

## ABSTRACT

Radio advertisements are very much part and parcel of our daily lives. Radio is ubiquitous and free. Technology has come a long way as radio is also available to its listeners via the Internet and even on television. Owing to the flexibility and availability of radio, radio advertisements increase the selling power of products, services and so on. Literary devices are not restricted to literary materials. They can be found in non literary materials such as advertisements. For the purpose of this research, two radio stations, hitz.fm and mix fm were identified as they share similar target audiences. Advertisements from both radio stations were recorded. After a few methods of elimination, the remaining 30 radio advertisements were analysed. Three aspects were investigated. Firstly, evidence was presented on the existence of literary devices in Malaysian radio advertisements. Next, the frequency of certain vocabulary was analysed. Finally, the frequency of verbs and adjectives found were compared to the findings of Leech (1966). This research showed that there are literary devices in Malaysian radio advertisements. It also provided a detailed breakdown on the frequency of usage of verbs, adjectives and certain words identified by the researcher that can be found in the data. Although there are similarities, most of the frequently used verbs and adjectives are different from those listed by Leech (1966).

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Iklan-iklan radio adalah sebahagian daripada kehidupan seharian kita. Radio boleh diguna dimana-mana dan adalah percuma. Teknologi telah berkembang kerana radio juga boleh didapati untuk pendengar-pendengarnya di Internet dan juga di television. Iklan radio meningkatkan kuasa jualan produk, perkhidmatan dan sebagainya kerana ia senang digunakan. Alat-alat kesusasteraan tidak dihadkan kepada bahan kesusasteraan. Untuk tujuan penyelidikan ini, dua stesen radio, hitz.fm dan mix fm telah dikenal pasti kerana mereka berkongsi sasaran pasaran yang hampir sama. Iklan-iklan daripada kedua-dua stesen-stesen radio telah direkodkan. Selepas mengaplikasikan beberapa kaedah eliminasi, 30 iklan dikekalkan untuk dianalisis. Tiga aspek telah disiasat. Mula-mula, bukti telah dibentangkan pada kewujudan alat-alat sastera dalam iklan-iklan radio Malaysia. Kedua, frekuensi perbendaharaan kata tertentu telah dianalisis. Akhirnya, frekuensi kata kerja dan kata-kata sifat yang didapati telah diperbandingkan dengan penemuan Leech (1966). Penyelidikan ini menunjukkan bahawa terdapat alat-alat sastera dalam iklan-iklan radio Malaysia. Penyelidikan ini juga menyediakan huraian terperinci mengenai frekuensi penggunaan kata kerja, kata-kata sifat dan perkataan tertentu yang dikenal pasti oleh penyelidik yang boleh dijumpai di data. Walaupun terdapat persamaan, kebanyakan daripada kata kerja dan kata-kata sifat yang kerap digunakan adalah berlainan daripada yang disenaraikan oleh Leech (1966).

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