

TABLE OF CONTENTS

Inside Cover Page	i
Inside Title Page	ii
Declaration Page	iii
Dedication Page	iv
Thesis Adviser's Approval Page	v
Thesis Examiner's Approval Page	vi
Acknowledgement	vii
Epigraph	ix
Table of Content	x
Abstract	xii
CHAPTER 1: INTRODUCTION	1
1.1.Background of the Study	1
1.2.Statement of the Problems	8
1.3.Objectives of the Study.....	8
1.4.Significance of the Study	8
1.5.Definitions of Key Terms	9
CHAPTER 2: LITERATURE REVIEW	11
2.1.Language and Gender	11
2.2.Language of Television Advertisements	15
2.3.Multimodality.....	18
2.4.Related Studies	22
CHAPTER 3: RESEARCH METHOD	25
3.1.Research Approach.....	25
3.2.Source of Data	25
3.3.Technique of Data Collection	26
3.4.Technique of Data Analysis	27

CHAPTER 4: DISCUSSION.....	29
4.1.The Differences in the Choice of Words in Three Pairs of Advertisements	29
4.2.The Multimodality Analysis Used in Advertisements	43
4.2.1. The Multimodality Analysis Used in Unilever Advertisements	43
4.2.2. The Multimodality Analysis Used in Nutrifood Advertisements	57
4.2.3. The Multimodality Analysis Used in L’Oreal Advertisements.....	65
4.3.The Interpretations of the Findings	72
CHAPTER 5: CONCLUSION	81
REFERENCES	84

APPENDIX