

APPENDICES

Appendix 1 - Table of data

Appendix 2 - List of Functions of Speech Used

Appendix 3 - 18 Data of Advertisements Copies

Appendix 1 - Table of Data

Data	Advertisement	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
1	Nestle activ			√			√
2	Nestle fitness and fruit	√	√	√			
3	Quaker Oats	√	√	√			
4	Mullerlight	√	√	√			
5	Alpro Soya		√	√			√
6	Kellogs		√	√			
7	Smucker's	√	√	√			
8	Splenda		√	√			
9	Eastern Breeze	√		√			
10	Nando's	√		√			
11	Swanson	√		√			
12	Barilla	√	√	√			√
13	Trident		√	√			
14	Woodbridge	√	√	√			
15	Home Café	√		√			
16	Starbucks	√		√		√	
17	Dubonnet	√				√	
18	Stella Artois		√	√			
		12	11	17	0	2	3

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
1	<p>Nestle ActiV</p> <p>It's often difficult to get all the things you need when juggling a busy lifestyle.</p> <p>50% of RDI of calcium, High in Fibre, Available in strawberry and prune</p> <p>25% of the RDI of iron, 50% of the RDI calcium, available in Ripe Cherry, Passionfruit and Apricot</p> <p>Contains a probiotic that helps inhibit the growth of...available in Vanilla flavor</p> <p>Although low in fat, each tub also contains enough slow release energy to keep you going throughout the day. ACTIV contains carbohydrate that break down slowly, releasing sustained energy. And because each one is 98-99% fat free, they're also suitable for those on a low fat diet, particularly if you don't want to be wilt by midday.</p>			<p>√</p> <p>√</p> <p>√</p> <p>√</p>			√
2	<p>Nestle Fitness and Fruit</p> <p>Introducing new Fitness & Fruit breakfast cereal...With less than a half percent of saturated fat.</p> <p>All the taste of original Fitness, plus a delicious combination of REAL strawberries, raspberries & blackberries.</p> <p>Get into it.</p>	√	√	<p>√</p> <p>√</p>			

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
3	It's time to slip into something fruity.		√				
	98% fat free			√			
	Quaker Oats						
	Proven to lower cholesterol after just 30 days as part of a low saturated fat, low cholesterol diet.			√			
	Smart choice made easy.	√		√			
4	Find it on Quaker Oatmeal.		√				
	It's the delicious way to help lower cholesterol.	√		√			
	It's a family tradition that warms you all over.	√					
	Mullerlight						
	Mullerlight is now available as a drink so you can say 'yes' wherever and whenever you feel like it. As always, it's virtually fat free and so delicious.	√			√		
'yes' Mullerlight in the bottle.	√						
So what's stopping you?			√				

Data	Texts	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
5	<p>Alpro Soya</p> <p>Your body is a temple.</p> <p>Treat it with reverence.</p> <p>lactose free, low in saturated fat and with calcium</p>		√	√			√
6	<p>Kellogg's</p> <p>Get into Special K 3-Step Challenge and get into a healthy lifestyle.</p> <p>The special K 3-Step Challenge is essentially waking up to the benefits of breakfast, exercising for energy, and balancing your life.</p>		√	√			
7	<p>Smucker's</p> <p>low sugar</p> <p>Now you can reduce calories...Smucker's Low Sugar preserves have the true delicious taste of fruit and no artificial sweeteners.</p> <p>1/2 the calories and sugar than regular preserves.</p> <p>Lower your calories.</p>	√		√	√		

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
8	<p>Try our wide variety of delicious reduce-calorie flavors.</p> <p>Splenda</p> <p>No calorie sweetener. It's made from sugar. It's made from sugar, so it tastes like sugar. You can even cook and bake with it.</p> <p>Are almost anywhere you use sugar, you can use splenda.</p> <p>Think sugar, say splenda.</p>		√	√			
9	<p>Eastern Breeze</p> <p>A delicious and healthy meal in minutes!</p> <p>Eastern breeze marinated vegetable tofu is rich in protein, contains no preservatives, no cholesterol and no artificial flavors or colors. Available in four delicious varieties...</p> <p>A perfect accompaniment with rice noodle or pasta meals....Eastern breeze can also be used to create vegetarian burgers, canapés, salads and antipastos.</p>	√		√			
10	<p>Nando's</p> <p>Mmmmm...what a turn on.</p> <p>The most satisfying quickie you've ever had.</p>	√					

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11	<p>Nando's peri-peri cooking sauces are handsomely robust, with a full bodied flavor, rich in exotic spices. This seductive blend ...really hits the g-spot. And to spice things up, there's a naughty dash of our African aphrodisiac, Peri-Peri chilli...</p> <p>Swanson Broth</p> <p>When it comes to holiday cooking, it's easy to see why I use Swanson Broth.</p> <p>Judith Marshall as a Professional Chef.</p> <p>Swanson Broth. America's #1 selling products.</p> <p>99% fat free</p>			√			
12	<p>Barilla</p> <p>You have picky kids, high standards and fifteen minutes to make dinner.</p> <p>Between soccer practice and piano lesson, finding a delicious meal you family will enjoy will be difficult.</p> <p>Barilla Tortellini is a complete great-tasting meal that's ready in less than fifteen minutes and each tortellini is generously filled with quality ingredients...</p> <p>Go</p>	√	√				√ √

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
13	<p>So when you want a great family meal that fits within your busy lifestyle, go with Barilla Tortellini.</p> <p>It's a taste everyone will love and a value that you can appreciate...</p> <p>Trident</p> <p>Now you can prepare rice that tastes just like it does in Chinatown with Trident Premium Rice bowls. Enjoy delicious, low-fat, Asian-style rice in minutes by simply adding water. Available in....</p>	√	√				
14	<p>Woodbridge</p> <p>Just like raising kids, making great wine isn't a 9 to 5 job. At least not the way we do it here at Woodbridge. I've been working with my team for more than twenty years, day and night, to keep making our wines better. And from back when the winery got started, we've known there aren't any shortcuts. So we age our wines in small oak barrels, and we sample every barrel over and over again (that's the fun part). All to bring you our great tasting, award-winning wines. And then, after I've tucked my wines in for the night, I can sleep just fine</p> <p>Try our bold velvety Red Dirt Ridge Cabernet Sauvignon. The luscious taste of blackberry, chocolate, black cherry and notes of vanilla will delight your palate. It's part of our new Select Vineyard Series, handcrafted wines from specially selected vineyards.</p>	√		√			
				√	√		

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
15	Taste our small winery tradition.		√				
	They're worth more than just a look.		√				
	Home Café						
	America's leading names in coffee introduce the Home Café brewing system.			√			
16	At a coffeehouse near you. Your house.			√			
	The coffeehouse has come home.	√					
	Starbucks						
	A journey lies within. A reflective moment. A lively adventure. An intriguing sip waiting to be discovered.	√				√	
	Artisan Roasters since 1971. ...the world's finest beans.			√ √			
17	Dubonnet						
	A party with no Dubonnet? Scratch me off the guest list. The crisp taste that teases all it touches.	√ √				√	

Data	Text	Expressive	Directive	Referential	Metalinguistic	Poetic	Phatic
18	<p>Stella Artois</p> <p>An elegant evening with Stella Artois.</p> <p>Dress up your next dinner party with an unexpected pairing-an exceptional meal and a chilled bottle of Stella Artois.</p> <p>...-that focuses on pairing beer with food and using beer as an ingredient.</p> <p>Belgium is home to a vibrant beer culture...at the center of this tradition the world's favorite Belgian lager-the legendary Stella Artois.</p>		√	√ √ √			