

APPENDICES

Appendix 1 - Table of Data

Appendix 2 - 15 Data of Advertisements Copies

Appendix 1- Table of Data

No. Data	Slogan	Functions of speech					
		Expressive	Directive	Referential	Poetic	Metalinguistic	Phatic
1.	<i>GO FASTER, LESSER FUEL</i> (Toyota Vios)			√	√		
2.	<i>The Real City Car</i> (Suzuki Karimun)			√			
3.	<i>FEEL THE POWER, EXPERIENCE THE DIFFERENCE</i> (Chevrolet TAVERA)		√	√	√		
4.	<i>The Smart MPV</i> (Chevrolet Zafira)			√			
5.	<i>SENSE THE MOVEMENT</i> (New Corolla Altis)		√	√			
6.	<i>I love what you do for me.</i> (Toyota's General Slogan)	√		√			
7.	<i>It's time to expect more from a car.</i> (Nissan's General Slogan)		√	√			
8.	<i>The Power of Dreams</i> (Honda's General Slogan)			√			
9.	<i>AERIO AS BRAVE AS YOU</i> (Suzuki AERIO)			√	√		

No. Data	Slogan	Functions of speech					
		Expressive	Directive	Referential	Poetic	Metalinguistic	Phatic
10.	<i>YOU'LL FEEL SPECIAL</i> (Toyota Avanza)		√	√			
11.	<i>DRIVE it once, TRUST it forever</i> (Honda All New Accord)		√	√	√		
12.	<i>PLAY. REWIND. PLAY. REWIND.</i> <i>PLAY. REWIND.</i> (Volvo XC)		√	√	√		
13.	<i>Beyond your imagination</i> (Suzuki Escudo 2.0)			√			
14.	<i>STOP ADMIRING, START DRIVING</i> <i>THE NEW 206!</i> (New PEUGOT 206)		√	√	√		
15.	<i>Tough Like You</i> (Suzuki Escudo1.6)			√	√		