

**A STUDY OF THE USE OF MODALITY IN THE  
CAR ADVERTISEMENTS OF BUSINESS WEEK  
MAGAZINE ISSUED FROM JANUARY TO  
AUGUST 1997**



**THESIS**

Submitted as a Partial Fulfilment of Requirement  
For The Sarjana Degree at The English Department  
Faculty of Letters and Fine Arts  
University of Sebelas Maret

Done by

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS AND FINE ARTS  
SEBELAS MARET UNIVERSITY  
SURAKARTA  
2006**

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## MOTTO

*Greatness is not About the Power We Have,*

*But Actually on The Way We Use I t*

(Henry Ward Becker)

*"When you love someone, you gotta learn to let him go"*

(Stevie B)

## **Dedication**

**I dedicate this thesis to:**

**My beloved family**

**My beloved darling**

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Surakarta, 8<sup>th</sup> of March 2006

Nugroho Wisnu Pujoyono

## **Pronouncement**

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Stated wholeheartedly that the thesis entitled *The Study of The Use of Modality Expression in The Car Advertisements of Business Week Magazine Issued From January up to August 1997* is originally made by the researcher. It is not plagiarism or others' made. The things related to other people's work are written in quotation and included within the bibliography.

If it is then in the future proved that this pronouncement is incorrect, the researcher is ready to take the responsibility including the withdrawal of academic title.

Surakarta, 8<sup>th</sup> of March 2006

The researcher,

Nugroho Wisnu Pujoyono  
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## ABSTRACT

Nugroho Wisnu Pujoyono, C0300046.2006. *A Study of The Use of Modality In Car Advertisements of Business Week Magazine Issued From January to August 1997*. English Department, Faculty of Letters and Fine Arts, Sebelas Maret University, Surakarta.

This research is a descriptive research. The objectives of the research are to describe the types of modalities used in the car advertisements and to describe the use of each type of modality expression to the meaning as a whole in the car advertisements. The research is based on the Halliday's theory.

The sources of data in this research were Business Week magazine issued from January up to August 1997, while the data is the sentences with modality expression. The population of this research is all sentences in the car advertisements of Business Week magazine issued from January up to August 1997. The data taken were chosen by applying total sampling, meaning the entire sample provided were used as the data.

In conducting the research, the researcher analyzed the data by finding the frequency of modality presence and absence, of modality distribution, of number of each type of modality, and of modality distribution. Then the data presentation is discussed. The discussion guided the researcher to describe the types of modalities and the use of each type of modality to the meaning as a whole.

The result of the analysis shows that there are four types of modality used in the car advertisement texts. They are probability, usuality, obligation, and inclination. The usuality expression dominates number in the car advertisement with 48,89%. Probability expression is on the second rank with 31,11%. Obligation is on the third rank with 15,56%. Inclination is rarely used in car advertisements. It is shown by the percentage of the use of inclination expression is only 4,44%. After recognizing the types of modalities used in car advertisement, the researcher also discusses about the use of each type of modality to the meaning as a whole.

After concluding, the researcher also gives some recommendations to the other students who are interested in linguistic study, other researchers, teachers, and the car advertisers for the sake of the beneficial of the thesis writing.

# **CHAPTER I**

## **INTRODUCTION**

### **A. Research Background**

As a means of communication, language plays an important role in human's life. Every aspect of our lives always gets in touch with it. Language dominates our lives through the dialogues we have when we talk to someone, read the news in the newspaper, listen to the songs from the radio, watch the films at television, and many others. Language becomes an unavoidable part of human's life since "language provides a means for us to take our place in society, to express our wants and convey information, to learn about people and the world around us" (Lehmann, 1983: 1). It is through language that people can easily express their ideas, feelings, needs, and thoughts.

Communication itself is the process by which individuals share meanings (Fill, 1995: 23). Therefore, communication using a language needs an interaction that involves at least two people or participants who use the language, namely the addresser and the addressee. In spoken language, the interaction is between the speaker and the listener, while in written language between the writer and the reader. This interaction is important because it concerns the process of communicating a meaning between these two participants. Thus, communication will not work if there is no interaction.

A component of language which draws attention between these participants is referred in Halliday's term to the interpersonal component of language in which is seen as "expressing relations among participants in the situation" (1978: 46). According to Halliday, in this interpersonal interaction, "a speaker intrudes himself into the context of situation, both expressing his own attitude and judgements and seeking to influence the attitude behaviour of others" (1978: 112). Furthermore, in language, this interpersonal component is represented grammatically by mood and modality (1978:113).

Mood is defined as a set of contrasts which are often shown by the form of the verb and which expresses the speaker's or writer's attitude to what is said or written (Richards et. al.: 1992: 235). Generally, people produce sentences in the form of statement in giving information, question in seeking information, and command in asking for action (Palmer, 1981: 149). By adding those three with offer, these are the four primary speech functions (Halliday, 1994: 69). Mood can also be stated as "the grammatical term that describes different types of sentence structures" (Simpson, 1997: 202).

Unlike mood that concerns the speaker's attitude towards what is said, modality deals with the speaker's attitude towards, or opinion about, the truth of the sentence he utters (Simpson, 1997: 202). It concerns the degree of assurance or commitment with which a speaker vouches for a proposition (Fairclough, 1989: 57). In other words, modality can be defined as the means by which people express their degree of commitment to the truth of the proposition they utter, and

their views on the desirability or otherwise of the states of affair referred to (Fowler, 1986: 131).

People in fulfilling the need of information and knowledge need instrument or media to transmit the circulate message. Without having face-to-face conversation, people can still get the information from all over the world because there are media where human opinion, feeling, idea, experience, knowledge, and the attitude are shared.

The popular modern mass media of information today are television, internet, magazine and newspaper. In those media, advertisements play the important role in financing their lives. Advertisements in those media try to sell us modern life-style. People, as the consumers, always try to reach everything that they want in order to be accepted as members of particular groups and to be popular in their community.

In response to this condition, the competition for selling product becomes higher and tighter. The success of hunting for profit depends on the products that are sold in the market. The more the products are sold, the more the company will get the profit. That is why the advertisers will always find a way to introduce their products to the society, and in expectation, their products are sold in a great number.

One of the media used by advertisers in spreading the information of their product to consumers is the advertisement, as Gaw states, “advertising is a tool for selling ideas, good, or services to a group; it employs paid space or time uses a

vehicle to carry its message that does not disguise or hide the identity of the advertiser or his relationship to the effort (1969: 9).

Furthermore, the definition of advertisement is just like what is written in Grolier Academic Encyclopaedia that an advertisement is a message – printed in a newspaper or magazine, broadcast on radio or television sent to individuals through the mails or disseminated in some other fashion – that attempts to persuade the readers or listener to purchase a particular product, favour a particular organization, or agree with a particular idea (1990: 111).

Knowing the great influence of advertising, each company competes to create interesting advertisement in order to attract prospective consumers' attention as much as possible. They keep on trying to create innovations in advertising, so it is easy for the society or consumers to know and remember the advertisement.

Modality is one of the grammatical representations of the interpersonal interaction. The expression of modality can be observed both in spoken and in written language. A magazine contains many sources of modality to analyze since it has many reading texts, such as news reports, editorials, short stories, articles, and many kinds of advertisement. Magazine is one of advertisement media that has a specification from others. Magazine offers great opportunities to use high-quality graphics to gain more appreciation.

Compared to the other reading texts, advertisement aims not only to provide the readers with information but also to influence and persuade them to purchase something. In this study, the use of modality expression in advertising

language, especially in the car advertisements will become the focus of attention. Based on this fact, this research is entitled “A Study of The Use of Modality in Car Advertisements of the Business Week Magazine issued from January to August 1997”.

### **B. Problem Statements**

Based on the research background, the researcher formulates the problems to get the objective of the research into two questions. The problem statements of this research are as follows:

1. What types of modalities are used in car advertisements of Business Week Magazine issued from January to August 1997?
2. What is the contribution of each type of modality to the meaning as a whole used in car advertisement of Business Week Magazine issued from January to August 1997?

### **C. Research Limitation**

In this research, the researcher collected the data about the modality in the car advertising texts. This research focused the attention only on the use of modality expression in the car advertisements. It discussed the expression of probability, usuality, obligation, and inclination. This research analyzes the data in the form of Finite Modal Operator only. The data of this research were taken from Business Week magazine issued from January to August 1997.

#### **D. Research Objectives**

The main objective of this study is to investigate the use of modality expressions in the car advertisement. Specifically, this research is intended to describe the problem statement of this research, those are:

1. To describe the types of modalities used in car advertisements of Business Week Magazine issued from January to August 1997.
2. To describe the contribution of each type of modality to the meaning as a whole used in car advertisements of Business Week Magazine issued from January to August 1997.

#### **E. Research Significance**

This study can provide a significant contribution for the student to make easier in understanding the text with modality expressions. Besides, the car advertisers can broaden their knowledge in using the modality expressions in the car advertisements. Moreover, the car advertisers can be inspired to make better car advertisements to persuade the consumers to purchase the car.

## **F. Thesis Organization**

This thesis consists of five chapters that are organized as follows:

- Chapter I** : **Introduction**, which contains Research Background, Problem Statements, Research Limitation, Research Objectives, Research Significance, and Thesis Organization.
- Chapter II** : **Literary Review**, which contains The Definition of Advertisement, Advertisement as A Means of Communication, Advertisement as An Economic Medium, Types of Advertisement, Components of Advertisement, Magazine, Automobile, Polarity, The Meaning of Modality, Types of Modality, and Modality Expression.
- Chapter III** : **Research Methodology**, which consists of Type of Research, Data and Data Resource, Sample and Sampling Technique, Research Design, Technique of Collecting Data, Research Instrument, and Technique of Analyzing Data.
- Chapter IV** : **Data Analysis**, which consists of Data Presentation and Discussion
- Chapter V** : **Conclusion and Recommendation.**

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Advertisement**

##### **1. The Definition of Advertisement**

Advertising is one form of mass communication that is used to persuade people to consume certain products and services and to accept certain ideas by using some media. Manufacturers or producers use these media to communicate with their customers. By using advertisements, they promote their products and services and persuade people to buy the products or services advertised. Dominick states advertising communication and promoting is defined as a specialized means of informing prospective and current customers about products and services, and persuading them to buy the products. As a persuasive medium, advertising directly urges people to do something and attempts to convince people to do something and attempts to convince people that the products and services can benefit them (Gamble and Teri W. Gamble, 1989: 316).

According to Dyer, the word advertising means notifying or informing somebody or something (1982: 2). In informing something, the advertiser should use a persuasion technique to convince the readers or listeners. The purpose of most advertising is to remind consumers to buy products and services offered. It is often used to increase sales of products or the use of services of a company.

Moreover, advertising is also used to stimulate and motivate people to find out more about a product or service advertised.

To achieve this purpose, advertising needs media as a tool or instrument. These media are usually called mass media advertising. It can be found in many forms, e.g. advertisement, billboard, booklet, brochure, direct mail, pamphlet, poster, etc.

Every advertising medium communicates with its audience in different ways. In this case, the advertisers should be selective in choosing the media that will most effectively communicate to the target audience.

## 2. Advertisement as A Means of Communication

Sudiana in his book, *Komunikasi Periklanan Cetak* states, advertisement as a means of communication has four interrelated components that cover its presence: the advertiser, target of advertisement, the media, and the function of advertisement (1986).

### a. Advertiser

The advertiser is one who owns the products or services. This means that an advertisement is published for the sake of advertiser. That is why, to fulfill this objective, the advertiser has to choose the suitable media to deliver it. Besides, he should also be well informed about the product he is selling (Gaw, 1969. p. 63).

#### b. Target of Advertisement

The target that is reached by advertisement is public reader, viewer, and listener. These targets match the media in which the advertisement is published. Reader is the target of advertisement published in printed media, viewer is the target of the advertisement published in TV, and listener is the target of advertisement published in radio. The target of advertisement is classified based on social status, gender, and races.

#### c. Media of Advertisement

The type of medium in advertisement must be selected. Kotler in his *Marketing Management Analysis, Planning and Control* states, "There are major media such as newspaper, magazine, television, or radio to be used." A particular category of the desired medium has to be chosen, for example: magazine including general and special interest categories (p.511).

The progress of technology enables man to communicate in many ways, such as by using Internet, in which space and time no longer becomes obstacle. Mass media are tools of communication to transmit information. In other words, mass media helps communication work more effective.

#### d. Function of Advertisement

According to Liliweri (1992), advertisement has some functions, namely: marketing, economic, social, and educational function, which involves the exchange of the message from communicator to communicant.

As marketing media, advertisement can be used to identify the certain product to other, to suggest the consumers to try and then use the product continuously, to stimulate spreading and increasing the use of the product, and to build familiarity between consumers and the product.

Economically, advertisement can give advantage to both the advertiser and the consumer. By advertisement, the advertiser can sell his product in the wider area and in the less money. Meanwhile, the consumers can use the advertisement as a reference to get information about a certain product.

The social function of advertisement lies in the fact that it can be used to change the consumer's opinion. Although in some extent advertisement is capable of speeding consumerism, it also can be used to persuade people to give help to others. By advertisement, the attitude and action of the society can be driven to a better way.

The social function above is closely related to educational function. From the advertisement read, heard, viewed people can learn how they should take a decision about certain product-whether they deserve to use it or not.

### 3. Advertisement as An Economic Medium

To convince the consumers to buy the products or services, the advertiser should make a technique in many ways to promote their products. Susanto states that there are two ways of persuasion approach, namely selling technique approach and marketing technique (1971, 235-250).

Selling technique approach is divided into eight stages (Susanto in Arifatun, 2002):

a. Emotional Security selling technique

It is used to give a perception that the advertised product will help consumers getting out of their crisis situation and it will also give them security or safety to use it. It can be found in the advertisement of *Garda Otto* insurance. This advertisement gives a hope for people that the company will guarantee their car when trouble happens to the car, either because of accident or disaster.

b. Reassurance of worth selling technique

It is used to give self-confidence to consumer; this can be seen in the advertisement of Rejoice shampoo.

c. Self-ego gratification selling technique

It gives impression that how busy people are, especially women, they still can do something, The examples of this technique can be seen in the advertisement of an instant cooking spices, drink and food, such as *Kopi ABC Susu*, *Sarimi*, and many instant-cooking spices from *Sajiku* products.

d. Sense of power selling technique

This technique is especially for men as they have the nature of facing challenges to show their physical power. This technique can be seen in the advertisement of *Extra Joss*.

e. Love object selling technique

It is selling technique that exploits the human appeal instinctive to love object. This can be seen in the advertisement of *Diamond Ring*.

f. Root selling technique

It is used to convince the consumers that the products are traditionally used and they are good for people. It can be used to remind consumer's childhood when they have been introduced by a certain product for the first time. This is shown by the advertisement of Jamu Nyonya Meneer.

g. Immortality selling technique

It is used to convince the public that the advertised product has the ability to prevent them from any unpleasant condition, such as Sari Puspa anti-Mosquito.

h. Status symbol technique

It convinces consumer that the advertised product is worn by famous people. Hence they will be exclusive too. An example of this technique is in the advertisement of *Omega Wristwatch*.

Meanwhile, in terms of marketing technique approach, advertisement is classified into three stages, namely pioneering, competitive, and retentive approach which each stage of them has its specific and social function (ibid)

a. Pioneering

The first stage is commonly taken to introduce a new product to the public. It is designed to give a detailed description of a new product regarding its quality and benefit that people can get from the product.

b. Competitive

The second stage is used with an assumption that the product has already been familiar with the consumers. The aim of the advertiser is to convince consumers that his product is still better than other similar ones in the market.

c. Retentive

The last one is carried out when the product has already been familiar with the consumers. The main goal is just to remind the consumer's

memory about the product so that the selling of the product remains stable and expectedly will increase.

#### 4. Types of Advertisement

Hasley and Johnson in Collier Encyclopedia (1990), give the types of advertisement, which are divided into nine, namely:

a. Industrial advertisement

This type is used by the company in promoting their products to other company

b. Trade advertisement

This advertisement is used by the company to develop the network of trading to sell their products to the distributor or the retailer in order to get its line.

c. National advertisement

This advertisement is used by the company to sell their product to the consumers directly

d. Mail order advertising

This advertisement is used by the company to advertise or sell their product to the consumers directly

e. Retail advertisement

This advertisement is used by the retailer to sell their products directly to the consumers.

f. Service advertisement

This type is used by the company that offers services to the certain consumers. For example an air transportation advertisement informs businessmen about the time they may save if they fly.

g. International advertising

It has two vital functions abroad; first, it must pre-sell in the absence of a widely scattered sales organization, second, it must build a company image for manufacture that is not as well known as they are in the United States.

h. Government advertising

It is used during World War I, when advertising helped to sell liberty bonds.

The force was demonstrate  
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ØÂÔÛÔßÅ¼àÙØÂ'ĐỐÇÔÃÅØÂÔÛÔßÅ'ØÂ'ÄÂÔÕ'ÓÈ'ÀÙÔ'ÒÞÛÁĐΒÈ'À

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ÔÂ'ØÃÂ'ÝØΒÔÿ¼¼ÿĐĂØƆΒĐÝ'ĐÕÇÔÃÂØÂÔÛÔΒÂ¼¼àÙØÂ'ĐÕÇÔÃÂØ  
ÂÔÛÔΒÂ'ØÂ'ÄÂÔÕ'ÓÈ'ÀÙÔ'ÒƆÛÁĐΒÈ'ÂƆ'ÂÔÝÝ'ÀÙÔØÃ'ÁÃƆ  
ÃÒÂ'ÂƆ'ÀÙÔ'ÒƆΒÂÄÛÔÃÂ'ÕØÃÔÒÁÝÈ¼¼üĐØÝ'ƆÃÕÔÃ'ĐÕÇÔ  
ÃÂØÂØΒÖ¼¼àÙØÂ'ĐÕÇÔÃÂØÂÔÛÔΒÂ'ØÂ'ÄÂÔÕ'ÓÈ'ÀÙÔ'ÒƆÛÁ

ÐΒÈ‘ÅÐ‘ÐÕÇÕÃÅØÂÔ‘ÐÃ‘ÂÔÝÝ‘ÅÙÔØÃ‘ÃÃÐÕÃÒÅ‘ÅÐ‘ÅÙÔ‘ÒÐ



To reach a large number of people, the message of advertisement must be presented in printed or electronic media. One of the printed media in which advertisers exist is magazine. Magazine is a media that lends prestige to the advertisement with full-color advertisement giving the impression of quality and opulence.

Magazine is one of printed mass media. Usually magazines are published periodically (traditionally, less frequently than newspaper) in a bound format, have a durable cover and contain better quality paper (W. Gamble & Kwai Gamble, 1989:15).

A magazine, like books, offers a wider variety of contents than the world's other media. People from around the world prefer using magazines as a means for spending their leisure time to use any another medium. They prefer using magazines to other medium because there are many advantages of using magazines. Magazines provide more durable information than newspaper. Magazine readers have opportunity to read, discuss, and debate the information gleaned from this source.

Magazine has four functions, they are (1) to inform the readers objectively about what is happening in their community, country and world, and this function is conveyed in the news and advertisement column. (2) To educate the readers in order to exchange knowledge conveyed in the column of article. (3) To entertain the readers in order to provide recreation and enjoyment through the column of humor, puzzle and short story. (4) To persuade the readers about something that

one should do in certain matter or case which conveyed in editorial column (Emery and Philip, 1967. p.289).

Magazines are published in various types according to the needs of the societies, but actually the kinds of magazines can be divided endlessly. According to Sofiah in Arifatun (2002), in general there are three kinds of magazines:

1. Mass magazines are aimed at large general readers, in other words magazines devoted to all classes in society.
2. Class magazines are magazines aimed at for more cohesive readers, in other words magazines are devoted to one specific class society and the material of these is only about one specific thing.
3. Specialized magazines are magazines of which the materials are about specific forte, such as sport, music, fashion, technology, etc. These magazines exist in bewildering variety.

In contrast to the daily newspaper, magazines have several strong points. Magazines never appear more frequently than once a week. They have more time than daily newspapers in presenting the news into focus and interpret their meaning (Emery and Philip, 1967, p.251). Magazines have more time and space to develop the background of information and they could spend weeks preparing and investigating all aspects of actual information while newspapers have no time to search out the whole aspects. Magazines with their more durable cover and bound pages have semi-permanence which newspapers lack. There is still another basic difference between magazines and newspapers. Newspaper must appeal to an entire community and have a little of everything for almost everybody, while

there were hundreds of successful magazines designed for reading by such limited interest groups (Emery and Philip, 1967, p.252).

### **C. Automobile**

Transportation is very crucial for human life. The automobile is one of man's choices because it is the fastest, the most convenient and often the least expensive means of transportation from one place to another place. New developments in the areas of performance, reliability, comfort, fuel economy, safety and environmental compatibility will play a large role in the way automobiles are designed, manufactured and marketed at the turn of century.

Automobile is a self-propelled wheeled vehicle used on roads for personal transportation of two to six people. Automobiles are also known as autos, cars, and motorcars. Its power generally comes from internal-combustion engine using gasoline or diesel fuel as an energy source steam and electricity also have been used as energy sources. The first automobile was introduced by Nicholas Joseph Cugnot at 1769. It was a large, heavy steam-powered tricycle (Groggin in The encyclopedia Americana International Edition).

### **D. Polarity**

Polarity, according to Halliday, is the choice between positive and negative. It is particularly exposed in the Finite element.

For Finite verbal operator have two forms positive and negative. The positive form is like in *is, was, has, can*, etc, while the negative one is realized as a distinct morpheme. *n't*, or *not* as in *isn't* or *is not*, *wasn't* or *was not*, *hasn't* or *has not*, *can't* or *can not*, etc. (1994, p. 85)

However, there are possibilities that the choice is not *yes* or *not* (positive and negative), but between the two. It is, then called modality, as stated by Halliday that “modality refers to the area of meaning that lies between yes and no” (ibid. p. 335)

Modality, as stated before, means the speaker’s judgement of the probabilities or the obligation. In reference, the probabilities and obligation, the notion modalization and modulation need to be considered.

## **E. Modality**

### **1. The Meaning of Modality**

According to Fowler (1986: 131-132), modality is the means by which people express their degree of commitment to the truth of the propositions they utter, and their views on the desirability or otherwise of the states of affairs referred to. This is confirmed by Palmer (1981: 43) who states, “modality is the judgments we make about possible states of affairs, e.g. the sentence “John maybe in his office” indicates the speaker’s attitude towards the possibility of John being in his office”.

Another linguist, Wales (1989: 302), states that modality is essentially a subjective and qualifying process: judging the truth of propositions in terms of degrees of possibility, probability or certainty and expressing also meanings of obligation, necessity, volition, prediction, knowledge and belief, etc. This is agreed by Simpson (1997: 124, 202) that modality refers to a speaker's or writer's attitude towards, or opinion about, the truth of the sentence they utter, and it also extends to their opinion about the degree of obligation which attaches to what they say.

In Halliday's social semiotic framework of language, modality can be seen as expression of a speaker's comment or attitude towards the truth-value or reliability of a proposition (Goodman and Graddol, 1996: 52) or speaker's judgement of the probabilities, or the obligations involved in what he is saying (Halliday, 1994: 75).

Further, Halliday places the degree of probability and obligations in the area of meaning that lies between positive and negative poles (polarity) that include the intermediate degree which are various kinds of interdeminacy that fall in between positive and negative poles (1994: 74, 88).

## 2. Types of Modality

The modality expression in a sentence or clause depends on the underlying speech functions of the sentence or clause (Halliday, 1994: 356). Therefore, it should be related to the four primary speech functions: statement and question

(the exchange of information) and offer and command (the exchange of goods and services) which were already mentioned in the section of mood.

Halliday distinguishes the terms proposition and proposal to refer to the exchange of information and of goods and services. When language is used to exchange information, the clause takes on the form of a proposition. Whereas, the semantic function of a clause in the exchange of goods and services is a proposal (Halliday, 1994: 69).

In a proposition, the meaning of the positive and negative poles is asserting (meaning 'it is so') and denying (meaning 'it isn't so'). There are two kinds of intermediate possibilities: (i) degrees of probability which are equivalent to 'either yes or no': possibly/probably/certainly; and (ii) degrees of usuality which are equivalent to 'both yes or no': sometimes/usually/always. These scales of probability and usuality refer to Modalization type of modality (Halliday, 1994: 890).

In a proposal, the meaning of the positive and negative poles is describing (meaning 'do it') and proscribing (meaning 'don't do it'). There are also two kinds of intermediate possibility that depend on the speech function (command and offer). (i) In a command, the intermediate points represent the degrees of obligation: allowed to/supposed to/required to; and (ii) in an offer, they represent the degrees of inclination: willing to/anxious to/determined to. These scales of obligation and inclination refer to modulation type of modality (Halliday, 1994: 89).

In a statement, modality is an expression of the speaker's opinion (e.g. that will be John: that's John, I think), while in a question, modality is a request for the listener's option (e.g. will that be John: Is that John do you think?) In contrast, offer and command are goods & services exchanges between speaker and hearer, in which the speaker is either: offering to do something (e.g. Shall I go home?), requesting the listener to do something (e.g. Let's go home) (Halliday, 1994: 89).

There is still one further category of modality that needs to be taken into account that of ability/potentiality, which is on the fringe of the modality system. It is closer to the inclination type. A general category of "readiness" has the meaning of "inclination" and 'ability' as sub categories at one end of scale (e.g. can/is able to is a 'low-value variants' of will/is willing to) (Halliday, 1994: 359).

In philosophical semantics, the probability type is referred to as epistemic modality and obligation as deontic modality. These terms are used by some scholars to refer to the probability, usuality, obligation and inclination types of modality. Palmer (1981: 153), for example, considers epistemic modality as the type of modality which expresses the degree of commitment of the speaker to the truth of what is being said and is concerned with the speaker's relation to the proposition. Deontic modality, on the other hand, has much in common with the imperative because it is concerned with the speaker's active relation to events where the speaker can give permission, lay an obligation or give an undertaking.

However, Fairclough (1995: 126), gives a different term to the types of modality. According to him, "Modality is to do with speaker or writer authority, and there are two dimensions to modality, depending on what direction authority

is oriented in. Firstly, if it is a matter of the authority of one participant in relation to others, we have relational modality (to signal permission and obligation). Secondly, if it is a matter of the speaker or writer's authority with respect to the truth or probability of a representation of reality, we have expressive modality, i.e. the modality of the speaker/writer's evaluation of the truth (to signal possibility and certainty).”

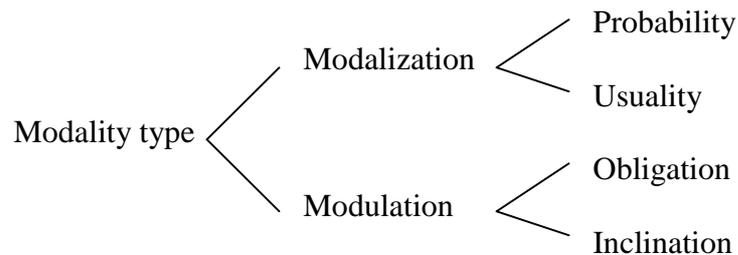
The term epistemic or relational modality, thus, can refer to the modulation type of modality (probability and usuality) and the terms deontic and expressive modality to the modalization type of modality (obligation and inclination).

The other scholars, Quirk et al. (1985: 104), offer a different categorization on modality. According to them, modal auxiliaries (as the primary source of modality) give the meaning of ability, permission, volition, possibility, necessity, and prediction. This categorization is corelevant with Halliday's categorization in which the meanings of ability and volition can be included in the inclination type, the meaning of possibility in the probability type, the meaning of permission and necessity in the obligation type, and the meaning of prediction in the usuality type. Prediction (furity) can be included in the usuality type because it has the meaning of “habitual action”. It usually stands for events which are taking place in the future.

Based on the explanation above, generally there are four types of modality, namely probability, usuality, obligation, and inclination. These four types of modality are all varying degrees of polarity, different ways of constructing the

semantic space between the positive and negative poles (Halliday, 1994: 357).

The types of modality are summarized in the following figure:



(Halliday, 1994: 357)

### 3. Value of Modality

In his book, Halliday (1994: 358-360), states that third variable in modality is the value that is attached to the modal judgments: high, median or low. These values are summarized in the table below. The median value is clearly set apart from the two ‘outer’ values by the system of polarity: the median is that in which the negative is freely transferable between the proposition and the modality:

<i>direct negative</i>	<i>transferred negative</i>
(prob) it's likely Mary doesn't know	it isn't likely Mary knows
(incl) Jane's keen not to take apart	Jane's not keen to take apart

With the outer values, on the other hand, if the negative is transferred the value switches (either from high to low, or from low to high):

Three values of modality

	Probability	Usuality	Obligation	Inclination
High	certain	always	required	determined
Median	probable	usually	supposed	keen
Low	possible	sometimes	allowed	willing

Example:

*direct negative*

*transferred negative*

(u: high) Fred always doesn't stay

Fred doesn't sometimes stay

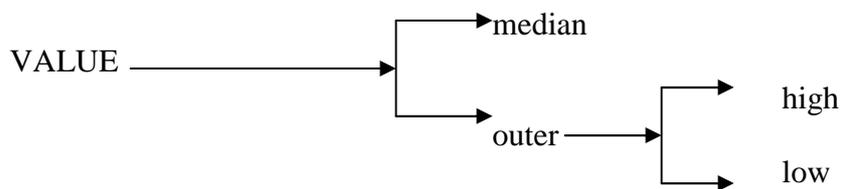
(Fred never stays)

(Fred doesn't ever stay)

(u: low) Fred sometimes doesn't stay

Fred doesn't always stay

The diagram below shows the relation of the values of modality.



(Halliday, 1994)

#### 4. Modality Expressions

Modality can be expressed through many ways. According to Halliday (1994: 89), the meaning of probability and usuality can be expressed by: (1) a finite modal operator in the verbal group, (2) a modal adjunct of probability or usuality, or (3) both together a finite modal operator and a modal adjunct, while the meaning of obligation and inclination can be expressed by (1) a finite operator, or (2) by an expansion of the predicator which is typically expressed by

a passive verb or an adjective.

There also some other ways to express modality besides those mentioned before, such as interpersonal metaphors (Halliday, 1994: 354), modal adjectives, modal main verbs, semi modal verbs, and nouns (Simpson, 1997: 202 and Jackson, 1990: 103). In that case, there are nine ways in which modality can be expressed which are explained in the following discussion:

#### a. Finite Modal Operator

A finite element has the function of making a proposition finite and finiteness is expressed by means of verbal operator which is either temporal or modal and also by polarity (Halliday, 1994: 75). Thus, as well as expressing primary tense or polarity feature, a finite element also realizes modality. The finite modal operators can occur in all four types of modality but their use is more restricted in usuality and inclination than in other two types (Halliday, 1994: 357).

Examples: “That will be John” (probability), He’ll sit there all day” (usuality), “You should know that” (obligation), and “I’ll help them” (inclination) (Halliday, 1994: 89).

The term finite modal operator is used differently by some scholars. Goodman and Graddol, (1996: 52), Jackson (1990: 103), Palmer (1981: 153), and Fairclough (1995: 127-129), for example, prefer to use the term modal auxiliary

verbs to finite modal operator. Furthermore, Fairclough explains that modal auxiliaries which mark relational modality is associated with the meaning of permission and obligation, and those which mark expressive modality is associated with the meaning of possibility and certainty.

The table below is the examples of finite modal operators that express modality.

Polarity	Low	Median	High
Positive	can, may, could, might (dare)	will, would, shall, should, is/was to	must, ought to, need, has/had to
Negative	needn't, doesn't/didn't + need to, have to	won't, wouldn't, shouldn't, (isn't/wasn't	mustn't, oughtn't to, can't, couldn't (mayn't, mightn't, hasn't/hadn't to)

(Halliday, 1994: 76)

#### b. Modal Adjunct

Modal adjuncts are adjuncts that express the speakers' judgement regarding the relevance of the message or "interpersonal in function". There are two principal types of modal adjuncts: mood adjuncts (closely associated with the meanings constructed in the mood system) and comments adjuncts (express the speaker's attitude to the proposition as a whole and less integrated to the clause's mood structure) (Halliday, 1994: 49, 82-83). The term modal adjunct is the same as the term modal adverbs used by Simpson (1997: 202), Fowler (1986: 131), and

Jackson (1990: 103). The following are the examples of mood and comment adjuncts:

1) Mood adjuncts (Halliday, 1994: 82):

- probability: probably, possibly, certainly, perhaps, maybe;
- usuality: usually, sometimes, always, never, ever, seldom, rarely;
- readiness/inclination: willingly, readily, gladly, certainly, easily;
- obligation: definitely, absolutely, possibly, at all cost, by all means.

2) Comment Adjuncts:

The table below is the example of Comment Adjuncts

Type	Meaning	Comment Adjunct
Opinion	I think	In my opinion, personally, to my mind
Admission	I admit	Frankly, to be honest, to tell you the truth
Persuasion	I assure you	Honestly, really, believe me, seriously
Entreaty	I request you	Please, kindly
Presumption	I presume	Evidently, apparently, no doubt, presumably
Desirability	How desirable	(un)fortunately, to my delight/distress, regrettably, hopefully
Reservation	How reliable	At first, tentatively, provisionally, looking back on it
Validation	How valid	Broadly speaking, in general, on the whole, strictly speaking, in principle
Evaluation	How sensible?	(un)wisely, understandably, mistakenly, foolishly
Prediction	How expected?	To my surprise, surprisingly, as expected, by chance

(Halliday, 1994: 49)

Examples: “That’s probably John” (probability) and “He usually sits there all day” (usuality) (Halliday, 1994: 89).

### c. Both Finite Modal Operator and Modal Adjunct

The use of both a finite modal operator and a modal adjunct can also express modality such as in “That’ll be probably John” (probability) and “He’ll usually sit there all day” (usuality) (Halliday, 1994: 89)

### d. Expansion of the Predicator

Modality can be expressed through the expansion of the predicator that is typically expanded by passive verb or an adjective to express obligation or inclination (Halliday, 1994:89), e.g. “You’re supposed to know that” (obligation) and “I’m anxious to help them” (inclination).

### e. Interpersonal Metaphors

These are metaphors of an interpersonal kind that express modality. In this type, the speaker’s opinion regarding the probability that his observation is valid not as a modal element within the clause, but as a separate, projecting clause in a hypotactic clause complex, e.g. “I don’t believe that pudding ever will be cooked”, where *I don’t believe* is a metaphor which expresses probability and *ever* is a modal adjunct which expresses *usuality* (Halliday, 1994: 354).

### f. Modal Adjectives

Example of modal adjectives in a sentence is: “It is certain/ probable/ doubtful that they are right” (Simpson, 1997: 202). Another examples of modal adjectives are *likely, necessary, possible, sure, able, allowed, obliged, and willing*.

#### g. Modal Main Verbs

Simpson (1997: 2020) purposes that a main modal verb can express modality such as in “I believe/think/assume that you are right.”

#### h. Semi Modal Verbs

Jackson (1990: 103) presents the examples of semi modal verbs which express modality: *have (got) to* and *need*.

#### i. Nouns

Examples of these are *likelihood, necessity, possibility, probability, ability, capability, obligation, permission, and willingness* (Jackson, 1990: 103).

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **Type of Research**

The method employed in this research was a descriptive one. It was based on the observation on how language is used in communication, especially in written mode. As quoted by Sprinthall et. al (1991: 98), “Research is typically called descriptive when the primary purpose is description”. Since the study is descriptive in nature therefore it just described what was found or observed.

The data gathered from the data source were analyzed through the process of observing, collecting, recording, and categorizing. As Hadi states, “Descriptive research involves more than fact gathering and tabulation. It deals with the analysis and interpretation of the data which have been gathered for a specific purpose, for the understanding and solution of significant problems” (1983: 3). In that case, giving interpretation or explanation to the meaning of the result of data analysis is important in order to answer the problems that were already stated in chapter one.

## **Data and Data Resource**

The data in this research are modality expressions found in the car advertisement texts. Meanwhile, the data source in this study, in which the data are obtained, is Business Week magazine issued from January to August 1997.

## **Population**

Population is the total of analysis unit in which its feature is possible to be estimated (Singarimbun, 1982: 108). According to Arikunto, population refers to the entire subjects of the research. (1993: 108)

Based on the description above, the population of this research is all sentences used in car advertisements of Business Week Magazine issued from January to August 1997.

## **Sample and Sampling Technique**

Sample is a part of representation of population being observed (Arikunto, 1989). How to take the sample is known as sampling technique. Sutrisno Hadi states that sampling technique is a technique of choosing sample from the population (1983: 83).

The technique of sampling used in this research to collect the data is total sampling. This means that all data obtained were used as the sample to make generalization towards the population of the research.

### **Research Design**

The research design can be arranged as follow:

1. Collecting car advertisement texts in Business Week magazine from January to August 1997.
2. Taking the population based on purposive technique
3. Taking the sample from population
4. Analyzing the data
5. Drawing conclusion

### **Technique of Collecting Data**

In collecting the data, a technique called library research is applied, in which the data are collected from written resources, such as magazines or newspapers.

In this research, the data are collected from Business Week magazine issued from January to August 1997. They are modality expressions found in the car advertisements.

## Research Instrument

The research instrument is important in this study because it is used as a means of gathering data from the data source. The data gathered from the data source. The data gathered from data source would be presented in the observation tables. These tables were meant to help the researcher to analyze the data more efficiently.

1. The first table was to present the presence and absence of modality in the population

Table of Presence and Absence of Modality

The Sentences with Modality Expression	The Sentences with no Modality Expression	Total

2. The second table was to present the distribution of modality

Table of Modality Distribution

Advertisement Texts	Modalization						Modulation					
	Probability			Usuality			Obligation			Inclination		
	H	M	L	H	M	L	H	M	L	H	M	L

3. The third table was to present the number of each modality type found in the car advertisement.

Table of Number of Prob/Usu/Obli/Incli

N-	CAT number	$\Sigma$ CAT	$\Sigma$ N
<b>Total</b>			

N- = Number of Prob/Usu/Obli/Incli

CAT = Car Advertisement Text

4. The last table was to present the frequency distribution of modality

Table of Frequency Distribution of Modality

Modality Type	Frequency	Relative frequency (%)
Probability		
Usuality		
Obligation		
Inclination		
<u>Total</u>		<b>100,00</b>

### Technique of Analyzing Data

The data analysis of the study was carried out as follows:

1. Identifying the modalities of the texts
2. Categorizing the modalities used in the texts
3. Finding the contribution of each type of modality to the meaning as a whole
4. Describing the result of analysis

## **CHAPTER IV**

### **DATA ANALYSIS**

In this chapter, there are two sections that explain the analysis. The analysis is based on the problem statements and it is to answer the problem statements.

The sections are; Data presentation, and Discussion.

#### A. Data Presentation

The following is the data presentation of modality found in the car advertisements. It includes the presence and absence of modality, the distribution of modality, the number of each type of modality and the frequency distribution of each type of modality.

##### 1. The Presence and Absence of Modality

From 14 Car Advertisement Texts, there are 137 sentences. 45 sentences or 33,09% have modality expressions. The other 91 samples or 66,91% do not have any modality expression. The presence and absence of modality expressions in the samples are shown in the table below.

---

Table 1 Presence and

### Absence of Modality

The Sentences with Modality Expression	The Sentences with no Modality Expression	Total
45	91	136
33,09%	66,91%	100%

### 2. The Distribution of Modality

From Business Week magazine issued from January to August 1997, there are 14 car advertisements gathered. The total number of modality expression found in Business Week magazine issued from January to August 1997 is 45 modality expressions. From the table of modality distribution below, we can see that there are 42 modalization expressions and 3 modulation expressions. We can also see that there are 17 probability expressions, 25 usuality expressions, 1 obligation expression and 2 inclination expressions.

Modality Distribution

Advertisement Texts	Modalization						Modulation					
	Probability			Usuality			Obligation			Inclination		
	H	M	L	H	M	L	H	M	L	H	M	L
1	-	-	1	1	-	-	-	-	-	-	-	-
2	-	-	-	-	1	2	-	-	-	-	-	1
3	-	-	1	-	-	-	-	-	-	-	1	-
4	-	-	-	-	3	-	-	-	-	-	-	-
5	-	-	-	-	3	-	-	-	-	-	-	-
6	-	-	-	1	1	-	-	-	-	-	-	-
7	-	-	1	-	-	-	-	-	-	-	-	-
8	-	-	1	-	2	-	-	-	-	-	-	-
9	-	-	3	-	1	-	-	-	-	-	-	-
10	-	3	-	-	-	-	1	-	-	-	-	-
11	-	-	-	-	1	-	-	-	-	-	-	-
12	-	3	-	-	5	-	-	-	-	-	-	-
13	-	2	-	-	2	-	-	-	-	-	-	-
14	-	1	1	-	2	-	-	-	-	-	-	-
	-	<b>9</b>	<b>8</b>	<b>2</b>	<b>21</b>	<b>2</b>	<b>1</b>	-	-	-	<b>1</b>	<b>1</b>
<b>TOTAL</b>	<b>17</b>			<b>25</b>			<b>1</b>			<b>2</b>		

3. The Number of Each Type of Modality

The modality expressions found in the samples are divided into four types, namely probability, usuality, obligation and inclination. The total number of modality expressions in the texts is 45, including 15 of probability type, 22 of usuality type, 7 of obligation type and 1 of inclination type.

a. Number of Probability

Of 14 car advertisement texts, there are 9 texts which have the presence of probability expression. There are 17 probability expressions gathered from the number of probability expression found in each of 9 car advertisement texts. The distribution of the number can be seen in the table below.

**Table 3** **Number of Probability**

NP	CAT number	$\Sigma$ CAT	$\Sigma$ NP
0	2,4,5,6,11	5	0
1	1,3,7,8	4	4
2	13,14	2	4
3	9,10,12	3	9
<b>Total</b>		<b>14</b>	<b>17</b>

Notes: NP = Number of Probability

CAT = Car Advertisement Text

b. Number of Usuality

The total number of usuality expression is 25. They are found in 11 car advertisement texts. The distribution of usuality expression is presented in the table below.

**Table 4** **Number of Usuality**

NU	CAT number	$\Sigma$ CAT	$\Sigma$ NU
0	3,7,10	3	0
1	1,9,11	3	3
2	6,8,13,14	4	8
3	2,4,5	3	9
4		-	-
5	12	1	5
<b>Total</b>		<b>14</b>	<b>25</b>

Notes: NU = Number of Usuality

CAT = Car Advertisement Text

c. Number of Obligation

There are only 1 obligation expressions found in 1 car advertisement text. This figure included the number of obligation expressions found in each of the 1 car advertisement text. The distribution of the number of obligation expressions found in each car advertisement text which is presented in the table below.

**Table 5** **Number of Obligation**

NO	CAT number	$\Sigma$ CAT	$\Sigma$ NO
0	1,2,3,4,5,6,7,8,9,11,12,13,14	13	0
1	10	1	1
<b>Total</b>		<b>14</b>	<b>1</b>

Notes: NO = Number of Obligation

CAT = Car Advertisement Text

d. Number of Inclination

Of the 14 car advertisement texts, there is 2 texts which has the presence of inclination type of modality. The total number of inclination expression is only 1. Below is the presentation of the distribution of inclination expression found in the car advertisement texts.

**Table 6** **Number of Inclination**

NI	CAT number	$\Sigma$ CAT	$\Sigma$ NI
0	1,4,5,6,7,8,9,10,11,12,13,14	12	0
1	2,3	2	2
<b>Total</b>		<b>14</b>	<b>2</b>

Notes: NI = Number of Inclination

CAT = Car Advertisement Text

4. The Frequency Distribution of Modality

To know the type of modality which was most frequently used, it is worth knowing the relative frequency of each type of modality. The relative frequency is the percentage of total number of modality of all types. The following table displays the frequency distribution of each type of modality.

**Table 7**                      **Frequency Distribution of Modality**

Modality Type	Frequency	Relative frequency (%)
Probability	17	37,78
Usuality	25	55,56
Obligation	1	2,22
Inclination	2	4,44
<u>Total</u>	<b>45</b>	<b>100,00</b>

## B. Discussion of Result of Data Analysis

This section deals with the discussions of the research findings which were already presented in the previous section. In line with the problem

statements in chapter one, there are two points that are going to be discussed here. The points are: types of modalities used in the car advertisements (to answer problem number 1), and the contribution of each type of modality to the meaning as a whole (to answer problem number 2).

### 1. Types of Modalities Used in The Car Advertisements

Besides showing the interaction or relationship between the advertisers and the readers, the language of car advertisements also reveals the interaction between the advertisers and the sentences they claimed or made. It concerns with the advertisers' attitude towards their own propositions. This interaction was manifested by the feature of modality that is found in the car advertisements.

The distribution of modality in the car advertisements can be observed in the table of modality distribution. The four types of modality (probability, obligation, inclination and usuality) are found in the car advertisements. The total number of modality expressions found in the 14 car advertisements of Business Week Magazine issued from January up to August 1997 is 45 expressions. The specific distribution of modality is explained as follows:

#### a. Probability

17 of 45 modality expressions in car advertisements express probability. There are two values or degrees found in probability type, they are *median* and *low*. Median value contains 9 expressions. The modality expressions of median

value are: *wouldn't*, *shouldn't*, *should*, and *would*. Low value contains 8 expressions. The modality expressions of low value are: *can* and *could*.

b. Usuality

25 of 45 modality expressions in car advertisements express usuality. There are three values or degrees found in usuality type, they are *high*, *median* and *low*. The number of high value is 2 expressions. The modality expressions of median value are: *can't* and *had to*. Median value contains 21 expressions. The modality expressions of median value are: *will*, *won't* and *should*.

c. Obligation

1 of 45 modality expressions in car advertisements expresses obligation. There is only one value or degree found in obligation type, it is *high* value. The modality expression of high value is: *have to*.

d. Inclination

2 of 45 modality expressions in car advertisements express inclination. There are two values found in inclination type, they are *median* and *low*. The number of median value is only 1 expression. The modality expression of median value is: *will*. Low value contains 1 expression. The modality expression of low value is: *might*.

The distribution of modality shows that the probability and usuality are frequently used in the car advertisement texts. The obligation and inclination types are present in the car advertisements but they are less frequently used. This indicates that the advertisers use proposition clause more than proposal. These findings show that the advertisers focus their sentences for giving or asking for information than giving or asking goods and service. The car advertisements contain more information to the readers. The advertisers do not try to persuade the readers by using proposal sentences.

## 2. The Contribution of Each Type of Modality to The Meaning as A Whole

Each type of modality in the car advertisement has a contribution to the meaning. The frequency of each type of modality in the car advertisements indicates which type of modality dominates the car advertisement texts.

### a. Usuality

Usuality is the most frequent modality type used in the car advertisements. From 45 modality expressions found in the car advertisement, 25 or 55,56% of them expresses usuality. The example of usuality expressions can be seen in the following:

- 1) At BMW, we see no reason why deceleration can't be made just as exciting as acceleration. (text 1 sentence number 1)
- 2) And if something should squeal during all this merciless testing, they get rid of it. (text 13 sentence number 9)

The use of usuality expressions in the car advertisements gives a sense of “futurity” to the readers. It indicates that the advertisers (the company) gives information to the readers about the car they offer. The advertiser gives the detail information to persuade the readers by making an imagination to the readers as if they have driven the cars just by reading the advertisements.

#### b. Probability

The use of probability expression in the car advertisements is frequent enough. Of 45 modality expressions found in the car advertisements, 17 or 37,78% out of them expressed probability. Examples of these expressions can be seen in the following:

- 1) For all you know, it could save your marriages. (text 8 sentence number 5)
- 2) Come to think of it, there are precisely 3.199 very good reasons why it should. (text 10 sentence number 10)
- 3) You'd think a car that gave its owners 30 years of problem-free use would meet with universal praise. (text 13 sentence number 1)

The use of probability expressions in the car advertisements gives a sense of possibility to the readers of the advertisement. It has the meaning of “It’s possible that .....”. It indicates that the advertisers (the company) give information to the readers about the possibility of the readers to have the pleasure or joy if they have the cars.

#### c. Obligation

The use of obligation expression in the car advertisements is less frequent than two types mentioned above. From 45 modality expressions found in the car advertisements, 1 or 2,22% of them expresses obligation. The example of obligation expressions can be seen in the following:

“You have to spare your time and go to the nearest dealer to feel the comfort of new Volkswagen on a test drive.” (text 10 sentence number 5).

The obligation expressions found in the car advertisement indicates the sense of permissive and necessity. The advertiser persuades the reader by showing their quality of service. The sentence indicates that it is necessary to test a new Volkswagen, and they give permission to everyone to visit the Volkswagen showrooms to test drive the new Volkswagen.

#### d. Inclination

The use of inclination expression is rarely found in the car advertisements. From 45 modality expressions found in the car advertisement, only 2 or 4,44% of them expresses inclination. Here is the sentence that expresses inclination:

1. If you find yourself bored of going to meetings, might we suggest the BMW 328i touring. (text 2 sentence number 1)
2. We'll be glad to show you why the new BMW 5 Series is the perfect balance. (Text 3 sentence number 13)

The inclination expressions found in the sample expressed the advertisers' attitude towards the readers. It is about the advertisers who make an offer to the readers. In the car advertisements, the advertisers do not always give information with proposition, but they also make offers by using proposal. The inclination expression found in the sample gives the meaning of ability and volition. In the first example, the advertiser try to suggest the readers that BMW 328i touring is able to make more fun. In the second example, the advertiser show his willingness to show the readers the superiority of the new BMW 5 Series.

The findings in the car advertisements show that the language of advertising revealed the interaction between the advertisers and the readers and also the interaction between the advertisers and their own propositions. These interactions are clearly seen from the use of modality expression in the car advertisements. Through the use of modality, the advertisers express their attitudes toward readers and the sentences they claimed.

## CHAPTER V

### CONCLUSION AND RECOMMENDATIONS

This chapter consists of two sections. The sections are: Conclusion and Recommendation. The conclusion that is drawn in this chapter is based on the analysis discussed on the previous chapter. Recommendation is proposed by the researcher based on the conclusion.

#### A. Conclusion

Modality is the speaker's judgement of probabilities or the obligation involved in what he is saying. It also means a speaker's assessment of the possibility or necessity of a state, event, or action or to the situation itself. Modality is divided into three different values or degrees of certainty. The degrees are *high*, *median*, and *low*.

There are four types of modality. They are *usuality*, *probability*, *obligation*, and *inclination*. From 45 modality expressions found in the car advertisement text of Business Week Magazine issued from January to August 1997, there are 25 expressions categorized into *usuality*, 17 expressions categorized into *probability*, 1 expression categorized into *obligation*, and 2 expressions categorized into *inclination*.

Each type of modality has its own contribution to the meaning as a whole. The *usuality* type of modality gives a sense of futurity. The *probability*

expression in the car advertisements gives a sense of possibility. The *obligation* expression gives the meaning of necessity and permission. The *inclination* type gives the meaning of ability and willingness.

## **B. Recommendation**

Based on the conclusion, some recommendations are made in the research. The recommendations are proposed for:

1. Teachers and students of linguistic field

The teachers and students should study the Functional Grammar before studying Modality. Specifically they should learn Halliday's theory about functional grammar. This will make them easier to study modality because they understand the background of this study.

2. The advertisers

The car advertisers should concern more on the sentences they make on the texts, especially the modality expressions used in the sentences. Every modality expression they put on the sentence will give a special sense on the whole text. Most of the data analyzed in the previous chapter contain modalizations expressions that give or ask information. The advertisers should take more modulation expressions in order to make their texts more persuasive. It will be very advantageous to them in building a sharp imagination and persuading the car advertisement readers. Of course their car selling will boost.

### 3. The other researchers

In carrying out the research, the researcher has difficulty in collecting the data. The researcher chose car advertisements because they are easier to collect. Because of the reason, the researcher recommends other researcher to explore the other sources of texts to analyze, such as Internet and Television. The researcher also suggest the other researcher to broaden the research to the other types of advertisements, such as, job vacancy advertisement, cosmetic advertisement, mobile phone advertisement, etc, and to the other type of texts, such as, manual, news, book review, and short story.

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## Text 1, BMW

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
1	At BMW, we see no reason why deceleration can't be made just as exciting as acceleration.	information	proposition	statement	modalization	usuality high
3	Designed to bite hard and fast at temperatures of up to 750°C, the brakes on our BMW M3 can take you from 100 km/h to a complete standstill in just 2.8 seconds.	information	proposition	statement	modalization	probability low

## Text 2, BMW

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
1	If you find yourself bored of going to meetings, might we	goods	proposal	offer	modulation	inclination low

	suggest the BMW 328i touring.					
5	Add to this BMW's highly advanced suspension and traction control systems and you can guarantee that none of it goes to waste.	information	proposition	statement	modalization	usuality low
6	So, no matter how unfavourable the condition, it will remain effortlessly glued to the road.	information	proposition	statement	modalization	usuality median
8	In fact, at the wheel you could be forgiven for thinking that you're in a sports car.	information	proposition	statement	modalization	usuality low

Text 3, BMW

Now, You Can Have Everything.  
 Introducing The New BMW 5 Series.  
 The Perfect Balance.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
8	The unique feeling of spirited agility from a new aluminium	information	proposition	statement	modalization	probability low

	multi-link rear axle can now provide you from active driving comfort of the highest order.					
13	We'll be glad to show you why the new BMW 5 Series is the perfect balance.	service	proposal	offer	modulation	inclination median

Text 4, BMW

At Full Speed, The only Thing That Stirs is Your Emotions.

The Perfect Balance.

The New BMW 5 Series.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
9	But once inside, you'll fall into the lap of luxury. We've added deep supporting seating.	information	proposition	statement	modalization	usuality median
12	If this rare blend of dynamic driving and sheer comfort sounds extraordinary, then only a trip to your local BMW dealer will do the new BMW 5 Series justice.	information	proposition	statement	modalization	usuality median
13	You'll find it in the showroom, where it performs even when	information	proposition	statement	modalization	usuality median

	parked.					
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Text 5, Audi

...Discover The Power Of Five-Valve Technology.

The Audi A4. Drive For The Driven.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
			proposition	statement	modalization	usuality median
3	An Audi A4 will let you experience the extra torque and fuel efficiency of five-valve performance.	information	proposition	statement	modalization	usuality median
4	You'll instantly notice the more responsive power, as the air fuel mixture gets to the combustion chambers faster and the exhaust gases are removed quicker.	information	proposition	statement	modalization	usuality median

6	We know you'll make the right choice.	information	proposition	statement	modalization	usuality median
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Text 6, Audi

We Reinvented Body Design. Materials. And Construction Techniques. The Alternative Was Reinventing Gravity. The New Audi  
A8 4.2: Drive For The Driven

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
1	To make the Audi A8 a faster, safer, more environmentally friendly car, we had to go right back to basics, to the very materials from which cars are made, in fact.	information	proposition	statement	modalization	usuality high
2	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.	information	proposition	statement	modalization	usuality median

Text 7, Audi

We Threw Out Conventional Transmission Systems. Controls. And Working Hours. And It Worked! The New Audi A8 4.2:Drive For The Driven.

<u>No</u>	<b>Sentence</b>	<b>Commodity</b>  <b>Exchanged</b>	<b>Speech function</b>		<b>Type of Intermediacy</b>	
1	When you read about a new car that breaks all the rules – a car that’s the world’s first saloon to feature a dual manual/automatic Tiptronic transmission with the supreme performance of four-wheel drive Quattro – there’s only one thing you can do to make sense of it.	information	proposition	statement	modalization	probability low

Text 8, Mercedes-Benz

It Could Just Save Your Marriage.

<u>No</u>	<b>Sentence</b>	<b>Commodity</b>	<b>Speech function</b>		<b>Type of Intermediacy</b>	
		<b>Exchanged</b>				
2	Because when you are behind the wheel, the best judge of the temperature that will keep you fresh and alert is you.	information	proposition	statement	modalization	usuality median
5	For all you know, it could save lives as well as marriages.	information	proposition	statement	modalization	probability low
14	And when you consider our rear seats recline blissfully by a full 41 degrees, back seats drivers will have little to complain about either.	information	proposition	statement	modalization	usuality median

Text 9, Mercedes-Benz

When The Last Time You Built Your Own Car?

<u>No</u>	<b>Sentence</b>	<b>Commodity</b>	<b>Speech function</b>		<b>Type of Intermediacy</b>	
		<b>Exchanged</b>				
2	Not a toy car we might add, but a real one that will conform to the traffic, regulation of your country	information	proposition	statement	modalization	usuality medium

5	You can actually build a car for your personal specifications.	information	proposition	statement	modalization	probability low
7	With their experience, they can help you design and kit out a car in almost any way you like.	information	proposition	statement	modalization	probability low
12	Or, you can take a production Mercedes-Benz and methodically transform it into the meanest racing machine on the road, using the gear of our Championship touring car.	information	proposition	statement	modalization	probability low

Text 10, Volkswagen

Following Our 3,199-Point Inspection, One Thing Needed Replacing.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
5	You have to spare your time and go to the nearest dealer to feel the comfort of new Volkswagen on a test drive.	service	proposal	command	modulation	obligation high

7	Let's face it, if we weren't so tough on our cars, our cars wouldn't be nearly so tough.	information	proposition	statement	modalization	probability median
9	And since all our new cars are built to the same exacting standards that we've been using since the 1930s, there is no reason why the Volkswagen you buy today shouldn't live to an equally ripe old age.	information	proposition	statement	modalization	probability median
10	Come to think of it, there are precisely 3,199 very good reasons why it should.	information	proposition	statement	modalization	probability median

Text 11, St Volkswagen

At Volkswagen, We Cover Safety From Every Angle.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
6	But the real beauty of our cars is more than skin deep. It lies	information	proposition	statement	modalization	usuality median

	in the safety features you'll never see.					
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Text 12, Volkswagen

Some People Wouldn't Have Anything To Do with A Volkswagen.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
			proposition	statement	modalization	probability median
1	You'd think a car that gave its owners 30 years of problem-free use would meet with universal praise.	information	proposition	statement	modalization	probability median
3	Whilst our cars have satisfied upwards of 21 million customers worldwide over the years, the average tow truck driver or repairman will never get anywhere near one.	information	proposition	statement	modalization	usuality median
4	Nor, in all honesty, do we at Volkswagen feel that should be allowed to.	information	proposition	statement	modalization	probability median
7	To begin with, they'll need to know our cars from wing nut to wing mirror, from radiator to rear light.	information	proposition	statement	modalization	usuality median
8	And once they've learned where every part goes, we'll want them to tell us precisely how it's serviced (and, of course,	information	proposition	statement	modalization	usuality median

	precisely how often).					
9	Even then, they won't have mastered their subject.	information	proposition	statement	modalization	usuality median
10	To keep on top of new developments and techniques, they'll have to attend training school.	information	proposition	statement	modalization	usuality median
12	If you think this sounds as though it smacks of over-attentiveness on our part, you'd be absolutely right.	information	proposition	statement	modalization	probability median

## Text 13

The Only Squeaks and Rattles You'll ever hear in Volkswagen.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
1	Who would object to decibels of delight coming from the back of their car?	information	proposition	question	modalization	probability median
9	And if something should squeal during all this merciless testing, they get rid of it.	information	proposition	statement	modalization	usuality median
10	Why do we bother to go such lengths when we could make our cars a lot cheaper and sell a lot more?	information	proposition	question	modalization	probability median

11	Because we believe that there's something extremely important you should know when you buy a family car.	information	proposition	statement	modalization	usuality median
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Text 14, Volkswagen

The World's Second Greatest Invention.

No	Sentence	Commodity Exchanged	Speech function		Type of Intermediacy	
4	It was to be a car so solidly designed it would need little more in the way of attention than a regular oil change.	information	proposition	statement	modalization	probability median
5	A car so sturdily put together, it could go for ten or even fifteen thousand miles between services.	information	proposition	statement	modalization	probability low
9	It's also the benchmark by which all current and future Volkswagen cars will ultimately be measured.	information	proposition	statement	modalization	usuality median
12	The end result is a family car that, like the illustrious Beetle before them, will be capable of giving their owners pleasure more than 30 years down the road.	information	proposition	statement	modalization	usuality median