ABSTRACT

This study is in the area of Language of Advertising, especially Headlines of Advertisements. In this research, the writer analyses the types and meanings of idioms which are inherent in the language of advertisement headlines. In identifying the kinds of idioms, the writer adopts the concepts of Makkai's (1972) eight categories of idiom classification. Based on his theory, she attempts to find out what type of idiom (classification) is mostly used in the headlines of advertisements. Then, the writer continues her analysis with the definition of each idiom in context. At last, she tries to reveal the meaning of the headline in reference to its idiomatic expression in order to know what meanings the advertisements carry.

The research data are headlines of printed advertisements bearing the elements of idioms and were collected from published magazines. From the analysis, the writer discovers that the most used type of idiom in the headlines is Proverb Idiom. And to uncover the meanings of the headlines, the writer gets help from the other elements of the printed advertisements (such as sub-headline, illustration, and body copy), and from dictionary definitions taken from three dictionaries and an English idiom book.

The writer wishes that the readers who read this paper will have a better understanding of idioms and their meanings in the context of the language of advertisement headlines.