

## **CHAPTER V**

### **CONCLUSSION AND IMPLEMENTATION**

This chapter will interpret the result of the three metafunction (Ideational, Interpersonal, and Textual) in order to reveal the three dimensions of situational context and meaning-making strategy used in the two '*StarStyle*' photo caption articles in employing their functions and intentions. This chapter will also gives some implications or benefit of this research.

#### **5.1 Conclusion**

##### **5.1.1 The Field**

Field is about the happening in the article. It is realized by the Ideational function. From the analysis in Chapter IV, the register of photo caption in Systemic Functional Grammar shows that the Ideational function is dominated by relational process 51% within the whole clauses in those two '*StarStyle*' photo caption articles. Due to domination of the relational process, the intention of the photo caption articles' writers can be achieved by undertaking some classification and identification of the objects to be knowing by the readers. The domination of this process indicates that the writers of those articles emphasize in identifying and classifying the woman objects along with their fashion items and their movie achievements. On the other hand, material process is less dominantly used for about 43%. This means that the writers want to develop the activity the woman objects, their fashion items, and their movies achievements do to change the

woman objects to be fabulous and popular, as well as to convey the reasonable facts of the woman objects, the fashion items, and their movie achievements. The last dominant is mental process used for about 6%. This means that the writers arouse a psychological action done or happened to the woman objects.

In the participant analysis of both articles, there is a preference that the woman objects, their fashion items, and their movie achievement are being positioned as the center of attention. This tendency due to the fact that the writers would like to promote them by giving good qualities “phenomenal”, “stunning”, “cool”, “on-trend”, and etc. It can be striking points to deliver the topics so that the readers consider that it is good to become like the woman objects and to have their fashion items.

The topical unmarked themes oriented to the women objects (95,1%) clearly help construct the articles to focus on the field of the happenings, which is talking about the woman objects of the photo captions.

### **5.1.2 The Tenor**

Tenor is about the participants’ involvement in the happening, including their social status and their role relationship.

The dominant of the Descriptive Moods (97,5%) puts the writers as the provider, while the readers are in the position of receiver of the information. The writers have certain knowledge about objects being described. The writers describe by assigning qualities to the woman objects and also the things related to them (fashion items and movies) and providing narrative evidences of what

happen (the conditions caused by the objects), what the advantages of the woman objects and their fashion items have, and lead the readers to support the writers' opinions about those things. The dominant of declarative clauses can be assumed as the smooth promoting method the writers of the photo caption articles employ. The writers do not explicitly pursue the readers to do or purchase what the woman objects do and have, but rather provide information about the objects that will influence the readers to be interested in what the woman objects do and have.

The one Imperative mood in articles quite help the assumption of the writers's commercial purpose by using a conditional If-clause that suggest either the readers or the woman objects that if the readers/the woman objects have the thing the writers suggest (trench coat), the readers/the woman objects will be able to travel. Implicitly, the writers try to tell the important of the trench coat for the readers/the woman objects to have .

The writers' commercial purpose also can be seen through their positive assessment toward the woman objects, their fashion items, and their movies. It is proved by the polarity system analysis of the verbal groups. Most clauses in both articles have almost positive polarity and there is only one that is negative. It is founded in Article A.

*With tabloid hysteria around her, it's easy to forget that Jolie is a phenomenal actress.*

It is also proved by the domination of the positive subjective attitude toward the woman objects, *her natural beauty, her killer body, a phenomenal actress, a preppy eclectic*. Those indicate that the writers thing the woman objects are

beautiful, talented, and fashionable, *a clinging satin dress* and *on-trend nude* indicate that the fashion items are excellent, and *an Award worthy performance* and *two worthy films* indicate that their movies are excellent too.

Meanwhile, the assessment toward the readers is also positive. This can be seen that the two articles use 40 Descriptive Moods or about 97,5% of the whole lexes shows, expressing more information about the products. This means that the writers provide more information and experiential descriptions, which let the readers consider the women's fashion items and movies before they purchase them. The one Imperative Mood 2,5% sounds more like a suggestion than a command and does not assess the reader negatively. The writers let the readers to decide by themselves. The writers try to maintain the involvement of the participants in the text by summoning the readers by the 'elliptical you' in the imperative clause in the title of Article B, *[You] Have Trench Coat Will Travel*.

The use of modality system in both articles also clarifies the interrelationship level between the writers and the objects in the two photo caption articles. These two articles are dominated by medium and low probability and usuality of modalization. Those are supporting the equal status between the writers and the objects.

The writers try to maintain the high readability of language used in the articles, so that the readers will understand the information easier. It can be seen through the domination of the simple clauses. In the Article A is about 97% while in the Article B is 79%. It indicates that the writers of both photo caption articles emphasize the simple way in describing the objects of the photo captions.

However, the 3% complex clause in Article A and 21% in Article B are also important in giving more detailed information about the objects. The language used also familiar for both the writers and the readers. It is proved by the use of the simple form of the nominal groups in describing the objects (woman objects, their fashion items, and their movies).

### 5.1.3 The Mode

Mode refers to channel and medium used in the two '*StarStyle*' photo caption articles. Channel is the language style: spoke or written. The style is not a binary cut, but rather a continuum from 'spoken, tend to be spoken, between spoken and written, tend to be written, to written style' (Halliday, 1985; Santosa, 2003). Meanwhile, medium assesses the efficiency of the medium used in the text. Mode analysis reveals what the photo caption articles are for.

Topical unmarked theme is still dominating in both of articles. It indicates that the writers ask the readers to concentrate their attentions toward the woman objects and their fashion things. Topical marked, textual and interpersonal themes are also take part in both texts to support the sense of persuasion technique. Topical marked themes are used to focus the readers' attention to the reasonable facts of the woman objects. Then, textual themes are frequently used in both articles to arrange the texts and to build up the idea. The channel of these photo caption articles is of course in the form of written style because they included in a printed media, magazine.

The medium used in the two articles are quite appropriate. As can be seen, the articles are published in one of the fashion column in *Harper's Bazaar Singapore* magazines, which are supposed to have middle class women target readers. The positive assessment toward the woman objects, their fashion items, their movies and the readers, the hierarchical status between the writers and the readers, the high level of familiarity of the language, and the use of 'tend to be spoken' style simultaneously result in the efficiency and the appropriateness of the medium.

With the help of these advanced linguistic device, the writers of the two photo caption articles which have been taken from *Harper's BAZAAR Singapore* magazine June and July editions published through 2009, can arrange information according to desired modal responsibility in order to avoid relevant legal responsibility and restriction while establish interpersonal relationships with the readers to exert influences on their attitudes as well as behaviours so as to correctly convey their communicative intentions and achieve their commercial purposes. That is to promote the objects that are mostly woman celebrities and fashion figures with description and opinion, yet, in implicit ways.

## **5.2. Implication**

Regardless of the weaknesses of the research, it is hoped that the result is beneficial for those who deal with the language like researchers, English learners

and teachers, applied linguists, readers and, particularly, anyone who writes photo caption articles.

Theoretically, the results of this research will give benefit to the researchers and applied linguists to conduct a further study to reveal the register of photo captions through metafunction in other printed media as the dearth of studies toward this kind of discourse. The English learners and teachers in higher education level may study further Systemic Functional Linguistics theory to get better point of view and knowledge that can be used to do similar research with other articles.

In education, perspective on language teaching/learning helps students build systematic links between contextual and linguistic parameters when using language, a goal which is facilitated by SFL's view of language as "sets of related choices or options, each of which is called a system" (Painter, 2001: 176). In other words, the notions of register and genre can be used to make students aware of the sociocultural features of the text-type that is being taught and of which linguistic choices are more likely to be made in its textualization, as well as to help teachers "to identify and focus on whatever aspect of language in use the learner needs most help with" (Painter, 2001: 178). English or language teachers could use the findings as a pattern model of authentic language in photo caption articles. Through this, both teachers and students would know the construction and functions of the photo caption.

Hopefully, the findings of this research would also be useful for photo caption articles writers and the readers. For the writers, the register observed in

*Harper's BAZAAR Singapore* magazine 'StarStyle' photo caption articles can provide an optional base for material design that is useful to construct more effective and creative photo captions. For the readers, the result of this research can also make the readers more critical in reading photo caption articles.