WACANA DESKRPSI DAN WACANA EKSPOSISI DALAM IKLAN KESEHATAN MEDIA CETAK

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ABSTRACT

Health adversisement discourse ini printed media is one of persuasive discourse. Eventhough this kind of discourse is included in persuasive discourse for advertising product and service, it can also use any kinds of discourse such as descriptive and expository discourse. The fungction roled by descriptive discourse and expository discourse in health advertisement discourse is elaborated in the article.

Key Words: health advertisement, descriptive discourse, expositional discourse, function.

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