

TABLE OF CONTENTS

Inner Cover Page	i
Inner Title Page	ii
Dedication Page.....	iii
Advisor’s Approval Page	iv
Board Examiners’ Approval Page.....	v
Acknowledgements	vi
Table of Content.....	viii
List of Tables.....	xii
Abstract	xiv
CHAPTER I	
INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem	4
1.3 Objective of the study	4
1.4 Significance of the study	5
1.5 Scope and limitation.....	5
1.6 Theoretical framework	6
1.7 Method of the study.....	8
1.7.1 Definition of key term	9
1.7.2 Source of the data	9

1.7.3 Technique of data collection	10
1.7.4 Technique of data analysis	11
CHAPTER II	
LITERATURE REVIEW	12
2.1 Advertising	12
2.1.1. Definition of Advertising	12
2.1.2. Advertising and Consumer	12
2.1.3. Language of Advertising	13
2.2 Stylistics	16
2.2.1. Definition of Stylistics	16
2.2.2. Stylistics Features	17
2.2.2.1. Sound Pattern	17
2.2.2.1.1. <i>Repetition</i>	18
2.2.2.1.2. <i>Rhyme</i>	18
2.2.2.1.3. <i>Alliteration</i>	19
2.2.2.1.4. <i>Assonance</i>	19
2.2.2.1.5. <i>Consonance</i>	19
2.2.2.2 Grammatical Parallelism	20
2.2.2.3. Figure of Speech	22
2.2.2.3.1. <i>Metaphor and Simile</i>	23
2.2.2.3.2. <i>Personification</i>	23
2.2.2.3.3. <i>Apostrophe</i>	24
2.2.2.3.4. <i>Synecdoche and Metonymy</i>	24

2.2.2.3.5. <i>Symbol</i>	25
2.2.2.3.6. <i>Allegory</i>	25
2.2.2.3.7. <i>Paradox</i>	25
2.2.2.3.8. <i>Hyperbole</i>	26
2.2.2.3.9. <i>Understatement</i>	26
2.2.2.3.10. <i>Verbal Irony</i>	26
2.2.2.4. <i>Imagery</i>	27
2.3 Related Studies.....	28
CHAPTER III	
DATA PRESENTATION AND ANALYSIS	30
3.1. Data Presentation and Analysis of Stylistics Features in Female	
Advertisement	31
3.1.1. Data Presentation and Analysis of Sound Pattern in Female	
Advertisement	31
3.1.2. Data Presentation and Analysis of Grammatical Parallelism in	
Female Advertisement.....	44
3.1.3. Data Presentation and Analysis of Figure of Speech in Female	
Advertisement	51
3.1.4. Data Presentation and Analysis of Imagery in Female	
Advertisement	62
3.2. Data presentation and Analysis of Stylistics Features in Male	
Advertisement	71

3.2.1. Data Presentation and Analysis of Sound Pattern in Male Advertisement	71
3.2.2. Data Presentation and Analysis of Grammatical Parallelism in Male Advertisement	86
3.2.3. Data Presentation and Analysis of Figure of Speech in Male Advertisement	91
3.2.4. Data Presentation and Analysis of Imagery in Male Advertisement	101
3.3. Interpretation of the Findings	111
CHAPTER IV	
CONCLUSION	125
BIBLIOGRAPHY	
APPENDIX	

THE LIST OF TABLES

Table 1 Stylistics Features	30
Table 2 Data Presentation of Sound Patterns in <i>Marie Claire</i> Magazine.....	31
Table 3 Data Presentation of Grammatical Parallelism in <i>Marie Claire</i> Magazine.....	45
Table 4 Data Presentation of Figure of Speech in <i>Marie Claire</i> Magazine.....	52
Table 5 Data Presentation of Imagery in <i>Marie Claire</i> Magazine.....	62
Table 6 Data Presentation of Sound Pattern in <i>Gentlemen's Quarterly</i> Magazine.....	71
Table 7 Data Presentation of Grammatical Parallelism in <i>Gentlemen's Quarterly</i> Magazine.....	86
Table 8 Data Presentation of Figure of Speech in <i>Gentlemen's Quarterly</i> Magazine.....	91
Table 9 Data Presentation of Imagery in <i>Gentlemen's Quarterly</i> Magazine.....	101
Table 10 Findings of Sound Patterns in <i>Marie Claire</i> Magazine.....	112
Table 11 Findings of Sound Pattern in <i>Gentlemen's Quarterly</i> Magazine.....	113
Table 12 Findings of Grammatical Parallelism in <i>Marie Claire</i> Magazine.....	114

Table 13 Findings of Grammatical Parallelism in <i>Gentlemen's Quarterly</i> Magazine.....	115
Table 14 Findings of Figure of Speech in <i>Marie Claire</i> Magazine.....	116
Table 15 Findings of Figure of Speech in <i>Gentlemen's Quarterly</i> Magazine...	117
Table 16 Findings of Imagery in <i>Marie Claire</i> Magazine.....	118
Table 17 Findings of Imagery in <i>Gentlemen's Quarterly</i> Magazine.....	119