Ellipsis on Gadget Advertisements in T3 Magazine

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Abstract

This research aims at analyzing the ellipsis and its recoverability in T3 gadget magazine issued in December 2018 based on Swan's (1996) and Quirk's (1985) domains of ellipsis. This qualitative-descriptive research investigated 107 clauses found in the advertisement containing 509 ellipses. The data were gathered by close and careful reading and coded using a checklist table developed based on the domains of ellipsis. The research found that ellipsis type 2 (ellipsis structured with and, but and or) was dominant in the data as the omission aimed to avoid repetition and be concise. There were only 2 out of 14 ellipsis types which were absent, namely type 6 and 14. The ellipsis types that were being analyzed happened to have three types of recoverability, namely textual, structural, and situational recoverability. The majority of the data used textual recoverability or the recoverability parts are recovered by the other part within the clause or nearby clauses. This research discusses the interface between syntax and semantics that although the syntactic forms are changed through ellipsis, users can still recover the meanings.
Keywords: advertising language, ellipsis types, ellipsis recoverability

1. INTRODUCTION

Language is used to communicate effectively in a speech community. The choice of language is highly influenced by some social variables (Amrullah, 2016; Saraswati & Pasaribu, 2019; Pasaribu, 2017), such as the goals of communication and the modes of communication. One goal of communication is to persuade someone or groups to do something, which is called persuasion. Trimmer and Nancy (1984) stated that persuasion is a verbal communication to convince other people to change their point of view so they will believe in what people say. In another word, persuasion means that the person's idea, believe, and action is influenced or persuaded by others. The choice of language to achieve their aims can be found in advertisement. Lapanska (2006) added that advertisements can be a powerful tool to influence people on the promoted product. Literature (Doan, 2017; Lazovic, 2014; Permatasari & Yulia, 2016) added that companies express persuasive message through the use of linguistic features.

As one of the biggest markets around the world, the gadget companies promote their products through advertisement. They claim and promote their products as the best with the help of advertisements. T3 is a gadget magazine which is based in the United Kingdom. The target readers of this magazine are the people who seek new gadgets so that the content of this magazine is gadget advertisements. Moreover, the printed advertisements in this magazine also use photo illustration and selling word languages.

In order to attract the readers or customers' attention to buy and believe the company's product, the use the advertising language is very important. It is due to the fact that particular language can maximize the purpose of advertisement (Doan, 2017; Lapanska, 2006; Lazovic, 2014; Permatasari & Yulia, 2016). For Leech (1966, p. 71), effective advertisement is "short, simple, and well-known". Foster (2001, p. 3) states that successful advertisement is memorable, original, intentional, competitive and credible. According to Cook (2001, p. 3), "advertisement use fiction, wordplay, compressed story-telling, stylized acting, photography, cartoons, puns, and rhythms om ways which are often memorable, enjoyable and amusing."

The studies on linguistics and advertisements have focused on how these linguistic features convey persuasive messages. However, only few studies focus on one important aspect of advertising, called ellipsis. Goddard (1998, p. 123) said that ellipsis is an omission of structure parts used in spoken and written language to make the sentence more effective and shorter. According to Swan's theory (1996), there are fourteen types of ellipsis. In addition, there are three types of ellipsis recoverability (Quirk *et. al.*, 1985). As ellipsis takes important role to make the advertisement simpler and shorter, it is essential to further analyze the syntactic and recoverability types of ellipsis.

The role of ellipsis in advertising language is unique as it leaves out words without corrupting the persuasive messages. Hence, this research aimed to answer two research questions: 1) Which ellipsis types are employed in T3 Gadget Magazine December 2018 Edition? 2) Which ellipsis recoverability types are found in T3 Gadget Magazine December 2018 Edition? The focus of this study is to analyze ellipsis types and ellipsis recoverability in the advertisements which are found in T3 Gadget Magazine. The frameworks of ellipsis (Swan, 1996) and the ellipsis recoverability (Quirk, 1985) were used in analyzing the data.

2. LITERATURE REVIEW
2.1. Advertisement

The choice of language is highly influenced by a group of related situations in a speech community. The choice of linguistic features has been elaborated in humor (Pasaribu, 2016) and in classrooms (Pasaribu, 2017). Another interesting domain of language that should be explored is advertisement as it is abundant in this globalization era. The advertisement can be in the form of persuasive and informative form. As persuasive media, according to Bovee and Arens (1986), "Advertisement is the non-personal communication of information usually paid for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media." White (1988) said, "Advertisements are just one of many available tools to help a firm selling what it has to offer." Advertisements also become powerful tools to influence people to buy the promoted product (Lapsanaska, 2006, p.11). It means that, as a persuasive tool, advertisement is a media which takes important role to persuade the readers to buy the company's product.

Moreover, advertisement can be in an informative form. Goddard (1998) wrote that advertisements are forms of discourse which contribute to how we construct our identities. It means that advertisements help people to connect in the society. According to Durant and Lambrou (2009, p.93), advertisement contains some detailed information about the product so we can easily know plus and minus of the product that we want to buy. In a nutshell, as an informative tool, advertisement also gives the readers some message, ways to connect with the others, information about the product so that it can be noticed by them.

2.1. Ellipsis

The selling word deals with language styles of advertisements, according to Bovee and Arens (1985), should be simple, interesting, informative, entertaining, enjoyable, and helpful. Moreover, Grey (2008) differentiates the linguistic features of advertisements language styles into two parts namely lexical features and syntactic features. Lexical features use certain words to present more unique advertisements. Meanwhile, syntactic features are features that related to grammar and form of a sentence.

Ellipsis is one of the syntactic features of the language styles in the advertisements. The etymology of the term "ellipsis" is derived from the Greek "élleipsis" which means a falling short, defect, or omission." According to Goddard (1998), there is a subpart of omissions namely ellipsis. Ellipsis defines as "the omission part of structure." Moreover, as cited in Swan (1996), ellipsis is the left-out words to avoid repetition or in another case when the meaning can be understood without them. Swan identified fourteen types of ellipsis based on their grammatical conditions. These types are ellipsis on replies (type 1), ellipsis structured with and, but and or (type 2), ellipsis at the beginning of a sentence (type 3), ellipsis at the end of a noun phrase (type 4), ellipsis at the end of a verb phrase (type 5), ellipsis on infinitive (type 6), ellipsis on comparative structures with as and then (type 7), ellipsis on question word clauses (type 8), ellipsis on that and relative pronoun (type 9), ellipsis on reduced relative structure (type 10), ellipsis on be after conjunction (type 11), ellipsis on preposition (type 12), ellipsis on pronouns after prepositions (type 13), and ellipsis on abbreviated styles (type 14).

2.2. Recoverability

Ellipsis omits some parts from the sentence structure. However, the omitted parts are only interpretable if they are fully recoverable. One of the ellipsis recoverability is grammatical omission which requires verbatim recoverability. It means the actual words have to be precisely recovered. Verbatim recoverability is needed to make sure that the conveyed meaning by the sentence does not change during the elliptical process.

Ellipsis recoverability is used to interpret the omitted parts because of ellipsis without changing the meaning of sentences. As stated in Quirk et al. (1985) recoverability is divided into three types. There is situational, structural, and textual recoverability. Firstly, textual recoverability is recovering the omitted piece of clause by statement within text or neighboring clause. Then, structural recoverability uses the grammatical knowledge to recover the missing part of the clause. Lastly, situational recoverability uses the context that is carried out to recover the missing part of the clause.

3. RESEARCH METHODS

This study adopted qualitative-descriptive research in investigating the ellipsis types and recoverability types. Qualitative content analysis was used to explore the concepts of ellipsis. By using this method, the researchers identified the concepts of ellipsis and coded the data based on the concepts. The main data of this research were the advertisements for gadget written advertisements that were taken from T3 magazine issued in December 2018. The title of the magazine was Christmas Gift Guide: The 223 best tech buys of the year, from £10 to £18k. This research focused on the gadget advertisements sentences that advertise handphone/smartphone, laptop/ notebook/computer, tablet, Apple all series, camera, headphone/headset, and speaker only.

There were three steps of data gathering that were implemented in this research. The first step was selecting target data. To determine and analyze the data or ellipsis, the researchers conducted close reading and underlined the advertisements which contained ellipsis. Secondly, the researchers designed the checklist tables. Two tables were used to gather the data. The first table categorized the ellipsis types data based on Swan (1996). Meanwhile, the second table discussed ellipsis recoverability based on Quirk et al. (1985). In addition, we used Δ symbol as the mark of ellipsis cases. Since in a sentence there would be more than one ellipsis, so we used this sign ▲ to mark the focus of the discussion. The last step was listing and classifying the ellipsis and ellipsis recoverability cases which occurs in the T3 magazine based on the researcher's personal understanding and linguists' theories on the checklist.

Since this research focused on the ellipsis that was used in T3 gadget magazine written advertisements, we conducted several steps to do the data analysis. The first step was selecting the research problems that leads into the arrangement of two research questions. Then, we reviewed and collected the journals and theories to support the research. The theories that were used were the theory of advertising language by Bovee and Arens (1986), the theory of ellipsis types by Swan (1996), and the theory of recoverability by Quirk, et al. (1985). After that, we designed the research, collected the data, and classified them in the checklist tables based on the ellipsis types and recoverability. The next step is tabulating the

data The researchers tabulated the data to report percentages for each characteristic. Using this formula: $P = \Delta F/T \times 100\%$, where P is the percentage of ellipsis, ΔF is the frequency of type ellipsis, and T is total of ellipsis cases. The last step is interpreting the findings and stating conclusion which were done based on the reviewed literatures and the data gathered.

4. FINDINGS

There were two research questions in this research which were ellipsis and ellipsis recoverability.

4.1. Ellipsis Types

From 170 sentences data that had been collected, the researchers counted the occurence of each ellipsis type. There could be more than one ellipsis cases happened in one sentence. Therefore, there are 509 ellipsis cases out of 170 sentences.

Table: 1 Ellipsis Types

Type	Ellipsis	Total	Percentage
1.	Ellipsis on Replies	1	0.20%
2.	Ellipsis Structured with *and, but* and *or*	247	48.53%
3.	Ellipsis at the Beginning of a Sentence	49	9.63%
4.	Ellipsis on Noun Phrase	93	18.27%
5.	Ellipsis on Verb Phrase	17	3.34%
6.	Ellipsis on Infinitive	0	0%
7.	Ellipsis in Comparative Structures with *as* and *than*	7	1.38%
8.	Ellipsis on Question-Word Clauses	1	0.20%
9.	Ellipsis in that in Relative Pronouns	26	5.11%
10.	Ellipsis in Reduced Relative Structure	21	4.13%
11.	Ellipsis in *be* After Conjunctions	7	1.38%
12.	Ellipsis on Prepositions	39	7.66%
13.	Ellipsis in Pronoun After Preposition	1	0.20%
14.	Ellipsis on Abbreviated Styles	0	0%
	Total	509	100%

It was concluded from table 1 that ellipsis type 2 or ellipsis structured with and, but and or, was the most frequently used type with 247 out of 509 cases (48.53%) of the total data. It was followed by ellipsis type 4, ellipsis structured on noun phrase, with 93 out of 509 cases (18.27%) of the total data. After that, ellipsis type 3 or ellipsis at the beginning of a sentence was in the third position with 49 cases out of 509 cases (9.63%). The next position was type 12 or ellipsis on preposition with 39 cases out of 509 cases (7.66%). After that, ellipsis type 9 or ellipsis that in relative pronoun was in the fifth position with 26 cases out of 509 cases (5.11%). Then, the next type was type 10 ellipsis in reduced relative with 21 out of 509 cases or 4.13 %. It was followed by ellipsis type 5 that is ellipsis on verb phrase with 23 cases out of 509 cases (4.29%). Moreover, the eighth position happened in type 7 and 11 with 7 out of 509 cases or 1.38%. Lastly, the ellipsis type 1, 8, and 13 were in the last position with 1 out of 509 cases (0.20%).

4.2. Ellipsis Recoverability

Ellipsis occurs only when the missing parts are recoverable. The recoverability of the reduced word is classified into 3 groups, which are textual recoverability, situational recoverability and structural recoverability. The theory of the recoverability is taken from Quirk et al. (1985). The table below showed the results of the ellipsis recoverability:

Table: 2 Ellipsis Recoverability

Ellipsis Types	Textual		Structural		Situational	
	Total	%	Total	%	Total	%
1	1	0.20%	0	0.0%	0	0.0%
2	247	48.53%	0	0.0%	0	0.0%
3	3	0.59%	10	1.96%	36	7.07%
4	24	4.72%	7	1.38%	62	12.18%
5	1	0.20%	14	2.75%	2	0.39%
6	0	0.0%	0	0.0%	0	0.0%
7	4	0.79%	2	0.39%	1	0.20%
8	1	0.20%	0	0.0%	0	0.0%
9	0	0.0%	26	5.11%	0	0.0%
10	0	0.0%	21	4.13%	0	0.0%
11	0	0.0%	7	1.38%	0	0.0%
12	0	0.0%	39	7.66%	0	0.0%
13	1	0.20%	0	0.0%	0	0.0%
14	0	0.0%	0	0.0%	0	0.0%
Total	283	55.60%	125	24.56%	101	19.84%

Table 2 contained the percentage of ellipsis recoverability of each type. It implied that some of the ellipsis types happened to experience a specific type of recoverability. Situational recoverability dominated the data results because advertisements used visual and other supporting elements to promote the products.

Then, it was followed by structural recoverability where the omitted parts are recovered from the knowledge of grammatical structures. According to the data, all of the ellipsis type 9, 10, 11, and 12 had this structural recoverability. Structural recoverability was dominated by ellipsis type 2. The last position was the situational recoverability where the ellipted body copy lines were commonly found on the other parts of advertisement such as the visuals, sub headlines, or headlines. Structural recoverability happened in ellipsis type 3, 4, 5, 7, 10, and 13.

5. DISCUSSION
Each type mentioned in the findings would be further discussed in this section together with the example each type.

1)   Type 1 (Ellipsis on Replies)

Ellipsis on replies belongs to ellipsis type 1. According to Swan (1996), ellipsis on replies was often implemented to avoid repeating information that has just been given. The

sample given below was used to make the clause simpler without repeating the known information. Here is the sample of ellipsis type 1:

Table: 3 Ellipsis Type 1

Page	With Ellipsis	Without Ellipsis
27	Δ You been good this year? We hope so, ▲ because Santa's on his way with a sack full of gadgets, from mesmerising gaming and Δ TV tech, to super-smart toys, Δ powerful audio, Δ exhilarating off-road rides and Δ red-letter day experiences. **(1)**	**Have** you been good this year? We hope so, *that you have been good this year* because Santa's on his way with a sack full of gadgets, from mesmerising gaming and **mesmerising** TV tech, to super-smart toys, **to** powerful audio, **to** exhilarating off-road rides and **to** red-letter day experiences. **(1a)**

The ellipted part happened right after the adverb *so*. As cited in Bouton (1970), the conjunction so includes in the anaphoric adverb where the reference is in a previous clause. This statement was also illustrated in (1a), where so was used to substitute the preceding clause which was have you been good this year. In addition, in the sample (1a) there were changes in the word order. The changes happened because the first sentence was in a question form meanwhile in the second sentence was in a positive form. Therefore, the changes were the subject and predicate position which was from have you been to you have been. In this case, the mechanical reduction without changing meaning occurred for language economy (Mkhitaryan & Kostanian, 2017). The ellipted form was used to make the reply became effective and to avoid repetition. Furthermore, this study is in agreement with Darweesh (2014) that the ellipsis is used to focus on more important information in the adverbial clause "because Santa's on his way with a sack full of gadgets, from mesmerising gaming and TV tech, to super-smart toys, powerful audio, exhilarating off-road rides and red-letter day experiences."

2)   Type 2 (Ellipsis Structured with and, but and or)
This section discusses the ellipsis in the form of subject pronoun. Here is the sample of the conjunction and that is used to connect certain pronouns:

Table: 4 Ellipsis Types 2

Page	With Ellipsis	Without Ellipsis
107	They pause automatically when you take them off, last ages, and ▲ sound absolutely fantastic. **(2)**	They pause automatically when you take them off, last ages, and **they** sound absolutely fantastic. **(2a)**

From the table above, the omitted pronoun was they which indicated subject pronoun. The reduction of pronoun occurs because the reference is supplied by the context (Mkhitaryan & Kostanian, 2017). Ellipsis was implemented to make the clauses simpler and make the readers able to understand the main topic of the advertisement easily.

3)   Type 3 (Ellipsis at the Beginning of a Sentence)

The sample below was the omitted auxiliary verb at the beginning of a sentence. According to Swan (1996), auxiliary verbs can be left out before personal pronouns except I and it.

Table: 5 Ellipsis Type 3

Page	With Ellipsis	Without Ellipsis
23	▲ you ready to tune into your surroundings? **(3)**	**Are you** ready to tune into your surroundings? **(3a)**

There was an omitted auxiliary verb are before a personal pronoun you. The auxiliary verb at the beginning of the sentence was left out because it was not stressed. However, we needed this auxiliary verb to make the question sentence grammatically correct.

4)   Type 4 (Ellipsis on Noun Phrases)

Swan (1996) stated that the omitted noun or noun phrase could be also found in a superlative adjective. Here is the sample of noun phrase ellipsis cases that occurred after a superlative adjective:

Table: 6 Ellipsis Type 4

Page	With Ellipsis	Without Ellipsis
108	This isn't the newest ▲, but at the prices Δ Δ you can now find it for, Δ it's ideal. **(32)**	This isn't the newest *phone*, but at the prices **of this OnePlus 5T phone** you can now find it for, **that** it's ideal. **(32a)**

The focus of this discussion was the omission of the noun phrase phone after the superlative adjective newest. This ellipted form happened because it avoided ineffectiveness. To make it effective, the last word phone was ellipted because it was clear and understandable.

5)   Type 5 (Ellipsis on Verb Phrase)

Here are the samples of verb phrases ellipsis cases that ellipted main verbs in the simple sentence:

Table: 7 Ellipsis Type 5

Page	With Ellipsis	Without Ellipsis
76	DJ headphones ▲ with Bluetooth wireless technology **(42)**	DJ headphones **comes** with Bluetooth wireless technology. **(42a)**

There was omission of the verb comes that made this sample became ambiguous if the readers did not look at the visuals, headline, and contextual meaning. The advertisement's context talked about the Bluetooth feature which owned by DJ headphone. So, it is concluded that the main verb which was suitable was comes. In addition, it also made the clause become ungrammatical because there was no verb there. The ellipsis might happen to shorten the advertisement but still made it eye catching.

6)   Type 7 (Ellipsis in Comparative Structures with as and than)
This section discussed ellipsis cases that occurred on comparative structures. It included the word omission after as and than. Moreover, the focus of this discussion is ellipsis in a comparative structure with as. As cited in Azar (2006), as + adjective/adverb + as is used to say or to make the two parts of comparisons are equal or same in some way.

Table: 8 Ellipsis Type 7

Page	With Ellipsis	Without Ellipsis
16	It can take Leica M lenses, and Δ has controls for shutter speed and Δ ISO, as well as a small OLED screen ▲, with a dial for checking Δ and Δ tweaking settings. (45)	It can take Leica M lenses, and it **has controls for shutter speed and** for **ISO, as well as a small OLED screen** to take Leica M lenses and control for shutter speed and for ISO, **with a dial for checking** settings **and** for **tweaking settings.** (45a)

        This advertising body copy used as … as to say the same comparison between Pixii camera and small OLED screen. The advertiser wanted to convince the readers that it (which referred to Pixii camera) is as well as small OLED screen to take Leica M lenses and control for shutter speed and ISO. However, the verb phrase to take Leica M lenses and control for shutter speed and for ISO, which was used to complete the noun phrase small OLED screen, after the second as was ellipted. It was possible to be done because with its absence, the clause's meaning remained understandable. It was also done to avoid unnecessary repetition and increased the clause effectiveness.

7)   Type 8 (Ellipsis on Question-Word Clauses)
If the meaning is clear, clause can be dropped after a question word (what, when, where, why, who, or how). In the sample below, we can see that an ellipsis happens in the question word clauses.

Table: 9 Ellipsis Type 8

Page	With Ellipsis	Without Ellipsis
42	Tech can help you elevate your health, tune your healthy life, blast unwanted fat and achieve your fitness goals by exploring the outdoors whatever the weather Δ; Here's how... ▲ (47)	Tech can help you elevate your health, tune your healthy life, blast unwanted fat and achieve your fitness goals by exploring the outdoors whatever the weather **is**; Here's how **tech can help you elevate your health, blast unwanted fat and achieve your fitness goals by exploring the outdoors whatever the weather is.** (47a)

As stated in Swan (1995), clauses can be dropped after question words. The sentence tech can help you elevate your health, blast unwanted fat and achieve your fitness goals by exploring the outdoors whatever the weather is after the question word how supposed to be added to make the sentence complete. However, the omission of this clause did not affect the meaning of the whole clause and the meaning was left understandable. The other reason was the economic reason. This omitted clause was quite long so the ellipsis was needed to save money and space.

8) Type 9 (Ellipsis in that and Relative Pronouns)
When that connects verbs such as think, say, know, agree, and claim, the word can be left out in order to make the sentence effective. It is done when the meaning remains clear. Here is the sample of ellipsis that and relative pronouns in a certain verb.

Table: 10 Ellipsis Type 9

Page	With Ellipsis	Without Ellipsis
16	The Pixii takes digital snaps (the size of the sensor hasn't been revealed yet, but Pixii says ▲ it will have a high dynamic range Δ Δ and Δ ISO from 100 to 6400) and Δ beams them straight to your phone. **(48)**	The Pixii takes digital snaps (the size of the sensor hasn't been revealed yet, but Pixii says *that* **it will have a high dynamic range** of sensor **and** it will have **ISO from 100 to 6400) and** the Pixii **beams them straight to your phone.** **(48a)**

From the sample above, there were several types of ellipsis occurred in the sample. However, this section focused on the word omission that after the verb says. The word that was supposed to be added to make the sentence complete. However, the omission of that in this clause did not affect the meaning of the whole clause because the omission was done to simplify the clause (Lazovic, 2014) and to make it memorable.

9) Type 10 (Ellipsis in Reduced Relative Structure)
Relative pronouns and the verb be that follows were dropped in some cases. The omission of the relative structure should not make the whole clause became ambiguous. The reduced relative structure clause may happen in participle, progressive, and adjective forms. Here is the sample of an ellipsis in the reduced relative structure in the participle form.

Table: 11 Ellipsis Types 10

Page	With Ellipsis	Without Ellipsis
17	They can soundtrack their workouts with the sweatproof Uprise wireless earphones, ▲ made from recycled natural wood. **(50)**	They can soundtrack their workouts with the sweatproof Uprise wireless earphones, **which are** made from recycled natural wood. **(50a)**

The complete form of this sentence used a participle form. To make the participle sentence complete, the relative structure that are should be added before the verb made in order to

connect 2 clauses. Moreover, according to Azar (2002), we may delete the relative pronoun and the be verb if they are followed by a participle form.

10)   Type 11 (Ellipsis in be After Conjunctions)
According to Swan, subject pronouns with forms of be can be left out after a certain conjunction. Here is the sample of an ellipsis in be after a conjunction:

Table: 12 Ellipsis Type 11

Page	With Ellipsis	Without Ellipsis
50	When ▲ paired with the optional FTZ mount adapter. **(53)**	When **it is** paired with the optional FTZ mount adapter. **(53a)**

The subject pronoun it and the verb be *is* were ellipted after the conjunction when because it remained understandable. This ellipsis occurs because of the principle of language economy (Mkhitaryan & Kostanian, 2017). The subject pronoun it indicated the Nikon Z series camera. Meanwhile the verb is was used to link the subject and verb paired to make a participle form. However, it made the sentence become ungrammatical. To make it grammatically correct, the S-V clause it is should be added before the verb paired. In line with Darweesh (2014), the occurance of ellipsis is used to focus on more important information in the advertisement, that is "FTZ mount adapter".

11)   Ellipsis on Preposition
According to Azar (2002), prepositions basically refer to words that specify or connect the people, objects, locations, or time. The sample given below is the omission of preposition used to give detail information about the specific time. Here is the sample of an ellipsis on a preposition only:

Table: 13 Ellipsis Type 12

Page	With Ellipsis	Without Ellipsis
50	Δ Lines open ▲ Monday-Friday ▲ 8am to 7pm and Δ Saturday Δ **10am to 2pm (GMT)** **(53)**	**The order** lines open on **Monday-Friday** from **8am to 7pm and** on **Saturday** from **10am to 2pm (GMT)** **(53a)**

The focus of this discussion was in the prepositions on before Monday-Friday and preposition from before 8 am to 7 pm. Swan's (1996) theory stated that prepositions of time could be left. Both prepositions on and from belong to prepositions of time so it could be left out. In line with Mkhitaryan and Kostanian (2017), the ellipsis happened because the meaning was clear (talked about time) and was supplied by the context.

12) Type 13 (Ellipsis in Pronoun after Preposition)

In order to form a prepositional phrase, the ellipsis type 13 can be placed after the ellipsis type 12. Sample above is the sample of an ellipsis pronoun after the omitted preposition. Here is the sample of the ellipsis type 12 and 13 at once:

Table: 14 Ellipsis Type 13

Page	With Ellipsis	Without Ellipsis
76	This blend of KEF's traditional audiophile instincts with comfortable contemporary styling is a fantastic product, Δ great value, and Δ the best in-ear headphones, pound for pound, that you can get Δ ▲. **(55)**	**This blend of KEF's traditional audiophile instincts with comfortable contemporary styling is a fantastic product,** is a **great value, and** is **the best in-ear headphones, pound for pound, that you can get** from it. **(55a)**

There were some ellipsis types occurred within sample above. However, the focus of this discussion was ellipsis on pronouns after prepositions. The ellipted part was in the possessive pronoun it before the preposition from. The researchers added the possessive pronoun it to give clearer meaning. The omission of the possessive pronoun was done to shorten the clause and make the clause became more effective as the interpretation of meaning is given by the context (Mkhitaryan & Kostanian, 2017).

B.   Types of Recoverability

Ellipsis occurs only when the missing parts are recoverable. The recoverability of the reduced word is classified into 3 groups, which are textual recoverability, situational recoverability and structural recoverability.

1)   Textual Recoverability

All of ellipsis type 2, ellipsis structured with and, or, and but, used textual recoverability. Ellipsis type 2 had textual recoverability because the omitted parts of the clauses are recovered by the former or later part within the clause or nearby clauses.

Table: 15 Textual Recoverability

Page	With Ellipsis	Without Ellipsis	Anaphoric	Cataphoric
19	It has motion ▲ and ▲ sound detection **(59)**	It has motion **detection** and **it has** sound detection **(59a)**	✓	✓

As it was seen from table above, ellipsis type 2 has both anaphoric and cataphoric references. The anaphoric reference was in the words it has. It has anaphoric reference because the reference to the omitted words has been stated formerly. Meanwhile, the cataphoric reference was in the word detection. It has cataphoric reference because the omitted word has been stated later. The interface between syntax and semantics is seen as there is reduction of forms (Mkhitaryan & Kostanian, 2017) for language economy and focus (Darweesh, 2014), but the meaning is clear as it is supplied by the other parts in the clauses.

2)   Structural Recoverability

Structural recoverability is a case where the omitted words are recovered from the knowledge of grammatical structures. It does not have any relation to the context or other features of the taglines.

Table: 16 Structural Recoverability

Page	With Ellipsis	Without Ellipsis
23	▲ You ready to tune into your surroundings? **(67)**	**Are** you ready to tune into your surroundings? **(67a)**

Table above contained structural recoverability from ellipsis type 3. The sample had a missing verb copula *are*. The information was not found within the clause, neither through contextual comprehension. It was structural recoverability because the uncorrupted form of the clause could be understood by the comprehension of the sentence structure (Chen, 2016), where auxiliary verb are needed to be added before the personal pronoun you if we wanted to make a question word to make the sentence complete and correct. However, this omission happens without creating confusion due to the language users' ability to jump into conclusion that the clause is an interrogative clause.

3)   Situational Recoverability

In situational recoverability, the omitted words are recoverable from extra linguistic features. The omitted words can be explained by visuals or contextual comprehension.

Table: 17 Situational Recoverability

Page	With Ellipsis	Without Ellipsis
2	▲ The biggest small music system. **(77)**	**KEF LS50 Wireless is** the biggest small music system **(77a)**

Most of ellipsis type 3 type cases had situational recoverability because the subject and the verb tended to be placed out of the clauses. The subject of the sample, KEF LS50 Wireless was recovered from the logo and visuals of the advertisement and the verb *is* was needed to link the subject and the noun phrase. The analysed clause was a part of the advertisement's tagline or headline and the meaning is predictable as situational context help audience identify meanings of the ellipted clauses (Chen, 2016). The ellipsis in the advertisement can be recovered through the extra linguistic features in the advertisements.

6. CONCLUSION

Although this research is conducted within its limitations in scope and depth, some findings are noteworthy. After analyzing 509 cases of ellipsis out of 170 data, the majority of samples had ellipsis type two *or ellipsis structured with and, but, and or*. The omissions were done to avoid unnecessary repetitions and make the sentence effective. It was due to the

characteristic of the advertisements sentences that used short and simple sentences. Furthermore, there were two of ellipsis types, ellipsis type 6 or *in infinitive verb* and ellipsis type 14 or *ellipsis on abbreviated styles*, that were absent from the data samples. The second goal is to find the ellipsis recoverability by using the theory from Quirk et al. (1985). Most of the cases were recoverable through textual recoverability. The omitted parts of the clauses are recovered by the former or later part within the clause or nearby clauses. Textual recoverability was dominated by ellipsis type 2 because the missing parts of ellipsis type 2 were always stated within the clauses or in the neighbouring clauses. Then, it was followed by structural recoverability where the omitted parts are recovered from the knowledge of grammatical structures. According to the data, all of the ellipsis type 9, 10, 11, and 12 had this structural recoverability. The last one was the situational recoverability where the omitted words can be explained by visuals or contextual comprehension. Situational recoverability can be found from data with ellipsis type 3, 4, 5, and 7. The researchers recommend future researchers to conduct and develop more advanced studies on ellipsis. Future researchers can elaborate a research about ellipsis in other kind of magazines, such as beauty magazines, fashion magazines, health magazines, or automotive magazines.

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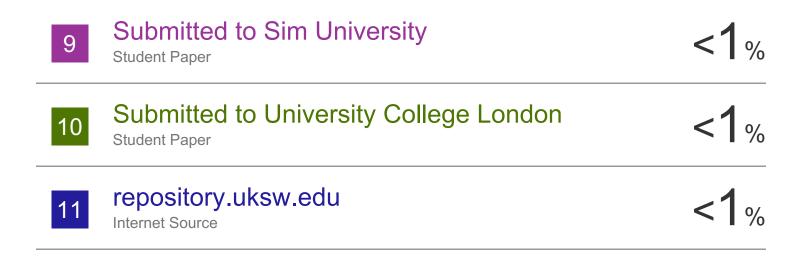
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Elipsis