

GENRE ANALYSIS OF STANFORD UNIVERSITY BROCHURES

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ABSTRAK

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.

Kata Kunci : Brochure, Stanford, Social Function, Schematic Structure, Linguistic Features

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