



It was found that informative headlines occurred the most in tourism advertisement whereas the headlines with cluster of functions occurred relatively high as the second most. Declaring headlines occurred the third most. Provoking and promising headlines occurred relatively low. Commanding headlines occurred the least.

With respect to grammatical forms occurred in each communicative function, it was found that independent clause elements realised the most in declaring function ; imperative clauses realised the most in commanding function ; independent clause elements realised the most in informing function ; affirmative clauses realised the most in provoking function ; independent also realised the most in promising function and affirmative clauses realised the most in the category of cluster function.

The chi-square test indicated that there was a statistical significant relationship between tourism fields and communicative functions but not between communicative functions and grammatical forms.

The study will be of useful to a study on advertisement headlines and can be applied in teaching English for specific purposes (ESP) or English language teaching (ELT) in general.