## APPENDIX 1

<table>
<thead>
<tr>
<th>NO</th>
<th>SLOGAN</th>
<th>TYPE OF AMBIGUITY</th>
<th>CAUSES</th>
<th>POSSIBLE INTERPRETATION</th>
<th>REAL MEANING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1.</td>
<td>Just Do it</td>
<td>Lexical ambiguity</td>
<td>an unclear pronoun “it”</td>
<td>depends the readers’ imagination</td>
<td>NIKE sneakers</td>
</tr>
<tr>
<td>2.</td>
<td>Jazz goes to campus</td>
<td>Lexical ambiguity</td>
<td>polysemy “jazz”</td>
<td>one genre of music</td>
<td>one of type famous brand car, which is Honda</td>
</tr>
<tr>
<td>3.</td>
<td>Find your perfect match</td>
<td>Lexical ambiguity</td>
<td>polysemy “match”</td>
<td>a partner</td>
<td>the readers can find the perfect product which matches with the characteristic of their skin</td>
</tr>
<tr>
<td>4.</td>
<td>It’s just what I always wanted</td>
<td>Lexical ambiguity</td>
<td>an unclear pronoun “it”</td>
<td>anyone depends on the readers</td>
<td>refer to the product especially Blistex’s product</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>anyone who read the slogan</td>
<td>the model</td>
</tr>
<tr>
<td>NO</td>
<td>SLOGAN</td>
<td>TYPE OF AMBIGUITY</td>
<td>CAUSES</td>
<td>POSSIBLE INTERPRETATION</td>
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</tr>
<tr>
<td>----</td>
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<td>----------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>5</td>
<td>Don’t get dark, get even!</td>
<td>Lexical ambiguity</td>
<td>homonymy “even”</td>
<td>to take revenge</td>
<td>to get a similar condition on every part of something or to eradicate any differences</td>
</tr>
<tr>
<td>6</td>
<td>Nothing soft comes out of The Bronx</td>
<td>Lexical ambiguity</td>
<td>homonymy “soft”</td>
<td>no weak people but tough people came out from the Bronx</td>
<td>the fabric or material of the product (Jeans) is durable or strong</td>
</tr>
<tr>
<td>7</td>
<td>Free to move</td>
<td>Lexical ambiguity</td>
<td>polysemy “move”</td>
<td>the readers can make a step</td>
<td>they can do their activities and step wearing Levi’s Jeans is comfort</td>
</tr>
<tr>
<td>8</td>
<td>A fine work</td>
<td>Lexical ambiguity</td>
<td>polysemy “work”</td>
<td>the building is designed with a truly artistic in order to make a architecture pleasant place</td>
<td>work of art that is a very valuable</td>
</tr>
<tr>
<td>9</td>
<td>A journey brings us face to face with ourselves</td>
<td>Lexical ambiguity</td>
<td>an unclear pronoun “us”</td>
<td>the readers and the LV’s product</td>
<td>Gorbachev who is travelling by using the LV’s bag especially the travel bag</td>
</tr>
</tbody>
</table>
APPENDIX 2

THE

ADVERTISEMENTS
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: Chaserro | Curtis King/USA-Vietnam | Nal R Djibrano
ANDÉZZ [departure:people] feat. Cindy Bernardette | SORE | Parkdrive | Reka Rosli & Troubadours | Tompi

— Carzo | Jazz Future Project | Academe of Farside | Alody & Friends | FEUI Band feat. VOI | KJKUI Star
— KUKUL Band | Performance by Jazz Competition Winner | Raffi & Friends Guest Stan Iwan Wrida | Little Violinist Clarissa Tamara | Sister Duke | Set Project | SoulVibe | The Prof Band | Venny Sumbang

and three generation jazz divas: Andien, Reka Rosli, Iga Mawarni

Hosted by: Imam Darro & Cici Panda (Prambon Fka), Tania, Lory, Askar Ros, Titia Parumit, Yen Prasety, Audrey

**TICKET BOX: Gedung A FEUI | AQUARIUS 1 | RAJAARUS.COM | 021 3870 0077**

For further information:
Event - 1219-12-33 | Ticket - 1219-12-33 | Website: www.jazzgoestocampus.net
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!

“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.

“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.

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

Because you’re worth it.

L’ORÉAL PARIS
"It's just what I always wanted"

Total lip care with a slight touch of colour

Now Lip Tone is more than just a great lip balm. Lip Tone gives you the proven protection of Blisterex and a slight touch of colour. With a complex of natural plant extracts, vitamins and SPF 15+ sunscreen, Blisterex 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.
Don’t Get Dark, Get Even
OUT with dark spots.
with transparent skin.

Biotherm biologists have made a revolutionary discovery. A whitening technology that 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™ (DETP) and SPA ingredients (5 trace minerals + bicarbonate) 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) boost by vectorisation 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, PE+ 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 woman.
*Tested under dermatological control.
Nothing soft comes out of The Bronx.
A Fine Work
A journey brings us face to face with ourselves.
Berlin Wall. Returning from a conference.

Michael Goodwin and Louis Vuitton are proud to support Gates China International.

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LOUIS VUITTON