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).
ACKNOWLEDGEMENTS

Words alone cannot express my heartfelt gratitude and sincere thankfulness to those who have assisted me. Firstly, I would like to thank God for His graciousness and mercy for helping me throughout my dissertation. I could not have finished this journey were it not for Him.

My special thanks to my supervisor, Dr. Devikamani Menon whose constant guidance and patience enabled me to complete this dissertation. I will be forever grateful for all that she has done.

I wish to thank my mother Esther Jayaraj, my husband Reegan Solomon and my daughter Abbgail Christy for their love, understanding and sacrifices. I would also like to thank my family Gerald, Emily and Elroy for their support.

All of their presence have comforted me and provided me with a fountain of strength for which I am eternally grateful. The encouragement and inspiration that they have given has been a consistent source of motivation.