GENRE ANALYSIS OF STANFORD UNIVERSITY BROCHURES

THESIS

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STATEMENT OF ORIGINALITY

I hereby certify that this thesis is absolutely my own work. I am completely responsible for the content of this thesis. Opinions or findings of others are quoted or cited with respect to ethical standard.

Semarang, September 18th, 2013

Hanung Budiarti
1. You only live once, but if you do it right, once is enough. (Mae West)

2. Success is not given, it's earned.

3. Perfection belongs to God only, but pursuing of perfection is not a sin. (Dion Wicaksono)

4. One action means million words
DEDICATION

I dedicate this thesis especially to:

1. My beloved parents.
2. My little sister.
3. My dearest boyfriend.
5. Myself
ACKNOWLEDGMENT

At this happiest moment, I wish a prayer to Allah SWT who has blessed and guided me during writing this thesis.

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Finally, I do realize that due to my limited ability this thesis is far from being perfect, therefore I welcome any comments, suggestions and criticisms for the improvement of this writing.

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# TABLE OF CONTENTS

PAGE OF TITLE ................................................................. i  
PAGE OF APPROVAL .......................................................... ii 
STATEMENT OF ORIGINALITY ............................................. iii 
MOTTO ................................................................................ iv 
DEDICATION .......................................................................... v  
ACKNOWLEDGMENT ................................................................ vi  
TABLE OF CONTENTS ........................................................... viii  
LIST OF FIGURE ..................................................................... xi  
LIST OF TABLE ....................................................................... xii  
ABSTRACT ............................................................................... xiii  

## CHAPTER I  INTRODUCTION ............................................... 1  
  1.1 Background of the Study .............................................. 1  
  1.2 Statement of the Problem ............................................. 4  
  1.3 Objective of the Study ............................................... 4  
  1.4 Scope of the Study .................................................... 5  
  1.5 Significance of the Study ............................................ 5  
  1.6 Thesis Organization .................................................. 5  

## CHAPTER II  REVIEW OF RELATED LITERATURE ................. 7  
  2.1 Text ................................................................. 7  
  2.2 Text and Context .................................................... 9  
  2.3 Context of Culture .................................................. 10
5.1 Conclusion ......................................................... 71
5.2 Suggestion............................................................ 72

BIBLIOGRAPHY........................................................................................................ 73

APPENDIX ................................................................................................................. 75
LIST OF FIGURE

Figure 2.1 Genre as parts of language source Macken .......................... 8
Figure 2.2 Category of genre source Anderson and Kathy’s ...................... 8
Figure 2.3 Macken range of genre .................................................. 13
Figure 2.4 Genre as context of culture source Eggins .............................. 13
LIST OF TABLE

Table 2.1 Text Type and Communicative Purpose ........................................ 17
Table 4.1 Part of Stanford University Brochure........................................... 34
Table 4.2 Process type of Stanford University Brochure................................. 35
Table 4.3 Classifying Tenses........................................................................ 36
Table 4.4 Process found of first of Stanford University Brochure (Advanced Leadership Program for Asian-American Executive Brochure)........ 47
Table 4.5 Mood type found of first of Stanford University Brochure (Advanced Leadership Program for Asian-American Executive Brochure).... 50
Table 4.6 Tenses found of first of Stanford University Brochure (Advanced Leadership Program for Asian-American Executive Brochure)........ 51
Table 4.7 Process found of second of Stanford University Brochure (Executive Program for Women Leaders Brochure)............................................. 63
Table 4.8 Mood type found of second of Stanford University Brochure (Executive Program for Growing Companies Brochure).............................. 66
Table 4.9 Tenses found of second of Stanford University Brochure (Executive Program for Growing Companies Brochure)................................. 68
ABSTRACT

This thesis presents *Genre Analysis of Stanford University Brochure*. It has three objectives. First, it is aimed at finding out the social function, the second finding out the schematic structure and the last finding out the linguistic features on the brochure of Stanford University.

The data were analyzed using descriptive method. The researcher followed some steps to analyze the data, namely: reading all the texts of the brochures, segmenting sentences into clauses, describing the social function, schematic structure, and linguistic features, and the last one is drawing the conclusion.

The results of the analysis on Stanford University Brochure show that the two brochures, the social function is to inform and promote the program of Stanford University. The dominant schematic structures in the brochures made by Stanford University are Headlines ^ Supplementary information ^ Introduction the product ^ Justifying the product ^ Establishing credentials ^ Reader Attraction ^ Targeting the market ^ Describing the product ^ User endorsement ^ Additional Information ^ Value of the product ^ Soliciting response. Relational and Material process become the dominant process because the process describes processes of being and doing. Relational process has function to give information about the program, and it gives appeal for participant to take this program. Material process has function to persuade and attract people to join this program. The researcher covers that simple present tense is the most dominant tense. The declarative and imperative mood types are used in each brochure.

*Keywords:* brochure, Stanford, social function, schematic structure, linguistic features