



## THEME OF IMPERATIVE CLAUSE IN POLITICAL ADVERTISING SLOGAN

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### ABSTRACT

This study explores the theme in imperative clause of some political advertising slogans. The writer tries to find out the Theme choices, the kind of theme and the meaning of slogan based on context of situation (*Field, Tenor and Mood of discourse*). To answer these problem formulations, the present writer employed descriptive method and adopted Systemic Functional Grammar approach. Further the data that analyzed appeared in Corpus of Contemporary American English (COCA) and TIME MAGAZINE CORPUS. Further, the data were taken from different resources such as Time Magazine, PBS\_NewsHour, and ABC\_ThisWeek Newspaper. The results of the study reveal that kind of unmarked theme, subject filler and verbal process as theme found. The writer also shows the meaning of slogan based on context of situation clearly.

**KEY WORDS-** Theme –Rheme, Imperative Clause, Systemic Functional Grammar, Clause as message, political advertising slogan

### INTRODUCTION

This study aims to explore the Theme in imperative clause of some political advertising slogans. As Jing (2013) points out theme helps us know what the clause will be about and what the author is going to tell us. It becomes an important issue since in publishing advertisement language has a vital role. Fromkin et.al (1999:2) stated that 'we live in a world of language'. It means that all everything that we do requires bits of language. As Eggins (2004:1) explained 'everyday lives we are constantly using language. Yet, in contemporary life, we are constantly required to negotiate texts because we are faced to some fundamental questions such as how do texts work on us? How do we work to produce them? How can texts apparently mean different things to different readers? How do texts and culture interact? Thus, the present writer is interested in analyzing the texts that exist in political advertising slogans, especially the theme in imperative clause. Furthermore, slogan is the utterances that add color to an advertisement.

According to Flis (2009) slogans are important not only in trade, business or commerce but also in politics. Political advertising slogans share some common features with advertising slogans, as both types try to persuade people to buy something; in trade it is the product, but in politics it is the image, the ideas behind the candidate or the party. An efficient slogan can help to convey the ideas of the candidate and make these ideas more appealing to the voters and help them to remember the candidate as well as his/her ideas better. In addition, Danesi in Pamungkas (2010) explained that there are some characteristics of slogan such as alliteration, metaphor, metonymy, imperative etc. but in this study the present writer just focuses on imperative ones. In order to do this, the present writer will find out the Theme choices in imperative clause, i.e., subject of filler or process as theme, marked or unmarked theme, and the meaning of slogan based on context of situation (Field, Tenor and Mood of discourse) in political advertising slogans.

### SYSTEMIC FUNCTIONAL GRAMMAR

To analyze the background of the problem above, the present writer applies a systemic functional grammar approach which is pioneered by Halliday (1985, 1994). As Gerot & Wignell (1995:6) point out, Functional Grammars view language as a resource for making meaning. These grammars attempt to describe language in actual use and so focus on texts and their contexts. They are concerned not only with the structure but also with how those structures construct meaning.

This approach is very important since it can describe and interpret language in actual use and make a meaning resource. Further, Gerot and Wignell (1995:22) said that clauses can be considered in three different aspect of system meaning; textual meaning, ideational meaning and interpersonal meaning. Textual meanings, those which make language contextually and co-textually relevant, are realized in lexico-grammar through Thematic and information systems as well as through cohesion. Ideational meanings, meaning about things and ideas, are realized in the clause by options from transitivity and meaning through which social relations are created and maintained. These interpersonal meanings are realized in the lexicogrammar through selection from the system of mood.

Regarding to the definition of Systemic functional grammar approach, the writer highlights a key aspect of it; it is called as context of situation. Eggins (2004) says that: The context of situation consists of three components which serve to interpret the social context in which meaning are being exchanged: the field, the tenor, and the mode of discourse. The field refers to what is happening, the tenor to the participants involved in the action, their statuses and roles, whereas the mode of discourse refers to how the language is being used and is functioning in the overall situation.

Clause as message

According to Deterding and Poedjosoedarmo, (2001: 106) textual meaning is expressed by thematic structure (the identity of theme, what we are talking about, and Rheme, what we are saying about it), in another word it is called as clause as message. It considers first the one which gives the clause its character as a message or thematic structure. Halliday (1994), it looks at how we structure information in English, what we put where and why.

**THEME AND RHEME**

According to the terminology of the Prague school of linguists, they use the term Theme as the label for this function. Further, the theme is the element which serves as the point of departure of

the message; it is that which the clause is concerned. The reminder of the message, the part in which the theme is developed, is called in Prague school terminology the Rheme, in Halliday (1994) as seen in example:

(1)	The duke	Has given my aunt that teapot
(2)	My aunt	Has been given that teapot by the duke
(3)	That teapot	The duke has given to my aunt
	<b>Theme</b>	<b>Rheme</b>

Figure 1 Theme –Rheme structure

According to the example above, the Theme can be identified as that element which comes in first position in the clause. In another word, the theme is the starting point for the message.

*Marked and Unmarked Theme*

Markedness may have one of two values: either Markedness or unmarked. As it studied an unmarked feature is the ordinary, expected, usual form, while a marked feature is unusual in some way, less expected, or less commonly occurring. According to (Deterding & Poedjosoedarmo, 2011), in statements the theme is usually the subject of the sentence. So the unmarked theme in statement (a declarative sentence) is the subject. A marked theme then is anything else. In addition, Halliday (1994) stated that the subject is the element that is chosen as theme unless there is a good reason for choosing something else. For example: *You're the one I blame, that's what I mean*. Here the theme is subject and therefore unmarked, whereas in the non-identifying form *you I blame, that I meant*, making *you* and *that* thematic also makes them marked themes (because not subject). Furthermore, the most usual form of marked theme is an adverbial group, e.g. *Today, suddenly*, or preposition phrase, e.g. *at night, in the corner, without*, functioning as adjunct in the clause.

*Theme and Mood*

According to Halliday M.A.K (1994), the element that is chosen as theme in an English clause depends on the choice of mood. In independent minor clause is such as *John!* and *good night!* These are no thematic structure. While, in independent major clause have indicative or imperative in mood. Further, if indicative, it is either declarative or interrogative; if interrogative, it is either polar interrogative ('yes/no' type) or content interrogative

(WH-'type). Yet, in this study the present writes only focus on theme in imperative.

*Theme in imperative clause*

The imperative mood is the mood in which orders, commands, and requests are made. Further, the imperative clause can have one of two moods. It can be with an explicit subject which is normally the second person pronoun 'you' as in the following:

- (4) You listen to me.  
Theme Rheme
- (5) You let her go.  
Theme Rheme
- (6) You keep silent.  
Theme Rheme
- (7) You go with them.  
Theme Rheme

Hence, in the above examples, the Theme is the second person pronoun "you" which functions as the subject of the clause and the rheme is realized by the rest of the sentence (Halliday, 1994). The other type of the imperative clauses is that represented by clauses with no overt subjects. The theme in these sentences is realized by the verb initiating these sentences. Hence, they each can be analyzed into:

- (8) Help your brother.  
Theme Rheme
- (9) Save the money I gave you.  
Theme Rheme

In addition, Gerot and Wignell (1995:112) stated that there are two ways of treating theme in imperative clause either as rheme only or treat the process as theme. Look at the example below

(10) Write your name in the upper right hand corner

Rheme
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(11) Write your name in the upper right hand corner

Theme	Rheme
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The example above (11) explains that the rationale for treating the *process as theme* if we look at a text that is oriented towards 'doing', such as a set of instructions.

**RESEARCH METHOD**

Since the present writer tries to figure out the theme in imperative clause, this research used

qualitative method. As Ridho (2010) points out qualitative methods are subjective and humanistic as they deal with meanings. In sum up, the writer uses a qualitative research since the data that will be discuss not in form of statistic but the speech which given by the speakers. The data are needed in conducting a research, where it is as the evidence of a research and it also can convince the accuracy of the result of the research. The data that will be used in this research is based on the Corpus-based of the political advertising slogan. In another word, the data are gathered through document review. Further the data that appeared in Corpus taken from different resources such as *Time Magazine*, *PBS\_NewsHour*, and *ABC\_This Week Newspaper*. In details, the data are selected from *Corpus of Contemporary American English (COCA)* and *TIME MAGAZINE CORPUS*.

In collecting the data, the present writer uses some steps. As it explained in the previous paragraph that the writer uses document review as the source of the data, so that firstly, the writer chooses the kind of Corpus that will be addressed. Then find out the political advertising slogan and selected. After that, take a note the data that have been selected to be the objective of this research. After all, the writer reads and analyzes the data carefully based on the problem formulation.

**ANALYSIS AND DISCUSSION**

Data 1

(12) "Forward with God"

(Taken from TIME MEGAZINE CORPUS, <http://www.time.com/time/magazine/article/0,9171,744615,00.html>, *U.S. politics flawed, not broken*; 17<sup>th</sup> October, 1932)

Analysis	Theme		Rheme
	Catholic Party	Centre	Forward with God
Kinds of theme	Unmarked Theme		

Context situation	<p><b>Field:</b> the General election in German was one more present that was exactly held on 6<sup>th</sup> Nov 1932.</p> <p><b>Tenor:</b> president of German, Paul von Hindenburg broadcast an appeal to Germans, asked them to give him at the general election.</p> <p><b>Mood of discourse:</b> the written text of political slogan that reflected his party.</p>
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According to the second data, it also shows that it does have a theme or only Rheme that is structured. Whereas, a clause as message must consists of Theme and Rheme. Thus, this case can be analyzed that the theme does not contain at the slogan but it refers to *you* or *let's* that made explicitly as theme. So it can be concluded that advertising slogan talks about the president's request or hope not to look back at all those campaign promises that he made. He asked American to just look forward and he request to not worry about that.

The advertising slogan above shows that it does not have a theme. In another word, it has only one element that is Rheme. Yet, as the present writer explained before that a clause as message must consists of Theme and Rheme. Thus, this case can be analyzed that the theme of this kind of slogan does not contain at the slogan explicitly but it refers to the name of Party (*subject of filler*). To sum up, it can be concluded that advertising slogan talks about the party (Catholic Centre Party) that pioneered by President Paul von Hindenburg. He asked Germans to vote him to be their leader that always forward with their god. So that, after read this advertising slogan the writer hoped that the reader will choose that party and vote Paul von Hindenburg as their president.

Data 3

(14) "Buy American"

(Taken from COCA, Chicago Sun-Times, *U.S. politics flawed, not broken*; July 12<sup>th</sup> 1998)

Analysis	Theme	Rheme
	Buy	American
Kinds of theme	Predicator (Process as Theme)	
Context situation	<p><b>Field:</b> On this day in 1998, the German automobile company Daimler-Benz--maker of the world-famous luxury car brand Mercedes-Benz--announces a \$36 billion merger with the United States-based Chrysler Corporation. Further, it was the biggest acquisition by a foreign buyer of any U.S. company in history.</p> <p><b>Tenor:</b> American politics stand shoulder to shoulder with people from the corporate community announcing "public-private partnerships.</p> <p><b>Mood of discourse:</b> the written text of political slogan that reflected American government to promote their product to other foreign buyer.</p>	

Data 2

(13) "Forward."

(Taken from COCA, ABC\_ThisWeek, *Roundtable; This Week in Politics*, 6th Mei 2012)

Analysis	Theme	Rheme
	Let's /you	Forward
Kinds of theme	Unmarked Theme	
Context situation	<p><b>Field:</b> new slogan that used by President Barrack Obama to face his new re-election after his last leadership to U.S.</p> <p><b>Tenor:</b> That's a good message from Obama. He's telling voters, whatever they do, don't look back at all those campaign promises that he made. Just look forward. Just look forward. Don't worry about that</p> <p><b>Mood of discourse:</b> the written text of political slogan that reflected his hope to the voters.</p>	

The form of this political advertising has the element of Theme and Rheme clearly. The theme of that

slogan is the word Buy while the Rheme is American. Further, the theme of this slogan has different type that is Verbal (process) as the theme. It is sometimes called as Predicator. To conclude, this kind of slogan make the verbal process Buy as the theme of that slogan. It means that the U.S government asks the foreign buyer to buy their product such as German.

Data 4

(15) "Let's hope for a change"

(Taken from COCA, *PBS NewsHour For April 11, 2012*, April 11<sup>th</sup> 2012)

Analysis	Theme	Rheme
	Let's	Hope for a change
Kinds of theme	Unmarked Theme	
Context situation	<p><i>Field:</i> The Obama and Romney campaigns opened their head-to-head battle for the presidency in earnest today. In public statements and advertising, they looked to shape their messages for the November election in 2012</p> <p><i>Tenor:</i> President Barack Obama invited American to hope for a change altogether.</p> <p><i>Mood of discourse:</i> the written text of political slogan that reflected his hope to the voters.</p>	

The last data also shows that this political slogan have a complete form of clause as message. That is Theme and Rheme. Further, in this study *let's* is as Theme and *Hope for a change* as Rheme. Thus, it can be concluded that advertising slogan talks about the president's request to hope for a change altogether. Of course it is a change to be better.

**CONCLUSION**

The present study explores the theme in imperative clause of some political advertising slogans. We found that the theme in datum 1, 2 and 4 are unmarked while the Theme in Datum 3 is process as theme (predicator). The writer also confirms that in Datum 1 the theme is filled by subject filler. In another word it is filled by its name of party. Furthermore, the writer gets the meaning of slogan based on context of situation (Field, Tenor and Mood of discourse) clearly. In line with these findings, the writer suggests that in making

advertising slogan we must be carefully to use the element of clause as message that is Theme and Rheme. In order the reader can understand easily.

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## APPENDIXES

## DATA 1

Source information:

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Date (1932/10/17)

Title "VorwartsmitGott!"

Source TIME MAGAZINE CORPUS <http://www.time.com/time/magazine/article/0,9171,744615,00.html>

Expanded context:

"Forward with God! "

Taking his birthday presents as a touching text last week, Old Paul broadcast an appeal to Germans, asked them to give him at the general election Nov. 6 one more present: unified support of the Cabinet of Chancellor Franz von Papen. # " Unity of Germans has always been brought about at critical moments, " boomed the President, " by the healthy spirit of Germans! " Whoever stands with me helps this spirit and gives me the happiest birthday present. Therefore-Vorwartsmit Gott! " By next morning astute campaigners for von Papen had adopted as their political slogan the President's reverent words:" Forward with God! " This was more than many a German could stomach. If von Papen was stealing the nimbus of von Hindenburg, then revered Old Paul had himself ceased to be sacrosanct. Soon, for the first time in a German electoral campaign, the President was openly and savagely attacked. Brown-Shirt bands of Hitler Nazis (National Socialists) rushed about Berlin, sticking up everywhere posters which read: HERR PRESIDENT VOX HINDENBURG! # Why didn't you

(DATUM 2)

Source information:

Date 2012 (120506)

Title ROUNDTABLE;

THIS WEEK IN POLITICS

Source Corpus of Contemporary American English (COCA) , ABC\_ThisWeek

Expanded context: " Forward. "

who today admitted he made up a girlfriend in his autobiography. It's a good thing Oprah's off the air. This is the kind of thing that can get you kicked out of the book club right away. CLIP: " LATE NIGHT " JIMMY-FALLON-1HOS# Today, Mitt Romney visited a firehouse here in New York City. Of course, he was disappointed when he learned that a firehouse isn't a house where you get to fire people. He's like, what? CLIP: " THE TONIGHT SHOW " JAY-LENO-1HOST-OF# President Obama has revealed his new re-election campaign slogan, " Forward. " That's a good message for Obama. He's telling voters, whatever you do, don't look back at all those campaign promises I made. Just look forward. Just look forward. Don't worry about that. JAKE-TAPPER-1-ABC# (Off-camera) Ah, the sounds of the Beastie Boys, and we remember Adam Yauch on this Sunday, but we're back here with our roundtable to talk about issues other than the Beastie Boys. George, the President kicked off his campaign yesterday

(DATUM 3)

Source information:

Date 1998 (19980712)

Publication information EDITORIAL; Pg. 25

Title U.S. politics flawed, not broken;

Author James R. Thompson

Source Corpus of Contemporary American English (COCA) , Chicago Sun-Times

Expanded context: " Buy American "

# Well, what do we make of all this? Is American politics becoming increasingly irrelevant to our lives in a global economy? # That's a legitimate question. After all, isn't Alan Greenspan really President Greenspan when it comes to monetary policy? What does it say about the American legislative process when Citicorp and Travelers announce a huge merger that is apparently illegal and then announce that they're going to Washington to get the law changed? # Now we have " transnational " corporations. Years ago, " Buy American " was an important political slogan. So what happens to " Buy American " when Daimler-Benz buys Chrysler? In these days of global production and wealth transfers -- where billions of dollars can be hurtled around the globe in seconds -- what do many of the monetary policies of individual nations matter? # And our government seems to be shrinking. Look at the burgeoning " public-private " partnerships that every political officeholder loves to announce. They stand shoulder to shoulder with people from the corporate community announcing " public-private partnerships. " That which the public.

(DATUM 4)

Source information:

Date 2012 (120411)

Title PBS NewsHour For April 11, 2012

Source Corpus of Contemporary American English (COCA), PBS\_NewsHour

Expanded context: hope and change

(sic) Sapienza explains how new water taps are bringing together communities once divided along ethnic lines. SELAY-KOUASSI-Mul: Water committees in the villages are a step forwards. They just need support now, to be backed by the government, to go ahead and give peace a chance. JUDY-WOODRUFF: That's all ahead on tonight's " NewsHour. " (BREAK) JUDY-WOODRUFF: The Obama and Romney campaigns opened their head-to-head battle for the presidency in earnest today. In public statements and advertising, they looked to shape their messages for the November election. MITT-ROMNEY-1R2,: The president's campaign slogan was, what, hope and change. I think that's changing now to, let's hope for a change. JUDY-WOODRUFF: For Mitt Romney and President Obama, this amounted to day one of the general election campaign. Rick Santorum's exit from the Republican race made Romney the party's presumptive nominee. And starting on FOX News this morning, he laid out his argument against the president. MITT-ROMNEY-: I think it is going to be watershed election for America. Will we remain a free and opportunity based

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