

CONSUMER'S PREFERENCES OF THE LANGUAGE STYLE

USED IN THE SIMCARD PRODUCT ADVERTISEMENT

HEADLINES

A THESIS



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2008

DECLARATION

This thesis contains no material which has been accepted for the award of any other 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.

Signed,

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Approved to be examined
Surabaya, 26th of June 2008

Thesis Advisor



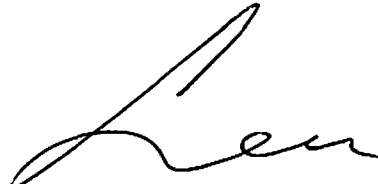
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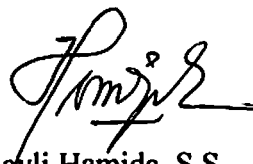
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***This thesis I dedicate to
My beloved Papa and Mama
And also to my Zest***

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There are four things you can't recover:

The stone after the throw

The word after it is said

The occasion after the loss

The time after it is gone

(KOMPAS)