } \text{E } \text{E}
\alpha & \quad 1b. \text{we had } \text{to go } \text{right back to basics [in the very materials}
\alpha & \quad \text{T } \text{α- } \text{βevent } \text{βperf. } \text{γevent } \text{T } \text{Q}
\text{[from which cars are made]], in fact.}
\beta = \alpha & \quad 2b. \text{a revolutionary new alloy body shell [that reduces body weight}
\beta = \alpha & \quad \text{D } \text{E } \text{E } \text{C } \text{C } \text{T } \text{Q}
& \text{by 40% to improve fuel economy, safety and performance [like}
& \text{no car you’ve ever driven]].}
\beta = & \quad 2c. \text{– which means [you’ll certainly need a test drive].}
\alpha & \quad 2a. \text{The result } \text{is } \text{the Audi Space Frame,}
\alpha & \quad \text{D } \text{T } \text{α° } \text{βevent } \text{D } \text{C } \text{C } \text{T}
\beta = & \quad 4. \text{Materials.}
\alpha & \quad 5. \text{And construction techniques.}
\alpha & \quad 6. \text{The alternative was reinventing gravity.}
\alpha & \quad 7a. \text{The new } \text{Audi A8 4.2:}
\alpha & \quad 7b. \text{Drive } \text{for the driven.}
\beta = & \quad \text{Bperf. } \text{γevent } \text{T } \text{D } \text{T}
\alpha & \quad \text{8. Audi}
\alpha & \quad \text{9. Advancement [through Technology]}
\end{align*}

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2.2.2 Mood, Theme, and Transitivity

Mood structure is a grammar expressing the interpersonal meaning of a clause, containing of two elements mood and residue. Mood is the interpersonal meaning of the clause, whereas residue is the rest. Mood is constructed from two constituents, subject and finite (tense, modality, or polarity in the verbal group). The mood of the clause can be realized in classification of clause system: Indicative and imperative. Meanwhile indicative is further classified into two: declarative and interrogative (polarity and WH). Mood, the interpersonal meaning of the clause, can be divided into two proposition (giving and demanding information) and proposal (giving and demanding goods and services).

Theme and rheme structure organizes the flow of information in the level of clauses. From the writer’s and speaker’s point of view, theme is a grammatical unit of a clause which comes first as a point of departure of information in the clause. There are three types of themes (topical, interpersonal and textual). Topical theme is a theme that is used to develop the topic of the clause. It is called unmarked theme if it is a subject and marked theme if it is other than subject, such as adjunct, complement, or predicator. Interpersonal theme expresses the degree of intimacy (realized in vocative, such as summoning ‘John or Dear’) or types of mood (realized in WH and modality or finite before subject). Finally, textual theme symbolizes the logical reality and the continuity of the clause. The logical relation is expressed through conjunctions, whereas the continuity of a clause is realized in continuative, such as: well..., hmm..., err..., etc.

Finally, transitivity is a grammar of experience. It consists of process, participants and circumstance. There are six types of processes: material, mental, verbal, behaviour (mental and verbal), relational (attributive and identifying), and existential. Each has different types of participants. Material process has actor (the doer, goal (the affected participants), beneficiary (recipient and client), and range (the scope or extension of process). Mental process has senser (as the agent who senses the phenomenon (participant who or which is sensed). Verbal process has sayer (participant who says), verbiage (something said), and receiver (the participant who receives the message. Behaviour process has behaver (the agent who behave) and phenomenon (for mental behaviour process) and verbiage, receiver or target (for verbal behaviour). Attributive relational process has carrier, a participant who carries an attribute, while identifying relational process has token (the thing) and its value. Finally existential process has existent (the thing which exist in the process. The circumstance has 8 categories: extent, angle, location (time and place), manner (quality, means, and comparison), cause (reason, purpose, condition, concession, and behalf), accompaniment, matter, and role.

The following is the analysis of mood, theme and transitivity of the clause in the advertisement text.
1a. To make the Audi A8 a faster, safer, more environmentally friendly car.

<table>
<thead>
<tr>
<th>To make</th>
<th>The Audi A8</th>
<th>a faster, safer, more environmentally friendly car</th>
</tr>
</thead>
<tbody>
<tr>
<td>P</td>
<td>C</td>
<td>C</td>
</tr>
</tbody>
</table>

Residue

Topical Marked Theme

<table>
<thead>
<tr>
<th>Process</th>
<th>Carrier</th>
<th>Attribute</th>
</tr>
</thead>
</table>

Indicative: declarative; proposition

1b. We had to go right back to basics in the very materials from which cars are made, in fact.

<table>
<thead>
<tr>
<th>we</th>
<th>had to go</th>
<th>right back to basics [in the very materials from which cars are made]</th>
<th>in fact</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>F / p</td>
<td>Adj.</td>
<td>Conj.</td>
</tr>
</tbody>
</table>

Mood | Residue

Rheme

<table>
<thead>
<tr>
<th>Actor</th>
<th>Material Process</th>
<th>Cir: Manner: Quality</th>
<th>Cir: Location: Place</th>
</tr>
</thead>
</table>

Indicative: declarative; proposal

2a. The result is the Audi Space Frame.

<table>
<thead>
<tr>
<th>The result is</th>
<th>Audi Space Frame</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>F</td>
</tr>
</tbody>
</table>

Mood | Residue

Top. Unm. Theme | Rheme

Value | I.R.P. | Token |

Indicative: declarative; proposition

2b.a revolutionary new alloy body shell [that reduces body weight by 40% to improve fuel economy, safety and performance like no car you’ve ever driven]

2c. which means you’ll certainly need a test drive.

<table>
<thead>
<tr>
<th>which means</th>
<th>[you’ll certainly need a test drive]</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>F / P</td>
</tr>
</tbody>
</table>

Mood | Residue

Top.Unm.Theme | Rheme

Token | I.R.P. | Value |

Indicative: declarative; proposition
3. We reinvented body design.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>F</td>
<td>P</td>
</tr>
<tr>
<td>Mood</td>
<td></td>
<td>Residue</td>
</tr>
<tr>
<td>Top.Unm</td>
<td>Theme</td>
<td></td>
</tr>
<tr>
<td>Behavior</td>
<td>Mental</td>
<td>Behave</td>
</tr>
<tr>
<td></td>
<td>Behaviour</td>
<td>Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Phenomenon</td>
</tr>
</tbody>
</table>

Indicative: declarative; proposition


5. And construction techniques.

6. The alternative was reinventing gravity.

<table>
<thead>
<tr>
<th>The alternative was reinventing gravity</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
</tr>
<tr>
<td>Mood</td>
</tr>
<tr>
<td>Top. Unm. Rheme</td>
</tr>
<tr>
<td>Behavior Mental behaviour Process</td>
</tr>
<tr>
<td>Phenomenon</td>
</tr>
</tbody>
</table>

Indicative: declarative; proposition

7a. The new Audi A8 4.2:

7b. Drive for the driven.

<table>
<thead>
<tr>
<th>Drive</th>
<th>For the driven</th>
</tr>
</thead>
<tbody>
<tr>
<td>P</td>
<td>Adj</td>
</tr>
</tbody>
</table>

Residue

Rheme

Material Process Cir: Reason: Behalf

Imperative; Proposal

8. Audi

9. Advancement through Technology

2.2.3 Lexis System
2.2.3.1 Congruency and Incongruency

Congruency and incongruency are systems of symbolization of lexis in a text. They contribute to the degree of the abstractness of lexes in the text, whether they sparse or dense, which finally they can be one factor that influence the style of language used in the text.

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Congruent lexis is symbolized through direct realization between the reality and the symbol, whereas incongruent lexis is symbolized through indirect realization between the reality and the symbol (Halliday and Martin, 1993; Martin and Veel, 1998; Martin 1997).

<table>
<thead>
<tr>
<th>Lexis</th>
<th>Reality</th>
<th>Symbol</th>
<th>Process of Symbolization</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Congruence</td>
</tr>
<tr>
<td>To make the Audi A8 faster,</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>safer, friendly car, we</td>
<td>Condition</td>
<td>Adjective</td>
<td>v</td>
</tr>
<tr>
<td>had to go basics materials</td>
<td>Condition</td>
<td>Noun</td>
<td>v</td>
</tr>
<tr>
<td>cars are made, in fact</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>The result is the Audi</td>
<td>Logic</td>
<td>Noun</td>
<td>v</td>
</tr>
<tr>
<td>Space Frame, revolutionary</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>new alloy body shell</td>
<td>Condition</td>
<td>Adjective</td>
<td>v</td>
</tr>
<tr>
<td>reduces body weight to</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>improve fuel economy,</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>safety performance car</td>
<td>Process</td>
<td>Noun</td>
<td>v</td>
</tr>
<tr>
<td>driven means You Need A</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>test drive. We reinvented</td>
<td>Process</td>
<td>Verb</td>
<td>v</td>
</tr>
<tr>
<td>body</td>
<td>Process</td>
<td>Noun</td>
<td>v</td>
</tr>
</tbody>
</table>

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design. Process Noun v
Materials. Thing Noun v
construction Process Noun v
techniques. Process Noun v
alternative Process Noun v
reinventing Process Verb v
gravity. new Process Noun v
Audy A8 4.2: Condition Adjective v
Drive Thing Noun v
the driven. Process Verb v
Audi Thing Verb v
Advancement Thing Noun v
Technology Process Noun v

Of 67 lexes used in the text, 51 are symbolized congruently and 16 others are realized incongruently.

2.2.3.2 Descriptive and Attitudinal

Lexis system in a text can also be analyzed whether a lexis used is purely experiential or it also bears an opinion, judgement, or evaluation of the user. This analysis will imply, to some extent, how the writer or the speaker assess, judge, and evaluate the things or participants in the text.

Descriptive lexis is lexis that describes the experiential reality, whereas attitudinal lexis is lexis that not only describes the experiential reality but also bears the writer’s opinion or assessment to the things (Halliday and Martin, 1993; Martin and Veel, 1998)

<table>
<thead>
<tr>
<th>Lexes</th>
<th>Descriptive</th>
<th>Attitudinal</th>
</tr>
</thead>
<tbody>
<tr>
<td>To make</td>
<td>v</td>
<td>v</td>
</tr>
<tr>
<td>the Audi A8</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>faster,</td>
<td>v</td>
<td>v</td>
</tr>
<tr>
<td>safer,</td>
<td>v</td>
<td>v</td>
</tr>
<tr>
<td>more friendly</td>
<td>v</td>
<td>v</td>
</tr>
<tr>
<td>car,</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>we</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>had to go</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>basics</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>materials</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>cars</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>are made,</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>in fact</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>The result</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>is</td>
<td>v</td>
<td></td>
</tr>
<tr>
<td>the Audi Space Frame,</td>
<td>v</td>
<td></td>
</tr>
</tbody>
</table>
revolutionary | v  
new | v  
alloy | v  
body | v  
shell | v  
reduces | v  
body | v  
weight | v  
to improve | v  
fuel | v  
economy, | v  
safety | v  
performance | v  
car | v  
you | v  
driven | v  
means | v  
You | v  
Need | v  
A test drive. | v  
We | v  
reinvented | v  
body | v  
design. | v  
Materials. | v  
construction | v  
techniques. | v  
alternative | v  
reinventing | v  
gravity. | v  
new | v  
Audy A8 4.2: | v  
Drive | v  
the driven. | v  
Audi | v  
Advancement | v  
Technology | v

Summary of Lexicogrammatical Analysis

1. Clause: 3 complexes, 2 simplexes, and 4 minors
2. Nominal group: 15 simplex, 4 complex (1a, 1b, 2b, 2c)
3. Verbal Group: all are simplexes
4. Mood: 5 proposition, 2 proposal
5. Transitivity: 2 material, 1 Attributive and 2 Identifying Relational
   Processes, dan 2 Behavioural processes

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6. Theme: 1 Marked Theme (1a), 6 Unmarked Themes.
7. Lexis: 51 congruent lexes, 16 incongruent lexes.
8. Lexis: 57 descriptive, 10 attitudinal

2.3 Cohesion Analysis
2.3.1 Lexical Strings

Lexical string is an analysis of lexical cohesion to see how central participants or the themes are organized in the text. This will help the text analyst to figure out the central themes are structured and connected through the whole text.

1a. To make the Audi A8 a faster, safer, more environmentally friendly car,

1b. we had to go right back to basics [in the very materials [from which cars are made]], in fact.

2a. The result is the Audi Space Frame.

2b. a revolutionary new alloy body shell [that reduces body weight by 40% to improve fuel economy, safety and performance [like no car you’ve ever driven]].

2c. – which means [you’ll certainly need a test drive].

3. We reinvented body design.


5. And construction techniques.

6. The alternative was reinventing gravity.

7a. The new Audi A8 4.2:

7b. Drive for the driven.

8. Audi

9. Advancement [through Technology]

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2.3.2 Logical Relation

Logical relation is an analysis of how a text is logically structured through explicit and implicit conjunctions. Based on this analysis clauses are structured into groups, each expressing different rhetorical functions.

2.4 Text Structure: Activity Sequence, Rhetorical Function

Text structure analysis results from lexical string and logical relation analysis. Based on the organization of central themes lexical string analysis and the grouping of clauses in logical relation analysis activity sequence, rhetorical function, and staging analysis can be done.

<table>
<thead>
<tr>
<th>Clause</th>
<th>Activity Sequence</th>
<th>Rhetorical Function</th>
<th>Staging</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a</td>
<td></td>
<td>Introducing the purpose of the text</td>
<td></td>
</tr>
<tr>
<td>1b, 2a, 2b</td>
<td>To make more efficient car</td>
<td>Describing what the writer did and the result</td>
<td>Thesis</td>
</tr>
</tbody>
</table>

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Considering the stages in the text structure, it can be concluded that the text belongs to an exposition genre.

3. Interpretation

3.1 Field

Field is about the happening in the text. The text is about advertising a product, The new Audy A8 4.2, in one of the advertisement columns in Business Week.

This advertising is realized in exposition genre. This genre is appropriate in a number of reasons. First it expresses the marketing approach used in this advertisement, competitive stage, which put the product to compete with the similar product. The logical relation in the text helps group the clause into 6 rhetorical functions and stages.

Besides, the advertiser also describes the parts of the product through part-whole cohesive devices, consistency and meronymy, and synonymy. He also uses 1 attributive and 2 identifying relational processes in describing the product, and 2 material and 2 behaviour processes to describe the way the advertiser reinvent the materials of the product.

The topical unmarked themes oriented to the things-related to product, the advertiser ‘we’ and the readers ‘you’ quite clearly help construct the text to focus on the field of the happenings.

Finally the dominant use of the descriptive lexis system in the text tells the advertiser’s consistency in describing the experiential reality of the product, besides persuading the readers to buy the product through exposition genre, proposal, and a number of attitudinal lexis in the text.

3.2 Tenor

Tenor is about the participants’ involvement in the happening, including their social status and their role relationship. According to Martin 1992, tenor can

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be categorized further into three aspects: affect, status, and contact. Affect is about assessment, evaluation, or judgment among participants. Status is about social hierarchy of the participants, whereas contact is the familiarity of the language used in the text and the involvement of the participants in the happening.

3.2.1 Affect
According to Santosa (2003) the assessment, evaluation, or judgment among participants can be seen through the use of genre, mood, and attitudinal lexis system in the text. The assessment can be positive or negative, according to the semiotic systems used to express the affect (see also Martin, 1989 and 1992).

The assessment toward the product is positive. This is due to the fact that the genre of the text belongs to exposition. This genre is used to by the advertiser to assess the product in the competitive stage of marketing, which is quite appropriate. Besides, the proposals in clause 2c and 7b are used by the advertiser to ask the readers to test drive the car, meaning that the advertiser is quite confident about his new product. Furthermore, the use of a number of attitudinal lexes: faster, safer, more friendly car (clause 1), revolutionary, new, economy, safety, and performance (clause 2b), and advancement (clause 9) indicates that the product The new Audy A8 4 is an excellent and competitive product.

Meanwhile the assessment toward the readers is also positive. The exposition genre, proposal in clause 2c and 7b, 10 different attitudinal lexes in the text do not assess the reader negatively. The advertiser still lets the readers consider the product before they test drive it. This can be seen that the text still provides 5 propositions and other 4 minors and, the use of 57 descriptive lexes or about 85% of the whole lexes shows, expressing more information than opinion about the product. This means that the advertiser provides more information and experiential descriptions, which let the readers to decide by themselves.

3.2.2 Status
Social status of participants in the text can be categorized as horizontal. The use of exposition genre, the proposal in clause 2c and 7b, and the use of 10 attitudinal lexes do not put the readers in the lower position in the social hierarchy. The advertiser finds it enough to the 2 proposals and 10 attitudinal lexes. They do not exploit them further, but they provide the readers with 5 proposition, 4 minor, and 57 descriptive lexes to let the readers to decide by themselves. In this way the advertiser tries to maintain the readers in the horizontal position of the same level of social status as the advertiser.

3.2.3 Contact
Contact, or the familiarity of the language used in the text, can be measured by the use of complexity of clause, group, and the congruence or incongruency of the lexes (Santosa, 2003).

The advertiser exploits the use of 3 complexes, 2 simplexes, and 4 minors. Besides, he also uses 15 simplex and only 4 complex nominal groups, simplex verbal groups, and 51 congruent and 16 incongruent lexes.

The use of 3 complex and 4 minor clauses, 15 simplex nominal groups and 51 congruent lexes shows that the advertiser tries to maintain the high readability

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of language used in the text. This is because the complex and minor clauses maintain the clarity of the logics; the simplex nominal groups organize the experiential reality in simple structures, whereas the use of 51 congruent lexes bridges the congruent and direct realization between the realities and the symbols.

The advertiser tries to maintain the involvement of the participants in the text by summoning the readers by lexes ‘you’ in clauses 2b, 2c, and ‘implicit you’ in the imperative clause 7b. Besides, the advertiser also expresses overtly in the text by the use of ‘we’ in clause 1b and 3.

3.3 Mode

Mode refers to channel and medium used in the text. Channel is the language style: spoke or written. The style is not a binary cut, but rather a continuum from ‘spoken, tend to be spoken, between spoken and written, tend to be written, to written style’ (Halliday, 1985; Santosa, 2003). Meanwhile, medium assesses the efficiency of the medium used in the text.

3.3.1 Channel

The channel or the style of the language in the text can be seen through the use of complexity of clause, group, and the congruency of lexes. As can be seen, the text is composed through the use of 3 complexes, 2 simples, and 4 minors. Besides, he also uses 15 simplex and only 4 complex nominal groups, simplex verbal groups, and 51 congruent and 16 incongruent lexes. The text also exploits the use of summoning ‘you’ in clause 2b and 2c, ‘implicit you’ in imperative 7b and ‘we’ clause 1b and 3. This indicates that the text can be categorized into ‘tend to be spoken’ style.

3.3.3 Medium

The medium used in the text is quite appropriate. As can be seen, the text is published in one of advertisement columns in Business Week, which is supposed to have middle class target readers. The positive assessment toward the product and the readers, the hierarchical status between the advertiser and the readers, the high level of familiarity of the language, the involvement of the advertiser and the readers, and the use of ‘tend to be spoken’ style simultaneously result in the efficiency and the appropriateness of the medium.

4. Final Remark

This SFL’s analysis and interpretation of the advertisement text employ the use of the linguistic resources as semiotic realities in the text. The interpretation may use overlapped semiotic resources, since the three meta-functions: ideational, interpersonal and textual also overlap each other in the same symbols.

However, this interpretation has a number of limitations due to the fact that the discussion ignores the semiotics of visual images and graphology, which actually will also contribute to the holistic meaning of the text. This is because pictures and graph will also be to tell something that verbal symbols will not.
Selected References


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