

## **The Structure of English Advertisements (A Case Study on Cosmetics Advertisements)**

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### **ABSTRACT**

The main purpose of advertisement is to send a message to the customers about a product. Advertisement can persuade, attract, or influence customers to buy a product. The use of the right structure of advertisements is expected to make the customers understand about the content of the advertisement itself. Therefore, this research is focused on researching the elements and the structure of English advertisements. Indeed, the aims of the research are to describe the elements and the structures of English advertisements. The method used in this research is a descriptive qualitative method. By using this method, the writer collected data and provided evidence related to problem formulation of the study. The use of this method is related to the problem formulation which focuses to describe the elements and the structures of English advertisements. The source of the data consists of 50 English cosmetics advertisements from Vogue Magazine, edition 2004 up to 2007. The result of study shows most English advertisements are made up of 5 elements, i.e.: Headline, Sub headline, amplification of story, proof of claim, and action to take. In addition, there are 8 types structures of English advertisements, namely: Headline - Sub headline - Amplification of Story - Proof of Claim - Action to Take, Headline - Sub headline - Amplification of Story - Action to Take, Headline - Sub headline - Amplification of Story - Proof of Claim, Headline - Sub headline - Proof of Claim - Action to Take, Headline - Sub headline - Amplification of Story, Headline - Amplification of Story - Proof of Claim - Action to Take, Headline - Amplification of Story - Action to Take, Amplification of Story - Proof of Claim - Action to Take.

Keywords: advertisement, structure, vogue magazine