

## **CHAPTER 4**

### **FINDINGS AND DISCUSSION**

#### **4.0 Introduction**

The findings of the analysis conducted on the advertisements are discussed in this chapter. As mentioned in the previous chapter, the data is divided into two categories. The first category consists of data collected from mid 2006 to mid 2007.

The analysis is divided into three sections. The first section describes the usage of literary devices in the data, for instance, the use of alliteration, repetition, pun, hyperbole and other literary devices discussed in Chapter 2. The second section lists recurrent words and phrases found in the data. Only the frequency of verbs, phrasal verbs, adjectives and selected words were examined. The selected words were chosen due to their frequency of occurrence. In the third section, a comparison is made between the findings of this research with that of Leech (1966) on the frequency of verbs and adjectives.

#### **4.1 Results and Findings for Phase One of Data Analysis**

The findings in this phase are related to the occurrence and usage of literary devices in the data analysed.

##### **4.1.1 Literary devices used in advertisements**

Advertisements play a major role in our everyday lives, affecting us in a conscious or subconscious way. The approach used to achieve its purpose varies from advertisement to advertisement. Images, language, music and sound effects are but a few components

used in creating an advertisement. In our daily conversations we are apt to using idioms and proverbs. However, we are usually conscious of its usage. In advertisements various literary devices are at play. To the listener who does not possess any knowledge of literary devices, these subtle but essential devices go unnoticed. Based on the analysis of the advertisements acquired, the researcher found the usage of 14 common literary devices. Excerpts from the advertisements pertaining to the literary devices are shown as examples. Refer to Appendix B for advertisements.

#### **4.1.1.1 Alliteration**

Alliteration refers to the repetition of the same sound at the beginning of several words which are near one another. This device is divided into two categories; double alliteration and multiple alliteration.

##### **a) Double Alliteration**

Double alliteration occurs when a consonant is repeated at two points or rather at the beginning of two words that are near each other.

Examples 1, 2, 3 and 4: Advertisement 1

Man Voice Over:

A delicious fish fillet, cheese and creamy dill dressing in a long sesame seed bun

Four forms of double alliteration is seen in this advertisement. The consonants /f/, /c/, /d/ and /s/ are alliterated using double alliteration.

Example 5: Advertisement 5

Woman Singing:

I love to live in Putra Heights

Alliteration of the initial consonant /l/ is used.

Example 6: Advertisement 5

Woman Singing:

Where the songbirds sing, and I can dream

Alliteration of the initial consonant/s/ is employed.

Example 7: Advertisement 9

Man Voice Over:

Don't let the price of petrol cramp your lifestyle

Alliteration of the initial consonant /p/ is applied.

Example 8: Advertisement 19

Woman 1:

You know I lost 2 inches off my waist by zap zapping

Alliteration of the initial consonant /z/ is found in this advertisement.

Example 9: Advertisement 19

Woman Voice Over:

Osim uZap celebrates women of confidence this International Women's Day

Alliteration of the initial consonant /c/ is used.

Example 10: Advertisement 19

Woman Voice Over:

Shape up, slim down to a confident you

Alliteration of the initial consonant /s/ is used.

Example 11: Advertisement 20

Man Voice Over:

So, your child gets all the goodness he needs including DHA, Taurin, Iron, Calcium and more

In this advertisement, alliteration of the initial consonant /g/ is at play.

Example 12: Advertisement 22

Man Voice Over:

With a stylish spacious interior and a 2 litre iV-Tech engine, the Honda CRV

Alliteration of the initial consonant /s/ is utilised.

Example 13: Advertisement 23

Mate:

Hey Cap! I'm blasting away the scum that is stuck on the bottom of the boat!

Alliteration of the initial consonant /s/ is found in this advertisement.

**b) Multiple Alliteration**

Multiple alliteration is, as its name suggests, when alliteration occurs involving more than two occurrences. It gives the sentence a stronger rhythmic effect than double alliteration.

Example 1: Advertisement 1

Man Voice Over:

A delicious fish fillet, cheese and creamy dill dressing in a long sesame seed bun

In the midst of double alliterations as presented in the previous subsection, multiple alliteration of the initial consonant /d/ is also found in this sentence.

Example 2: Advertisement 5

Woman Singing:

Where the grass grows green, life is fresh and clean

Alliteration of the initial consonant /g/ is evident.

Example 3: Advertisement 8

Man:

I think she is speechless. Ivy won simply by spending thirty Ringgit or more using her Hong Leong Credit Card.

Alliteration of the initial consonant /s/ is apparent.

Example 4: Advertisement 12

Man Voice Over:

It's Carrefour's 12<sup>th</sup> Anniversary SaleAbration with great savings storewide and a chance to win two hundred and fifty thousand Ringgit in prizes

Alliteration of the initial consonant /s/ is evident in this advertisement.

Example 5: Advertisement 13

Mr Tan:

What a wipe out. Whoa!

Alliteration occurs with the repetition of the initial consonant /w/.

Example 6: Advertisement 13

Female Announcer:

Sounds like you spend a lot of time with your kids. What's the secret?

Alliteration of the initial consonant /s/ is seen in this excerpt of advertisement 13.

Example 7: Advertisement 13

Mr Tan:

Three words, Sunway Lagoon Theme Park. Kids love and they love me for taking them

Alliteration of the initial consonant /t/ is obvious here.

Example 8: Advertisement 19

Woman Voice Over:

With patented twin power Osim motion, uZap takes inches off your tummy, buttocks  
and thigs

Alliteration of the initial consonant /t/ is used.

Example 9: Advertisement 20

Man Voice Over:

As a parent, you take all the necessary precautions to protect your child

Alliteration of the initial consonant /p/ is employed.

Example 10: Advertisement 21

Husband:

Climate control. Checked.

Alliteration of the initial consonant /c/ is apparent.

Example 11: Advertisement 23

Mate:

Hey Cap! I'm blasting away the scum that is stuck on the bottom of the boat!

Alliteration of the initial consonant /b/ is used in this advertisement.

Example 12: Advertisement 26

Man Voice Over:

It is sensational, startling, staggering and swift. It is Suzuki Swift.

Alliteration of the initial consonant /s/ is employed.

Example 13: Advertisement 28

Dentist:

If you experience a short sharp pain when you have cold drinks, you are suffering from sensitive teeth, which is why you need Sensodyne.

Alliteration of the initial consonant /s/ is apparent.

Example 14: Advertisement 29

Man Voice-Over:

Reload fifty ringgit with DiGi Prepaid and win a Perodua Viva every day in DiGi's fifty cars, fifty days giveaway, for the fiftieth Merdeka. The fifty cars, fifty days giveaway ends thirtieth June.

In this advertisement, alliteration of the initial consonant /f/ is used.

#### 4.1.1.2 Pun

The usage of a word in two different meanings or sound leading to two different interpretations of a sentence refers to a literary device known as pun.

Example 1: Advertisement 2

Man Voice Over:

Michelin. A better way forward.

Here the word forward casts two different meanings. Firstly, as Michelin is a brand for tyres, forward could mean to move towards the front, as in tyres moving. It could also mean forward as in to the future. This would imply that if you are a person who is forward thinking, you would use Michelin tyres as the better way into the future.

#### Example 2: Advertisement 4

Woman:

Welcome to Tack Radio, your guide to latest innovations. So, what's up today, Mike?

Mike:

Actually, it's what's cool. Panasonic has two new air conditioners.

Cool has many meanings. In this advertisement, the first meaning refers to what is excellent or impressive. The second meaning relates to air conditioners, as in being fairly cold, not too warm nor too hot.

#### Example 3: Advertisement 4

Man Voice Over:

Panasonic. Ideas for life.

Pun is used to convey two different interpretations. Panasonic provides ideas for life as in for daily living. It could also mean Panasonic provides ideas for life, the span of time between birth and death, the period of existence.

#### Example 4: Advertisement 6

Woman:

Sunkist. Only sun kissed quality goes into Sunkist juice.



Pun is used in a different form in this advertisement. It uses the similarity of pronunciation between the brand Sunkist and the word sun kissed. This is due to the fact that the /ed/ sound can be pronounced as /t/, /d/ or /ɪd/.

#### Example 5: Advertisement 11

Man Voice Over:

Quench your thirst for less at 7-11.

Listeners of this advertisement can go to a 7-11 store when they are thirsty to satisfy their thirst at a lesser price. By using the literary device, pun, it could also mean listeners can go there to satisfy their need for cheaper things; their thirst for less.

#### Examples 6 and 7: Advertisement 16

Woman Voice Over:

Charge your passion. Score every day with MBF cards.

Two examples of pun can be found in this advertisement. Firstly, charge your passion could mean charge as in when one charges their credit card to satisfy their needs or passion as stated in the advertisement. Another meaning of charge used here would be to make something exciting and explosive. Here a rather sexual connotation is implied as the listener is asked to charge their passion although they refer to shopping.

In today's world however, shopping is usually perceived as a guilty pleasure. Next, when any MBF card is used, the user scores. Basically, points are earned. Once again there is an implied sexual connotation, seeing that the word score is also slang for having sexual relations with a person.

#### Example 8: Advertisement 22

Man Voice Over:

Honda. The power of dreams.

Honda is seen as the source of energy for dreams. Honda is what powers dreams. The other meaning is that dreams are powerful. To own a Honda is an aim and ambition; a dream and to achieve it symbolises the strength of having such an ambition.

#### Example 9: Advertisement 27

Boss:

Whadya (What are you) guys up to?

Employee 1:

Uh, just reviewing some sales figures, boss.

Two employees are using the Epson Multimedia Projector in their office for personal use. They are looking at the picture of a woman named Jessica, when their boss walks in on them. They are not caught red handed due to the fast turn on and off feature of the aforementioned product advertised. When questioned on what they are doing, one of the employees says they are 'reviewing some sales figures'. The sales figures mentioned here refers to pictures of women. This usage of pun creates a humorous situation but brings up questionable gender exploitation issues.

#### **4.1.1.3 Parallelism**

Parallelism takes place when some elements are repeated. These elements could be the syntax, theme or even most of the words. Syntactic parallelism is when the syntax is repeated in two or more places. Lexical parallelism is the usage of words with similar meanings.

### Example 1: Advertisement 1

Man Voice Over:

The great white shark's mouth opens up to 24 inches.

The hippopotamus' mouth opens up to 27 inches.

The African crocodile's mouth opens up to 30 inches.

In this excerpt, parallelism is clearly seen in the repetition of the + noun (of an animal)  
+ mouth + opens up to + (number) + inches.

### Example 2: Advertisement 2

Man 1 :

Right. That must be the fuel saving Michelin Energy Tyres!

.....

Man Voice Over:

Michelin Energy Tyres with innovative green X technology cuts down rolling resistance  
and uses less fuel to run your tyres

Lexical parallelism is seen in the repetition of the words 'fuel saving' and 'uses less  
fuel.' 'Uses less' is also parallel to 'cuts down' in meaning.

### Example 3: Advertisement 3

Man Singing:

What to eat? What to eat?

.....

Where to eat? Where to eat?

In this advertisement, it is clear that what + to + eat is parallel to where + to + eat.

#### Examples 4 and 5: Advertisement 4

Mike:

The AC Robot with Auto Filter Cleaning which cleans the filter all by itself...

Woman:

Really?

Mike:

Yup, and Purity R2 with Supersonic AP System and Auto Refresh Deo which traps dust faster and removes odours automatically.

Based on this excerpt, it is apparent parallelism is used to introduce both the Panasonic air conditioners. Name (AC Robot) + with + special feature(Auto Filter Cleaning) + which + function(cleans the filter) + all by itself. This is parallel to Name (Purity R2) + with + special feature (Auto Refresh Deo) + which + function (traps dust and removes odours) + automatically. The words auto, automatically and all by itself are basically the same. Thus, parallelism is found at play in the usage of words with parallel meanings.

#### Examples 6 and 7: Advertisement 5

Woman Singing:

Where the grass grows green

Life's fresh and clean

Where the songbirds sing

Parallelism occurs in the form of where + the + noun + verb. However, there is an addition as the first occurrence ends with an adjective; green. The words fresh and clean are parallel. According to the Longman Dictionary of Contemporary English (2004), one of the meanings of fresh is clean.

#### Examples 8 and 9: Advertisement 6

Woman:

It's packed with Vitamins A, C and E.

It's filled with real orange sacs and fun juicy bits.

.....

Sunkist. Only sun-kissed quality goes into Sunkist juice.

In this advertisement parallelism is employed using it + verb + with + information about the product. The words 'packed', 'filled' and 'goes into' are from the same semantic field.

#### Example 10: Advertisement 7

Woman 3:

I don't moisturise. I don't tone.

Here the syntactical parallelism is evident in the form of I + don't + adjective.

#### Example 11: Advertisement 8

Man:

Every day you can win one thousand Ringgit

Every week five thousand Ringgit

Every month ten thousand Ringgit or win the grand prize of one hundred thousand Ringgit

Every + noun showing duration is the structure utilised in this advertisement.

Example 12: Advertisement 9

Boy:

Hey! Remember last time Dad used to take us out every weekend?

.....

Boy:

Remember once he took us to the firefly colony near that lady's house.

This advertisement applies parallelism by using remember + word describing time/occurrence + same person (Dad/he) + take/took. Although, it is not parallel in word class there is an obvious use of parallelism.

Examples 13 and 14: Advertisement 10

Song:

We've got games

We've got news

Anything that you want

.....

Everything that you need

This excerpt shows parallelism in the recurrence of the phrase we + have + got + noun. Its syntactical form being pronoun + verb + past participle of get + noun. According to the Longman Dictionary of Contemporary English (2004), one of the meanings of want is need.

#### Examples 15 and 16: Advertisement 16

Woman Voice Over:

Don't cha (Don't you) wish you had something new every day to come home to?

Don't cha wish it's something all your friends want but only you have?

Don't cha wish it would be so easy to win?

No slogans. No sms. No hassle.

Don't cha wish you had chance to win every day? Don't cha? Don't cha wait.

There are two examples of parallelism present in this advertisement. The first is the reduplication of the phrase 'don't cha' + wish + pronouns. The second form of parallelism present in this advertisement is the repetition of the determiner 'no' followed by different nouns, (determiner + noun).

#### Examples 17 and 18: Advertisement 18

Man Voice Over:

But when it comes to savings accounts, only one quickens your savings' growth almost as far; OCBC Money Max Savings Account.

And to help accelerate your savings even more we're giving you ten percent interest per annum for ten days on top of the regular high rate.

.....

It's the quicker way to earn more.

The words 'quickens', 'quicker' and 'accelerates' have parallel meanings. 'On top' and 'high' are also from the same semantic field.

#### Example 20: Advertisement 21

Husband:

Turbo pressure. checked. Light panel. Checked. Climate control. Checked.

This is a rather simple and straight forward application of parallelism; noun + verb (checked).

Example 21: Advertisement 24

Voice-Over:

Reload twenty ringgit on your X-Pax and get one free sms. Reload one hundred ringgit and get an exclusive double 0 seven calendar.

In advertisement 24, reload + amount + (on your X-Pax) + and + get + one/an + adjective + noun is a noticeable use of parallelism.

#### **4.1.1.4 Personification**

Personification occurs when nonhuman objects, abstractions, ideas or animals are assigned human characteristics and qualities. Thus, they personify traits or are described as if they were in fact human.

Example 1: Advertisement 2

Man Voice Over:

Michelin Energy Tyres with innovative green x technology cuts down rolling resistance and uses less fuel to run your tyres.

In this advertisement, the usage of words like cuts down rolling resistance and uses less fuel to run your tyres gives the listeners the feeling that everything is being taken care of by Michelin tyres. It leaves the listener with a feeling that the tyres are efficient and rather human in nature.



Example 2: Advertisement 6

Woman:

It's filled with real orange sacs and fun juicy bits.

This advertisement is a Sunkist Juice advertisement. The human characteristic fun is given to juicy bits that can be found in the juice.

Example 3: Advertisement 10

Song:

Music's fun, movies too, everything that you need

In this Broadband advertisement, music and movies are assigned the human characteristic of being fun.

Example 4: Advertisement 15

Woman Voice Over:

Introducing Polo Black, the new men's fragrance by Ralph Lauren. Modern, daring, sophisticated.

The words 'modern', 'daring' and 'sophisticated' are human qualities that have been attributed to the fragrance, Polo Black. By personifying the product, the advertisement implies that the user of the fragrance will also have these qualities.

Example 5: Advertisement 17

Woman Voice Over:

There are 700 ultra slim Motorola SLVR L7 mobile phones to be won when you fill up at Esso and Mobil.

The usage of the word 'ultra slim' can be taken literally to describe the product as being thin and not bulky. However, such human attributes are used in order to personify the

product. Society has the tendency to lean towards the notion that being slim and thin is always the best and this notion has rubbed off on their perception of objects, too.

#### Example 6: Advertisement 19

Woman 2:

I used to wear size XL pants, but my uZap toned my buttocks and thighs and now I can fit in M

Woman 3:

For me, my uZap replaced my bulging tummy with a firm one.....

Woman Voice Over:

Osim uZap celebrates women of confidence this International Women's Day

Here Osim's uZap has been personified to resemble a miracle working personal trainer. One who helps to tone and replace bulging tummies. Most importantly to be noted is the human ability to celebrate women of confidence that has been assigned to this product.

#### Example 7: Advertisement 20

Man Voice Over:

You take care of his dreams, Neslac takes care of his nutrition

A mother is someone who will give the best for her child. Even if someone reliable and worthy takes care of her child's nutrition, the mother would still worry. In order for her not to worry about her child's nutrition would be quite impossible. However, this advertisement personifies Neslac as being able to take care of a child's nutrition. Here Neslac takes on the human role similar to a nutritionist.

Example 8: Advertisement 26

Man Voice Over:

It is sensational, startling, staggering and swift.

These rather dominant adjectives are used to describe a car manufactured by Suzuki called the Suzuki Swift. The usage of `swift` is predictably used as it is the name of the car. However, by using the adjectives, `sensational`, `startling` and `staggering`, the advertisement personifies the car with human characteristics that portray a strong sensual attractiveness.

Example 9: Advertisement 30

Man:

This crazy i-Talk IDD rates that I created is a success

.....

This i-Talk IDD rates are crazy!

Crazy is an adjective that is used to describe humans. However, in this advertisement crazy is used to describe IDD rates thus using the literary device personification.

#### **4.1.1.5 Euphemism**

A literary device that veils an obvious direct word or message with a subtler one is known as euphemism. It replaces messages and words that are considered taboo or harsh with softer more acceptable ones.

#### Example 1: Advertisement 1

Man Voice Over:

The great white shark's mouth opens up to 24 inches.

The hippopotamus' mouth opens up to 27 inches.

The African crocodile's mouth opens up to 30 inches.

You are not a great white shark, or a hippopotamus or an African crocodile.

So, eat your big KFC Fish Sandwich one bite at a time.

The advertisement starts off by stating facts about three animals that open their mouths wide when eating. Saying that the listeners are not any of those animals is a subtle way of telling the listeners that they should not eat like those animals, as in with their mouth wide open when taking a bite. The advertisement also tells listeners to take one bite at a time. This is basically a form of euphemism to tell them not to eat greedily like animals.

#### Example 2: Advertisement 29

Man Voice Over:

Time to Change. DiGi always the smarter choice.

DiGi claims in this advertisement that they are 'always the smarter choice'. In the preceding sentence, listeners are told that it is time to change to DiGi. Therefore, those who used other service providers have not chosen the 'smarter choice', showing that they are not so smart and it is time for them to smarten up. This is the use of euphemism in advertisement 29.

#### **4.1.1.6 Allusion**

The device used to refer to figures or events in life or in literature that are well known is called allusion. Allusion, in other words, can be considered as another word for reference.

#### Example 1: Advertisement 16

Woman Voice Over:

Don't cha wish you had something new to come home to every day?

Don't cha wish you had something all your friends want but only you have?

Don't cha wish it was so easy to win?

There'll be no slogans, no sms, no hassle.

Don't cha wish you had a chance to win every day?

Don't cha?

The famous singing group called Pussy Cat Dolls released a popular song known as 'Don't cha'. The lyrics of the song start off with 'don't cha wish your girlfriend was hot like me? Dontcha wish your girlfriend was a freak like me? Don't cha?' It is apparent that this advertisement is an allusion to the song.

#### Example 2: Advertisement 24

Man:

Bond. James Bond. If you think you have the world at your feet, Le Chiffre, you better think twice, because I have something in my hands that's gonna scare the living daylights out of you.

X-Pax. It's my license to reload.

Man Voice-Over:

Reload 20ringgit on your X-Pax and get one free sms. Reload one hundred ringgit and get an exclusive double 0 seven calendar.

Casino Royale in Cinemas 16 November. The power of James Bond, X-Pax.

James Bond is a famous fictional character created by Ian Fleming that has been brought to life in movies numerous times. In 2006 when data was collected, the latest

James Bond movie was due to be released in November. Throughout the Celcom advertisement, as seen in Example 2, reference is made to James Bond.

Example 3: Advertisement 25

Sheila Majid:

Hi! I'm Sheila Majid and I'm so proud of Ogawa for being the number one electrical massage product brand in Malaysia.

This is an example that employs allusion in a direct manner. Sheila Majid is a famous singer both nationally and internationally. After this sentence, a woman voice over explains that an international research company conducted a survey on electrical massage products in Malaysia and found that Ogawa is the number one preferred brand and also the number one top of My Brand in Malaysia. These factual survey results backed with the direct reference to Sheila Majid only add to its allure.

Example 4: Advertisement 27

Employee 1:

Hey, Daniel! Check out what I'm playing on our new Epson projector!

Employee 2:

Wuuoo...Jessica. Look at the colour! The contrast!

During office hours and even after, people generally like to see photos of other people. In this advertisement by Epson for its Multimedia Projectors, allusion is used to allude to Jessica Alba or even Jessica Simpson who were very famous at that point of time till now. However, this form of allusion is very subtle and those who lack knowledge on famous people may miss the allusion, which is also a common phenomenon in literature.

#### 4.1.1.7 Metaphor

A metaphor is one of the literary devices used to make comparisons. It does not say that x is like y, it says that x is y. It is a form of direct comparison. Alternatively, metaphors are known as implied comparisons. Metaphors are called dead metaphors when they have been used so often that they are somewhat cliché.

Example 1: Advertisement 4

Mike:

Actually, it's what's cool. Panasonic has two new air conditioners. The AC Robot with Auto Filter Cleaning which cleans the filter all by itself...

Woman:

Really?

Mike:

Yup, and Purity R2 with Supersonic AP System and Auto Refresh Deo which traps dust faster and removes odours automatically.

Keeping in mind the definition of a metaphor, the two objects of comparison here are the Panasonic products and robots. The usage of various words to describe robots is found in the advertisement. For example, the names of both the products are the AC Robot and Purity R2. Next to be noted is the repetitive usage of the word 'auto' and 'automatically'. The phrase 'all by itself' is used to describe the AC Robot. 'All by itself' is another way of saying automatically. Therefore, it creates a comparison that the robots are not similar to robots but function as robots carrying out certain actions automatically as they are programmed to.

## Example 2: Advertisement 5

Woman Singing:

I love to live in Putra Heights

Where the grass grows green

Life's fresh and clean

Where the songbirds sing

And I can dream

This is my...

My Putra Heights

Man Voice Over:

Own a freehold home in Putra Heights with initial payment of one thousand ringgit.

Call Sime UEP at 03 8024 double 0 double eight. Act now for a Super-link home.

Limited units only.

The second example for metaphors can be found in this advertisement by Sime UEP for Super-link homes in Putra Heights. A woman serenely sings about a place where the 'grass grows green' and 'life is fresh and clean' thus creating a comparison to a dream home. A place where everything is green, fresh and clean. Although grass does grow green anywhere unless scorched by the sun, here it is used to compare the homes at Putra Heights with dream homes; a place where 'songbirds sing' and residents can 'dream'. The usage of 'home' rather than 'house' further emphasises a dream home as opposed to just a house. The advertisement metaphorically shows that the limited units of Super-link homes in Putra Heights are not just houses but are dream homes.



### Example 3: Advertisement 13

Female Announcer:

And the Father of the Year Award goes to David Tan! Congratulations, Mr. Tan! You must be very proud.

Mr. Tan:

Proud to the max, dude. What a wipe out. Whoa!!

Female Announcer:

Errhhh... Your kids must really love you.

Mr. Tan:

Oh yeah! Wei, kids wassup?

Female Announcer:

Sounds like you spend a lot of time with your kids. What's the secret?

Mr. Tan:

Three words. Sunway Lagoon Theme Park. Kids love it and they love me for taking them. Whoa!!

Man Voice-Over:

Sunway Lagoon Theme Park. The place that turns parents into heroes.

It is every parent's dream and desire, especially for fathers, to be a hero figure for their kids. Advertisement 13 states that there is a place where parents are heroes; not just like heroes. That place is Sunway Lagoon Theme Park, a place 'kids love' and in return will love their parents for taking them. Being awarded the Father of the Year award and being told that 'your kids must really love you' are things that please parents a great deal. In this advertisement rather than both parents, fathers are targeted although the same principle and concept applies for both mothers and fathers as seen in the sentence 'the place that turns parents into heroes.' Metaphorically speaking it is the place where parents are heroes.

Example 4: Advertisement 18

Man Voice Over:

The cheetah is the fastest animal on the planet. *(sound of a cheetah )*

An F1 car achieves speeds of up to 350 kilometres an hour. *(sound of an F1 car)*

But when it comes to savings accounts, only one quickens your savings' growth almost as far; OCBC Money Max Savings Account. And to help accelerate your savings even more we're giving you ten percent interest per annum for ten days on top of the regular high rate.

Call 1 300 double 8 five thousand or drop by OCBC bank to open a Money Max Savings Account today. It's the quicker way to earn more.

Speed is often sought after in society. Be it for automobiles, money or growth, the faster it is, the better everyone feels and the more it is liked. Through the OCBC Money Max Savings Account, listeners of this advertisement are shown the 'quicker way to earn more'. The growth of the aforementioned savings' account is compared to the speed of a cheetah and also the speed of an F1 car. Repetitive usage of similar words and phrases related to speed are brought into play. For instance, 'the fastest', 'achieves speeds of up to', 'quickens', 'accelerate' and 'quicker'. Listeners are told to 'drop by' OCBC Bank instead of the usual 'come to' employed by advertisers. This is a form of further association with F1 cars.

#### Example 5: Advertisement 21

Husband:

Ignition. On. Turbo pressure. Checked. Light panel. Checked. Climate control. Checked.

Permission to take off. Over.

Wife:

Yes dear, but watch out for the neighbours!

*(Sound of car accelerating and tyres screeching)* Meow!

Man Voice Over:

Drawing from our expertise in building powerful fighter jets, Saab cars like the nine three and the nine five are built to be powerful in their own way. So, expect nothing less when flying a Saab, on the road that is.

‘Drawing from their expertise in building powerful jets’, Saab cars are built. In this advertisement, Saab cars are not similar to or like jets; they are powerful jets.

The advertisement urges the listener to fly a Saab ‘on the road’. Usually, different makes and types of aircrafts are identified by referring to their model numbers, such as for example, Boeing seven four seven. Here, Saab cars are referred to in the same manner, the ‘nine three’ and the ‘nine five’. Starting off the advertisement by showing a husband who imagines his car is an aircraft relates to the desire of most drivers who wish to fly an aircraft but are unable to. As Saab cars are powerful jets, by driving one they will be driving a jet, metaphorically.

#### Example 6: Advertisement 24

Man:

If you think you have the world at your feet, Le Chiffre, you better think twice, because I have something in my hands that’s gonna scare the living daylights out of you.

Metaphors derived from the human body are used in this excerpt. First feet are referred to and then hands. Next, the man who says he is James Bond, claims he is going to 'scare the living daylights out' of his enemy, Le Chiffre. These are all examples of the use of metaphor.

#### Example 7: Advertisement 27

Man Voice Over:

Expect razor sharp images and true to life colour and yes also instant off and fast turn on feature.

In this Epson advertisement, the images produced are directly compared to razors. This is an example of metaphor where concept A is understood in terms of concept B.

#### Example 8: Advertisement 27

Boss:

Whadya (What are you) guys up to?

Employee :

Uh, just reviewing some sales figures, boss.

Boss:

Hmm...

Man Voice-Over:

Presenting Epson Multimedia Projectors with 3LCD technology. Expect razor sharp images and true to life colour and yes also instant off and fast turn on feature.

Employee 1 : *(laughs)* He's gone. Shall we get back to Jessica?

The metaphor here is cheating; cheating on a partner or spouse. Two employees are not doing their work but are looking at pictures of a woman named Jessica, presumably either Jessica Alba or Jessica Simpson. Furthermore, note that they are 'playing' as seen

in the sentence, ‘Check out what I’m playing on our new Epson projector. Metaphorically, they are cheating on their spouses. Next, their boss walks in unexpectedly but they manage to switch the projector off using its instant off feature. They almost get caught but do not. Basically, they escape being caught cheating. After the boss goes away, one of the employees suggests continuing where they left; they can continue cheating.

#### Example 9: Advertisement 30

Man:

Um-ha-ha. Yes! Yes! It’s a success. This crazy i-Talk IDD rates that I created is a success. People can call overseas for as low as 10 sen per minute. 10 sen! 10sen! Yes! Everyone is calling everyone. Immediate family, extended family, new friends, old friends, best friends, close friends, long lost friends, enemies, strangers, everyone and anyone, because it’s as low as 10 sen per minute. This i-Talk IDD rates are crazy!  
Ha,ha,ha,ha,ha,ha,ha,ha...

The advertisement starts off with the sound of thunder followed by a man who is laughing a wicked laugh. The metaphor used in this advertisement is that of casting a spell. Although the i-Talk IDD rates being as low as 10 sen per minute is positive in nature, the advertisement makes it seem like it is a spell, that IDD rates so low can only be achieved through this manner. The listener is made to feel that chaos has been created when in reality it has not.

#### **4.1.1.8 Simile**

Another literary device commonly used for comparison is simile. In contrast to metaphors which state one thing is another, similes are used to say one thing is like

another. It is a form of direct comparison in which ‘like’ and ‘as’ are used to indicate that a comparison is being made.

Example 1: Advertisement 7

Woman 3:

It’s feeling like a little girl all over again, you know. You feel so pampered.

In this Dove advertisement, three women tell listeners the difference and importance of Dove to them. The third woman uses a literary device to explain how she feels. She employs the usage of a simile to best express her feeling of being ‘pampered’. She feels pampered to the extent that she feels ‘like a little girl’. Therefore, by using Dove, female listeners are pampered like little girls.

Example 2: Advertisement 23

*(Sound of a blast)*

Captain:

What are you doing, mate?

Mate:

Hey, Cap! I’m blasting away the scum that is stuck on the bottom of the boat.

Captain: Oh?

Mate:

They’re like plague that builds on our teeth. To get rid of them brushing alone is not enough.

Example 2 shows an advertisement for Listerine. The captain hears a blast and questions the mate about it. The mate replies that he is ‘blasting away the scum that is stuck to the bottom of the boat’. He goes on to compare the scum to dental plague. The comparison is made using simile. The mate refers to the scum as ‘they’re like plague that builds on

our teeth'. Therefore, in order to remove or rather blast away dental plaque that is like scum at the bottom of a boat, listeners are persuaded to use Listerine.

#### **4.1.1.9 Hyperbole**

A literary device that employs exaggeration is known as hyperbole. Hyperbole differs from exaggeration in the sense that it is extreme and dramatic. It is used to show extreme exaggeration and to over emphasise.

Example 1: Advertisement 1

Man Voice Over:

The great white shark's mouth opens up to 24 inches.

The hippopotamus' mouth opens up to 27 inches.

The African crocodile's mouth opens up to 30 inches.

You are not a great white shark, or a hippopotamus or an African crocodile.

So, eat your big KFC Fish Sandwich one bite at a time.

To compare the human mouth with the mouths of the great white shark, hippopotamus and African crocodile which can open up to 24, 27 and 30 inches respectively, is definitely a form of extreme exaggeration.

Example 2: Advertisement 2

Man 1:

Right. That must be the fuel saving Michelin Energy Tyres!

Man 2:

So what? We aren't lending it to you!

In this Michelin tyres advertisement, Man 1 and Man 2 are neighbours. Man 1 is curious and interested in the tyres Man 2 is using. When Man 1 guesses the type of tyres that his neighbour is using, Man 2 immediately retorts that he is not lending it to him.

Some neighbours borrow and lend things from and to each other. However, this does not include tyres that the neighbours are currently using. It is a form of hyperbole, to imply that the tyres are coveted.

#### Example 3: Advertisement 7

Woman 1:

It's hard enough to find something so great that actually works for me.

The usage of the word 'great' should have been enough to explain how Woman 1 feels about Dove products. However, in order to create over emphasis, 'so' has been added. Therefore, it is a good example of how hyperbole is used to give more emphasis on words that are already emphasised by virtue of their meaning itself.

#### Example 4: Advertisement 8

Man:

Ivy won simply by spending thirty Ringgit or more using her Hong Leong Credit Card. Every day you can win one thousand Ringgit. Every week five thousand Ringgit. Every month ten thousand Ringgit or win the grand prize of one hundred thousand Ringgit. Use your Hong Leong Credit Card today and win!

In reality, by spending thirty Ringgit or more using the Hong Leong Card entitles the user to be eligible for winning either one thousand Ringgit, five thousand Ringgit, ten thousand Ringgit or one hundred thousand Ringgit. It is a form of exaggeration to assume that just because Ivy 'won simply by spending thirty Ringgit or more using her



Hong Leong Credit Card' all listeners who are Hong Leong Credit Card users will too.  
Eligibility does not ensure a sure win.

Example 5: Advertisement 9

Boy:

Remember once he took us to the firefly colony near that lady's house. You know the lady with the white hair.

Girl:

You mean Grandma?

Boy:

Oh, those were the days.

A sister and brother reminisce on the good old days when their father used to take them out every weekend. Hyperbole in the form of exaggeration is seen at play when the boy describes his own grandmother as 'the lady with the white hair' and is not at all shocked at his ignorance once he is told of her identity.

Example 6: Advertisement 10

Song:

..... Anything that you want. .... Everything that you need.

These two lines are the lyrics to a song that is used in a Streamyx Broadband advertisement. To boldly say that the listener can get 'anything' that they 'want' and 'everything' that they 'need' is definitely a form of exaggeration. This is because it covers too wide a scope and realm.

Example 7: Advertisement 12

Woman 2:

Just spend fifty Ringgit to win a home theatre system, flat screen TV, washing machine.... so much more!

Woman 1:

Hah! Now my husband can't complain about my shopping.

Both women in this Carrefour advertisement are neighbours. Woman 1 saw a big truck at Woman 2's house sometime back and wondered if she was moving. It is soon revealed that Woman 2 and her husband had won a ten thousand Ringgit voucher in Carrefour's 12<sup>th</sup> Anniversary Guess and Win Contest. Woman 1 is then told, 'just spend fifty Ringgit to win a home theatre system, flat screen TV, washing machine and so much more. Hyperbole is used, as eligibility does not ensure winning.

Example 8: Advertisement 13

Female Announcer:

And the Father of the Year Award goes to David Tan! Congratulations, Mr. Tan! You must be very proud.

Mr. Tan:

Proud to the max, dude. What a wipe out. Whoa!!

Female Announcer:

Errhhh... Your kids must really love you.

Mr. Tan:

Oh yeah! Wei, kids wassup?

The language of Mr. Tan who has just been awarded the Father of the Year Award has been exaggerated. Parents do not respond in the manner that Mr. Tan responds in. Here,

his language has been made to be funky and cool that it no longer resembles that of a typical father.

Example 9: Advertisement 17

Woman Voice Over:

How do we know you'll enjoy being rewarded?

At Esso and Mobil we're drivers, too.

According to the lines above, the reason why the advertisers, Esso and Mobil, know 'you'll enjoy being rewarded' is because they are 'drivers, too'. It is hard to find anyone who does not enjoy being rewarded. It is a general truth that people like to be rewarded. Thus, by saying that at Esso and Mobil they know this truth because they are drivers, they exaggerate an actuality.

Example 10: Advertisement 24

Man Voice Over:

The power of James Bond, X-Pax.

X-Pax is the name of the prepaid pack for Celcom. In this advertisement, it claims that the power of James Bond, a secret service agent, is X-Pax. This is an example of hyperbole where it creates a dramatic effect.

#### Example 11: Advertisement 29

Customer:

Hmm... Alright. I'll buy it. Here's fifty ringgit.

Salesman:

Fifty ringgit? Haiya, you have made a wise decision, sir.

Man Voice-Over:

Reload fifty ringgit with DiGi Prepaid and win a Perodua Viva every day in DiGi's fifty cars, fifty days giveaway, for the fiftieth Merdeka.

In this advertisement a man asks questions about a Perodua Viva. The salesman answers all his questions. The man then decides to buy the car. He gives the salesman fifty ringgit. This is the point where hyperbole starts to occur. The salesman accepts the fifty ringgit and tells the man that he has 'made a wise decision'. In actuality, DiGi is having a promotion called Fifty Cars Fifty Giveaway where a Perodua Viva is given away daily for fifty days in conjunction with Malaysia's fiftieth National Day. In order to be one of the potential winners, listeners have to reload for fifty ringgit. This gives them an opportunity to be a potential winner and neither can they purchase a Perodua Viva for fifty ringgit. This misleading information is the result of over exaggeration or in literary terms, hyperbole.

#### 4.1.1.10 Ambiguity

Ambiguity is a literary device where there is difficulty determining what is meant as the meaning is deliberately made unclear.

#### Example 1: Advertisement 14

KLIUC cares, KLIUC dares .....

KLIUC Dares!

The phrase ‘KLIUC dares’ is repeated twice in the advertisement by Kuala Lumpur Infrastructure University College (KLIUC). Two possible meanings can be interpreted. However, which meaning is the intended one is unclear thus creating ambiguity. Firstly, it can mean that KLIUC challenges its students to reach for their dreams and ambition in life. The second meaning is KLIUC dares to help its students reach their dreams as they also care for them. Therefore, ambiguity is created as the meaning is unclear as to whether KLIUC is daring the listeners who are potential students to take up their challenge, or KLIUC dares to take the challenge to enable its students to achieve their ambitions.

Example 2: Advertisement 15

Modern, daring, sophisticated

Adjectives are used to describe nouns. These are the adjectives used in an advertisement by Ralph Lauren to promote their latest men’s fragrance, Polo Black. There are two possible meanings. Firstly, these adjectives could be describing the product, which is the men’s fragrance. On the other hand, they could be describing men who wear the said product. Although it heavily implies that it is describing the men’s fragrance rather than men who wear it, it is not made a 100 percent clear which noun is being described.

#### **4.1.1.11 Onomatopoeia**

The use of words to imitate the sounds they describe is known as onomatopoeia.

Example 1: Advertisement 3

Women Singing:

The Chicken Rice Shop. Chicken rice and more. Bak, Bak, Bak, Bak.

The sound that a chicken makes is portrayed here as bak,bak,bak,bak. Sound effects or even a recording of the sound of a chicken is not used.

Example 2: Advertisement 19

Woman 1:

You know I lost two inches off my waist by zap zapping

Osim uZap is a product that helps users slim down. The sound that the product makes is described as ‘zap’, presumably as it zaps away excess fat.

#### **4.1.1.12 Antithesis**

Antithesis results when strongly contrasting terms or ideas are presented together.

Example 1: Advertisement 9

Man Voice Over:

Don't let the price of petrol cramp your lifestyle. Switch to the seven seater Toyota Avanza.

The meaning of cramp is the opposite of spacious. Cramp means there is not enough space and spacious is when there is ample space. The Toyota Avanza can seat seven people which presents the fact that it is spacious. Antithesis has been subtly used in this advertisement, whereby the advertisers link these contrasting words to emphasize on its spaciousness.

Example 2: Advertisement 11

Man Voice Over:

On a hot hot day, you need a cold cold drink

Hot and cold are contrasting words that have opposite meanings. Hot is when the temperature is high and cold is when the temperature is low. Antithesis is used by placing these two words against one another, in order to heighten the contrast between them.

#### Example 3: Advertisement 28

Dentist:

If you experience a short sharp pain when you have cold drinks, you are suffering from sensitive teeth, which is why you need Sensodyne. Used daily it relieves the pain of sensitive teeth.

In this advertisement by Sensodyne, there is emphasis on sensitive teeth and the pain that people who have sensitive teeth undergo. Words such as short, sharp and pain are used. A strong word, 'suffering' is used to express the level of pain. Subsequently, the word 'relieves' is seen. The word 'relieves' creates the contrast needed to ease the tension created by the previous words.

#### Examples 4, 5 and 6: Advertisement 30

Man:

Immediate family, extended family, new friends, old friends, best friends, close friends, long lost friends, enemies, strangers, everyone and anyone, because it's as low as 10 sen per minute.

The adjectives new and old have opposite meanings. This contrast intensifies the momentum of the sentence as the man in the advertisement reads it. Various categories of family and friends are stated. However, unexpectedly enemies and strangers are also stated. Antithesis is used to amplify the difference between the opposing categories. Another example of antithesis in this excerpt is the usage of everyone and anyone. The

usage of ‘everyone’ creates a feeling of a group of specific people but ‘anyone’ builds an image of someone who is not specific.

#### **4.1.1.13 Connotation and Denotation**

The meaning of a word is known as denotation. It refers to what is conventionally understood to be the meaning or meanings of a word. Connotation, on the other hand, refers to the associations that a word has.

Example 1: Advertisement 5

Man Voice Over:

Own a freehold home in Putra Heights with initial payment of one thousand ringgit.

Call Sime UEP at 03 8024 double 0 double eight. Act now for a Super-link home.

Limited units only.

It is to be observed that the phrase ‘own a freehold home’ and the sentence ‘act now for a super-link home’ both use the word home instead of house. According to the Longman Dictionary of Contemporary English (2004), house and home have similar meanings. They are both places that people live in, be it alone or with others. However, the connotation of home is that it is more than just a place to live in. Attached to it are feelings of family and well-being. No longer is it just a building but it is now an idea, an emotion with positive connotations.

#### **4.1.1.14 Repetition**

In the course of this research, it was evident that repetition occurred in three categories. Firstly, the brand was found to be repeated (Rx). Secondly, the product, service, event or place being advertised was repeated (Ry). Data for words that were repeated are not presented in this section as they fall under the subsequent section of analysis and also to



avoid an overlap of findings. As the data for this literary device is repetitive in nature, it will be presented in the form of tables. Table 4.1 shows the results of analysis done on the repetition of brands (Rx) and repetition of product, service, event or place being advertised (Ry).

Table 4.1  
Repetition of brand (Rx) and product name (Ry)

Advertisement	Rx	# Rx	Ry	#Ry
1	KFC	2	KFC Fish Sandwich	2
2	Michelin	3	Michelin Energy Tyres	2
3	Chicken Rice Shop	3	Chicken Rice	6
4	Panasonic	3		-
5	Putra Heights	4		-
6	Sunkist	4	Sunkist Juice	2
7	Dove	4		-
8	Hong Leong	3	Hong Leong Credit Card	3
9		-	Avanza	2
10		-	Broadband	3
11	7-11	2		-
12	Carrefour	4		-
13	Sunway	3	Sunway Lagoon Theme Park	2
14	KLIUC	5		-
15		-		-
16		-		-
17	Esso and Mobil	2		-
18	OCBC	2	Money Max Savings Account	2

Table 4.1, continued

19	Osim	3	uZap	5
20		-	Neslac	3
21	Saab	3		-
22	Honda	2		-
23	Listerine	3		-
24		-	X-Pax	3
25	Ogawa	4		-
26	Suzuki	2	Swift	2
27	Epson	3	Multimedia Projectors	2
28	Sensodyne	2		-
29	DiGi	3	Fifty Cars Fifty Giveaway	2
30		-	i-Talk	2

Phrases and sentences were found to be repeated in the advertisements as well. As repetition is meant to reinforce a certain message or invoke a certain response or feeling, the repeated sentences and phrases casts light on understanding the focus of the advertisement itself. In Advertisement 1, the phrase *mouth opens up to* is repeated 3 times. *What to eat?*, *Where to eat?* and *Golden Fortune* are repeated 2 times each. In Advertisement 5, *This is my, my Putra Heights* is found twice. Similarly, the phrases *using her Hong Leong Credit Card* and *Go Broadband* is used twice also in Advertisement 8 and 10 respectively.

The MBF Cards advertisement (Advertisement 16) uses *doncha wish* as many as 4 times. *Buttocks and thighs* are repeated twice in Advertisement 19. Likewise, *your child* is applied twice in Advertisement 20. Ogawa (Advertisement 25) repeats *in Malaysia*

and *number one* 3 times throughout the advertisement. *Urban legend* is repeated twice in the advertisement by Suzuki Swift (Advertisement 26). Sensodyne, a special toothpaste for those with sensitive teeth, repeats *sensitive teeth* four times in Advertisement 28. Finally, in Advertisement 30 by TM promoting their low i-Talk IDD rates, *10 sen* is repeated 4 times while *as low as 10 sen* reoccurs twice.

## **4.2 Results and Findings for Phase Two of Data Analysis**

Data analysis was done on the vocabulary of the transcribed radio advertisements. The results of the analysis are provided in this section.

### **4.2.1 Frequency of Words**

Due to the modest size of the corpus, a detailed statistical analysis was not conducted. Instead, a frequency count of the number of occurrences of verbs, adjectives and selected words in the radio advertisements were conducted to support findings. The selected words were *today, less, more, now, just, dreams, only, prize, available, chance, every day, everything, something, ringgit* and *sen*. These words were selected due to their frequency of occurrence.

Based on the word frequencies found in each of the 30 advertisements, (refer to Appendix A), an analysis was done to outline the words that were commonly used. Figure 4.1 shows the adjectives used in a minimum of 2 advertisements and had a frequency value of  $\geq 2$ . Words that were used only once or appeared in one advertisement several times have been omitted. The lighter bar illustrates how often the adjective is repeated in total while the darker bar points out the number of advertisements in which the adjective occurs.

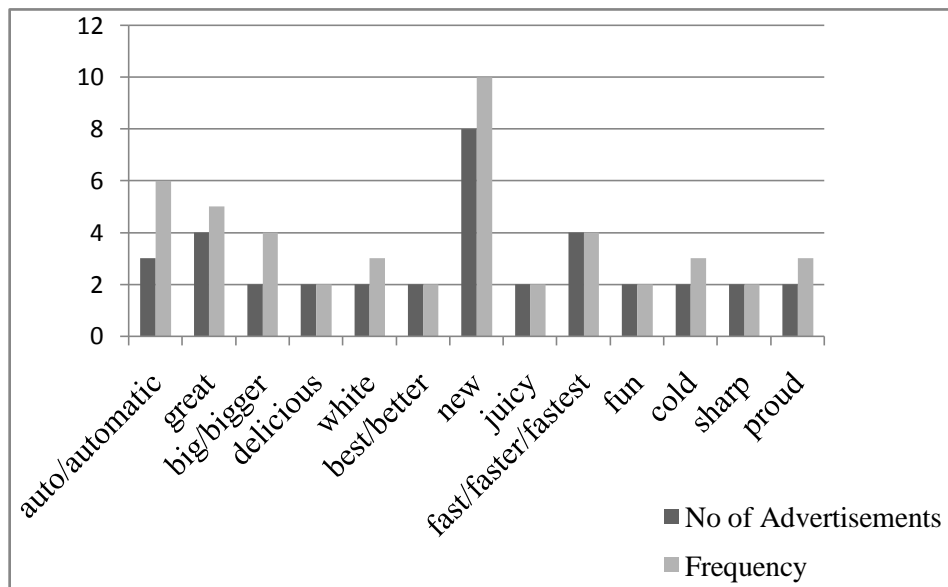


Figure 4.1

#### Frequency of adjectives ( $\geq 2$ )

The adjective that is repeated the most is *new*. *New* is found 10 times in 8 different advertisements. *Great* is another often used adjective, appearing 5 times and utilised in 4 advertisements. However, *auto* and *automatic* are used more often than *great*. The function of adjectives is to describe nouns and the existing corpus of adjectives available in today's world is limitless. It is evident many adjectives listed in Table 1 to Table 30 (refer Appendix A) only occur once in the data or occur several times but only in one advertisement. As previously mentioned, these words have been omitted and are not included in Figure 4.1.

The rate of recurrence for verbs was evaluated in order to find the most frequently used verb. Since verbs are words describing an action, experience or state, many can be found in an advertisement. Consequently, Figure 4.2(a) reveals the findings of verbs that recurred in a minimum of 3 advertisements followed by Figure 4.2(b) which represent the findings where verbs were repeated in a minimum of 2 advertisements and

have a frequency value of  $\geq 4$ . Verbs that have a frequency of  $\leq 3$  are not included. The base forms of the verbs are used in both the charts.

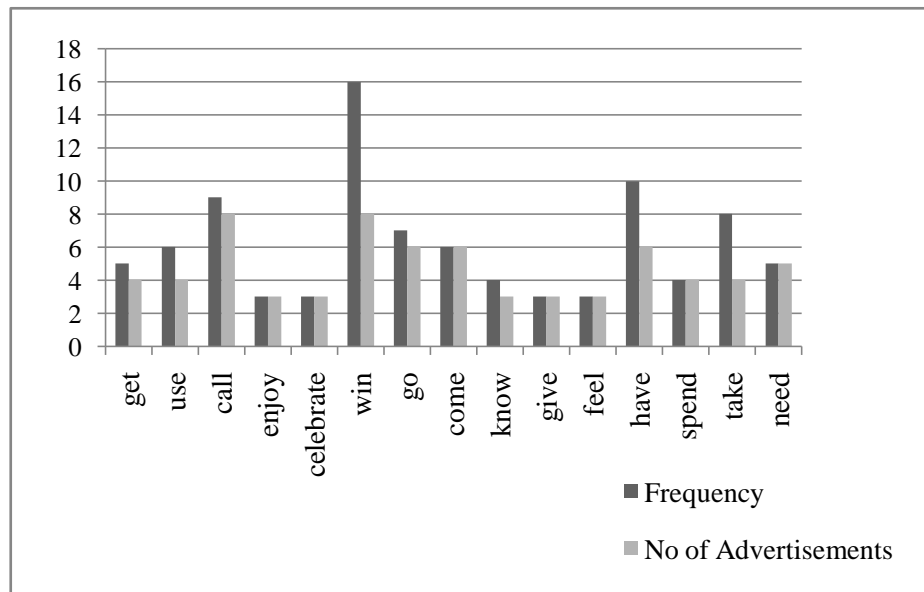


Figure 4.2(a)

Frequency of verbs

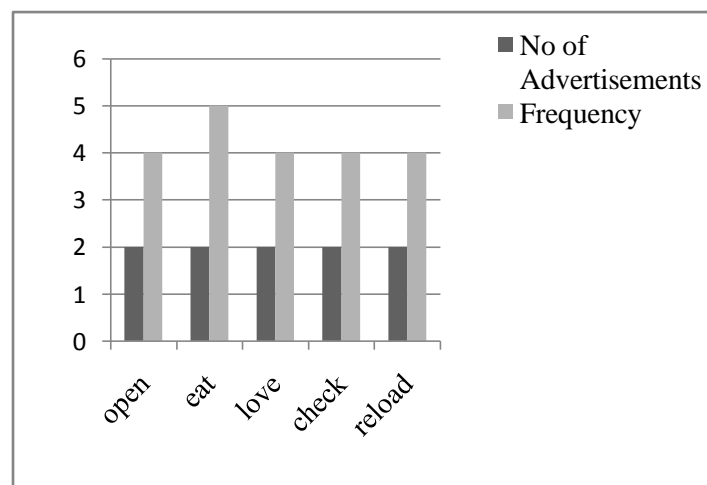


Figure 4.2(b)

Frequency of Verbs

The verb *win* is repeated in 8 advertisements, 26.66 percent. It is used in its past tense form too in many advertisements. In total *win* was repeated 16 times. *Call* and *calling* is also found to be used in 8 advertisements. However, in totality it had a frequency value of 9. On the other hand, *have* is used in 6 advertisements but sums up to 10 times. Verbs such as *enjoy*, *celebrate*, *feel* and *give* are found to be used 3 times in 3 different advertisements. *Go* is used in 6 advertisements (20%) as with *come*. Even though *love* is a very famous word, based on the analysis, it is found in only two advertisements and repeated 4 times.

During the preliminary analysis, certain words were found to be persuasive and attention grabbing in the advertisements. These words were identified by the researcher and analysed for frequency of usage. The words that were identified are listed in Table 4.2 as shown below.

Table 4.2

Selected Words for Analysis

today	less	more
now	just	dreams
only	prize	available
chance	every day	everything
something	ringgit	sen

Some of the words function as nouns, adverbs, quantifiers or even conjunctions. In many cases, most of the words stated in Table 4.2 fall into different word classes in different advertisements. The findings of the selected words are presented in Figure 4.3.

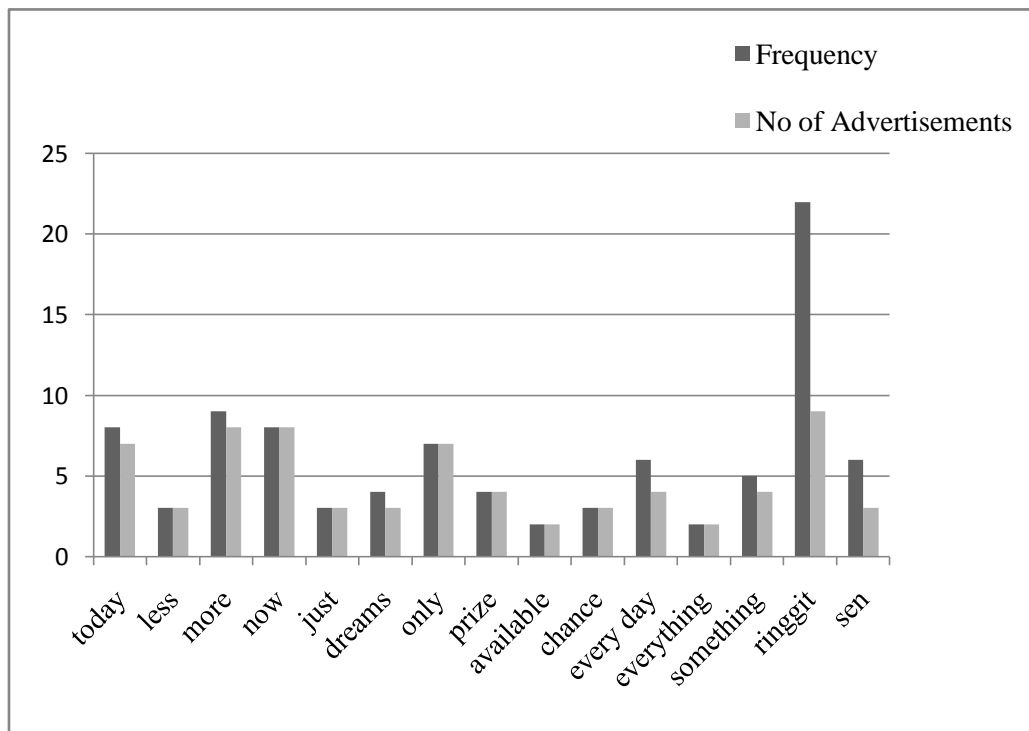


Figure 4.3

#### Frequency of Selected Words

It is interesting to note that *ringgit* is the most repeated word; 22 times in just 9 advertisements. *Today* is used 8 times and found in 7 advertisements. Similarly, *now* is also used 8 times but in 8 various advertisements. *More* is used in 5 more advertisements than *less*.

#### 4.3 Results and Findings for Phase Three of Data Analysis

For the final part of data analysis, the frequency of verbs and adjectives found in the data were compared to the findings of Leech (1966). Leech's research revealed verbs such as *make, get, give, have, see, go, come, buy, need, go know, keep* and *look* were the most frequently used. The results of the analysis done on the data collected with reference to Leech's findings are provided in this section. Table 4.3 points out the number of times the words from Leech's research are used in the data transcribed for

this study as well as the number of advertisements they appear in. The verbs are listed according to rank from the most commonly used verb; *make*.

Table 4.3

Distribution of verbs based on Leech's (1966) findings

Verb	Number of Advertisements	Percentage	Frequency
make	2	6.66%	2
get	4	13.33%	5
give	3	10.00%	3
have	5	16.66%	9
see	1	3.33%	1
buy	2	6.66%	2
come	6	20.00%	6
go	6	20.00%	7
know	2	6.66%	2
keep	0	0%	0
look	1	3.33%	1

As depicted in Table 4.3, the verbs *come* and *go* have the highest percentage; 20 percent. However, based on frequency, *go* is used more times compared to *come*. The difference is not of a high value as *go* heads *come* by just an additional advertisement. Although, *have* is seen to have a percentage of 16.66, it is the verb that appears the highest number of times, 9. *Keep* is not found in any of the 30 advertisements used for this research. This does not mean *keep* is not used at all in Malaysian radio advertisements. Rather, it brings to light the fact that it is not commonly chosen.



Every verb listed in Table 4.3 was analysed not just using its base form. For instance, the past tense form of *see*; *saw* is used a total of 3.33 percent in the advertisements.

The 9 times *have* is utilised in 5 different advertisements encompasses various forms of *have* namely *had* and *having*. Subsequently, only *made*, the past tense of *make* is used twice in two advertisements.

As for adjectives *new*, *free*, *fresh*, *delicious*, *good/better/best*, *full*, *sure*, *clean*, *wonderful*, *special*, *crisp*, *fine*, *big*, *great*, *real*, *easy*, *bright*, *extra*, *safe* and *rich* were found to be frequently used in the same samples in Leech's research. Table 4.4 highlights the difference in adjective frequency of Malaysian radio advertisements based on the findings of Leech (1966).

Table 4.4

Distribution of adjectives based on Leech's (1966) findings

Adjective	Number of Advertisements	Percentage	Frequency
new	8	26.66%	10
good/better/best	2	6.66%	2
free	1	3.33%	1
fresh	1	3.33%	1
delicious	2	6.66%	2
full	0	0%	0
sure	0	0%	0
clean	1	3.33%	1
wonderful	0	0%	0
special	0	0%	0

Table 4.4, continued

crisp	0	0%	0
fine	0	0%	0
big	2	6.66%	4
great	4	13.33%	5
real	1	3.33%	1
easy	1	3.33%	1
bright	0	0%	0
extra	0	0%	0
safe	0	0%	0
rich	0	0%	0

*New* is repeated in 8 advertisements and is used 10 times. *Good* is not used at all in the data. However, *better* and *best* are used in 6.66 percent. Adjectives such as *big* is utilised 4 times while *great* is used one time more. It is evident from the data that the words commonly used in Leech's findings are not the same as the ones used in this study. For example, words such as *full*, *sure*, *wonderful*, *special*, *crisp*, *fine*, *bright*, *extra*, *safe* and *rich* are not used in the 30 radio advertisements used for the purpose of this research.

#### 4.4 Conclusion

In this chapter, radio advertisements recorded from two popular radio stations in Malaysian which used English as their medium of communication were analysed and the findings were put forth both quantitatively and qualitatively. The transcribed radio advertisements were examined to provide evidence as to the existence of literary devices in Malaysian radio advertisements. The vocabulary used was also analysed for frequency of usage and compared to the findings of Leech (1966).