

**Attention Seeking Devices and Voice in NIVEA Body Serum Advertisements**

**A THESIS**



by

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
AIRLANGGA UNIVERSITY  
SURABAYA**

**2015**

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**A THESIS**

Submitted as Partial Fulfillment of the Requirements  
for the Sarjana Degree of English Department

Faculty of Humanities

Airlangga University

by:

PRITA

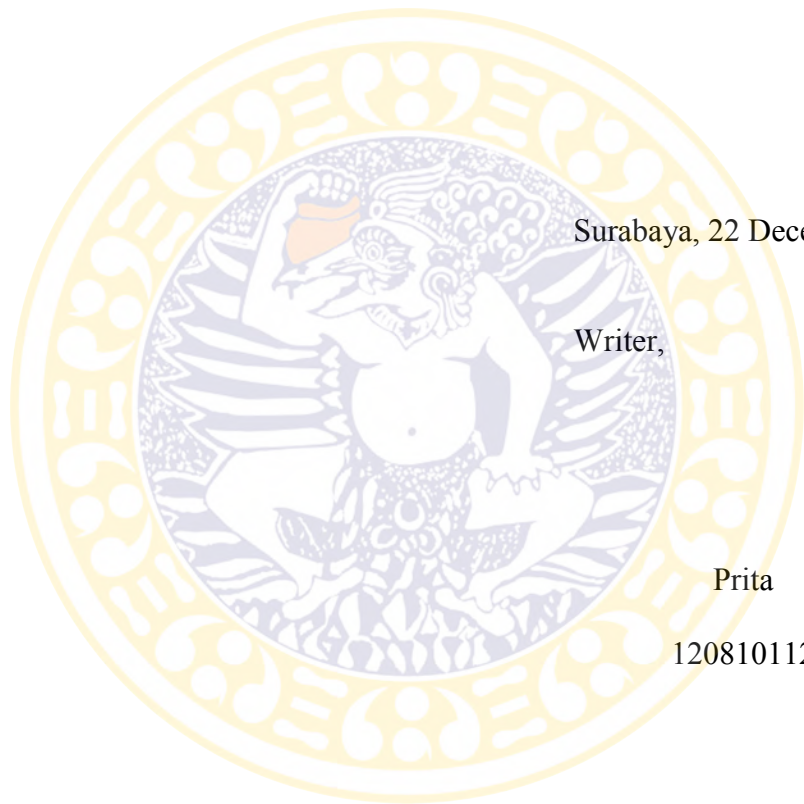
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## DECLARATION

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

Writer,

Prita

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***THIS THESIS IS DEDICATED TO***

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



**Approved to be examined**  
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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 -**