

ABSTRACT

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This study concerns the intended meaning and the frames which are used by the readers of the discourse in public notice at SMPN 1 Kamal. It is intended to (1) explain the intended meaning of discourse at SMPN 1 Kamal (2) identify the frames that are used by the readers to comprehend and interpret of the discourse in public notices at SMPN 1 Kamal. This study uses descriptive qualitative approach. The source of data is the public notices in SMPN 1 Kamal and the data is the words, phrase, and sentence which use english version. The writer and the questionnaire becomes the instrument. In collecting data, the writer uses content analysis method. The method of analyzing data is done interactively.

Based on the data analysis, it is found that the intended meaning of discourse in public notice at SMPN 1 Kamal is intended to give motivation to the students to change their bad habits and also make them to think great in reaching their ambitions. The second intended meaning is to teach the students to instill a sense of caring about the environment in themselves and strive to preserve and protect the earth. It is also revealed that some informants could understand the intended meaning of the public notices but some others could not interpret them. The informants who are able to comprehend the public notices have understood the key words or the frames that are used in each public notice. However, the informants are not able to comprehend the public notices because they do not understand the key words. Hence, it can be said that the informants do not have the frames. In addition, the informants could not understand the public notices because they have different social cultural backgrounds.

Keywords: Intended Meaning, Public Notice, Frames

TABLE OF CONTENTS

	Page
TITLE PAGE (OUTER COVER)	i
TITLE PAGE (INNER COVER)	ii
APPROVAL SHEET I	iii
APPROVAL SHEET II.....	iv
PRONOUNCEMENT OF THESIS ORIGINALITY	v
MOTTO	vi
DEDICATION.....	vii
AGREEMENT OF THESIS PUBLICATION.....	viii
ACKNOWLEDGEMENTS	ix
ABSTRACT.....	xii
TABLE OF CONTENTS	xiii
LIST OF TABLE	xv

CHAPTER I: INTRODUCTION

1.1 Background of the Study	1
1.2 Statement of the Research Problem	3
1.3 Objectives of the Study.....	3
1.4 Significance of the Study	4
1.5 Scope and Limitation of the Study.....	4

CHAPTER II: REVIEW OF RELATED LITERATURE

2.1 Discourse Analysis.....	6
2.2 Using general socio-cultural knowledge in interpreting discourse	7
2.2.1 Coherence in Discourse's Interpretation	8
2.2.1.1 Frames	9
2.2.1.2 Script	10
2.2.1.3 Scenario	11
2.2.1.4 Schemata	11
2.3 Hymes theory the situation of context	12
2.4 Previous studies.....	14

CHAPTER III : RESEARCH METHODOLOGY

3.1 Research Design.....	18
3.2 Source of Data and Data	19
3.4 Data Collection.....	20
3.5 Data Analysis	20

CHAPTER IV : FINDING AND DISCUSSION

4.1 The Intended Meaning and the Frames of the Public Notices	23
4.2 Discussions	24
4.2.1 The intended meaning of the public notices	20
4.2.2 The frames used by the informants to comprehend the intended meaning of Public Notices	40

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions	52
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5.2	Suggestions.....	53
	References	
	Appendix	

LIST OF TABLE

No.	Table	Page
Table 4.1	The frames used by the respondents	23