

## **CHAPTER IV**

### **FINDINGS AND DISCUSSION**

This chapter provides the explanation of the analysis of this study which is classified into two parts: data descriptions that describes the research data, and findings and discussion that explain the results of table analysis and how the result are related to the theories used in the study.

#### **4.1 Data Description**

The data of this study are 310 clauses. The clauses were taken from the thirty two advertisements from fifteen kinds of magazine published from 2008 – 2013. The clauses were then classified and grouped into transitivity system, Mood system, and Thematic structure. Findings that have been obtained through the analysis of research can be summarized as presented below.

#### **4.2 Findings**

In this section, the findings about imperialism and the findings that include the occurrence and examples of process types, participants, circumstance, Mood, and

Theme found in the text will be shown. Henceforth, the interpretation of imperialism in the thirty two English advertisements will be discussed in the discussion section.

#### 4.2.1 Ideational Meaning

All the 310 clauses were analyzed based on three basic elements in a clauses consisting of *processes*, *participants*, and *circumstances*. It would be better to reveal the processes found in the clauses related to imperialism first. A process is realized by the verbal group in a clause. In this study, material clauses dominated the clauses with 174 clauses or 56%, followed by relational process with 110 clauses or 35%, 17 clauses of mental process or 5%, 5 clauses of verbal process or 2%, 2 clauses of behavioral process or 1% and 2 clauses of existential processes or 1%. The results of the analysis are presented in the following table and chart below:

No.	Process Types	Total	Percentage (%)
1	Material	174	56
2	Mental	17	5
3	Verbal	5	2
4	Relational	110	35
5	Behavioral	1	0.5
6	Existential	3	1.5
<b>Total</b>		310	100

Table 4.2 The Total of Process Types Distribution

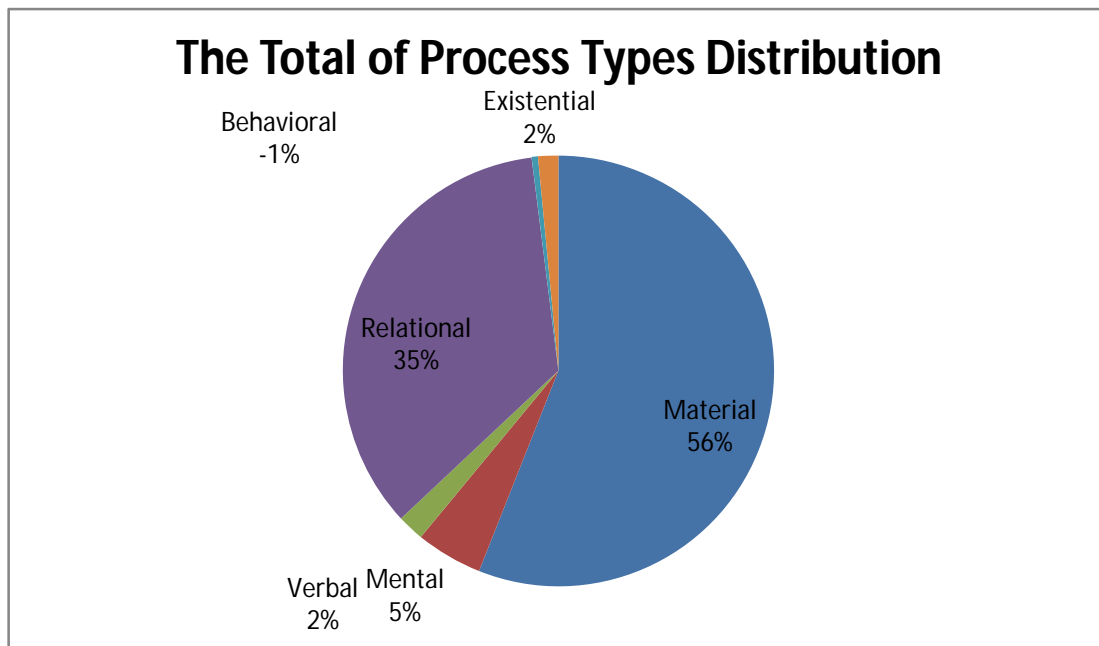


Chart 4.2 The Total of Process Types Distribution

From the table above, the most frequently used process in the clauses in English advertisements is material process. The dominance of material process in advertisement texts indicate that the texts writer constructed the text with showing obvious actions related to imperialismatter. Relational process placed the second frequently used process in the texts. The use of this process is to attribute or identify the relationship of two entities. Mental process is in the third position, verbal process is in fourth position, behavioral and existential processes appeared at least in the

clauses that are related to imperialism. Here are some examples of material, relational, mental, and verbal processes.

#### 4.2.1.1 Material Process

Material clauses describe the process of doing which means the participant in the clauses is doing something to another participant. Material processes are processes of doing (Halliday, 1994: 110). This process is the most frequently used with 174 clauses or 56% of the clauses in the advertisements. The participant in material process can be animate or inanimate that is taking actions toward something. Such actions need actors that realized by nominal group. Here are some examples of material clauses found in the advertisement texts. The numbers in the brackets refer to the clause identity in each advertisement.

##### Advertisement 1

(11) At Shell we're **exploring** a broad mix of energy

Actor	Process	Goal	Circums: place
we	are exploring	a broad mix of energy	at Shell

##### Advertisement 23

(3) We **produce** more renewable geothermal energy than anybody in the world

Actor	Process	Range	Circums: place
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we	produce	more renewable geothermal energy than anybody	(1) in the world
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### Advertisement 11

(5) (Movado watch) (is made) with stainless steel and diamonds (by the company)

Goal	Process	Circums: Accompaniment	Actor
(Movado watch)	(is made)	with stainless steel and diamonds	(by the company)

In material clauses found in the advertisement texts, the actor is usually the company or people that explore and process the raw material from other countries as commercial products. Here are some examples of verbs used in material processes: *are making, are producing, are delivering, work, offer, go, give, get, has developed, provides, builds, crafted*, and many more.

#### 4.2.1.2 Relational Process

There has been found 110 relational clauses in the advertisement texts or about 35% of the clauses. Relational process is the process of being. Something is being said to be something else. It is used for assigning or identifying. There are two kinds of relational process, relational attributive and relational identifying (Halliday,

1994: 120-122). There are some examples of relational clauses found in the advertisement texts:

### Advertisement 2

(1) (It) (is) Suzhuo Singapore International School

Carrier	Process	Attribute
(It)	(is)	Suzhuo Singapore International School

### Advertisement 6

(2) (ATI Defense) (is) better defense systems through mission critical metallics

Identified	Process	Identifier
(ATI Defense)	(is)	better defense systems through mission critical metallics

#### 4.2.1.3 Mental Process

This process deals with people inner experience. It is the process of sensing, feeling and thinking. This process appeared 17 times or 5% of the overall clauses. Here are examples of mental process in the advertisement texts:

### Advertisement 7

(5) **Enhanced** situational awareness

Senser	Process	Phenomenon
(you)	Enhanced	situational awareness

From the example above, the senser is human or animate participants because only human who can feel or think about certain phenomenon. The advertisers want to

persuade people with mental process to spread certain ideology for example imperialism. Usually, the advertiser is using clauses with mental process to influence people easily.

#### 4.2.1.4 Verbal Process

This process appeared 5 times or 2% in the clauses. This process is about saying or the process of saying. People who say something is called sayer and what they said can be quoted or reported (Halliday, 1994: 140). In the following clause, the sayer is a model that expresses her opinion after using the product. This kind of process can help the writer decide the types of imperialism. Here is the example of verbal process:

#### Advertisement 5

- (1) Linda Evangelista (**said**), “With Beauty Tubes, it’s never been easier to get the look of lash extensions.”

<b>Sayer</b>	<b>Process</b>	<b>Quoted</b>
Linda Evangelista	<b>(said)</b>	“With Beauty Tubes, it’s never been easier to get the look of lash extensions.”

#### 4.2.1.5 Behavioural Process

Behavioural process appeared only one times or about 0.5% in the clauses and here is the example found in the advertisements:

##### Advertisement 12:

(15) Everyone's talking about!

Behaver	process	
Everyone	's talking	about!

From the example above, it can be seen that the behavior is human or animate participants. Behavioural clauses are about the processes of physiological and psychological behaviour, such as smiling, breathing, coughing, staring, talking, and dreaming (Halliday and Matthiessen, 2004: 248). This process is in between the process of material and mental processes.

#### 4.2.1.6 Existential Process

This process appeared 3 times or about 1.5% in the clauses. This process is about something exists or happens. This is the example of existential process found in the advertisement:

##### Advertisement 1:

(6) There are already seven billion people on our planet



(8) There will be around two billion more by 2050

	<b>Process</b>	<b>Existent</b>	<b>Circumstance</b>
There	will be	around two billion more	by 2050
There	are	already seven billion people	on our planet

From the example above, the initial word of the clauses are *there* and followed by the verb *to be*. In existential process, there is an entity called existent. The other example of existential process found in the advertisement is *There could be enough to last for the next 250 years*.

#### 4.2.2 Participants

Participants are realized by a noun or more nouns or noun phrase in a clause. As explained in the previous section, material and relational processes dominated the clauses. This also influences the total of participants involved the processes. The table below shows the total of participants in the clauses:

<b>No.</b>	<b>Participants</b>	<b>Total</b>	<b>Percentage (%)</b>
1	Actor	174	29
2	Goal	53	9
3	Range	105	17
4	Beneficiary	7	1.2
5	Carrier	74	12
6	Attribute	74	12
7	Identified	34	6
8	Identifier	34	6

9	Senser	16	3
10	Phenomenon	16	3
11	Sayer	4	0.6
12	Quoted	3	0.5
13	Reported	2	0.3
14	Receiver	0	0
15	Existent	2	0.3
16	Behaver	1	0.1
<b>Total</b>		599	100

Table 4.3 The Total of Participants

From the table above, Actor, which were presented with 29% and range which were presented with 17%, were the two most frequently participants in the texts as they are part of the dominant Material process. They are followed by Goal with 9%, Carrier with 12%, Attribute with 12%, Identified with 6%, Identifier with 6%, Beneficiary with 1.2%, Senser with 3%, Phenomenon with 3%, Sayer 0.6%, Quoted with 0.5%, Reported 0.3%, Receiver 0%, Existent 0.3%, and Behaver 0.1%.

#### 4.2.3 Circumstances

Circumstances are realized either by a particular set of prepositional phrases and/or adverbial groups. Here are kinds of circumstances found in the texts:

No.	Types of Circumstances	Total	Percentage (%)
1	Duration	0	0
2	Frequency	2	2
3	Distance	0	0
4	Time	16	14
5	Place	45	39

6	Means	32	28
7	Quality	0	0
8	Reason	0	0
9	Purpose	15	13
10	Behalf	0	0
11	Accompaniment	5	3.1
12	Role	1	0.9
13	Matter	0	0
14	Angle	0	0
15	Contingency	0	0
<b>Total</b>		116	100

Table 4.4 The Total of Circumstances

From the table above, the most frequently used circumstances are Place (39%) and Means (28%). They are followed with Time (14%), Purpose (13%), Accompaniment (3.1%), Frequency 2%, Role (0.9%), Duration (0%), Distance (0%), Quality (0%), Reason 0%, Behalf 0%, Matter 0%, Angle 0% and Contingency (0%). The location of place indicates where an event takes place, and Means refers to the means whereby a process takes place.

Circumstance of location, place, were presented 45 times (39%) in the advertisement texts. The examples of them are as follow: *at Shell, in the field, on our planet, on land, at sea and in the air, and in the world*. The circumstance of Manner, Means, were presented 32 (28%) in the texts. Here are some examples of them: *with outstanding facilities and resources, with an English-Chinese Immersion Program, with NYC's most fashionable, influential, and just plain fabulous with Maybelline Dream Fresh BB 8-in-1 Beauty Balm Skin Perfector, and with a liner effect*.

According to the result of analysis there were also circumstances of Purpose found in the texts, they are as follows: *for 80% longer lashes and all-day wear, for maritime applications, for gathering, integrating and delivering real-time battlefield data, and for significant investment*. The circumstance of time also appeared in the texts, the examples of them are as follows: *now, for around the next 250 years, and in 2010*.

#### 4.2.4 Interpersonal Meaning (Mood)

Mood indicates the arrangement of the Subject and Verb in a clause. That is important because it generally creates different ways of communicating. There are stating, asking, and commanding (Young and Fitzgerald, 2006: 73). Here are kinds of Mood found in the clauses:

No.	Kinds of Mood	Total	Percentage (%)
1	Declarative	257	83
2	Interrogative	1	1
3	Imperative	52	16
<b>Total</b>		310	100

From the analysis above, Declarative Mood dominated the clauses with 257 times or 83%. It is followed by Imperative Mood with 52 times or 16% and Interrogative Mood with 1 time or 1%.

#### 4.2.5 Textual Meaning (Theme)

Theme indicates the main topic of a discourse. In this study, three kinds of Theme are found in the texts. The results of the analysis are presented in the table below:

No.	Kinds of Theme	Total	Percentage (%)
1	Textual	35	10
2	Interpersonal	7	2
3	Topical	298	88
<b>Total</b>		340	100

From the analysis above, Topical Theme dominated the clauses with 298 times or 88% and followed by Interpersonal Theme with 7 times or 2%. The last is Textual Theme with 35 times or 10%.

#### 4.3 Discussion

After showing the findings, in this section the interpretation of the representation of imperialism in the texts will be discussed further. There are found five types of imperialism in the advertisement texts, and they are: economic, political, military, communication, and cultural imperialism.

### 4.3.1 Economic Imperialism

From the analysis of metafunctions, the writer found the representation of imperialism in economic matter that related to collection and production process of raw materials which is done by a group of people/company. From the analysis of the advertisements, some people supply raw materials and the others process the production to commercialize the materials.

This analysis proves that imperialism really happen in economic matter. As Galtung said that imperialism happens when some nations that have various values make up each other and then they take part in exchange. Some nations produce raw materials and the others produce tools to process the raw materials (1971: 88). Economic imperialism is about exploitation of raw materials.

#### 4.3.1.1 Ideational Meaning

Any actions done by a group of people or a company to raw materials are represented in the texts. Here are some examples of processes which represent economic imperialism:

##### **Advertisement 1:**

(11) At Shell we're **exploring** a broad mix of energy

(12) We're making our fuels and lubricants more advanced and more efficient than before

(13) With our partner in Brazil, we're also producing ethanol, a biofuel made from renewable sugar cane

(15) And we're delivering natural gas to more countries than any other energy company

**Ad 23/C3:** We **produce** more renewable geothermal energy than anybody in the world

**Ad 3/C4:** Dillard's Men's Tailored Clothing, in collaboration with Australian Innovation Wool, **offers** a great selection of Extra Fine Merino Wool suits

**Ad 14/C2:** (Michael Jones Jeweller) **(is) selling** traditional and contemporary diamond rings

**Ad 15/C6:** Joy **(is) offering** clients a conscious choice to use "green gold" and ethically mined gems

**Ad 16/C1:** Sugarpuss London **create** strikingly beautiful pearl and gemstone jewellery for woman and children

From the process used which is mostly material process, the advertisers obviously explain that the companies do something to another people/company. They take advantages from the others to process raw materials and sell them to people. They can exploit the materials because they are big company which their branches are spreading in many countries with a lot of employees. They exchange their money to buy raw materials and produce the material to be valuable products that they can sell and get money more than they have spent. It is about gaining more benefit.

The participants in the texts related to economic imperialism, is mostly big company in superpower country as in advertisement 1, Shell advertisement. Based on the official website of Shell, Shell is Anglo-Dutch company who has power over

nations who produce energy because it is a big company with energy and petrochemicals companies with around 87,000 employees in more than 70 countries and territories. There are some examples of participants represented economic imperialism some of them have been mentioned above:

**Ad 17/C1: Heather Stowell** hand makes this adjustable sterling silver bangles

**Advertisement 18:**

- (2) **Lesley** designs (solid sterling silver jewellery)
- (3) And (**Lesley**) hand makes solid sterling silver jewellery

**Advertisement 23:**

(3) **We** produce more renewable geothermal energy than anybody in the world

(5) And **We**'re partnering with Weyerhaeuser to commercialize cellulosic biofuels

(7) **We**'re tackling the challenge of making them affordable and reliable on a large scale

(9) (**oil companies**) get behind the development of renewable energy

**Ad 31/C5: A one of the world's leading financial services company, we** make it our business to understand renewable energy technologies such as solar and wind, and even energy from cow manure

In the clauses above, the companies are shown as the actor who utilized the raw materials. The advertiser sometimes really wants to show the greatness of the company to attract people's attention. Some advertisers use pronoun *we* as subject. *We* represents corporate ideology which stress the unity of a people. They do the



production process, marketing, and selling the raw materials. Mostly, the advertisers tell the audience what the companies exploited. The raw materials are taken from several countries for example gold is mostly produced in Indonesia Papua as written in [CNBC](#) U.S. (Consumer News and Business Channel) official website. In the clauses, raw materials are shown as goal, range, and sometimes in circumstances. And for whom the raw material is shown by beneficiary. Here are clauses showing kinds of raw materials:

**Ad 1/C11:** At Shell we're exploring **a broad mix of energy**

**Ad 14/C2:** (Michael Jones Jeweller) (is) selling **traditional and contemporary diamond rings**

**Advertisement 23:**

(3) We produce **more renewable geothermal energy than anybody in the world**

(7) We're tackling **the challenge of making them affordable and reliable** on a large scale

(9) (oil companies) get behind **the development of renewable energy**

Advertisement 16:

(1) Sugarpudding London create strikingly beautiful pearl and gemstone jewellery **for woman and children**

**Ad 11/C5:** (Movado watch) (is made) **with stainless steel and diamonds**

### 4.3.1.2 Interpersonal Meaning

In economic imperialism, Declarative Mood is often used by the advertisers. The function of Declarative Mood is giving information. The text writer gives information in the form of statement. The advertiser is taking on the speech role of the giver of information. They are using Declarative Mood as an essential way to tell people what they think about companies or raw material. Here are the examples of Declarative Mood representing economic imperialism:

#### **Advertisement 3:**

**(5) Australian Merino Wool is** the product of 200 years of nurturing the Australian Merino Sheep

**(11) Wool is** really the ultimate feel-good fabric!

**Ad 27/C6: (Spiral Snake watch) (is) set** with Genuine Swarovski crystals

**Ad 18/C4: (solid sterling silver jewellery) (is) completed** with gold, gemstone and freshwater pearls

**Ad 16/C2: Each piece is** hand crafted using freshwater and salt water pearls, solid opals, natural gemstone, Swarovski crystals, silver and gold

In those clauses, the advertisers are in the position of information giver who has power. They have power to give information or tell people about something. The companies are capitalist who tell the audiences what they should know.

### 4.3.1.3 Textual Meaning

Topical Theme which show the important matter in a clause is dominated the economic imperialism clauses but textual Theme also appears in the clauses. The following clauses use *and* as the Textual Theme. *And* indicates other activities that the companies do to the raw material. The advertisement can go on to add more positive information through the additive Theme as in the following example:

Ad	Theme		Rheme
	Textual	Topical	
1	And	we	're delivering natural gas to more countries than any other energy company
17	Also		available are beautiful vintage mother-of-pearl buttons set into sterling silver cufflinks
18	And	(Lesley) hand	makes solid sterling silver jewellery
23	And	We'	re partnering with Weyerhaeuser to commercialize cellulosic biofuels

From the set of words above, economic imperialism is showed by the advertisers clearly. The companies and the raw materials or the object they are

intended is written in the advertisement texts. Behind the chosen words people can know what the texts writers think. The companies take advantage from many countries to get the raw material and sell it again to many countries.

#### **4.3.2 Political Imperialism**

Based on the analysis of metafunctions, there is a decision made by a group of people or a country to regulate the others. This can be seen through processes chosen by the advertiser. The name of the country and certain term are mentioned in the advertisement. The process, participant, and circumstance can be signs to find imperialism ideology in the advertisement, especially imperialism in relation to politic.

This analysis is along with Galtung's theory of political imperialism. Political imperialism deals with decision making by a group of people or a country and obedience of certain people (1971:92). Some people make decision to rule the others and influence them to obey the rule implicitly.

#### 4.3.2.1 Ideational Meaning

Some actions done by a group of people or a country to the others are represented in the texts. Here are some examples of processes and circumstances which represent political imperialism:

**Ad 2/C3: SSIS offers the IB Primary Years Program, Middle Years Program and Diploma Program along with German curriculum in the Elementary School and an American style High School Diploma for G9-12**

**Ad 4/C4: (Concordian International School) (is) (equipped) with an English-Chinese Immersion Program**

In those clauses, political imperialism is shown by circumstance of accompaniment. In this case, the decision makers are German, American, and China while the obedience suppliers are another country that is Singapore and Thailand because SSIS (Suzhou Singapore International School) comes from Singapore and Concordian International School comes from Bangkok, Thailand (Newsweek, October 15, 2012). With the curriculum and style from superpower countries, German and U.S., children are expected to be smart and educated like German and American. Another example is:

**Ad 24/C3: The UK has set out major plans to strengthen its infrastructure, providing opportunities for significant investment**

In this clause, the UK has made decision for people outside to work in the country because it has set out major plans to strengthen the infrastructure, providing

opportunities for significant investment. UK has given them decision and people should obey it by making an investment or working in UK.

#### 4.3.2.2 Interpersonal Meaning

In political imperialism, Declarative Mood is often used by the advertisers. As mentioned previously, Declarative Mood is used when the text's writer gives information by using a statement. However, a clause showing Imperative Mood also appears in the clauses like in the following example:

**Ad 29/C3: Let** the true you shine with the UK's favorite colour

**Ad 32/C1: Help** save the sandwich

In advertisement 45 above, the advertiser persuades people to be someone which is desired by UK. This advertisement is about cosmetic tools, so when people buy or apply the cosmetic that means they obey the decision that UK has given.

Advertisement 50 is about saving tuna which is usually used as stuffing in sandwiches initiated by WWF. The advertiser uses *sandwich* to show political imperialism. Tuna in the sandwich must be saved from extinction. That could be meant people must save tuna from extinction for the sake of Western. They should do it without knowing the main purpose. They just do it to save tuna.

Sandwich is kind of food coming from England. According to International Business Times (IBTimes) official website, a growing digital global news publication, the term sandwich is taken from [Earl of Sandwich IV](#). Sandwich is really famous in Europe. During the 19<sup>th</sup> century, in Spain and England sandwich is very popular when the increase of an industrial society and the working classes. They made fast, portable, and inexpensive meals (H Katz, 2003). There is a connection between the uses of *sandwich* and the story behind the panda logo of WWF. Based on WWF official website, Chi-Chi is a giant panda that had arrived at the London Zoo in the year 1961, when WWF was being created. *Sandwich* and WWF come from the same country.

The advertiser uses the term sandwich as if the food is very common in Asia, while generally people in Asia like to eat rice. This advertisement is found in Reader's Digest Asia which is published in Asian countries like Japan, Indonesia, Korea, Thailand, Taiwan, Brunei, etc. The colonizer here is European nation where *sandwich* was born. And the colonized is Asian countries which the people do not eat bread or sandwich as staple food.

### 4.3.2.3 Textual Meaning

Topical Theme which shows the important matter in a clause is dominated the political imperialism. Topical Theme is those realize elements from the Ideational Metafunction: participants, processes or circumstances. Every clause in political imperialism advertisement texts has Topical Theme. Here are the examples of Topical Theme in political imperialism advertisement texts:

Ad	Theme			Rheme
	Topical			
	Participant	Process	Circumstance	
32		Help		save the sandwich
24	The UK			has set out major plans to strengthen its infrastructure, providing opportunities for significant investment

The important message can be the participants or an action. Mostly political imperialism in advertisement use the name of superior countries to interest many people to use or apply the products. If people use and apply the product that means they obey the rule or decision that the colonizer given. They imitate and want to be like the people in those superpower countries. The advertiser also puts verb in the beginning of the clause that indicates a command to make people do what they want.



### 4.3.3 Military Imperialism

According to the analysis of metafunctions, there are companies which produce weapons or military tools to protect people. That can be seen from the processes and participants which are chosen by the advertiser. Many countries can protect people with the military products in certain situations. Those can be shown by circumstances which are chosen by the advertiser.

The analysis is related to Galtung's theory of military imperialism. Military imperialism is about meaning of protection. Some countries can produce sophisticated technology. Only they have industrial capacity can develop technological hardware (1971:92).

#### 4.3.3.1 Ideational Meaning

In this research particular process and participant show a country that wants to protect people especially in its area through military companies. The advertiser also writes their product of military tools as in the following clauses:

**Ad 6/C3:** ATI Defense **offers** a secure, stable, integrated supply of military grade metal products ideal for maritime applications

**Ad 7/C1:** DRS Technologies, which has a long heritage of providing solutions to the U.S. military, **has developed** C4ISR and RSTA tools for gathering, integrating and delivering real-time battlefield data

**Ad 8/C4:** (Remington Defense) (**provides**) weapons for warfighters

**Ad 22/C2:** Unmanned eye in the sky **protects** lives and property

**Ad 22/C4:** That **enhances** the safety of soldier and government responders in critical situation

The clauses above points out some companies produce weapons and tools for military to protect many people. They protect them by producing weapons that can offer a secure, stable, integrated supply of military grade metal products, produce tools for gathering, integrating and delivering real-time battlefield data,protect lives and property, and the safety of soldier and government responders critical situation.

Many companies are from big countries that have a good military which can protect their citizens and allies. As an example,Remington Defense is founded in 1816. Remington is the oldest name in American firearms. Eliphalet Remington made the very first hammer-welded, cut-rifled barrel, the state-of-the-art, operator configurable Remington Modular Sniper Rifle. Remington has earned a reputation for lethal accuracy and life-saving reliability. Since the middle of the 19th century, American forces onto the field of battle use Remington weapons. The information is taken from Remington military official website.

#### **4.3.3.2 Interpersonal Meaning**

In military imperialism, Declarative Mood is used by the advertisers in all clauses. The purpose of using Declarative Mood is to give information. The

advertiser gives information in the form of statement. They are the information giver. They use Declarative Mood as an important way to tell people about military companies or tools. Here are the examples of Declarative Mood represents military imperialism:

**Ad 6/C3: ATI Defense** offers a secure, stable, integrated supply of military grade metal products ideal for maritime applications

**Ad 7/C1: DRS Technologies, which has a long heritage of providing solutions to the U.S. military,** has developed C4ISR and RSTA tools for gathering, integrating and delivering real-time battlefield data

**Advertisement 22:**

- (2) **Unmanned eye in the sky** protects lives and property
- (3) **Honeywell's T-Hawk™ MAVis** a combat proven unmanned micro-air-vehicle
- (4) **That** enhances the safety of soldier and government responders in critical situation
- (5) **Whenever and wherever military, police, emergency, and security forces need** situational awareness

#### 4.3.3.2 Textual Meaning

Many of clauses in military imperialism use Topical Theme to show the important thing in Ideational Metafunction elements: participants, processes or circumstances in the clauses. But there is also Textual Theme in a clauses showing additional information about benefit of using the weapons like in the following example:

Theme		Rheme
Textual	Topical	
And	(leaders)	(can) keep warfighters

		safe
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All of military imperialism clauses use declarative Mood to inform about companies or weapons they produce. Military imperialism in advertisement is explicitly shown by the advertisers because the possibility of war still haunt many people in the world. If there is no war so the weapons company will insolvent.

#### **4.3.4 Communication Imperialism**

In this analysis, there are events, event producers, and news makers which are mentioned by the advertiser. Certain countries make an event and particular companies make it into news to sell their service products. All of those matters can be seen from the use of processes, participants, and circumstances in the advertisement.

This analysis is in accordance with Galtung's theory of communication imperialism. Communication imperialism deals with news and events. Generally, news is gotten from some countries that have particular events. Some people produce it into news which can be consumed by many people (1971:92).

#### 4.3.4.1 Ideational Meaning

Some events are produced from certain country. Some companies turn it into news. Here are some examples of participants, processes and circumstances which represent communication imperialism:

##### **Advertisement 20:**

(7) This includes **China**

(8) Where **the fast-growing economy** needs cleaner energy

**Ad 21/C3:** In **Asia, natural and man-made disasters** resulted in US\$73 billion of economic loss in 2010

The participants of the clauses are countries that their events are lifted into news by the advertisers. The advertisers use China and Asia as a country and an area that have particular events. The events are the fast-growing economy in China makes the country needs clearer energy and natural and man-made disasters resulted in US\$73 billion of economic loss in Asia. Through the events, the companies take advantage of it, for example in advertisement 33 the company will explore clearer energy to help China and get money from investment. Also in advertisement 34, the company will help countries in Asia to protect their property when disaster happens. This insurance company will guarantee people's belongings if they are the customer.

#### 4.3.4.2 Interpersonal Meaning

All communication imperialism clauses use Declarative Mood. The function of this Mood is giving information and placing the advertisers in position of power that knows everything about the event. The readers are put as the receiver of their opinion. Here are some the examples:

**Ad 21/C3:** In Asia, **natural and man-made disasters** resulted in US\$73 billion of economic loss in 2010

**Advertisement 20:**

**(7) This includes** China

**(8) Where the fast-growing economy needs** cleaner energy

#### 4.3.4.3 Textual Meaning

Most of the clauses use Topical Theme in conveying the important message. However, the advertiser applies Textual Theme in one of the clauses. Textual Theme exists in a clause which use *and* as the additive Theme. This is the example of the clause:

Theme		Rheme
Textual	Topical	
And	There	could be enough to last for the next 250 years

Communication imperialism usually gives information about the condition in some countries which the others can take advantage of it by producing product or offering insurance. Some countries produce events that the others turn into news. And

try to make the commercial solutions. Communication imperialism can be in technological products that show the modern side of a company from certain country.

#### 4.3.5 Cultural imperialism

From the analysis of metafunctions, there is a relationship between companies in certain countries and readers. The companies are teachers that teach readers to be an ideal person. It means the readers are the learners who should obey what the advertiser have taught. Usually fashions which are always renewed by developed countries are an important sign of cultural imperialism. In this study, the teacher and the learner can be seen through metafunctions analysis: ideational, interpersonal, and textual.

This analysis is parallel with Galtung's theory of cultural imperialism. Cultural imperialism is about the relationship between some countries as teachers and the others as learners. Some countries develop culture along with transmitting it, thus creating lasting demand for the latest innovations (1971: 92).

##### 4.3.5.1 Ideational Meaning

In this study, the participants who are teaching on readers can be seen in the following examples. The participants can be the company, the product, an expert or even a model as in the following clauses:

**Ad 12/C4:** Millions of people **have used Hydroxycut** to help them get the bodies they've always wanted

**Ad 19/C4:** The first fast-acting Serum from **Estee Lauder Research**to significantly **reduce** the look of blotchiness, past blemish marks and discolourations

**Ad 5/C1: Linda Evangelista(said)**, “With Beauty Tubes, it’s never been easier to get the look of lash extensions.”

**Ad 25/C4:** From **our stylists’ testing grounds** **webring** you the ultra-dense, cushiony-crème Full Form Mousse, a new dimension of the top-selling Bb. Thickening Selection for bigger, bolder styles

**Ad 26/ C5: (Color Design Palette)** (is) **creating** that flirtatious doll-like look

**Ad 28/C1: Tend Skin® Liquid**reduces the appearance of unsightly ingrown hairs and razor bums from women’s leg, bikini lines, and underarms; and men’s faces, necks, scalp

**Ad 30/C3: Dr. Nicholas Perricone**to **deliver** dramatically brighter, firmer skin in 7 days

The participants teach readers to follow what the advertisers want. From the clauses above, the advertisers teach readers to loss their weight, to omit the look of blotchiness, past blemish marks and discolourations of their skin, to get the look of lash extensions, to thicken their hair, to have flirtatious doll-like look, to reduce soft hair on leg, and to have brighter and firmer skin. All of those instructions are done by Western to make the ideal look of beautiful people. Some of the advertiser writes the name of western model and puts her opinion about the product. That can mean Western look is a good choice for every people because many advertisers use the words *you* as addressee. That can be seen in the following clauses:

**Ad 10/C3:** (Riders by Lee) instantly slims **you**

**Ad 12/C14:** And **you** could be the next weight-loss success story everyone’s talking about!



**Ad 13/C5:** As **you** mingle with NYC's most fashionable, influential, and just plain fabulous with Maybelline Dream Fresh BB 8-in-1 Beauty Balm Skin Perfector

#### 4.3.5.2 Interpersonal Meaning

Most of the clauses showing cultural imperialism are Declarative Mood which the function is giving information. Yet, Imperative Mood also appears in those cultural imperialism clauses. The clauses are signed by verb which comes first in the clauses. Here are the examples of imperative Mood in the clauses:

**Ad 5/C4:** Now, **get** the look of salon lash extensions with a mascara!

**Ad 9/C10:** **get** your star lash look with Betty's new dual side brush

**Ad 13/C4:** **Be** luminous all day

The use of commanding clauses indicates inequality in relations. The participants in the clauses are not equal. People who can give order are generally having more powerful position in a relationship (Young and Fitzgerald, 2006: 75). In this case, the advertisers have more powerful position because they are the teacher who gives instructions to readers.

#### 4.3.5.3 Textual Meaning

In cultural imperialism clauses, Topical Theme dominates the clauses but Textual Theme also appears in two clauses. Textual Theme is those that contain

connecting words such as *and* and *as*. Those conjunctions work to tie clauses to one another. Here are the examples of Textual Theme in the clauses:

Theme		Rheme
Textual	Topical	
And	you	could be the next weight-loss success story everyone's talking about!
As	you	mingle with NYC's most fashionable, influential, and just plain fabulous with Maybelline Dream Fresh BB 8-in-1 Beauty Balm Skin Perfector

In the clauses above, the text writer uses *and* and *as* in the beginning of the clauses. *And* indicates the additional information that everyone can get ideal body if they use the product. The advertisers add positive information through the additive Theme like *and*. The Theme, *as*, indicates duration of using the product.

Cultural imperialism deals with the relation of teacher and learner in broader setting. Some people use advertisement in marketing their products and spreading cultural issue at once. In this study, the advertisers are the teachers and readers are the learners.

#### 4.4 Weaknesses

This study, however, still has some weaknesses. The time constraints and the lack of writer's capability in conducting this study further to Critical Discourse

Analysis did not allow the writer to conduct this research further to discourse practice and social effect as this study only focused on the textual and interpretation analysis.