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APPENDIX I

Coca Cola Fact Sheet



The Coca-Cola Company Fact Sheet

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

Fast Facts:

- Established: 1886
- Ranking: We own 4 of the world's top 5 nonalcoholic sparkling beverage brands: Coca-Cola, Diet Coke, Sprite and Fanta
- Company Associates: 146,200 worldwide (as of December 31, 2011).
- Operational Reach: 200+ countries
- Consumer Servings (per day): 1.8 billion
- Beverage Variety: We offer more than 3,500 products including diet and regular sparkling beverages, and still beverages such as 100 percent juices, juice drinks, waters, sports and energy drinks, teas and coffees, and milk- and soy-based beverages.
- New York Stock Exchange Ticker Symbol: KO

Our Mission:

- To refresh the world...
- To inspire moments of optimism...
- To create value and make a difference.

Our Commitment to Sustainability – Highlights:

- **Respecting People:** In 2009, The Coca-Cola Company was one of four founding companies to establish the Global Business Initiative on Human Rights as a means of scaling up respect for human rights across our business system and supply chain. The Company also established its "Global-Local" strategy to address child labor in the sugar cane harvest.
- **Protecting the Environment:** We focus on water, packaging and climate. We have a goal to achieve water neutrality by 2020 in our direct operations. We've launched PlantBottle™ packaging - the only fully recyclable PET plastic bottle made partially from plants and have distributed more than 10 billion PlantBottle™ packages in more than 20 countries. And by 2015, all new cold-drink equipment will be HFC-free. By phasing out HFCs, we expect to avoid the emission of more than 52.5 million metric tons of carbon dioxide equivalent over the life of our equipment.
- **Offering Safe, Quality Products:** We launched more than 100 low and no-calorie products in 2011 and offer more than 800 low and no-calorie products. In addition to our product and packaging innovations, we sponsor more than 250 nutrition education and physical activity initiatives in more than 100 countries. Our goal is to sponsor at least one program in every country where we operate by the end of 2015.
- **Supporting Communities:** In 2010, we, together with The Coca-Cola Foundation, gave back 1.2 percent of our operating income, totaling \$102 million.

2011 Financial Highlights:

- Unit case volume grew 5% to 26.7 billion unit cases worldwide.
- Operating income grew 20% to \$10.2 billion.
- More than 55% of our net operating revenues and nearly 80% of our unit case volume were generated outside of North America.

For more information about our Company, please visit our website at www.thecoca-colacompany.com.

APPENDIX II

The Picture of Coca Cola Products



APPENDIX III

Numbered Slogans and Possible Full Sentences for the Ellipted Slogans

Slogan's Number	Slogan	Published Year	Full Sentence Slogans
1	Thirst knows no season.	1922	-
2	Pure as Sunlight	1927	Coca cola is pure as sunlight
3	The pause that refreshes.	1929	Coca cola is the pause that refreshes.
4	Ice-cold sunshine.	1932	Coca cola is Ice-cold sunshine
5	America's favorite moment.	1937	Coca cola is America's favorite moment.
6	The best friend thirst ever had.	1938	Coca cola is the best friend thirst ever had.
7	Thirst asks nothing more.	1938	-
8	Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.	1939	-
9	Passport to refreshment.	1945	Coca cola is passport to refreshment.
10	Coke knows no season	1947	-
11	The sign of good taste.	1957	Coca cola is the sign of good taste.
12	Things go better with Coke.	1963	-
13	Coke adds life.	1976	-
14	Can't Beat the Feeling.	1989	There is nothing can't Beat the Feeling.
15	Can't Beat the Real Thing.	1991	There is nothing can't Beat the Real Thing.
16	Always Coca-Cola.	1993	It is always Coca-cola.

17	Life tastes good	2001	-
18	Live on the Coke Side of life	2007	We live on the Coke side of life
19	Open Happiness	2009	We open happiness
20	Twist The Cap To Refreshment	2010	We twist the cap to refreshment
21	Life Begins Here	2011	-

APPENDIX IV

The Total Frequency of Each Type of Figures of Speech

Slogan's Number	Slogan	Figures of Speech					
		P	Si	Mo	Hy	VI	Sy
1	Thirst knows no season.	√					
2	Pure as Sunlight		√				
3	The pause that refreshes.			√			
4	Ice-cold sunshine.					√	
5	America's favorite moment.						√
6	The best friend thirst ever had.	√					
7	Thirst asks nothing more.	√					
8	Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.				√		
9	Passport to refreshment.			√			
10	Coke knows no season	√					
11	The sign of good taste.			√			
12	Things go better with Coke.				√		
13	Coke adds life.			√			
14	Can't Beat the Feeling.				√		
15	Can't Beat the Real Thing.				√		
16	Always Coca-Cola.				√		
17	Life tastes good			√			
18	Live on the Coke Side of life			√			
19	Open Happiness			√			
20	Twist The Cap To Refreshment			√			
21	Life Begins Here			√			
Total		4	1	9	5	1	1

P	Personification
Si	Simile
Mo	Metaphor
Hy	Hyperbole
VI	Verbal Irony
Sy	Synecdoche

APPENDIX IV

The Intended Meaning Based on Context and Schemata

Slogan	Context	Schemata	Intended meaning
1	Thirst become someone that can come without knowing the season	People can feel thirsty in every season and situation	Coca Cola also can be found and drunk in every season and situation.
2	Coca cola is Pure which is clear, simple, finest quality as sunlight that refers to healthy and cheerfully	Coca cola wants to emphasize the pureness of the product	Coca cola is a healthy drink that will make people happy
3	Stop doing something to feel refresh	People stopped doing something to drink Coca cola because it could refreshed them	When people stopped their activities to drink Coca cola for a while, they would always be refreshed.

4	Coca cola is ice-cold sunshine. Ice cold is as cold as ice that is so refreshing while sunshine is healthy and cheerfully	Coca cola makes a delightful contradiction that is really cold that could be refreshment and the sunshine that is warm and cheerfully	Coca cola is a refreshing drink that will make people cheerful after drinking it.
5	America is a name of continent where many Americans living in while favorite moment means the most preferred time among others.	Coca cola wants to emphasize the s succeed in creating Coca cola	Coca cola is a leading beverage company because drinking Coca cola is the most preferred time of many people in America
6	Thirst becomes some one that has a best friend. Coca cola is the thirst' best friend.	Thirst has other friend but Coca cola is the best one.	Whenever People feel thirsty Coca cola will be the best one to drink
7	Thirst becomes some one that could ask for nothing more.	Thirst ask nothing more than Coca cola	Whenever people feel thirsty, Coca cola is all the people need.

8	Whoever you are, whatever you do, wherever you may be, when you think of refreshment, think of ice cold Coca-Cola.	Coca cola reaches everyone	Coca cola is very refreshing for everyone with every situation and background
9	Passport is means of attaining or a way to reach. Coca cola is passport to refreshment	Coca cola will make the people who drink it feels the refreshment	There is a way in order to get the refreshment that people should drink Coca cola
10	Coke becomes some one that knows no season	People drink Coca cola every time	Coca Cola can be found and drunk in every season and situation.
11	Coca cola is the sign of good taste. Sign means indication or direction. Taste is sense of flavors.	Whenever people see coca cola then they will see the indication of a very good flavored drink	Coca cola is indicated to be a good flavor beverage.
12	Many things in certain situation will be better than before after drinking Coca cola	Coca cola is a very refreshing and fun drink	Coca cola will refresh the people who drink it than make people happier that before then can do something even better finally

13	Life means a concept to live in. Coca cola gives addition to life.	Coca cola is an enjoyable drink	The fun of drinking Coca cola will give an addition to life to be more cheerful and fun
14	Beat means achieve more. Everything can't beat the feeling	Everything can't beat the feeling of drink Coca cola	There is nothing that can achieve more the feeling of drinking Coca cola
15	Beat means achieve more. Real means genuine, true and not fictions .The things since its Coca cola means the flavors Everything can't beat the real thing.	Everything can't beat the real thing of Coca cola	There is nothing can achieve more the genuine of flavored of Coca cola
16	Always means every time, on every occasion, without exception	Always drinking Coca cola	Coca cola can be drunk every time, on every occasion, without exception
17	Life means a concept to live in, Taste is sense of flavors. Good here means satisfactory in quality.	Life has a sense of good taste like Coca cola	Life will taste as good as Coca cola when people drink Coca cola

18	Live means to stay in while. Life means a concept to live in or something more cheerful or sparkles. Coke side of life means drinking Coca cola becomes more than just a drink but also a concept of way people live.	Everyone who lives on the coke side of life is the one who chooses to drink Coca cola.	Drinking Coca cola is becoming a choice concept of way people live or life habit that people can live in that will bring sparkle and cheerful.
19	Open the Coca cola is like open happiness.	Open the Coca cola is like open the happiness	Drinking Coca cola will bring happiness
20	We twist the cap to refreshment. It means that open the bottle cap of Coca cola	“Twist the cap” compares implicitly to drinking Coca cola	Drinking Coca cola will bring refreshment
21	Life means a concept to live in or something more cheerful or sparkles. Here means at this place where people drink Coca cola	Life begins at this point where people drink Coca cola. Coca cola is a refreshing, enjoyable drink (carbonized drink)	A new concept to live in will start at the point where people drink Coca cola because it will bring more refreshing and happy life to them