

CONTENTS

APPROVAL	i
LEGALIZATION	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGEMENT	v
MOTTO AND DEDICATION PAGE	vi
ABSTRACT	vii
ABSTRAK	viii
CONTENTS	ix
LIST OF ABBREVIATION	xii
LIST OF DIAGRAM	xiii
LIST OF APPENDICES	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the research	1
1.2 Statement of problem	2
1.3 Research objective	3
1.4 Research Significance	4
1.5 Clarifications of Terms	4
1.6 Organization of the Paper	5
CHAPTER II LITERARY REVIEW	7
2.1 Language	7
2.2 Syntax	8
2.2.1 Sentence	9
2.2.2 Phrase	12

2.2.2.1 Noun Phrase	12
2.2.2.2 Verb Phrase	13
2.2.2.3 Prepositional Phrase	14
2.2.2.4 Adjective Phrase	14
2.2.2.5 Adverb Phrase	15
2.2.3 Clause.....	15
2.2.3.1 Type of Clause	16
2.2.3.1.1 Independent Clause	16
2.2.3.1.2 Verb Clause	16
2.2.3.1.3 Dependent Clause	18
2.3 Slogan.....	19
CHAPTER III RESEARCH METHOD	24
3.1 Research Design	24
3.2 Data	25
3.3 Source of Data	26
3.4 Technique of Collecting Data	27
3.5 Technique of Analyzing Data	27
3.6 Sample of Data	29
CHAPTER IV FINDINGS AND DISCUSSIONS.....	30
4.1. Phrase	30
4.1.1 Noun Phrase	31
4.1.2 Prepositional Phrase	46
4.2. Sentence.....	48
4.2.1 Declarative Sentence	48
4.2.2 Imperative Sentence	57

CHAPTER V CONCLUSIONS AND SUGGESTIONS	61
5.1 Conclusions	61
5.2 Suggestions	62
REFERENCES	63
APPENDIXS	65



LIST OF ABBREVIATION

Adj : Adjective

Adj P : Adjective Phrase

Adv : Adverb

Adv P : Adverb Phrase

Aux : Auxiliary

Conj : Conjunction

Det : Determiner

N : Noun

NP : Noun Phrase

PP : Prepositional Phrase

Prep : Prepositional Verb

Progress : Progress

Tense : Tense

V : Verb

Vgp : Verb Group

VP : Verb Phrase



LIST OF DIAGRAM

Diagram	Page
4.1.1.1 Tree diagram slogan “A Leader, For a Change”	31
4.1.1.2 Tree diagram slogan “The Better Man for a Better America”	32
4.1.1.3 Tree diagram slogan “Prosperity and progress”	33
4.1.1.4 Tree diagram slogan “Peace and Prosperity”	34
4.1.1.5 Tree diagram slogan “Cox and Cocktails”	35
4.1.1.6 Tree diagram slogan “A chicken in every pot and a car in every garage”	36
4.1.1.7 Tree diagram slogan “Reannexation of Texas and reoccupation of Oregon”	38
4.1.1.8 Tree diagram slogan “Ross for Boss”	39
4.1.1.9 Tree diagram slogan “Prosperity for America's families”	40
4.1.1.10 Tree diagram slogan “Compassionate conservatism”	41
4.1.1.11 Tree diagram slogan “Rejuvenated Republicanism”	42
4.1.1.12 Tree diagram slogan “Real plans for real people”	43
4.1.1.13 Tree diagram slogan “Reformer with results”	44
4.1.1.14 Tree diagram slogan “Country First”	45
4.1.2.1 Tree diagram slogan “For the future”	46
4.1.2.2 Tree diagram slogan “For President of the People”	47
4.2.1.1 Tree diagram slogan “Nixon's the One”	49
4.2.1.2 Tree diagram slogan “I like Ike”	51
4.2.1.3 Tree diagram slogan “He’s making us proud again”	52
4.2.1.4 Tree diagram slogan “America Needs a Change”	54
4.2.1.5 Tree diagram slogan “He kept us out of war”	56
4.2.2.1 Tree diagram slogan “Believe in America”	58
4.2.2.2 Tree diagram slogan “Keep cool with Coolidge”	59
4.2.2.3 Tree diagram slogan “Return to normalcy”	60