

**APPENDIX 1**

**BILLBOARD SLOGANS**

<b>TEXT NO.</b>	<b>SLOGANS</b>	<b>DATE</b>	<b>TIME</b>	<b>PLACE</b>
1	Modern Tyre Senawang	30.11.06	5.30pm	Senawang, S'ban
2	Cine Fashion Indian Wedding	02.12.06	10.00am	Jln Kuching, KL
3	Milo Go Further	02.12.06	10.15am	Jln Kuching, KL
4	Mattress World - The Pocket Spring Specialist	02.12.06	10.45am	Desa Petaling, KL
5	Jasmine - When only the best will do	02.12.06	11.00am	North South Expressway
6	MINI - Nothing sticks like the Mini	02.12.06	11.05am	North South Expressway
7	CITROEN - Nothing moves you like a Citroen	02.12.06	11.10am	North South Expressway
8	Hitachi - Inspire the Next	02.12.06	11.15am	North South Expressway
9	Police - The Adventure Boot	02.12.06	11.20am	North South Expressway
10	Getz - Drive your way	04.12.06	10.45am	Kuala Lumpur
11	GP - World Class Battery	04.12.06	11.00am	North South Expressway
12	KCC Paints - Korea Colour Connections	04.12.06	11.10am	North South Expressway
13	AEON - Your Ultimate Choice	04.12.06	11.15am	North South Expressway
14	Persada Johor - International Convention Centre	04.12.06	11.25am	North South Expressway
15	Toyota moving forward	04.12.06	04.00pm	Senawang, S'ban
16	S3 Paradise Golf Resort	19.12.06	05.55pm	Rasah Jaya, S'ban
17	Bandar Springhill, an idyllic haven for your family home	19.12.06	06.45pm	Springhill, Port Dickson
18	Bizhub - Make Work Stress-Free	22.12.06	07.30am	DBP, KL
19	Canon World's Slimmest	22.12.06	08.00am	KL Sentral
20	Isotonic - Balancing Body and Mind	22.12.06	08.10am	Bangsar, KL
21	Panasonic - Ideas for life	22.12.06	12.15pm	Bangsar, KL
22	Uni Insurance - The Trusted Name In Insurance	12.01.07	05.50pm	Plaza Tol, Sg Besi, KL
23	SKIL Power Tools	12.01.07	06.10pm	North South Expressway
24	KRYON - The Luxury 7 Seater SUV	12.01.07	06.25pm	North South Expressway
25	SHARP - 10 million reasons	12.01.07	06.30pm	North South Expressway
26	Port Dickson - Tiara Beach Resort	12.01.07	08.00pm	Lulut, Port Dickson

<b>TEXT NO.</b>	<b>SLOGANS</b>	<b>DATE</b>	<b>TIME</b>	<b>PLACE</b>
27	Cuti-cuti Malaysia - Celebrating 50 years of Nationhood	13.01.07	05.55pm	North South Expressway
28	Powerful Jet Cooler	13.01.07	05.55pm	North South Expressway
29	BOSCH - Invented for life	13.01.07	08.15pm	Port Dickson
30	STOPOIL - Stop Oil Waste	20.01.07	05.30pm	Skudai, Johor
31	Samsung - Life needs a protected zone	20.01.07	05.40pm	Skudai, Johor
32	Bungalows for Sale	02.02.07	05.45pm	Skudai, Johor
33	Denso - Beyond All Expectations	02.02.08	01.25pm	North South Expressway
34	LENO - Your family shop	02.02.08	04.06pm	North South Expressway
35	Konica Minolta - The essential of imaging	02.02.07	04.25pm	Federal Highway, KL
36	Maxis - Best Coverage On All Highway	02.02.07	04.45pm	North South Expressway
37	BMW - 2006 World Car Of The Year	02.02.07	04.55pm	North South Expressway
38	ELBA - Looks Good Taste Even Better	02.02.07	05.00pm	North South Expressway
39	MUNCHY'S - Bite me	02.02.07	05.10pm	North South Expressway
40	Potato Chips - Taste The Difference	02.02.07	05.10pm	North South Expressway
41	AQUO's - There's more to see	02.02.07	05.15pm	North South Expressway
42	LORENZO - Living starts here	09.02.07	05.10pm	Federal Highway, KL
43	Canon - Power Shot - Make every shot a Powershot	09.02.07	05.15pm	Federal Highway, KL
44	Homemart Furniture	10.02.07	09.45am	Jln Tuanku Antah, S'ban
45	Ford - Make Every Day Exciting	10.02.07	09.50am	Jln Tuanku Antah, S'ban
46	Top ace - Specialize in kitchen cabinet and wardrobe	10.02.07	05.20pm	Seremban Jaya, S'ban
47	MYVI - It's A Passion	10.02.07	06.00pm	Rasah, Seremban
48	Collagen - Look Great From Every Angle	10.02.07	06.00pm	Store, Jln Sikamat, S'ban
49	The New Savvy Built For You	10.02.07	06.10pm	Rasah, Seremban
50	HONDA - The Power of Dreams	10.02.07	07.00pm	Jln Yam Tuan, S'ban
51	DUMEX - Building better people	11.02.07	12.00pm	North South Expressway
52	No 1 Anti-Wrinkle Worldwide Loreal	11.02.07	01.00pm	Melaka
53	Vitagen - Health is Wealth	11.02.07	01.20pm	Jusco, Melaka
54	Derma Genesis - Advanced Cosmetic Procedure	11.02.07	02.50pm	Melaka
55	Cold Storage - The Fresh Food	17.02.07	07.00am	Kerinci Link
56	Dreamland - Give You More	17.02.07	09.05am	Selayang
57	Vono - The Spinal Care Mattress	17.02.07	10.30am	Bidor, Perak

<b>TEXT NO.</b>	<b>SLOGANS</b>	<b>DATE</b>	<b>TIME</b>	<b>PLACE</b>
58	Toyota - Mastery is Everything	19.02.07	08.25am	Ipoh Highway
59	York - Make it better	19.02.07	08.29am	Ipoh Highway
60	Vico - My Vico Moment	19.02.07	08.30am	Ipoh Highway
61	Power Root - Don't Hold Back	19.02.07	08.35am	Ipoh Highway
62	Osim - The No.1 Brand.	19.02.07	08.54am	Ipoh Highway
63	Satria Neo	19.02.07	09.04am	Ipoh Highway
64	EVERHOME	19.02.07	09.10AM	Ipoh Highway
65	West Lake Homes Kampar	19.02.07	09.14am	Ipoh Highway
66	TC Boy - Always Fresher, Always Better	19.02.07	09.15am	Ipoh Highway
67	Coffeemix - The Champion Cup	19.02.07	09.45am	Ipoh Highway
68	Nutrilite - World Leading Health Supplements Brand	19.02.07	10.12am	R & R Ulu Bernam
69	We Green The Earth	19.02.07	10.20am	R & R Ulu Bernam
70	Brittania - Original Denim	19.02.07	10.25am	Batang Berjantai
71	OSIM - Inspiring Life	19.02.07	10.35am	Rawang Highway
72	TRAJET - Drive Your Way	19.02.07	10.38am	Rawang Highway
73	JACKER - The Potato Chips You Can't Resist	19.02.07	10.42am	Rawang Highway
74	LITNA - Vegetable Toothpaste	19.02.07	10.43am	Sg Buloh Tol
75	SHARP - Nothing Is Lost	19.02.07	10.45am	Sg Buloh Tol
76	ORIS - Swiss Made Watches	19.02.07	11.05am	Sg Buloh Highway
77	DIGI - Always The Smarter Choice	19.02.07	11.07am	Sg Buloh Highway
78	CONTINENTAL - Tyres Engineered in Germany	19.02.07	11.10am	Sg Buloh
79	Alpha S-Series - The Slimmest Sensation	19.02.07	11.25am	USJ
80	ALPHA - Shower Heater	19.02.07	11.26am	USJ
81	MITSUBISHI - Forklift Trucks	19.02.07	11.25am	USJ
82	Tractors Malaysia	19.02.07	11.31am	USJ
83	SHARP	19.02.07	11.32am	USJ
84	CIMB GROUP - Bank On Us To See Beyond	19.02.07	11.33am	USJ
85	FUJIFILM	19.02.07	11.35am	USJ
86	Panasonic	19.02.07	11.35am	USJ
87	Only One Henickwon	06.04.07	02.10pm	Nilai
88	VINCCI	06.04.07	03.00pm	MidValley
89	New Lewis Copper Jeans	06.04.07	06.20pm	MidValley

<b>TEXT NO.</b>	<b>SLOGANS</b>	<b>DATE</b>	<b>TIME</b>	<b>PLACE</b>
90	Malaysia Furniture Mall	06.04.10	06.22pm	MidValley
91	Paster - No.1 Pen Markers	27.04.07	06.30pm	Universiti Malaya
92	Sweetkiss - Fine chocolate for sheer indulgence	24.05.07	12.43pm	Sg.Besi Plaza Tol
93	Shine with Taylors	30.05.07	08.45am	Sg.Besi Plaza Tol
94	COLOURLAND - Colour your home	31.05.07	10.00am	Seremban
95	The Original	06.07.07	01.00pm	Federal Highway, KL
96	The Infrastructure University	06.07.07	01.00pm	Federal Highway, KL
97	ACER, No.1 Notebook in Malaysia	06.07.07	01.15pm	North South Expressway
98	COMFIT (BATA) - Comfort Your Feet	06.07.07	04.30pm	Nilai
99	Takaful Malaysia - You're protected	06.07.07	04.32pm	Nilai
100	Floor Depot - Make Your Home Beautiful	06.07.07	04.32pm	Nilai

## NOMINAL GROUPS – Experiential and Logical Structure

<b>Logical Structure</b>	<b>Pre-Modifier</b>				<b>Head</b>	<b>Post-Modifier</b>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T1.NG1			Modern		Tyre	
T2.NG2				Cine / Fashion (C1) (C2)	Indian Wedding	
T3. NG3					Milo	Go Further
T4. NG4	The			Pocket	Spring Specialist	
T5. NG5	The	only			best	
T6. NG6	the				Mini	
T7. NG7	a				Citroen	
T8. NG8	the				Next	
T9. NG9	The			Adventure	Boot	
T10. NG10	your				way	
T11. N11				World / Class (C1) (C2)	Battery	
T12. NG12				Korea	Colour Connection	
T13. NG13	Your				Ultimate Choice	
T14. NG14			International	Convention	Centre	
T16. NG15		S3		Paradise	Golf Resort	
T17. NG16.1	an		idyllic		haven	for your family home
T17. NG16.2	your				family home	
T19. NG17.1					Canon	World's Slimmest
T19. NG17.2	World's				Slimmest	

<b>Logical Structure</b>	<b>Pre-Modifier</b>				<b>Head</b>	<b>Post-Modifier</b>
	<b>Experiential Structure Index</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>
T21. NG18.1					Ideas	for life
T21. NG18.2					life	
T22. NG19.1	The			Trusted	Name	In Insurance
T22. NG19.2					Insurance	
T23. NG20				SKIL / Power (C1) (C2)	Tools	
T24. NG21.1	The			Luxury	7 Seater SUV	
T24. NG21.2		7		Seater	SUV	
T25. NG22.1 T25. NG22.2		10 / million (N1) (N2)			reasons	
T26. NG23				Tiara	Beach Resort	
T27. NG24.1		50			years	of Nationhood
T27. NG24.2					Nationhood	
T28. NG25			Powerful	Jet	Cooler	
T32. NG26					Bungalows	for sale
T33. NG26	All				Expectations	
T34. NG28	Your			family	shop	
T35. NG29	The				essential	of imaging
T36. NG30.1			Best		Coverage	On All Highway
T36. NG30.2	All				Highway	
T37. NG31.1		2006		World	Car	Of The Year
T37. NG31.2	The				Year	
T40. NG32	The				Difference	

<b>Logical Structure</b>	<b>Pre-Modifier</b>				<b>Head</b>	<b>Post-Modifier</b>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T43. NG33.1	every				shot	a Powershot
T43. NG33.2	a				Powershot	
T44. NG34					Homemart Furniture	
T47. NG35	a				Passion	
T49. NG36	The		New		Savvy	Built For You
T50. NG37.1	The				Power	of Dreams
T50. NG37.2					Dreams	
T52. NG38				No.1 / Anti-Wrinkle / Worldwide (C1) (C2) (C3)	Loreal	
T53. NG39.1					Health	
T53. NG39.2					Wealth	
T55. NG40	The		Fresh		Food	
T57. NG41	The			Spinal / Care (C1) (C2)	Mattress	
T58. NG42					Mastery	
T60. NG43	My				Vico	
T62. NG44	The			No.1	Brand	
T63. NG45					Satria Neo	
T64. NG46					EVERHOME	
T65. NG47			West		Lake Homes	
T67. NG48	The			Champion	Cup	

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T68. NG49				World / Leading (C1) (C2)	Health Supplement Brands	
T69. NG50	The				Earth	
T70. NG51			Original		Denim	
T71. NG52					Life	
T74. NG53				Vegetable	Toothpaste	
T76. NG54.1					Swiss	Made Watches
T76. NG54.2					Watches	
T77. NG55	The		Smarter		Choice	
T78. NG56.1					Tyres	Engineered in Germany
T78. NG56.2					Germany	
T79. NG57	The		Slimmest		Sensation	
T80. NG58				Shower	Heater	
T81. NG59				Forklift	Trucks	
T82. NG60					Tractors Malaysia	
T83. NG63					SHARP	
T85. NG64					FUJIFILM	
T86. NG65					Panasonic	
T87. NG66		Only / One (N1) (N2)			Henickwon	
T88. NG67					VINCCI	
T89. NG68			New	Levis / Copper (C1) (C2)	Jeans	



<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T90. NG69				Malaysia	Furniture Mall	
T91. NG70				No.1	Pen Markers	
T92. NG71.1			<i>Fine</i>		chocolate	for sheer indulgence
T92. NG71.2			<i>sheer</i>		indulgence	
T95. NG72	The				Original	
T96. NG73	The			Infrastructure	University	
T97. NG74.1	ACER			No.1	Notebook	in Malaysia
T97. NG74.2					Malaysia	
T98. NG75	Your				Feet	
T100. NG76	Your				Home	Beautiful

## VERBAL GROUPS – Experiential Structure

<i>Index</i>	<i>Finite/Event</i>	<i>Polarity</i>	<i>Event</i>
TG3. VG1	Go		
T5. VG2	will		do
T6. VG3	sticks		
T7. VG4	moves		
T8. VG5	Inspire		
T10. VG6	Drive		
T18. VG8	Make		
T29. VG12	Invented		
T30. VG13	Stop		
T31. VG14	needs		
T38. VG15.1	Looks		
T38. VG15.2	Taste		
T39. VG16	Bite		
T40. VG17	Taste		
T41. VG18	is		
T42. VG19	starts		
T43. VG20	Make		
T45. VG21	Make		
T46. VG22	Specialize		
T47. VG23	is		
T48. VG24	Look		
T49. VG25	Built		
T53. VG27	is		
T54. VG28	Advanced		
T56. VG29	Give		
T58. VG30	is		
T59. VG31	Make		
T61. VG32	Do	not	Hold
T69. VG33	Green		
T72. VG35	Drive		
T73. VG36	Can	not	Resist
T75. VG37	Is		Lost
T76. VG38	Made		
T78. VG39	Engineered		
T84. VG40.1	Bank		
T84. VG40.2	See		
T93. VG41	Shine		

<i>Index</i>	<i>Finite/Event</i>	<i>Polarity</i>	<i>Event</i>
T94. VG42	Colour		
T98. VG43	Comfort		
T99. VG44	are		protected
T100. VG45	Make		

### VERBAL GROUPS – Logical Structure

<i>Index</i>	<i>Finite</i>			<i>Event</i>
	<i>Present</i>	<i>Past</i>	<i>Future</i>	
T3. VG1	Go			
T5. VG2			will	do
T6. VG3	sticks			
T7. VG4	moves			
T8. VG5	Inspire			
T10. VG6	Drive			
T15. VG7	moving			
T18. VG8	Make			
T20. VG9	Balancing			
T27. VG10	Celebrating			
T29. VG12		Invented		
T30. VG13	Stop			
T31. VG14	needs			
T38. VG15.1	Looks			
T38. VG15.2	taste			
T39. VG16	Bite			
T40. VG17	Taste			
T41. VG18	Is			
T42. VG19	starts			
T43. VG20	Make			
T45. VG21	Make			
T46. VG22	Specialize			
T47. VG23	is			
T48. VG24	Look			
T49. VG25		Built		
T51. VG26	Building			
T53. VG27	is			
T54. VG28		Advanced		

<i>Index</i>	<i>Finite</i>			<i>Event</i>
	<i>Present</i>	<i>Past</i>	<i>Future</i>	
T56. VG29	Give			
T58. VG30	is			
T59. VG31	Make			
T61. VG32	Don't			Hold
T69. VG33	Green			
T71. VG34	Inspiring			
T72. VG35	Drive			
T73. VG36	Can't			Resist
T75. VG37	Is			Lost
T76. VG38		Made		
T78. VG39		Engineered		
T84. VG40.1	Bank			
T84. VG40.2	See			
T93. VG41	Shine			
T94. VG42	Colour			
T98. VG43	Comfort			
T99. VG44	are			protected
T100. VG45	Make			

**ADVERBIAL GROUPS – Experiential Structure**

<i>Index</i>	<i>Head</i>	<i>Types of Adjunct</i>
T38. AG1	Even	circumstantial
T48. AG4.1	Great	circumstantial
T66.AG5.1	Always	circumstantial
T66.AG5.2	Always	circumstantial
T77.AG5	Always	circumstantial

**ADVERBIAL GROUPS – Logical Structure**

<i>Index</i>	<i>Pre-Modifier</i>	<i>Head</i>	<i>Post-Modifier</i>
T38. AG1		Even	Better
T48. AG4.1		Great	From Every Angle
T66.AG5.1		Always	Fresher
T66.AG5.2		Always	Better
T77.AG5		Always	The Smarter Choice

APPENDIX 2 (iv)

PREPOSITIONAL PHRASES

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Extent</i>	
			<i>Process</i>	<i>Range</i>
T21. PP4	Ideas		for	life
T29. PP7		Invented	for	life

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Location</i>	
			<i>Process</i>	<i>Range</i>
T36. PP11	Best Coverage		On	All Highway
T48. PP14	Great		from	every angle
T78. PP17	Tyres	Engineered	In	Germany
T84. PP18		Bank	On	Us To See Beyond
T97. PP21	ACER, No.1 Notebook		In	Malaysia

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Manner</i>	
			<i>Process</i>	<i>Range</i>
T6. PP1	Nothing	sticks	like	the Mini
T7. PP2	Nothing	moves	like	a Citroen
T33. PP9			Beyond	All Expectations

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Cause</i>	
			<i>Process</i>	<i>Range</i>
T17. PP3	an idyllic heaven		for	your family
T32. PP8	Bungalows		for	sale
T49. PP15	The New Savvy	Built	For	You
T92. PP19	chocolate		for	sheer indulgence

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Accompaniment</i>	
			<i>Process</i>	<i>Range</i>
T93. PP20		Shine	with	Taylor's

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Matter</i>	
			<i>Process</i>	<i>Range</i>
T22. PP5	The Trusted Name		In	Insurance
T27. PP6		Celebrating	of	Nationhood
T35. PP10	The essential		of	imaging
T37. PP12	2006 World Car		of	The Year
T46. PP13		Specialize	in	kitchen cabinet and wardrobe
T50. PP16	The Power		of	Dreams

## ANALYSIS OF NOMINAL GROUPS

## Experiential Structure of the Nominal Group

Elements	Frequency Count (n)	Percentages (%)
Deitics	37	18.23
Numeratives	9	4.43
Epithets	14	6.89
Classifiers	36	17.73
Things	89	43.84
Qualifiers	18	8.86
<b>Total number (n) of NG structure</b>	<b>203</b>	<b>100.00</b>

## Logical Structure of the Nominal Group

Elements	Frequency Count (n)	Percentages (%)
Pre Modifier + Head	52	58.43
Head	19	21.35
Head + Post Modifier	6	6.74
Pre Modifier + Head + Post Modifier	12	13.48
<b>Total number (n) of NG structure</b>	<b>89</b>	<b>100.00</b>



## ANALYSIS OF VERBAL GROUPS

## Experiential Structure of Verbal Group

<b>Types of Verbal Group</b>	<b>Frequency Count (n)</b>	<b>Percentages (%)</b>
Finite	36	87.80
Finite + Event	3	7.32
Finite + Polarity + Event	2	4.88
<b>Total number (n) of Adverbial Group</b>	<b>41</b>	<b>100</b>

## Logical Structure of Verbal Group

<b>Types of Verbal Group</b>	<b>Frequency Count (n)</b>	<b>Percentages (%)</b>
Finite – Past Tense	5	10.87
Finite – Present Tense	40	86.96
Finite – Future Tense	1	2.17
<b>Total number (n) of Adverbial Group</b>	<b>46</b>	<b>100</b>

## ANALYSIS OF ADVERBIAL GROUPS

## Experiential Structure of Adverbial Group

Types of Circumstances	Frequency Count (n)	Percentages (%)
<i>Circumstantial Adjunct</i>		
(a) Time	3	60
(b) Places	0	0
(c) Manner - quality	0	0
- degree	1	20
- comparison	1	20
- means	0	0
<i>Modal adjunct</i>		
(a) Comment	0	0
(b) mood	0	0
<b>Total number (n) of Circumstances</b>	<b>5</b>	<b>100</b>

## Logical Structure of Adverbial Group

Types of Adverbial Group	Frequency Count (n)	Percentages (%)
Pre-Modifier + Head	0	0
Head only	0	0
Head + Post-Modifier	5	100
<b>Total number (n) of Adverbial Group</b>	<b>5</b>	<b>100</b>

## ANALYSIS OF PREPOSITIONAL PHRASE

## Experiential Structure of Prepositional Phrase

<b>Circumstantial Elements</b>	<b>Frequency Count (n)</b>	<b>Percentages (%)</b>
Extent	2	9.52
Location	5	23.81
Manner	3	14.29
Cause	4	19.05
Accompaniment	1	4.76
Matter	6	28.57
<b>Total number (n) of circumstantial elements</b>	<b>21</b>	<b>100</b>

## Logical Structure of Prepositional Phrase

<b>Elements of Prepositional Phrases</b>	<b>Frequency Count (n)</b>	<b>Percentages (%)</b>
Nominal Group + Prepositional Phrase	10	47.62
Verbal Group + Prepositional Phrase	5	23.81
Adverbial Group + Prepositional Phrase	1	4.76
Prepositional Phrase Only	1	4.76
Nominal Group + Verbal Group + Prepositional Phrase	4	19.05
<b>Total number (n) of elements</b>	<b>21</b>	<b>100.00</b>

**BILLBOARD SLOGANS****THEME – TECHNOLOGY**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T8	Hitachi - <i>Inspire the Next</i>
T18	Bizhub - <i>Make Work Stress-Free</i>
T19	Canon World's <i>Slimmest</i>
T21	Panasonic - <i>Ideas for life</i>
T25	SHARP - <i>10 million reasons</i>
T28	<i>Powerful Jet Cooler</i>
T31	Samsung - <i>Life needs a protected zone</i>
T33	Denso - <i>Beyond All Expectations</i>
T35	Konica Minolta - <i>The essential of imaging</i>
T36	Maxis - <i>Best Coverage On All Highway</i>
T38	ELBA - <i>Looks Good Taste Even Better</i>
T41	AQUO's - <i>There's more to see</i>
T43	Canon - Power Shot - <i>Make every shot a Powershot</i>
T59	York - <i>Make it better</i>
T75	SHARP - <i>Nothing Is Lost</i>
T76	ORIS - <i>Swiss Made Watches</i>
T77	DIGI - <i>Always The Smarter Choice</i>
T79	Alpha S-Series - <i>The Slimmest Sensation</i>
T80	ALPHA - <i>Shower Heater</i>
T83	<i>SHARP</i>
T85	<i>FUJIFILM</i>
T86	<i>Panasonic</i>
T87	<i>Only One Henickwon</i>
T91	Paster - <i>No.1 Pen Markers</i>
T97	ACER, <i>No. 1 Notebook in Malaysia</i>

**THEME – TECHNOLOGY**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T8. NG8	the				Next	
T19. NG17.1					Canon	World's Slimmest
T19. NG17.2	World's				<i>Slimmest</i>	
T21. NG18.1					Ideas	for life
T21. NG18.2					Life	
T25. NG22.1		10 / million (N1) (N2)			reasons	
T28. NG25			Powerful	Jet	Cooler	
T33. NG26	All				Expectations	
T35. NG29	The				<i>essential</i>	of imaging
T36. NG30.1			<i>Best</i>		Coverage	On All Highway
T36. NG30.2	All				Highway	
T43. NG33.1	every				Shot	a Powershot
T43. NG33.2	a				Powershot	
T76. NG54.1					Swiss	Made Watches
T76. NG54.2					Watches	
T77. NG55	The		Smarter		Choice	
T79. NG57	The		Slimmest		Sensation	
T80. NG58				Shower	Heater	
T83. NG63					SHARP	

<b>Logical Structure</b>	<b>Pre-Modifier</b>				<b>Head</b>	<b>Post-Modifier</b>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T85. NG64					FUJIFILM	
T86. NG65					Panasonic	
T87. NG66		Only / One (N1) (N2)			Henickwon	
T91. NG70				No.1	Pen Markers	
T97. NG74.1	ACER			No.1	Notebook	in Malaysia
T97. NG74.2					Malaysia	

**THEME – TECHNOLOGY**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T8. VG5	Inspire		
T18. VG8	Make		
T31. VG14	needs		
T38. VG15.1	Looks		
T38. VG15.2	Taste		
T41. VG18	is		
T43. VG20	Make		
T59. VG31	Make		
T75. VG37	Is		Lost
T76. VG38	Made		

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T8. VG5	Inspire			
T18. VG8	Make			
T31. VG14	needs			
T38. VG15.1	Looks			
T38. VG15.2	taste			
T41. VG18	Is			
T43. VG20	Make			
T59. VG31	Make			
T75. VG37	Is			Lost
T76. VG38		Made		

**THEME – TECHNOLOGY**

**(c) ADVERBIAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Head</b>	<b>Types of Adjunct</b>
T38. AG1	Even	Circumstantial – Manner
T77.AG5	Always	Circumstantial- Time

**Logical Structure**

<b>Index</b>	<b>Pre-Modifier</b>	<b>Head</b>	<b>Post-Modifier</b>
T38. AG1		Even	Better
T77.AG5		Always	The Smarter Choice

**(d) PREPOSITIONAL PHRASE**

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Extent</i>	
			<i>Process</i>	<i>Range</i>
T21. PP4	Ideas		for	life
			<i>Manner</i>	
T33. PP9			Beyond	All Expectations
			<i>Matter</i>	
T35. PP10	The essential		of	imaging
			<i>Location</i>	
T36. PP11	Best Coverage		On	All Highway
T97. PP21	ACER, No.1 Notebook		In	Malaysia



**BILLBOARD SLOGANS****THEME - AUTOMOTIVE**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T1	<i>Modern Tyre Senawang</i>
T6	<i>MINI - Nothing sticks like the Mini</i>
T7	<i>CITROEN - Nothing moves you like a Citroen</i>
T10	<i>Getz - Drive your way</i>
T15	<i>Toyota moving forward</i>
T11	<i>GP - World Class Battery</i>
T23	<i>SKIL Power Tools</i>
T24	<i>KRYON - The Luxury 7 Seater SUV</i>
T29	<i>BOSCH - Invented for life</i>
T30	<i>STOPOIL - Stop Oil Waste</i>
T37	<i>BMW - 2006 World Car Of The Year</i>
T45	<i>Ford - Make Every Day Exciting</i>
T47	<i>MYVI - It's a Passion</i>
T49	<i>The New Savvy Built For You</i>
T50	<i>HONDA - The Power of Dreams</i>
T58	<i>Toyota - Mastery is Everything</i>
T63	<i>Satria Neo</i>
T72	<i>TRAJET - Drive Your Way</i>
T78	<i>CONTINENTAL - Tyres Engineered in Germany</i>
T81	<i>mitsubishi - Forklift Trucks</i>
T82	<i>Tractors Malaysia</i>

**THEME – AUTOMOTIVE**

**(a) NOMINAL GROUP- Experiential and Logical Structures**

<b>Logical Structure</b>	<b>Pre-Modifier</b>				<b>Head</b>	<b>Post-Modifier</b>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T1.NG1			Modern		Tyre	
T6. NG6	the				Mini	
T7. NG7	a				Citroen	
T10. NG10	your				way	
T11. NG11				World / Class (C1) (C2)	Battery	
T23. NG20				SKIL / Power (C1) (C2)	Tools	
T24. NG21.1	The			Luxury	7 Seater SUV	
T24. NG21.2		7		Seater	SUV	
T37. NG31.1		2006		World	Car	Of The Year
T37. NG31.2	The				Year	
T47. NG35	a				Passion	
T49. NG36	The		New		Savvy	Built For You
T50. NG37.1	The				Power	of Dreams
T50. NG37.2					Dreams	
T58. NG42					Mastery	
T63. NG45					Satria Neo	
T78. NG56.1					Tyres	Engineered in Germany

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T78. NG56.2					Germany	
T81. NG59				Forklift	Trucks	
T82. NG60					Tractors Malaysia	

**THEME – AUTOMOTIVE**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T6. VG3	sticks		
T7. VG4	moves		
T10. VG6	Drive		
T29. VG12	Invented		
T30. VG13	Stop		
T45. VG21	Make		
T47. VG23	is		
T49. VG25	Built		
T58. VG30	is		
T72. VG35	Drive		
T78. VG39	Engineered		

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T6. VG3	sticks			
T7. VG4	moves			
T10. VG6	Drive			
T15. VG7	moving			
T29. VG12		Invented		
T30. VG13	Stop			
T45. VG21	Make			
T47. VG23	is			
T49. VG25		Built		
T58. VG30	is			
T72. VG35	Drive			
T78. VG39		Engineered		

**THEME – AUTOMOTIVE**

**(c) PREPOSITIONAL PHRASE**

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Manner</i>	
			<i>Process</i>	<i>Range</i>
T6. PP1	Nothing	sticks	like	the Mini
T7. PP2	Nothing	moves	like	a Citroen
			<i>Extent</i>	
T29. PP7		Invented	for	life
			<i>Cause</i>	
T49. PP15	The New Savvy	Built	For	You
			<i>Matter</i>	
T37. PP12	2006 World Car		of	The Year
T50. PP16	The Power		of	Dreams
			<i>Location</i>	
T78. PP17	Tyres	Engineered	In	Germany

**BILLBOARD SLOGANS****THEME – LIFESTYLE**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T2	<i>Cine Fashion Indian Wedding</i>
T9	<i>Police - The Adventure Boot</i>
T12	<i>KCC Paints - Korea Colour Connections</i>
T34	<i>LENO - Your family shop</i>
T42	<i>LORENZO - Living starts here</i>
T44	<i>Homemart Furniture</i>
T46	<i>Top ace - Specialize in kitchen cabinet and wardrobe</i>
T64	<i>EVERHOME</i>
T70	<i>Brittania - Original Denim</i>
T88	<i>VINCCI</i>
T89	<i>New Levis Copper Jeans</i>
T90	<i>Malaysia Furniture Mall</i>
T94	<i>COLOURLAND - Colour your home</i>
T95	<i>The Original</i>
T98	<i>COMFIT (BATA) - Comfort Your Feet</i>
T100	<i>Floor Depot - Make Your Home Beautiful</i>

**THEME – LIFESTYLE**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure Experiential Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T2. NG2				Cine / Fashion (C1) (C2)	Indian Wedding	
T9. NG9	The			Adventure	Boot	
T12. NG12				Korea	Colour Connection	
T34. NG28	Your			family	shop	
T44. NG34					Homemart Furniture	
T64. NG46					EVERHOME	
T70. NG51			Original		Denim	
T88. NG67					VINCCI	
T89. NG68			New	Levis / Copper (C1) (C2)	Jeans	
T90. NG69				Malaysia	Furniture Mall	
T95. NG72	The				Original	
T98. NG75	Your				Feet	
T100. NG76	Your				Home	Beautiful

**THEME – LIFESTYLE**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T42. VG19	starts		
T46. VG22	Specialize		
T94. VG42	Colour		
T98. VG43	Comfort		
T100. VG45	Make		

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T42. VG19	starts			
T46. VG22	Specialize			
T94. VG42	Colour			
T98. VG43	Comfort			
T100. VG45	Make			

**(c) PREPOSITIONAL PHRASE**

<b>Index</b>	<b>Actor</b>	<b>Process</b>	<b>Circumstantial Element</b>	
			<b>Location</b>	
			<b>Process</b>	<b>Range</b>
T46. PP13		Specialize	in	kitchen cabinet and wardrobe



**BILLBOARD SLOGANS**

**THEME – FOOD AND BEVERAGES**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T3	<i>Milo Go Further</i>
T5	<i>Jasmine - When only the best will do</i>
T20	<i>Isotonic - Balancing Body and Mind</i>
T39	<i>MUNCHY'S - Bite me</i>
T40	<i>Potato Chips - Taste The Difference</i>
T51	<i>DUMEX - Building better people</i>
T53	<i>Vitagen – Health is Wealth</i>
T60	<i>Vico - My Vico Moment</i>
T61	<i>Power Root - Don't Hold Back</i>
T66	<i>TC Boy - Always Fresher, Always Better</i>
T67	<i>Coffeemix - The Champion Cup</i>
T73	<i>JACKER - The Potato Chips You Can't Resist</i>
T92	<i>Sweetkiss - Fine chocolate for sheer indulgence</i>

**THEME – FOOD AND BEVERAGES**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T3. NG3					Milo	Go Further
T5. NG5	the	only			best	
T40. NG32	The				Difference	
T53. NG39.1					Health	
T53. NG39.2					Wealth	
T60. NG43	My				Vico	
T67. NG48	The			Champion	Cup	
T92. NG71.1			<i>Fine</i>		chocolate	for sheer indulgence
T92. NG71.2			<i>sheer</i>		indulgence	

**THEME – FOOD AND BEVERAGES**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T3. VG1	Go		
T5. VG2	will		do
T39. VG16	Bite		
T40. VG17	Taste		
T53. VG27	is		
T61. VG32	Do	not	Hold
T73. VG36	Can	not	Resist

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T3. VG1	Go			
T5. VG2			will	do
T20. VG9	Balancing			
T39. VG16	Bite			
T40. VG17	Taste			
T51. VG26	Building			
T53. VG27	is			
T61. VG32	Don't			Hold
T73. VG36	Can't			Resist

**THEME – FOOD AND BEVERAGES**

**(c) ADVERBIAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Head</b>	<b>Types of Adjunct</b>
T66.AG5.1	Always	Circumstantial - Time
T66.AG5.2	Always	Circumstantial - Time

**Logical Structure**

<b>Index</b>	<b>Pre-Modifier</b>	<b>Head</b>	<b>Post-Modifier</b>
T66.AG5.1		Always	Fresher
T66.AG5.2		Always	Better

**(d) PREPOSITIONAL PHRASE**

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Cause</i>	
			<i>Process</i>	<i>Range</i>
T92. PP19	chocolate		for	sheer indulgence

**BILLBOARD SLOGANS****THEME – HEALTH CARE**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T4	<i>Mattress World - The Pocket Spring Specialist</i>
T48	<i>Collagen - Look Great From Every Angle</i>
T52	<i>No.1 Anti-Wrinkle Worldwide Loreal</i>
T54	<i>Derma Genesis - Advanced Cosmetic Procedure</i>
T56	<i>Dreamland - Give You More</i>
T57	<i>Vono - The Spinal Care Mattress</i>
T62	<i>Osim - The No. 1 Brand</i>
T68	<i>Nutrilite - World Leading Health Supplements Brand</i>
T71	<i>OSIM - Inspiring Life</i>
T74	<i>LITNA - Vegetable Toothpaste</i>

**THEME – HEALTH CARE**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T4. NG4	The			Pocket	Spring Specialist	
T52. NG38				No.1 / Anti-Wrinkle / Worldwide (C1) (C2) (C3)	Loreal	
T57. NG41	The			Spinal / Care (C1) (C2)	Mattress	
T62. NG44	The			No.1	Brand	
T68. NG49				World / Leading (C1) (C2)	Health Supplement Brands	
T71. NG52					Life	
T74. NG53				Vegetable	Toothpaste	

**THEME – HEALTH CARE**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T48. VG24	Look		
T54. VG28	Advanced		
T56. VG29	Give		

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T48. VG24	Look			
T54. VG28		Advanced		
T56. VG29	Give			
T71. VG34	Inspiring			

**THEME – HEALTH CARE**

**(c) ADVERBIAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Head</b>	<b>Types of Adjunct</b>
T48. AG4.1	Great	Circumstantial – Place

**Logical Structure**

<b>Index</b>	<b>Pre-Modifier</b>	<b>Head</b>	<b>Post-Modifier</b>
T48. AG4.1		Great	From Every Angle

**d) PREPOSITIONAL PHRASE**

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Location</i>	
			<i>Process</i>	<i>Range</i>
T48. PP14	Great		From	Every Angle



## BILLBOARD SLOGANS

## THEME – PLACES

TEXT NO.	SLOGANS
T14	Persada Johor - <i>International Convention Centre</i>
T16	<i>S3 Paradise Golf Resort</i>
T17	Bandar Springhill – <i>an idyllic haven for your family home</i>
T26	Port Dickson - <i>Tiara Beach Resort</i>
T27	Cuti-cuti Malaysia - <i>Celebrating 50 years of Nationhood</i>
T65	<i>West Lake Homes Kampar</i>
T69	<i>We Green The Earth</i>
T93	<i>Shine with Taylors</i>
T96	<i>The Infrastructure University</i>

**THEME – PLACES**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T14. NG14			International	Convention	Centre	
T16. NG15		S3		Paradise	Golf Resort	
T17. NG16.1	an		idyllic		haven	for your family home
T17. NG16.2	your				family home	
T26. NG23				Tiara	Beach Resort	
T27. NG24.1		50			years	of Nationhood
T27. NG24.2					Nationhood	
T65. NG47			West		Lake Homes	
T69. NG50	The				Earth	
T96. NG73	The			Infrastructure	University	

**THEME – PLACES**

**(b) VERBAL GROUP**

**Experiential Structure**

<b>Index</b>	<b>Finite/Event</b>	<b>Polarity</b>	<b>Event</b>
T69. VG33	Green		
T93. VG41	Shine		

**Logical Structure**

<b>Index</b>	<b>Finite</b>			<b>Event</b>
	<b>Present</b>	<b>Past</b>	<b>Future</b>	
T27. VG10	Celebrating			
T69. VG33	Green			
T93. VG41	Shine			

**(c) PREPOSITIONAL PHRASE**

<b>Index</b>	<b>Actor</b>	<b>Process</b>	<b>Circumstantial Element</b>	
			<b>Cause</b>	
			<b>Process</b>	<b>Range</b>
T17. PP3	an idyllic heaven		for	your family
			<b>Matter</b>	
T27. PP6		Celebrating	of	Nationhood
			<b>Accompaniment</b>	
T93. PP20		Shine	with	Taylors

**BILLBOARD SLOGANS****THEME – BUSINESS**

<b>TEXT NO.</b>	<b>SLOGANS</b>
T13	<i>AEON - Your Ultimate Choice</i>
T22	<i>Uni Insurance - The Trusted Name In Insurance</i>
T32	<i>Bungalows for Sale</i>
T55	<i>Cold Storage - The Fresh Food</i>
T84	<i>CIMB GROUP - Bank On Us To See Beyond</i>
T99	<i>Takaful Malaysia - You're protected</i>

**THEME – BUSINESS**

**(a) NOMINAL GROUP – Experiential and Logical Structures**

<b>Logical Structure</b>	<i>Pre-Modifier</i>				<i>Head</i>	<i>Post-Modifier</i>
<b>Experiential Structure</b>	<i>Deictic</i>	<i>Numerative</i>	<i>Epithet</i>	<i>Classifier</i>	<i>Thing</i>	<i>Qualifier</i>
<i>Index</i>						
T13. NG13	Your				Ultimate Choice	
T22. NG19.1	The			Trusted	Name	In Insurance
T22. NG19.2					Insurance	
T32. NG26					Bungalows	for sale
T55. NG40	The		Fresh		Food	

**THEME – BUSINESS**

**(b) VERBAL GROUP**

**Experiential Structure**

Index	Finite/Event	Polarity	Event
T84. VG40.1	Bank		
T84. VG40.2	See		
T99. VG44	are		protected

**Logical Structure**

Index	Finite			Event
	Present	Past	Future	
T84. VG40.1	Bank			
T84. VG40.2	See			
T99. VG44	are			protected

**(d) PREPOSITIONAL PHRASE**

<i>Index</i>	<i>Actor</i>	<i>Process</i>	<i>Circumstantial Element</i>	
			<i>Location</i>	
			<i>Process</i>	<i>Range</i>
T84. PP18		Bank	On	Us To See Beyond
			<i>Cause</i>	
T32. PP8	Bungalows		for	sale
			<i>Matter</i>	
T22. PP5	The Trusted Name		In	Insurance

APPENDIX 8







