



Volume 7
No. 1, 2020
page 72-94

Article History:

Submitted:

19-07-2020

Accepted:

31-09-2020

Published:

18-09-2020



REVEALING THE MEANING OF NON-LITERAL LANGUAGES IN THAI COMMERCIALS USING THE LENS OF SEMIOLOGY

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URL: <https://doi.org/10.32682/jeell.v7i1.1559>

DOI: doi.org/10.32682/jeell.v7i1.1559

Abstract

As a primary medium of marketing publication, a commercial can be easily found among society. Often, it is not only utilized to present new products or services, but also to convince people on a particular set of beliefs. To obtain this purpose, advertisers normally involve non-literal language which is known for its potentiality to grab audiences' attention and to establish attractive promotion. In this study, the research uses semiology perspective to interpret the meaning of non-literal languages found in Thai commercials. It is done to provide readers with a vivid depiction on how Thai commercials convey their ideologies. As for the reason why the researcher chooses Thai commercials is because it contains appealing story plots and many non-literal languages. The analysis result implies that those Thai commercials use various non-literal languages such as hyperbole, simile, personification, metaphor, symbol, irony, and anaphora to introduce their products and to convey messages to audiences. In addition, non-literal languages within the Thai commercials also play a significant role in building a sense of humor and catch people's attention to purchase their products.

Key words: Non-literal language; Commercials; Semiology; Linguistics

Abstrak

As a primary medium of marketing publication, a commercial can be easily found among society. Often, it is not only utilized to present new products or services, but also to convince people on a particular set of beliefs. To obtain this purpose, advertisers normally involve non-literal



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language which is known for its potentiality to grab audiences' attention and to establish attractive promotion. In this study, the research uses semiology perspective to interpret the meaning of non-literal languages found in Thai commercials. It is done to provide readers with a vivid depiction on how Thai commercials convey their ideologies. As for the reason why the researcher chooses Thai commercials is because it contains appealing story plots and many non-literal languages. The analysis result implies that those Thai commercials use various non-literal languages such as hyperbole, simile, personification, metaphor, symbol, irony, and anaphora to introduce their products and to convey messages to audiences. In addition, non-literal languages within the Thai commercials also play a significant role in building a sense of humor and catch people's attention to purchase their products.

Key words: Non-literal language; Commercials; Semiology; Linguistics

Introduction

Velentzas & Broni (2014) refers communication to as the process by which information is transferred among sender and receiver. Generally, there are many purposes underlying communication activity such as to inform, to persuade, to ask, and so on. In order to achieve those purposes, a medium is undoubtedly needed in the process of communication. This can be done through radio, internet, magazine, or another medium such as a commercial. Included as visual communication tool, commercial aims to promote certain products and persuade people in doing something. In many cases, it also introduces certain ideologies, role model, and perspective of society. Every country in this world definitely has their own advertisement to be shown in TV. In regard to this, Thailand is proven good at advertising either product or services. With great cinematography, story plot, and setting, ads in Thailand always managed to penetrate its popularity in Asia. As said by Punyapiroje et al. (2002), Thai commercials are characteristically unique, contextual, funny and often touchy. It is mainly distinctive in its imageries and creative gags. Also, it often brings up sentimental value to reach audiences' heart, making it more memorable.

In delivering particular beliefs, an agency can use either direct expression that explicitly tell the message, or indirect expression in which the meaning is not explicitly conveyed as in non-literal language. Non-literal language alone can be understood as "any deliberate departure from the conventional meaning, order, or construction of words" (Nordquist, 2015, p.1). This is to say, non-literal

language departs from its literal use of language and tends to explain the ideas by using analogies that presented in different ways. Nordquist (2015) mentions that there are at least 21 types of non-literal languages as follow:

Name	Definition
Alliteration	The repetition of an initial consonant sound
Anaphora	The repetition of the same word or phrase at the beginning of successive clauses or verses.
Antithesis	The juxtaposition of contrasting ideas in balanced phrases.
Apostrophe	Directly addressing a nonexistent person or an inanimate object as though it were a living being.
Assonance	Identity or similarity in sound between internal vowels in neighboring words.
Chiasmus	A verbal pattern in which the second half of an expression is balanced against the first but with the parts reversed.
Euphemism	The substitution of an inoffensive term for one considered offensively explicit.
Hyperbole	An extravagant statement; the use of exaggerated terms for the purpose of emphasis or heightened effect.
Irony	The use of words to convey the opposite of their literal meaning.
Litotes	A figure of speech consisting of an understatement in which an affirmative is expressed by negating its opposite.
Metaphor	An implied comparison between two dissimilar things that have something in common
Metonymy	A figure of speech in a word or phrase is substituted for another with which it's closely associated; also, the rhetorical strategy of describing something indirectly by referring to things around it.
Onomatopoeia	The use of words that imitate the sounds associated with the objects or actions they refer to.
Oxymoron	A figure of speech in which incongruous or contradictory terms appear side by side.

Paradox	A statement that appears to contradict itself.
Personification	A figure of speech in which an inanimate object or abstraction is endowed with human qualities or abilities.
Pun	A play on words, sometimes on different senses of the same word and sometimes on the similar sense or sound of different words.
Simile	A stated comparison (usually formed with "like" or "as") between two fundamentally dissimilar things that have certain qualities in common.
Synecdoche	A figure of speech in which a part is used to represent the whole.
Understatement	A figure of speech in which a writer or speaker deliberately makes a situation seem less important or serious than it is.
Symbolism	Figure of speech that is used when an author wants to create a certain mood or emotion in a work of literature. It is the use of an object, person, situation or word to represent something else, like an idea, in literature.

Non-literal language is included in linguistics study specifically in the branch of semiology, which is the study of relation between words, sign and how meaning are constructed (Burton-Roberts, 2011).

Research Method

In this research, descriptive qualitative method is used to analyze the data got from visual media. This method is chosen because the researcher believe that qualitative method is the most suitable method for providing a vivid description of non-literal languages depicted in Thai commercials. As for the reason why the researcher choose Thai commercials as the object of the study is because Thai commercial is getting popular around the world which is shown by

its amount of the view. Moreover, it offers enchanting visualisation that can be indicated by its cinematography, story plot, setting, as well as non-literal languages.

According to Ary (2010), Qualitative methods have three kinds of data collection which are: (1) in-depth, open-ended interviews; (2) direct observation; and (3) written documents. For this study, the researcher use direct observation to collect the data. This is to say, the researcher observe Thailand advertisement which obviously contains non-literal language and then analyze it. The results are conveyed descriptively

Results and Discussions

In this section, there will be two discussions concerning kinds of non-literal languages in four Thailand advertisements as well as The contextual meanings of those non-literal languages. The discussions will be divided into two sub-chapters as follow:

1. Non-literal Languages in Four Thai Commercials

There are four Thai commercials that the researcher use here namely Smooth E. Facial Foam, Smooth E. Face Scrub series, Peppermint Field Inhealer, as well as Nature Gift 21, and Coffee Plus advertisement, which are chosen due to its varied non-literal languages inside. The results of the analysis shows:

2.1 Table of Non-literal Language in Thailand's Advertisement

No	Expression	Non-literal Language
1.	Be gentle as the foam	Simile
2.	(The smile of the beauty adviser)	Symbol
3.	Remove all pimples	Metaphor
4.	He would do anything for the one he loves	Hyperbole
5.	Forget it. We're friend	Irony
6.	Women is the biggest mistery in the universe	Metaphor
		Hyperbole
7.	Just like the photo hunt	Simile
8.	(The change of situation inside the restaurant)	Symbol
9.	I'm in deep shit	Hyperbole
10.	You like long hair like your ex's?	Simile

11.	It's all in your head. It's not like that, honey	Anaphora
12.	I'm toast! Help me	Hyperbole
13.	Ok, fine. I'll go with short then	Irony
14.	Where is your brain?	Hyperbole
15.	Your daughter is like face skin, you have to treat her gently	Simile
16.	I haven't eaten for days	Hyperbole
17.	Material things are not necessary, they come and go	Personification
18.	They are an illusion like bubbles	Simile
19.	Use it as you wish	Simile
20.	I got a pimple. It never goes away	Personification
21.	Pimples come back again and again	Personification
22.	The X foam does this!	Personification
23.	I'm leaving now	Symbols
24.	If my face is like her	Metaphor
25.	You can be beautiful as we are	Simile
26.	Are you ready for a whole new wonderful life?	Hyperbole
27.	It can change your world	Hyperbole
28.	She looks like us	Simile

If it is calculated, then the results become:

Types of Non-literal Language	Frequency
Hyperbole	8
Simile	8
Personification	4
Metaphor	3
Symbol	3
Irony	2
Anaphora	1

Figure 1. Non-literal languages in Thai advertisement

From the table above, it can be seen that there are seven types of non-literal languages within five Thailand advertisements that the researcher analyze, with hyperbole and simile as the most non-literal languages used. The existence of hyperbole here certainly indicates that Thai commercials are likely to make the audiences notice the product and to convey extraordinary meaning when they promote their product in the media. As it is mentioned by Voltadewi (2014), the

use of hyperbole and exaggeration “purposed to attract more attention from the readers, because an advertisement must be persuasive, noticeable, and eye catching” (p.14). Besides, it can also make the advertisers’ message notable among people.

This is to say, hyperbole is very effective in advertising products given that the exaggeration it contains can attract people’s attention. That is why it is widely used by production houses in Thailand. Similar to hyperbole, simile is also useful to be applied in advertising something because it offers “a very deep impression” to the readers and the comparison that it brings can create vibrant expression (Defisyani, et al.,2018, p.260). Besides, it can emit some humors that get people interested.

In the third position of the most used non-literal languages, there is personification which is believed to give many benefits in advertisement. As it is mentioned by Delbaere et al. (2013), personifying the product is an effective advertising trick that can “build brand personality and create an emotional connection with consumers” (p.127). It contributes a lot in making the advertisement memorable and funny due to its concept of an abstraction and life value that it raises.

Meanwhile, metaphor is in the fourth position with the frequency of three metaphors within five advertisements. Like the other non-literal languages, metaphor also has its own role in advertisement. Research done by Tuan (2010) indicates that metaphor “elicits more cognitive elaboration than literal messages, . . injects novelty thus increasing motivation to read and process the ad, . . . and influence consumer beliefs and affect” (p.75). Furthermore, according to Perez-Sobrinho (2013):

Metaphor is a very productive tool for advertising in as much as it engages audience in inferential activity. This array of inferences constitutes all the positive values ascribed to the product. Therefore, metaphor does not only expand the evocative possibilities of advertising beyond the advertisement, but also constrains the correct interpretation of the product by means of a well-defined set of interpretable inferences (p.4)

Symbol alone seems to be rarely used in Thai commercials, since there are only three symbols in five advertisements that the researcher uses. Nevertheless,

symbols are actually no less substantial than the other non-literal languages because it is a tool for transferring information, to build brand's identity, and to differentiate the brand from the competitors (Halim, 2012). To add, there is also an irony which deals with an opposition of the literal meaning. Gibbs, et al. (2005) mention that irony contributes on raising the persuasiveness of advertisement even though it is not as significant as other non-literal languages. Lastly, non-literal language that is least frequently used in Thai commercials is anaphora with one statement only. Anaphora works with the repetition of word or phrase at the beginning of sentence or clause.

2. The Contextual Meanings of Non-literal Languages in Thailand Advertisement

The discussions concerning the meanings of seven non-literal languages within Thailand advertisements will be divided into seven section below:

2.1. Hyperbole

As the researcher has mentioned earlier, hyperbole is used when the producers want to exaggerate the idea of advertisement and create humors so that the advertisements are able to grab people's attention. In Thai commercials which the researcher uses, hyperbole can be found in the last scene of Smooth E. Facial Foam advertisement in which Yae as this boy's name, tried to protect the girl from the cruel gangster. It is told to the audiences that **"He would do anything for the one he loves"**.



Figure 2. Hyperbole in facial foam ads

In that sentence, the hyperbole can be noticed in the phrase "would do anything". By stating this sentence, it exaggerated the idea of love that he would take any risk as long as the girl whom he loves is happy.

Pepermint Field Inhaler advertisement also contains some hyperboles in its advertisement, as the opening implies **“Women is the biggest mistery in the universe”** stated by Stephen Hawking. Of course, Hawking as a man can say so because he thinks women is such mysterious creatures that cannot be guessed easily. However, it sounds a little bit too much to address women as the biggest mystery in the world as there are still more mysterious things outside there compared to women. That is why that statement is regarded as hyperbole. As the story plot goes on, it is told that the guy feels very unlucky because his girlfriend delivers too much trivial questions to him. The guy then swears, **“Im in deep shit”**. His expression can be categorized as hyperbole since he illustrates himself like being in a great danger. In fact, he only deals with his annoying girlfriend.



Figure 3. Hyperbole in Inhealer ads

The situation is getting worse when the ex girlfriend of the guy suddenly comes out, sitting beside the girl. Those two girls are ready to judge the man who still cannot choose among short hair and long hair. Along with that, the fire appears and starts to surround the guy, making he insecure and said **“I’m toast! Help me”**. The reason why it is seen as hyperbole is because first, he had not even been touched by the fire yet, so saying in such a way is surely exagerrating. Second, if the fire had hurted the skin, the common expression will be ‘I am burning’ instead of ‘I am toasting’. While the word ‘toasting’ itself commonly used to describe food. Thus, the expression is proven to be hyperbole because the man even compared himself with food.

The next hyperboles are emitted through the advertisement of Nature Gift 21 and Coffee Plus in which the girl tells her friend that if they change their

appearance like model, they will get a boyfriend easier. Yet, she exaggerates her meaning by saying **“Are you ready for a whole new wonderful life?”**. It feels like the whole life of them would change and their destiny would turn to be beautiful if they get slim body, while it is beyond her expectation. Another scene of this advertisement also contains a hyperbole as it can be seen as below:



Figure 4. Hyperbole in nature gift ads

In this picture, sentence **“it can change your world”** definitely involves hyperbole because it aims to deliver the message that if the girls do surgery with this new technology, they could change their whole world. Here, other characters also try to persuade those girls to try this new technology that he promotes by using the hyperbole in this sentence.

Meanwhile, the last two hyperboles are in the advertisement of Smooth E. Face Scrub Series. The plot is started by the scene where the girl tells beauty adviser that she wants to be a star instead of studying at school. Feeling shocked by the girl’s expression, the beauty adviser says **“where is your brain?”**



Figure 5. Hyperbole in Face Scrub ads

Indeed, she has known where the girl’s brain located as she is pointing on her head– which is the brain position of human. Her question is then only an exaggeration that the girl doesn’t think carefully. What she means by saying that

is the girl should think that leaving school for being a star is not wise decision and hence she should rethink of it.

Another hyperbole in this advertisement is depicted on the scene where the girl comes to the beauty adviser and tells her **“I haven’t eaten for days”**. This is surely an exaggeration because if the girl does not really eat for days, she must not have energy to walk and see the beauty adviser. She will certainly get sick.

2.2. Simile

Simile is usually located in a phrase starting with ‘as’ or ‘like’ which is used to compare two different things. In some parts of commercials below, the researcher has found the sentences which can be classified as simile. The first simile is implied from this scene:



Figure 6. Simile in facial foam ads

The sentence **“be gentle as the foam”** can be regarded as **simile** since there is word ‘as’ in **‘as the foam’**. By using this simile, the company tried to compare the gentleness with foam of their product. They convince people that their foam is very gentle on the skin. Moreover, that sentence also creates a perspective to women’s mind that being beautiful is not only about having a perfect soft skin but also a gentle attitude of women. Thus, women are seen very beautiful if they have great skin perfection and nice behavior.

This kind of non-literal language also included in a part of Peppermint Inhaler Advertisement in which the girl keeps asking the man about the thing which is changed from her appearance. It actually makes the guy feel annoyed that he said **“Just like the photo hunt”**. In this sentence, the guy were using simile which is indicated by the use of word ‘like’ to compare, in this case, the situation (where he should guess thing) with the photo hunt contest. Even though those two things are not the same, they both generally have the same

idea which is to spot the differences. Another part in this advertisement which contains simile has been framed in the following picture:



Figure 7. Simile in inhealer ads

Saying that the girl's previous hair cut is not so bad, the girl starts getting angry and asks to her boyfriend **"You like long hair like your ex's?"**. Here, the girl attempts to compare the long hair that she meant with the long hair of the guy's ex, using the word 'like'.

In the Nature Gift 21 and Coffee Plus advertisement alone, simile can be seen in the scene where two women are commenting on another woman, and one of the women utters **"she looks like us"**. By stating that sentence, they use the word 'like' to compare the woman with them, and they find the similarity among the three of them. Another simile in this advertisement can be noticed from the scene below:



Figure 8. Simile in Nature gift ads

The sentence **"you can be beautiful as we are"** definitely shows the simile as it attached the word 'as'. These women indicate that the two women (who are the main characters here) can have beautiful face like them if they do plastic surgery. In other words, they compare the face of two women with their 'new' pretty

faces of which many girls want to. Those faces are very similar with the face of magazine model that they see in the beginning of this advertisement.

To add, the advertisement of Smooth E. Facial Scrub Series contains the most similes with three expression within. The first simile is on this scene in which the beauty adviser tells the father **“Dear Sir, your daughter is like face skin, you have to treat her gently”**



Figure 9. Simile in facial scrub ads

Through that sentence, the beauty adviser tries to compare the character of his daughter with face skin that both are equally gentle. Therefore, the father should treat and talk to his daughter in a smooth way instead of snapping at her.

Proceeding to second simile of this advertisement, it is told that one day a materialistic girl comes to the beauty adviser. She asks the beauty adviser to help her for not being materialistic anymore, and the beauty adviser says, **“they are an illusion like bubbles”**. What is meant by word ‘they’ here is things like bag, shoes, and watch that the girl is really into. So, here the beauty adviser compares those things and bubbles that although they are completely different, they both are the same as an illusion.

Lastly, the third simile is portrayed in the scene below:



Figure 10. Simile in face scrub ads

As we can see there, the beauty adviser tells the girl to **“use it (Smooth E. Face Scrub) as you wish”**. Just like other similes above, the use of word ‘as’ on that sentence is to compare the proper way to use the scrub and the girl’s own way to use it. This is to say, she asks the girl to use her own way so that the girl feels comfortable.

2.2.3. Personification

The non-literal language of personification can be noticed when non-human objects possess the ability to act like human beings. In four Thailand advertisements that the researchers uses, all personifications are found in the advertisement of Smooth E. Facial Scrub Series. The first personification seen from the expression of the beauty adviser when she says:



Figure 11. Personification in face scrub ads

The sentence **“Material things are not necessary; they come and go”** definitely implies a personification since the beauty adviser assumes material things to be able to act like human. She imagines that things like bag, watch, shoes, and the others can come and go by themselves, while the fact is it comes only when human buys and go when it is thrown away.

Furthermore, personification is also found in the scene when another girl comes to the beauty adviser and tells her **“I got a pimple. It never goes away”**. In this case, the girl likens a pimple as something that is fond of staying on her face and not willing to go. In other words, pimple in this sentence seems to have an ability to choose whether it wants to stay or goes away, just like human being.

After saying that, the beauty adviser asserts **“Pimples come back again and again”**.



Figure 12. Personification in face scrub ads

This sentence can be categorized as personification as well because pimples here is equated with human that can come back everytime. It is like an animate objects which can decide and act as it wants. Lastly, personification is also reflected when the girl tells the beauty adviser **“X foam does this!”**. By stating that sentence, the girl seems regarding X foam as living thing which can do something to her face without her permission. She is like blaming X foam for making her face oily.

2.2.4. Metaphor

According to Joseph (2010), metaphor incorporates two unrelated things or concept in order to establish symbolism. The use of metaphor in advertising is to enhance the perceived value of a product or to make it seem more personal. This kind of non-literal language can also help to build certain brand images. An advertising metaphor often unifies a verbal phrase with a visual image to dramatize the effect. As it can be seen on one of the scene in Smooth E. Facial Foam advertisement below:



Figure 13. Metaphor in facial foam ads

The sentence **“removes all pimples”** here uses metaphor because pimples here also represented her ex boyfriend. Pimple is one of skin problems which mostly make the girls not comfortable with their face. This kind of skin problem sometime can be related to the quantity of hormone or another disease in the skin. Mostly people will try many ways to remove the pimples. So do the boyfriend who ran away from the problems. This advertisement indirectly speaks the ideology that man has responsibility to protect the girl not only hide behind her shadow. Even though pimples and ex boyfriend differ considerably, the agencies can compare them well in such metaphor, in order to promote their product. As the agencies beliefs that pimples should be disappear from the woman’s skin and ex-boyfriend should be gone from the memory.

Another metaphor can be seen in the Peppermint Field Inhealer advertisement. The advertisement is opened with a quote by Stephen Hawking saying **“Women is the biggest mistery in the universe”** which can be included as metaphor as well, beside the hyperbole. The reason why the researcher considers it as metaphor is because it compares two disimilar things namely women and mystery and combine it into one sentence, as if they are closely related.

The advertisement of Nature Gift 21 and Coffee Plus also uses metaphor in one of its scene below:



Figure 14. Metaphor in nature Gift ads

In this part, there are two fat girls who are insecure with their face and body. The statement **“if my face is like her”** is point out that she likes to

compare herself with the cover model which has different appearance, feature of face, and affection. Thus, this statement can be classified as metaphor as this statement compares the fat young girl into something different from her.

2.2.5. Symbols

There are at least three symbols that the researcher finds within four Thailand advertisement. The first one is on Smooth E. Facial Foam advertisement below:



Figure 15. Symbol in facial foam ads

In this part, it can be seen that the girl who wants to be more beautiful has achieved her goal. She eventually had a fair complexion as well as flawless face and looked very different from the beginning of the advertisement. Smooth E. Baby Foams, thus, had proven that their product are indeed qualified. The smile depicted from the beauty adviser's face **symbolizes** her satisfaction as she has successfully turned the boyish girl to be more beautiful and feminine by suggesting her to use Smooth E. Baby Foam.

Meanwhile, symbol in Peppermint field inhaler is reflected through this scene:



Figure 16. Symbol in inhaler ads

It is told that the guy had guessed what is changed from his girlfriend's appearance for several times, but it turned out that he had not been able yet to guess. It then made her angry. Her anger is clearly **symbolized** by the change of situation inside the restaurant. The candle and the brightest lamp went out, the dark cloud started to surround the guy, and the face of the girl shrunk.

In Nature Gift 21 and Coffee Plus advertisement itself, symbol is seen from this scene:



Figure 17. Symbol in Nature gift ads

In this part, the man known as Prince Charming shouts **"I'm leaving now"** which **symbolizes** that the Prince is leaving the two girls behind with his another happiness. Also, it symbolizes how people tend to judge people only by seeing their appearance as here the Prince leaves with another girl who is prettier and slimmer than them.

2.2.6. Irony

Besides those non-literal languages above, Thai commercials also contain some ironies dealing with the opposition of literal meaning. It is added to make the advertisement becomes more emotional so the audience feels the characters' feelings in the commercials. The first irony is on the advertisement of Smooth E. Facial Foam:



Figure 18. Irony in facial foam ads

In the last part of Smooth E Facial Foam advertisement, the researcher found an **irony** in Yae's statement **"Forget it. We're friend"**. Indeed, what he

really means is not like what he says because deep in his heart, he wants the girl to know that he loves her very much. He wants the girl to notice that he does not want to end up only being a friend with the girl.

Irony can also be found in the advertisement of Peppermint Field Inhealer in which the guy is debating with his girl regarding the hair. He tells her that he likes long hair more than short hair, but she urges him to choose short hair. After several minutes of debating, the guy eventually said **“Ok, fine. I’ll go with short then”**.



Figure 19. Irony in inhealer ads

That sentence is included as irony because what he mentions is actually different with what he felt. Deep inside his heart, he must choose long hair because he has stated that when arguing with his girlfriend. However, since he feels intimidated with his girlfriend, he finally chooses the short hair.

2.2.7. Anaphora

Anaphora or repetition in the beginning of sentences is the fewest non-literal languages found in Four advertisement, with one frequency only. It is portrayed in Peppermint Field Inhealer advertisement, specifically in this scene:

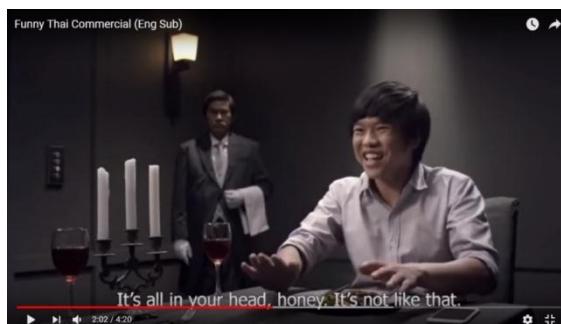


Figure 20. Anaphora in inhealer ads

Since the guy is afraid if the girl is getting angry, he replies **“It’s all in your head. It’s not like that, honey”**. As we can see in the statement, there are repetitions in the beginning of the first and second sentences he uttered. Therefore, his reply can be included as anaphora.

Conclusion

To sum up, non-literal language is one of the important elements needed in communicating the commercial’s message and to attract audience’s attention. In four Thailand commercials that the researcher analyzes, there are at least seven non-literal languages used which encompass hyperbole, simile, personification, metaphor, symbols, irony, and anaphora. The most used non-literal language goes to hyperbole and simile, indicating that Thailand advertisements are full of humors which are created by both non-literal languages. Moreover, other non-literal languages inside the advertisement also raise the effectiveness of advertisement in making appealing promotion. Personification helps the advertisement to be memorable for the audience, while metaphor has its own role to affect audience to buy the products. In order to convey the information well, symbols are inserted to those advertisement given that it is a good tool for transferring message. Irony and anaphora can also be included to increase the persuasiveness of the advertisement. The non-literal languages found in ads definitely have meanings which have been explained in the previous chapter.

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