

TABLE OF CONTENTS

CHAPTER	CONTENTS	PAGE
	ORIGINAL LITERARY WORK DECLARATION	ii
	ABSTRACT	iii
	ABSTRAK	iv
	ACKNOWLEDGEMENTS	v
	TABLE OF CONTENTS	vi
	LIST OF FIGURES	x
	LIST OF TABLES	xi
I	INTRODUCTION	1
	1.0 Introduction	1
	1.1 The Language of Advertising	2
	1.2 Statement of the Problem	6
	1.3 Significance of the Study	6
	1.4 Purpose of the Study	8
	1.5 Research Questions	9
	1.6 Scope and Limitations of the Study	9
	1.7 Conclusion	10

II	LITERATURE REVIEW	11
2.0	Introduction	11
2.1	The English Language and Literature in Malaysia	12
2.2	Characteristics of Radio	14
2.3	Advertising in Malaysia	16
2.4	Radio in Malaysia	18
2.5	Radio Advertisements	21
2.6	Language and Radio Advertisements	21
2.7	Language, Literature and Advertising	22
2.8	Literary Devices	24
2.8.1	Alliteration	24
2.8.2	Pun	25
2.8.3	Parallelism	25
2.8.4	Personification	25
2.8.5	Euphemism	25
2.8.6	Allusion	26
2.8.7	Metaphor	26
2.8.8	Simile	26
2.8.9	Hyperbole	27
2.8.10	Ambiguity	27
2.8.11	Onomatopoeia	27
2.8.12	Antithesis	27
2.8.13	Connotation and Denotation	27
2.8.14	Repetition	28
2.9	Conclusion	28

III	METHODOLOGY	29
	3.0 Introduction	29
	3.1 The Data	29
	3.1.1 Rationale for Data Source	30
	3.2 Data Collection	31
	3.3 Data Analysis	33
	3.3.1 Phase One of Data Analysis	33
	3.3.2 Phase Two of Data Analysis	33
	3.3.3 Phase Three of Data Analysis	34
	3.4 Conclusion	34
IV	FINDINGS AND DISCUSSION	35
	4.0 Introduction	35
	4.1 Results and Findings for Phase One of Data Analysis	35
	4.1.1 Literary Devices Used in Advertisements	35
	4.1.1.1 Alliteration	36
	a) Double Alliteration	36
	b) Multiple Alliteration	38
	4.1.1.2 Pun	41
	4.1.1.3 Parallelism	44
	4.1.1.4 Personification	50
	4.1.1.5 Euphemism	53
	4.1.1.6 Allusion	54
	4.1.1.7 Metaphor	57
	4.1.1.8 Simile	63
	4.1.1.9 Hyperbole	65

	4.1.1.10 Ambiguity	70
	4.1.1.11 Onomatopoeia	71
	4.1.1.12 Antithesis	72
	4.1.1.13 Connotation and Denotation	74
	4.1.1.14 Repetition	74
	4.2 Results and Findings for Phase Two of Data Analysis	77
	4.2.1 Frequency of Words	77
	4.3 Results and Findings for Phase Three of Data Analysis	81
	4.4 Conclusion	84
V	CONCLUSION	85
	5.0 Introduction	85
	5.1 Summary of Findings	85
	5.1.1 Research Question One and Two	85
	5.1.2 Research Question Three	87
	5.1.3 Research Question Four	88
	5.2 Recommendations for Future Research	89
	REFERENCES	91
	APPENDIX A	96
	APPENDIX B	128

LIST OF FIGURES

FIGURE	TITLE	PAGE
2.1	Radio Advertising Spending Trend	19
4.1	Frequency of Adjectives (≥ 2)	78
4.2(a)	Frequency of Verbs	79
4.2(b)	Frequency of Verbs	79
4.3	Frequency of Selected Words	81

LIST OF TABLES

TABLE	TITLE	PAGE
2.1	Principles in the Malaysian Code of Advertising	
	Practice	17
2.2	Channel Weekly Audience Reach	20
3.1	List of Radio Stations in Malaysia and the Language	
	Medium Used	30
4.1	Repetition of brand (Rx) and Product Name (Ry)	75
4.2	Selected Words for Analysis	80
4.3	Distribution of Verbs Based on Leech's (1966)	
	Findings	82
4.4	Distribution of Adjectives Based on Leech's (1966)	
	Findings	83