AN ANALYSIS OF NON-LITERAL MEANING USED IN READER DIGEST MAGAZINES ADVERTISEMENT

A THESIS

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AUTHORS’S DECLARATION

I, LENNI SIMANJUNTAK, declare that I am the sole author of this thesis except the references that I use in this thesis are got from some related texts, internet and books. This thesis is not published yet or extracted in whole or in a part from another thesis.

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Medan, November 2013

Writer,

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The object of this study is the Non-literal meaning found in the Reader’s Digest Magazines Advertisements. The objective of the study is to describe the types of non-literal meaning and to expose the meanings of the non-literal meaning in the Reader’s Digest Magazines Advertisement published on July-August 2012, October 2012 and February 2013. The data were analyzed based on the theoretical concept by Leech (1981) and Palmer (1979) which concerned about types and the meanings of non-literal meaning. The results of this study seeing through the whole data were found types of the non-literal meaning, namely personification, irony, simile, litotes, hyperbole and metaphor.
ABSTRAK

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