

Appendix A: List of Languages in Peninsular Malaysia



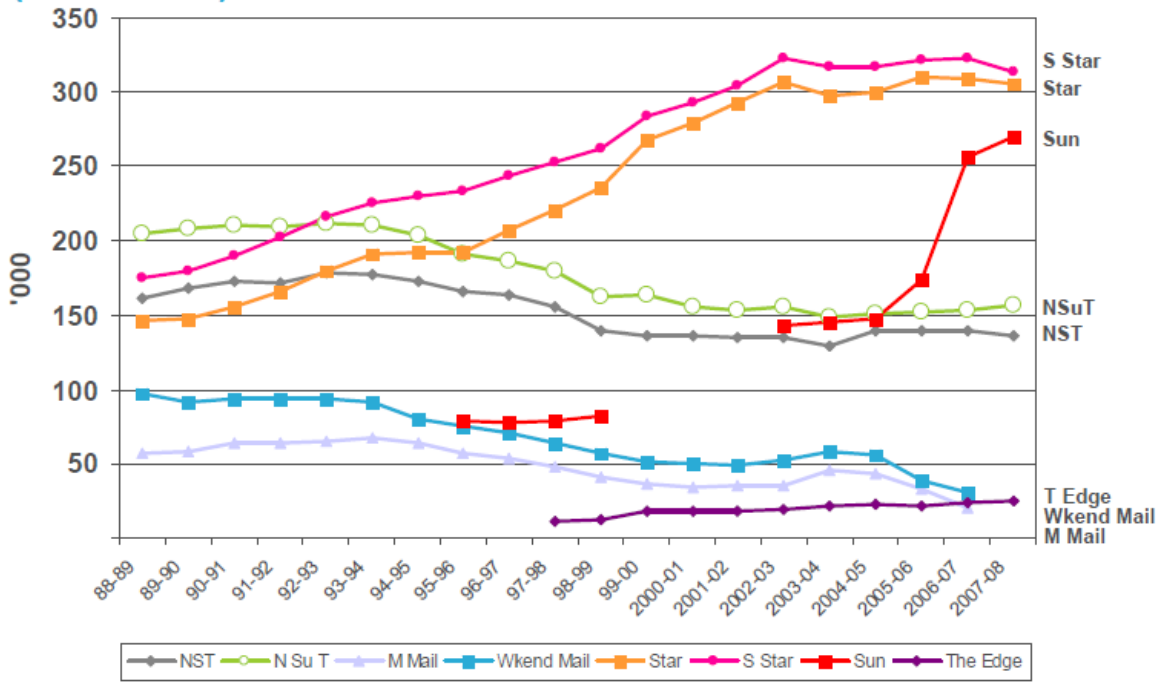
Malaysia (Peninsular). 26,640,000 (2004). 12,123,300 speakers of Austronesian languages, 3,399,000 speakers of Chinese languages, 44,610 speakers of Austro-Asiatic languages (Matisoff 1991), 1,090,000 speakers of Dravidian languages. Immigrant languages: Burmese, Chinese Sign Language, Eastern Panjabi (56,400), Malayalam (35,800), Sylheti, Telugu (39,000), Western Cham. Information mainly from A. Baxter 1988; B. Comrie 1987; R. Dentan 1968; I. Hancock 1969; J. Holm 1989; F. Lebar, G. Hickey, J. Musgrave 1964; S. Lim 1981; W. G. Shellabear 1913. Blind population: 22,300. The number of individual languages listed for Malaysia (Peninsular) is 41. Of those, all are living languages.

Appendix B: Newspaper Circulation Data

ANALYSIS OF PRINT MEDIA AUDITED CIRCULATION BY
 MEDIA SPECIALIST ASSOCIATION 1988 – 2008

(5th December 2008 Sime Darby Convention Centre)

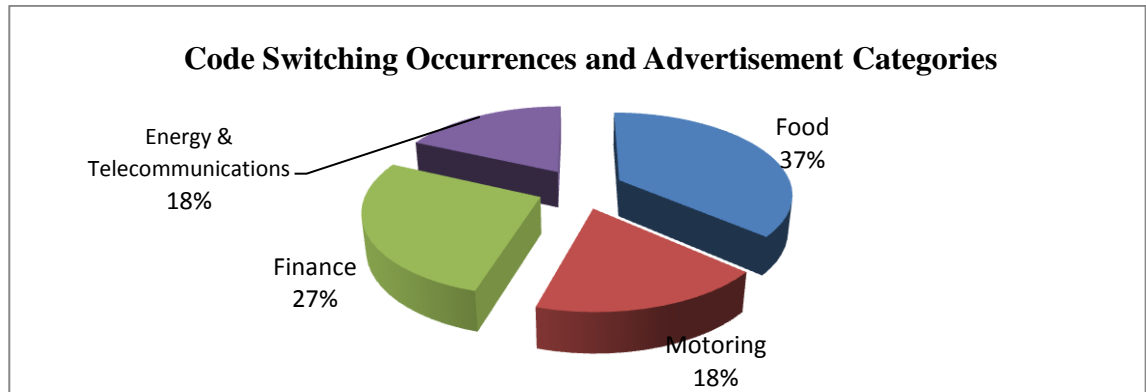
Audited Circulation Trends – English Newspapers (1988-2008)



Appendix C: Advertisement Analysis Charts & Tables

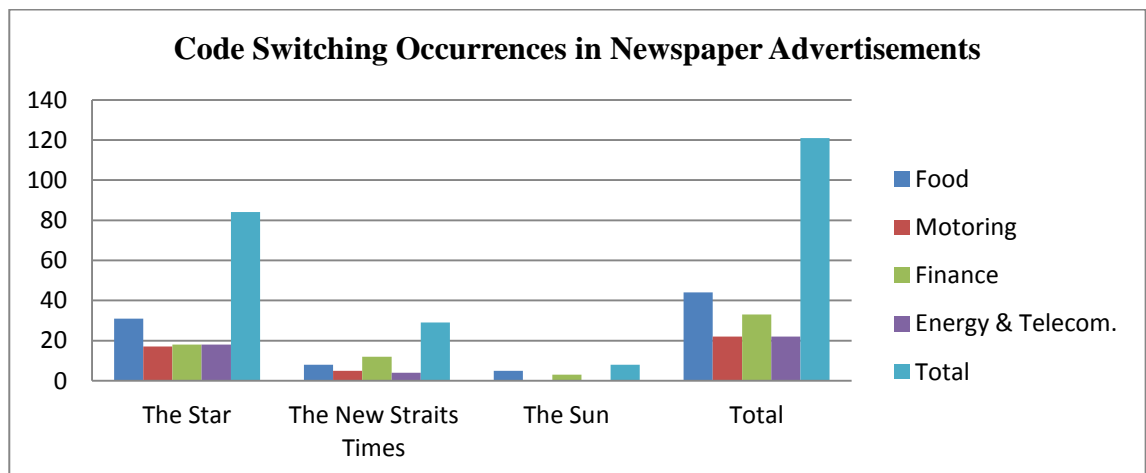
1. Code Switching Occurrences and Advertisement Categories

Advertisement Category	Number of Advertisements with Code Switching Occurrences
Food	44
Motoring	22
Finance	33
Energy & Telecommunications	22
TOTAL	121

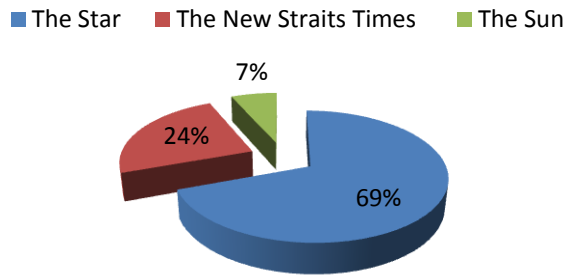


2. Code Switching Occurrences in Newspaper Advertisements

	Number of Advertisements with Code Switching Occurrences				
	Food	Motoring	Finance	Energy & Telecomm.	Total
The Star	31	17	18	18	84
The New Straits Times	8	5	12	4	29
The Sun	5	0	3	0	8
Total	44	22	33	22	121

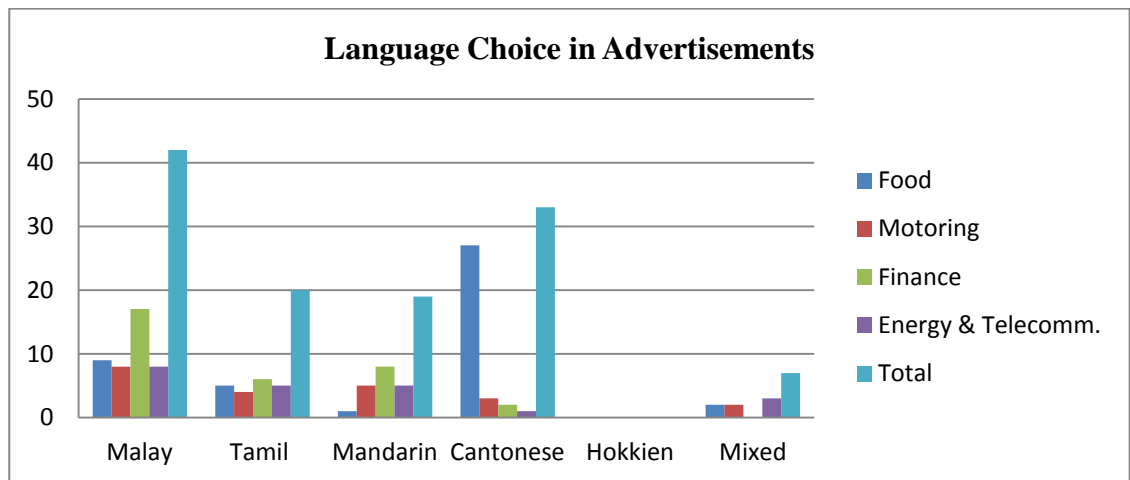


Code Switching Occurrences in Newspaper Advertisements

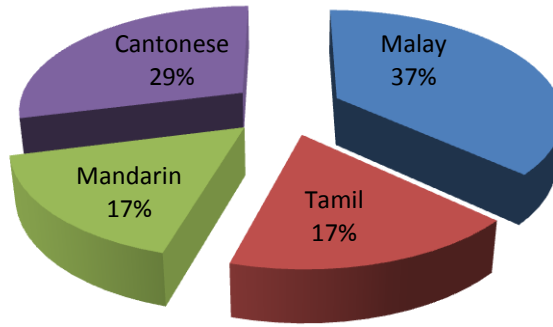


3. Language Choice and Advertising Category

Language	Language Choice and Advertising Category				Total
	Food	Motoring	Finance	Energy & Telecomm.	
Malay	9	8	17	8	42
Tamil	5	4	6	5	20
Mandarin	1	5	8	5	19
Cantonese	27	3	2	1	33
Hokkien	0	0	0	0	0
Mixed	2	2	0	3	7
Total	44	22	33	22	121



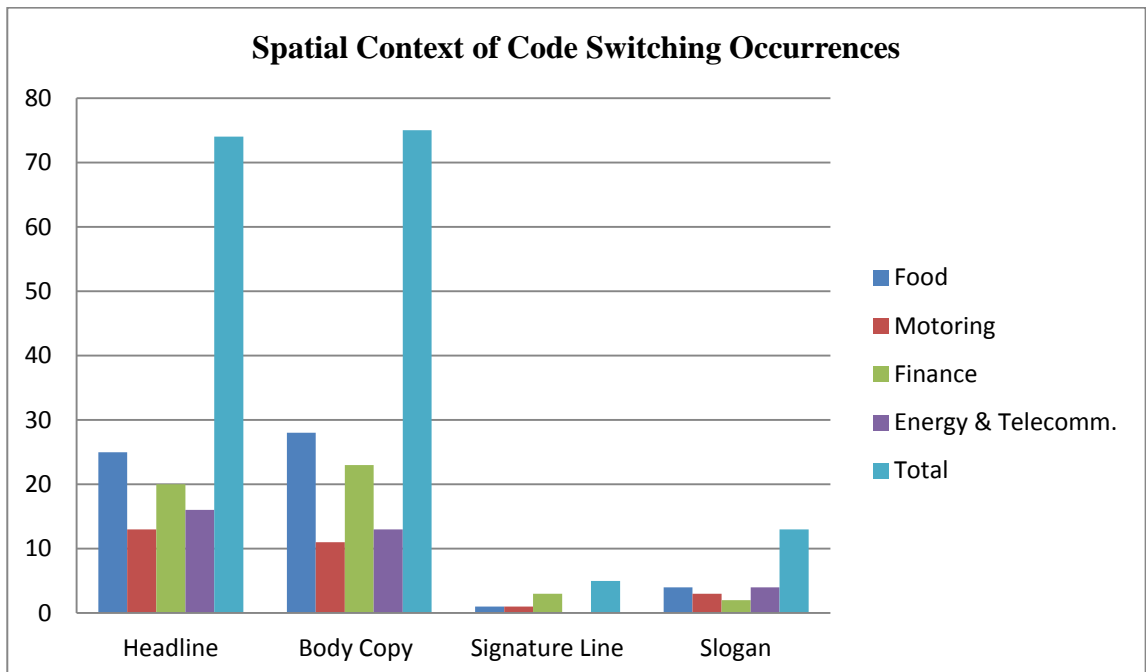
Language Choice in Advertisements



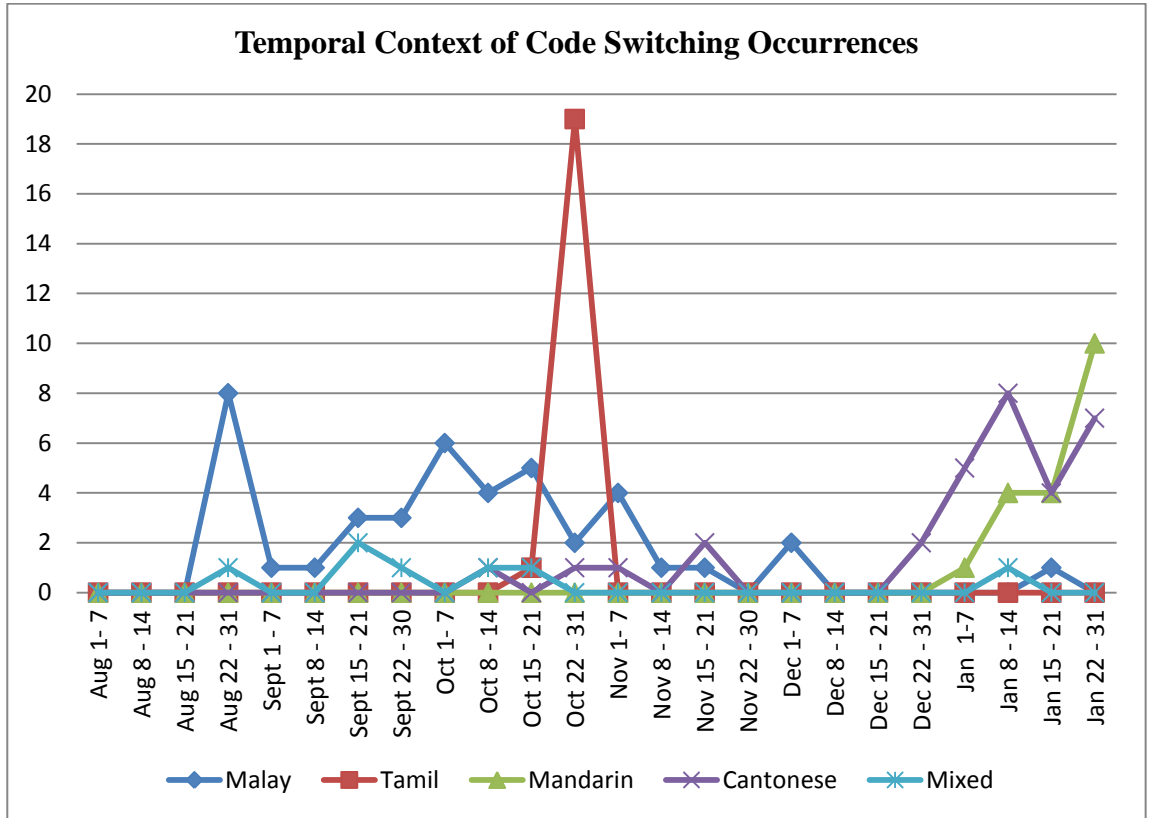
4. Spatial Context of Code Switching Occurrences

Structural Components	Number of Advertisements with Code Switching Occurrences					
	Food	Motoring	Finance	Energy & Telecomm.	Total	
Headline	25	13	20	16	74	44.3%
Body Copy	28	11	23	13	75	44.9%
Signature Line	1	1	3	0	5	3%
Slogan	4	3	2	4	13	7.8%

Spatial Context of Code Switching Occurrences



Temporal Context of Code Switching Occurrences



Appendix D: Advertisement Samples

This appendix contains only a selection of the advertisements collected. It is intended as a sample, and so is not comprehensive. Advertisements may have been resized for the sake of clarity, but other than that, have not been tampered with in any way.

a) P1 (New Straits Times, 6 October 2011)



P1
4G
BUILT FOR BROADBAND

Out on your first date and mom said, "bawa adik sekali".
POTONG STIM!TM

Using dongle at home...
LAGI
POTONG STIM!TM

Dongle does not belong at home.
GET IT RIGHT WITH ONE PLANTM
Comes with 2 modems

FROM **RM49**

FLASH & GET UP TO
RM100 OFF!
(On Activation Fee)

For Home For On-The-Go


LIMITED TIME OFFER



b) Tenaga Nasional Berhad (New Straits Times, 25 October 2011)

Rice flour, spices and coconut oil.
A tasty recipe for togetherness.

The humble Murukku is loved by all, bringing us together in a time of celebration. As Malaysians, it really doesn't take much to unite us. Maybe it's because we've been that way all along.

Happy Deepavali



c) Tenaga Nasional Berhad (The Star, 29 August 2011)



d) Chery (The Star, 7 October, 2011)

The advertisement is presented on a crumpled paper bag background. At the top left is the Chery logo, consisting of a stylized 'C' and 'A' followed by the word 'CHERY'. The central focus is a line drawing of a Chery Transcom van, shown from a front-three-quarter perspective. The word 'TRANSCOM' is printed on the front of the van. Below the van, the text 'THE ALL NEW CHERY TRANSCOM' is written in a bold, sans-serif font, with 'TRANSCOM' in red. Underneath this, the phrase 'VERSATILITY AT YOUR CHOICE' is written in a smaller, all-caps font. To the right of the van, the word 'TEKSI' is written in large, bold, black letters. Below 'TEKSI', the words 'AMBULANCE', 'SCHOOL BUS', 'POLICE', and 'COURIER' are stacked vertically in a smaller font. At the bottom of the advertisement, there are social media links: a Facebook icon followed by 'Facebook: www.facebook.com/cherymalaysia' and a Twitter icon followed by 'Twitter: twitter.com/cherymalaysia'. The website address 'www.cherylado.com' is printed at the bottom right corner.

CHERY

TRANSCOM

TEKSI

AMBULANCE

SCHOOL BUS

POLICE

COURIER

THE ALL NEW CHERY TRANSCOM

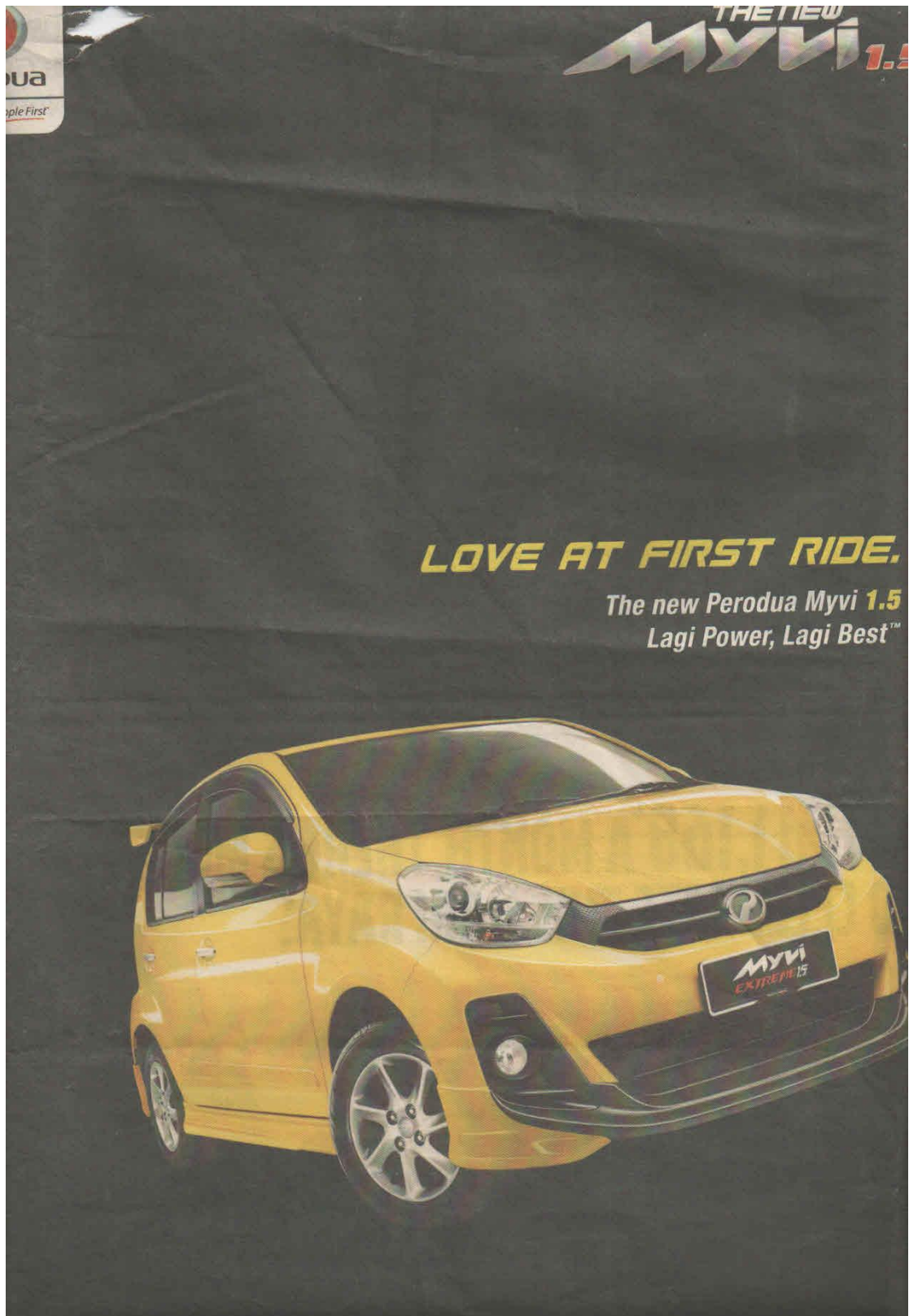
VERSATILITY AT YOUR CHOICE

Facebook: www.facebook.com/cherymalaysia

Twitter: twitter.com/cherymalaysia

www.cherylado.com

e) Perodua (The Star, 17 September 2011)



Perodua
People First

THE NEW
MYVI 1.5

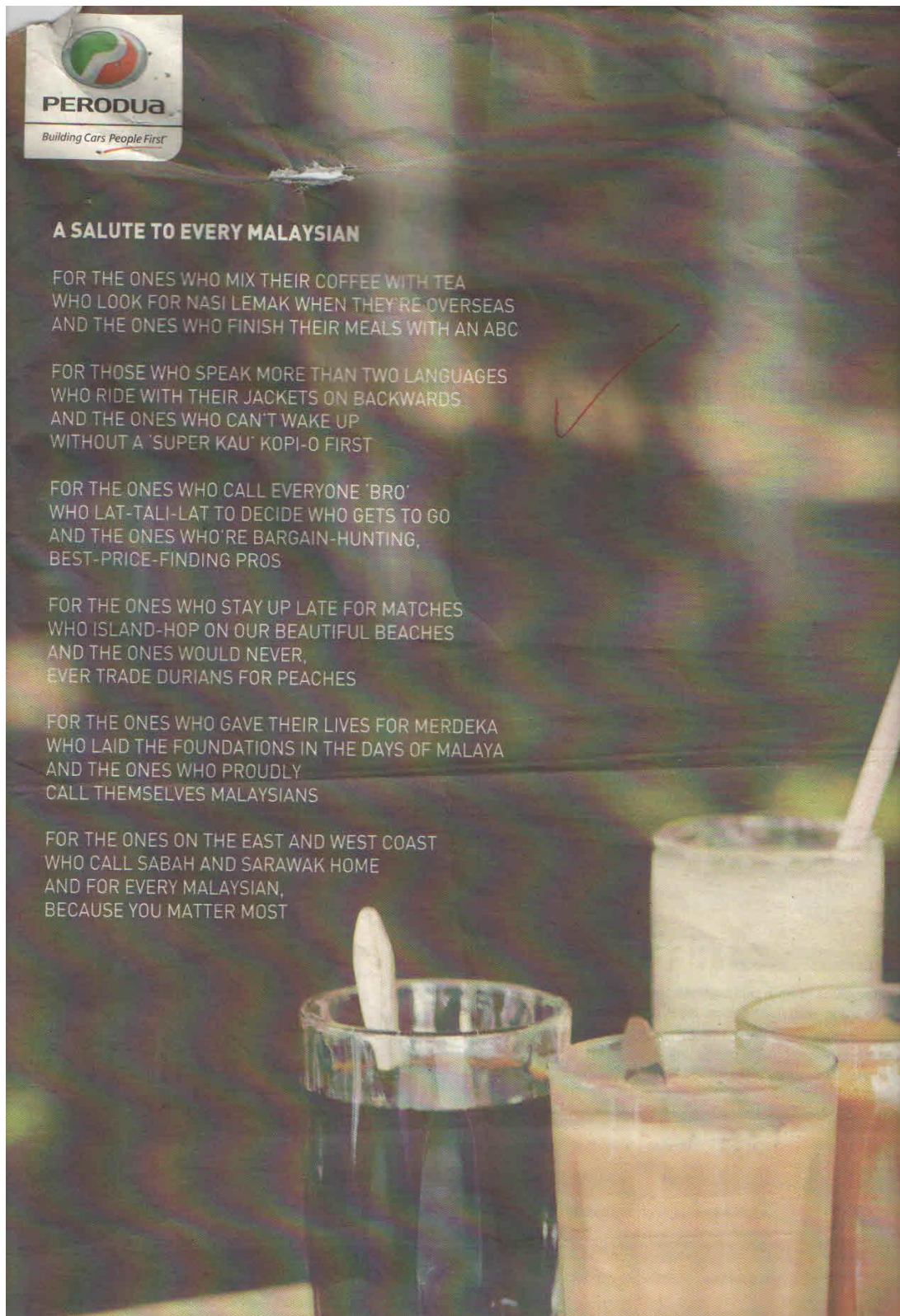
LOVE AT FIRST RIDE.

The new Perodua Myvi 1.5
Lagi Power, Lagi Best™

MYVI
EXTREME 1.5

A yellow Perodua Myvi 1.5 is shown from a front-three-quarter view against a dark background. The car is positioned in the lower half of the frame. The background features a dark, textured surface that resembles a cave or a tunnel with some faint lines.

f) Perodua (The Star, 18 September 2011)



PERODUA
Building Cars People First

A SALUTE TO EVERY MALAYSIAN

FOR THE ONES WHO MIX THEIR COFFEE WITH TEA
WHO LOOK FOR NASI LEMAK WHEN THEY'RE OVERSEAS
AND THE ONES WHO FINISH THEIR MEALS WITH AN ABC

FOR THOSE WHO SPEAK MORE THAN TWO LANGUAGES
WHO RIDE WITH THEIR JACKETS ON BACKWARDS
AND THE ONES WHO CAN'T WAKE UP
WITHOUT A 'SUPER KAU' KOPI-O FIRST

FOR THE ONES WHO CALL EVERYONE 'BRO'
WHO LAT-TALI-LAT TO DECIDE WHO GETS TO GO
AND THE ONES WHO'RE BARGAIN-HUNTING,
BEST-PRICE-FINDING PROS

FOR THE ONES WHO STAY UP LATE FOR MATCHES
WHO ISLAND-HOP ON OUR BEAUTIFUL BEACHES
AND THE ONES WHO WOULD NEVER,
EVER TRADE DURIANS FOR PEACHES

FOR THE ONES WHO GAVE THEIR LIVES FOR MERDEKA
WHO LAID THE FOUNDATIONS IN THE DAYS OF MALAYA
AND THE ONES WHO PROUDLY
CALL THEMSELVES MALAYSIANS

FOR THE ONES ON THE EAST AND WEST COAST
WHO CALL SABAH AND SARAWAK HOME
AND FOR EVERY MALAYSIAN,
BECAUSE YOU MATTER MOST

g) Bank Simpanan Nasional (New Sunday Times, 16 October 2011)

October SSP Draw
 Held (S.S.) at:
 E-Mart Lee Lay Commercial Centre,
 Pers 4, Jln. Melintang,
 93000 Kuching, Sarawak
 on 29th October 2011
 1.00pm to 4.00pm

JOM! Capereski!
 Chance to win these prizes when you save with SSP

SSP Special Edition
 (October - December 2011)
 Indicative rates of 2.00% p.a. for
 12 months with automatic
 savings of RM 3,000

SSP 'Jamitan Masa Depan' Draws
 (October & November 2011)
 Increase your savings to RM 1,000
 or more to qualify

1,500x SSP worth RM100
100x HP4 Paper
20x Jewellery
1x Honda Civic 2008
1x Honda Civic 1.8BT
3x Honda Civic 1.8BT
5x MYVI 1.3 Ezi4AT
1x Mercedes-Benz E200
1x BMW 320i

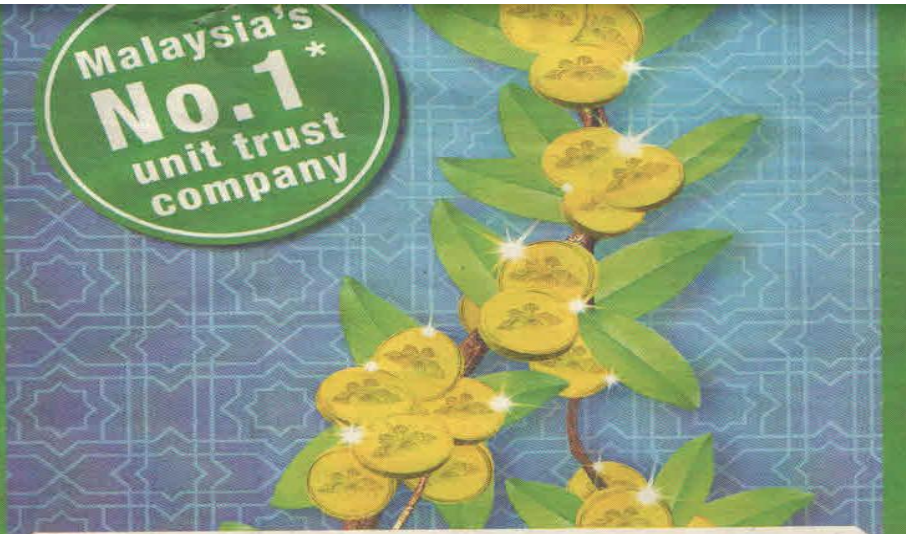
Prizes and conditions apply. Please update your address and telephone numbers at BSN Branch.

For more information, visit any nearest BSN branch or contact us
 at 03-2142 5258 or visit www.mpbns.com.my

BSN
Your Community Bank

11/01/11

h) Public Bank (New Straits Times, 12 October 2011)



**Malaysia's
No. 1*
unit trust
company**


PUBLIC ITTIKAL SEQUEL FUND

**Grow your investments with
Shariah-compliant Stocks and Sukuk**

Investing in a diversified portfolio made up of Shariah-compliant stocks. The Public Ittikal Sequel Fund is poised to achieve capital growth over the medium- to long-term period.

- The fund will focus primarily in Malaysian equities and sukuk.
- The fund may invest up to 30% of its net asset value (NAV) in selected foreign markets such as Singapore, Taiwan, South Korea, Japan, Hong Kong, China, Thailand, Indonesia, Philippines, India, Australia, United States of America and other permitted markets.
- Equity exposure: Generally range from 70% to 98% of its NAV.
- Initial issue price is RM0.25 per unit during offer period (11 October to 31 October 2011).
- FREE takaful coverage provided. Terms and conditions apply.
- Suitable for investors with aggressive risk-reward temperament.

For further information, please contact your **Public Mutual unit trust consultant**, call our **Customer Service Hotline at 03-6207 5000** or visit **www.publicmutual.com.my**.



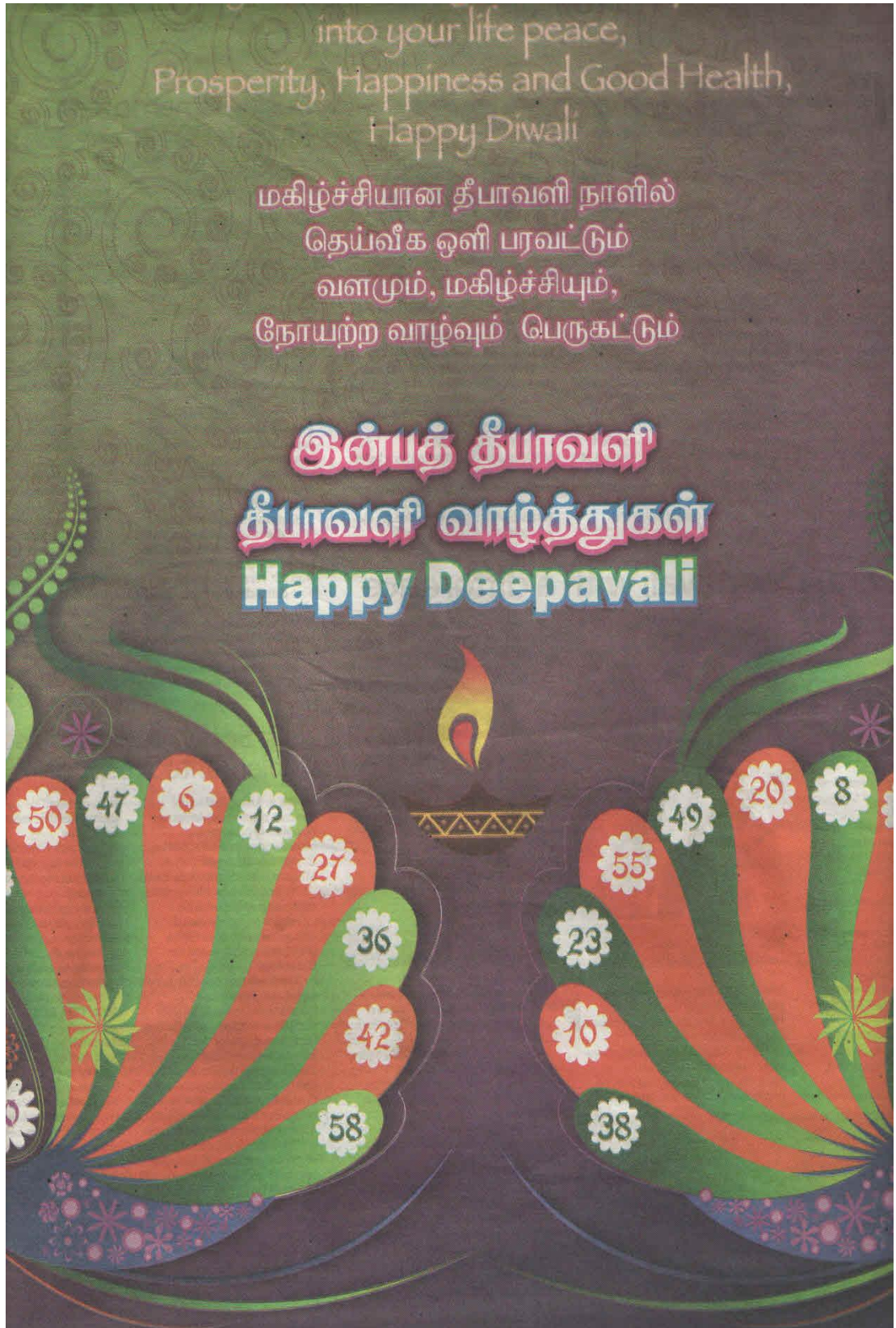
PUBLIC MUTUAL
(23419-A)
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK

You are advised to read and understand the contents of the Prospectus of Public Ittikal Sequel Fund dated 11 October 2011 before investing. The prospectus has been registered with the Securities Commission who takes no responsibility for its contents, and neither should its registration be interpreted to mean that the Commission recommends the investment.

You should note that there are fees and charges involved; and that the prices of units and distribution payable, if any, may go down as well as up. Past performance of a fund is not an indication of its future performance. Applications to purchase units must come in the form of a duly completed application form referred to in and accompanying the prospectus. A copy of the prospectus can be obtained from your unit trust consultant or nearest Public Mutual branch.

* In terms of total fund size managed by private unit trust companies. Source: The Edge-Lipper, 22 August 2011.

i) Sports Toto (The Sun, 25 October 2011)



j) Papa John's (The Sun, 25 January 2012)



Bonus "ONG LAI" pizza

Hawaiian Papa with extra pineapple toppings

Enjoy the all time favourite Hawaiian Papa with chicken roll and Extra "ONG LAI" this New Year. "ONG LAI" a sweet symbol for ushering in wealth and prosperity.

PAPA JOHN'S
PIZZA
Better Ingredients.
Better PIZZA.

DINE-IN • TAKE-OUT • DELIVERY

1300-88-7272

Limited Time Only
Valid for 8 & 12" pizza only

k) Marriott Putrajaya (The Star, 4 January 2012)



夏日宮
SUMMER PALACE

**SAU GONG
& LOH SANG
TO THE YEAR
OF THE
DRAGON!**

Welcome the year of the Dragon with great anticipation. At the Summer Palace, we bring forth this new auspicious celebration with offerings in abundance!

19 December 2011 – 21 January 2012
**SAU GONG AUSPICIOUS,
LONGEVITY & ABUNDANCE MENU**
From RM988++ per table of 10 persons
**Inclusive of a complimentary bottle of house wine & sparkling wine for Longevity & Abundance menu respectively*

SAU GONG FUSION SET MENUS
@ RM168++ per person

9 January – 6 February 2012
**MOST AUSPICIOUS YEE SANG
OFFERINGS**
From RM48++ onwards

22 January – 6 February 2012
**GOOD RETURNS,
YEAR OF PROSPERITY &
GOOD FORTUNE MENUS**
From RM988++ per table of 10 persons
**Inclusive of a complimentary bottle of house wine & sparkling wine for Year of Prosperity & Good Fortune menu respectively*

**CHINESE NEW YEAR
FUSION SET MENU**
@ RM188++ per person

CHINESE NEW YEAR A LA CARTE
From RM38++ per portion onwards

23 January – 6 February 2012
**CHINESE NEW YEAR
DIM SUM A LA CARTE**
From RM12++ per portion onwards

**CHINESE NEW YEAR
ALL YOU CAN EAT DIM SUM**
RM68++ per person

Marriott.
PUTRAJAYA

Putrajaya Marriott Hotel & Spa,
IOI Resort City 62502 Sepang Utara, Malaysia
www.marriott.com/kulpg

Fortune awaits!
Please call **03-8949 8888** ext. **1333** for reservations.

Check out our
HOLIDAY ROOM PACKAGE
@ RM268++ per room per night
Includes up to 8 complimentary offers.
Available from 20 January - 7 February 2012

Lion dance
performance
& acrobatic stunts
31 January 2012

1) Whiskas (The Star, 7 October 2011)

2012/11

parents



WHISKAS is here to give your cats a feast!

The WHISKAS Ronda-ronda Si Comel (roving truck) is coming to town! Catch it at any of the following locations and get FREE WHISKAS Salmon Pockets* for your cat's enjoyment. You could also get a WHISKAS surprise gift with every purchase of WHISKAS products from the truck.

Come join us now!



Join us on Facebook and stand to win easier prizes!
facebook.com/whiskasmalaysia

FREE

South
 TESCO Bukit Indah, Johor Bahru
 08 Oct • Saturday
 TESCO Extra Pientong, Johor Bahru
 09 Oct • Sunday

North
 GIANT Aor Setai
 15 Oct • Saturday
 GIANT Bayan Baru, Penang
 16 Oct • Sunday

East Coast
 TESCO Kota Bharu
 21 Oct • Friday
 GIANT Hypermarket, Kuala Terengganu
 22 Oct • Saturday
 GIANT Superstore, Kuantan
 23 Oct • Sunday

Klang Valley
 TESCO Mutiara Damansara
 24 Sept • Saturday
 TESCO Ampang
 25 Sept • Sunday
 TESCO Shah Alam
 01 Oct • Saturday
 TESCO Bukit Tinggi, Klang
 02 Oct • Sunday
 GIANT Stadium Shah Alam
 29 Oct • Saturday
 GIANT Bukit Tinggi, Klang
 05 Nov • Saturday
 GIANT Batu Caves
 06 Nov • Sunday

Come join us from 11am to 8pm at these locations:

m) Pizza Hut (The Star, 12 October 2011)

hello and welcome to Mexico.

PAIR DEALS

HOT BOLA

REGULAR RM **28.90** Code **Pair 2R**

Family Favourites
Normal Parameters
(save RM4.10)

2

Online Ordering: www.pizzahut.com.my

1-300-88-2525

HOT & COVERED FRESH

find us on Facebook

Star 12 Oct 2011

GET MORE PAY LESS THIS FOOTBALL SEASON

• Add RM3.00 to upgrade to Supremes range
• Add RM5.50 to upgrade to Cheesy Lava Pizza

Valid for take away and delivery only. Prices subject to government tax and RM 0.00 delivery charge. Offer may vary by location. © 2011 Pizza Hut. Product shown is for illustration purposes only. Not available in all markets.



n) McDonald's (The Star, 27 August 2011)

The Star

Still the best deal in town

— McValue —
LUNCH & BUKA PUASA
 12 noon – 3pm | 6pm – 9pm

FROM
RM 5.95

McValue
 9.95 (M) 14.95

DOUBLE GCB
 14.95 (M) 18.95

McChicken 5.95 (M) 8.95

Chicken McNuggets 5.95 (M) 8.95

Spicy Chicken McDeluxe 8.95 (M) 10.95

From 6pm to 9pm
 Ayam Goreng McD 8.95 (M) 10.95

Big N' Tasty 8.95 (M) 10.95

Quarter Pounder with Cheese 8.95 (M) 10.95

Big Mac 8.95 (M) 10.95

Double Cheeseburger 7.95 (M) 9.95

Filet-O-Fish 6.95 (M) 8.95

Each meal comes with French Fries (M) & Carbonated Soft Drink (M)

Valid for Dine-In, Take-Away and Drive-Thru™ • McValue™, Buka Puasa, GCB™ and Double GCB™ are limited time offers • Prices vary in Sarawak • Prices subject to prevailing government tax, except in Sarawak • Original prices of meals (left and right) according to restaurants • McValue Lunch™ is available from 12 noon – 3pm • McValue™, Buka Puasa is available from 6pm – 9pm in Peninsular Malaysia and 5pm – 8pm in Sabah and Sarawak • McValue™, Lunch & Buka Puasa are available from Mondays – Sundays, including public holidays but are NOT AVAILABLE through McDelivery™ for catering services for events, and at McDonald's® Giftwrap/anytime™ restaurants • Double GCB™ and GCB™ are only available from 11am – 8am during Ramadan • While stocks last • Products shown are for illustration purposes only • Other terms and conditions apply.

i'm lovin' it

o) Nescafe (The Star, 5 September 2011)

NESCAFÉ menu

If you end your sentences with lah, you'll love this Kopi O lah.

NESCAFÉ menu **KOPI O** 15

NESCAFÉ menu **WHITE COFFEE** 15

NESCAFÉ menu **TARIK** 15

NESCAFÉ menu **MESLO** 15

Now with new Kopi O

Introducing new NESCAFÉ® Menu™ Kopi O! It has the same 'kick' and rich aroma as a classic Kopi O without the need for a filter. Try lah, sure good one.

The advertisement features a central image of a glass of dark coffee with a spoon on a wooden surface. The glass has handwritten text. To the right, there are four packets of Nescafe Menu coffee: Nescafe Menu Meslo, Nescafe Menu Tarik, Nescafe Menu White Coffee, and Nescafe Menu Kopi O. A red banner at the bottom of the packets reads 'Now with new Kopi O'. A small 'New' speech bubble is next to the Kopi O packet. The background is a warm, textured brown.

p) McDonald's (The Star, 27 August 2011)



While celebrating with sparklers in hand, the joyous laughter of children will be heard across the land. A time for forgiveness, and gratitude for the blessings we enjoy. A time to cherish our loved ones, young and old. From all of us at McDonald's®, **Selamat Hari Raya Aidilfitri, Maaf Zahir dan Batin.**

M
i'm lovin' it®