

Attention Seeking Devices and Voice in NIVEA Body Serum Advertisements

A THESIS



by

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AIRLANGGA UNIVERSITY
SURABAYA**

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Submitted as Partial Fulfillment of the Requirements

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Faculty of Humanities

Airlangga University

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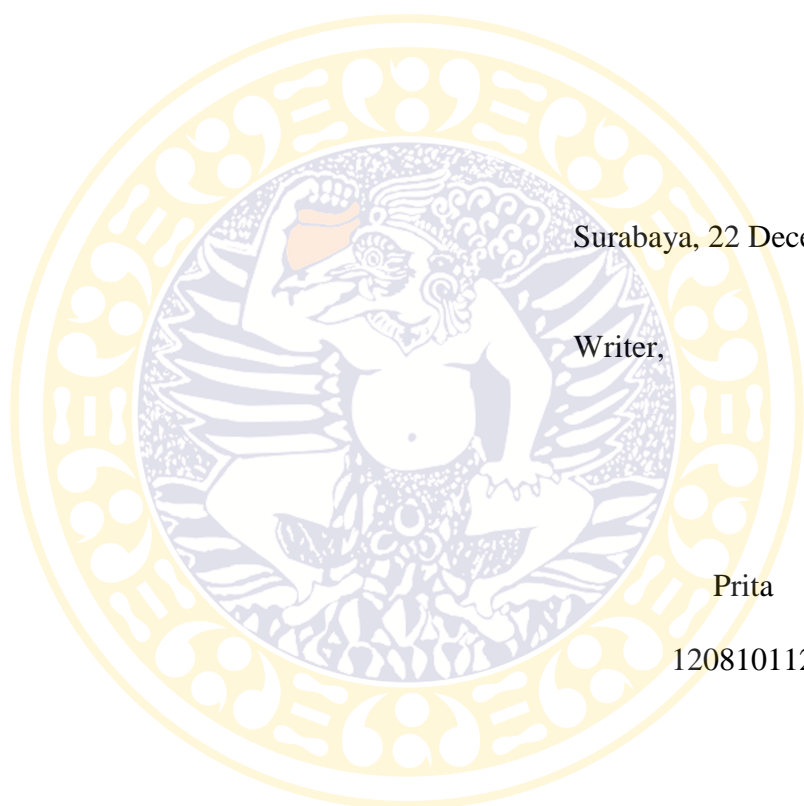
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DECLARATION

This thesis contains no material which has been accepted for the award of any degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due references is made in the text of the thesis.



Surabaya, 22 December 2015

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THIS THESIS IS DEDICATED TO

***Everyone who keeps believing
despite the others say
it is impossible***



Approved to be examined

Surabaya, December 22th 2015

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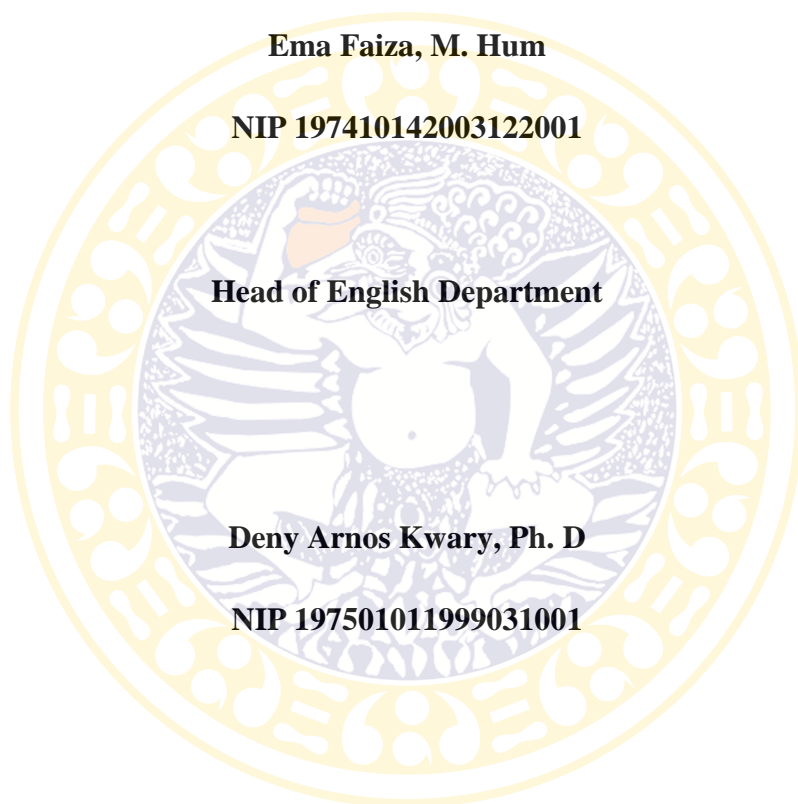
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**When you can visualize
the thing you want to have or do full heartedly,
you're already half way to achieving it**

- Desi Anwar -

**Our greatest glory is not in never falling
but in rising every time we fall**

- Confucius -