

APPENDIX 1

NO	SLOGAN	TYPE OF AMBIGUITY	CAUSES	POSSIBLE INTERPRETATION		REAL MEANING		
				1	2	CONTEXT	PHYSICAL CONTEXT	BACKGROUND KNOWLEDGE
1.	Just Do it	Lexical ambiguity	an unclear pronoun "it"	depends the readers' imagination	NIKE sneakers		NIKE sneakers	
2.	Jazz goes to campus	Lexical ambiguity	polysemy "jazz"	one genre of music	one of type famous brand car, which is Honda	Jazz music concert will be performed at campus		
3.	Find your perfect match	Lexical ambiguity	polysemy "match"	a partner	the readers can find the perfect product which matches with the characteristic of their skin	the readers can find the perfect foundation which forms an attractive combination between their skin and the colour of the foundation the face and the neck		
4.	It's just what I always wanted	Lexical ambiguity	an unclear pronoun "it"	anyone depends on the readers	refer to the product especially Blistex's product	Blistex Lip Tone		
			an unclear pronoun "I"	anyone who read the slogan	the model	people who read the slogan		

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5.	Don't get dark, get even!	Lexical ambiguity	homonymy "even"	to take revenge	to get a similar condition on every part of something or to eradicate any differences	the readers can get a similar condition, especially colour-wise, all through their faces by using the product		
6.	Nothing soft comes out of The Bronx	Lexical ambiguity	homonymy "soft"	no weak people but tough people came out from the Bronx	the fabric or material of the product (Jeans) is durable or strong	the fabric or material of the product (Jeans) is durable or strong		
7.	Free to move	Lexical ambiguity	polysemy "move"	the readers can make a step	they can do their activities and step wearing Levi's Jeans is comfort	the readers will feel comfortable to do lots of activities which included lots of body movement by using Levi's jeans		
8.	A fine work	Lexical ambiguity	polysemy "work"	the building is designed with a truly artistic in order to make a architecture pleasant place	work of art that is a very valuable	a building or apartment which has concepts as porcelain with Greek art decoration		
9.	A journey brings us face to face with ourselves	Lexical ambiguity	an unclear pronoun "us"	the readers and the LV's product	Gorbachev who is travelling by using the LV's bag especially the travel bag	the journey of LV and the readers, the readers can use the product of LV especially travel bag.		

APPENDIX 2

THE

ADVERTISEMENTS





Senat Mahasiswa FEUI
proudly presents

three decades of **JAZZ** Goes To Campus *Celebration of Inspirations*

SUNDAY, 18TH NOVEMBER 2007

CAMPUS GROUND FEUI DEPOK

FROM : 09.00 TO 23.00 WIB

TICKETS | EARLY BIRD RP 22.000 | D-DAY RP 25.000

ENJOY OUR BAZAARS,, GAMES, DOORPRIZES, VIDEO ARTS, FREEMAGZ, AND MANY MORE

Special Performances by: Chaseiro | Curtis King/USA -Vietnam* | Nial R Djuliarso
ANDEZZ [departure:people] feat. Cindy Bernadette | SORE | Parkdrive | Rieka Roeslan &
Troubadours | Tompi

Balawan Trio feat. Didiet Violin - Syaharani - Ireng Maulana & Friends feat. Warna & Andien - Idang Rasjidi
Syndicate - Donny Suhendra Project - Benny Likumahua - Barry Likumahua Project - Beben Kwartet
- Canzo - Jazz Future Project - Academie of Farside - Aldy & Friends - FEUI Band feat. VOI - KJK All Star -
KULKUL Band - Performance by Jazz Competition Winner - Rafi & Friends Guest Star Iwan Wirads - Little
Violinist Clarissa Tamara - Sister Duke - Sol Project - Soulvibe - The Prof Band - Vonny Sumlang

and three generation jazz divas : Andien, Rieka Roeslan, Iga Mawarni

Hosted by: Imam Darto & Cici Panda (Prambars FM), Tarra, Loren, Askar Reza, Tita Paramita, Yan Prasetyo, Audrey

TICKET BOX : GEDUNG A FEUI - AQUARIUS PI - RAJAKARGIS.COM - IBU DIBYO - DISC TARRA

For further information:

Event - Fitri 933-2233 | Ticket - Widi 0855 9459 9749
www.jazzgocampus.net | support@jazzgocampus.net

Advertorial

Find Your Perfect Match



Finding the right foundation is like looking for a perfect pair of jeans. You keep trying until you find the right fit. The same goes when searching for the right foundation, that is, until you find the right shade and finish that matches your skin perfectly. That's why L'Oréal Paris offers a wide range of foundations to suit different types of finishing and skin. Let's find out what three women have to say...

“True Match gives me such a natural look that sometimes I forget I'm wearing make-up! It's my perfect match!”

Finding the right foundation for me has always been a nightmare. That's until I discovered True Match. It truly matches my skin tone and it's very easy to blend it in. The range is so wide that I had no trouble matching one to my skin. The best thing is that my girlfriends say it looks so natural on my skin! No more two tones between my face and neck!

NEW true match
super-blendable

Tanya Zubir, 24, Graduate



“With Sheer Cashmere, I don't need to use loose powder anymore...”

I'm always on the go so I like things that are fast and convenient. No wonder Sheer Cashmere is the right foundation for me. I just need to apply it and go. I don't need to use powder anymore, and I don't have to worry about touching up as it stays matte all day. I love the powdery finish... it feels like velvet on my skin.

SHEER CASHMERE
POWDERY MELTING FOUNDATION
12Hr

Sheryl Wong, 25, Personal Assistant



“I like the fact that Air Wear lasts all day and lets my skin 'breathe'.”

After trying out several foundations, I find that Air Wear works really well for me. I like the fact that it lasts all day without being cakey. It lets my skin 'breathe'. I find it quite amazing that despite the light texture, it covers well even on my skin's imperfections. Now my skin feels and looks healthy.

AIR WEAR
Long Wearing, Breathable Make-up
micro-aerated



Audrey Chong, 26, Client Service Executive



“The future of make-up lies in new textures that are more a part of the skin.”

James Kallardos,
International make-up artist
for L'Oréal Paris.

James Kallardos

BECAUSE YOU'RE WORTH IT.

L'ORÉAL
PARIS

Pick up your favorite L'Oréal Paris foundation at a special offer price in stores this April.



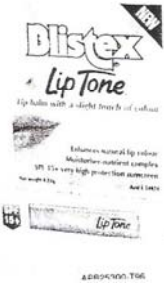
"It's just what I always wanted"

Total lip care with a slight touch of colour

New Lip Tone is more than just a great lip balm.

Lip Tone gives you the proven protection of Blistex and a slight touch of colour. With a complex of natural plant extracts, vitamins and SPF 15+ sunscreen*, Blistex Lip Tone protects and cares for your lips - and they will look as good as they feel because Lip Tone's colour adjusts to the natural hue of your lips.

Blistex Lip Tone
lip balm with a slight touch





Don't Get Dark, Get Even

OUT with dark spots.
IN with transparent skin.

Biotherm biologists have made a revolutionary discovery. A whitening technology intelligently activates skin's self pigmentation management system. This dual whitening action controls melanin production (the cause of dark spots) and reveals ultimate transparent skin. Introducing the White Detox C+ Extra range specially designed for Asian women's skin.

IN ULTIMATE TRANSPARENT SKIN

Biotherm's Pure Extract of Thermal Plankton™ (PETP) and SPA ingredients (5 trace minerals + bicarbonate ions) soothes skin and naturally promotes skin cell regeneration, which eliminates melanin-filled dead cells. Skin quality is even and more transparent.

OUT DARK SPOTS

Inhibit the production of "black enzyme", the cause of dark spots with Biotherm's exclusive Bio-Enzyme Control Complex (Vitamin C, kiwi water + clarifying plant ingredients). Boosted by vectorization technology, active ingredients penetrate deeper and faster for more efficient whitening results.



The very essence of
Biotherm's IN/OUT whitening technology

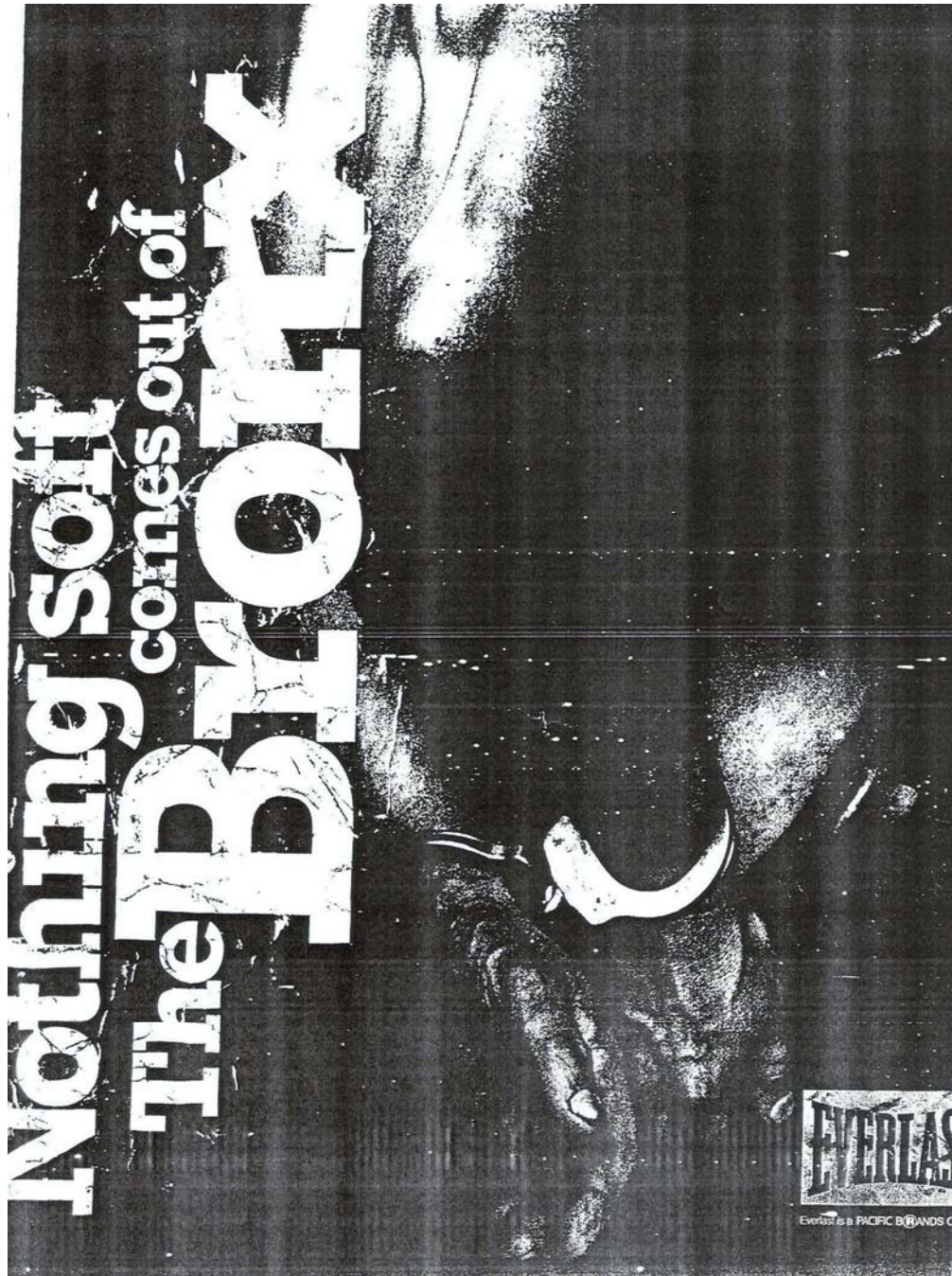
WHITE DETOX C+ EXTRA WHITENING ESSENCE

As a concentration of the Bio-Enzyme Control Complex, PETP and spa ingredients, WHITE DETOX C+ EXTRA Whitening Essence ensures visible whitening results, while deeply moisturizing your skin. With dark spots dramatically reduced, your complexion becomes more even and more transparent.

Results:

Transparent skin IN: 95%*
Dark spots OUT: 95%*

Specially developed for Asian women.
*Tested under dermatological control.





A Fine Work

hju No.1 Pintu Satu, Senayan, Jakarta Pusat 10270. Leasing enquiries Ph: 62 21 572 5353 Fax: 62 21 572 5455
www.plaza-senayan.com

APARTEMEN
PLAZA SENAYAN



A journey brings us face to face with ourselves.
Einar Wall, returning from a conference.

Manuel Gombocz and Louis Vuitton are proud to support Qatar Airways International.

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