

Preeda Pathumratanathan 2012: An Investigation on Figurative Language Employed in English Advertisements in In-flight Magazines. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Pataraporn Tapinta, Ph.D. 112 pages.

The main objectives of the study are: 1) to identify types of figurative language employed in English advertisements in in-flight magazines; and 2) to analyze the roles played by different types of figurative language in English advertisements in these magazines. Based on related theoretical frameworks (McQuarrie and Mick, 1996; Thorn, 2008; and Wells *et al.*, 2006), content analysis (Berg, 2004; and Coffey and Atkinson, 1996) was applied. The findings revealed that five common types of figurative language were alliteration, metaphor, parison, personification, and rhetorical questions. The most popular devices for creating headlines and body texts were alliteration and metaphor whereas alliteration and parison seemed to be fashionable for writing slogans. Figurative language in headlines could effectively draw the reader's attention. In body texts, it could lead the audience to know, understand, create imagination about the selling points, and stimulate their decision making. Also, it could make slogans more memorable.

In connection with advertising categories, the most two popular devices, namely alliteration and metaphor, were commonly found in three main types of products—travel/hotel, real estate/home, and airline/airline service and promotion. These five figurative devices were obviously seen to promote the themes of 'privacy', 'comfort, relaxation, and happiness', 'natural surroundings', and 'introducing/guaranteeing products'.

In sum, figurative language appeared to be an effective tool in advertising. To illustrate, these five common types shared similar roles to successfully convey the message objectives in advertising including creating perception, delivering/developing cognition, creating affection, and stimulating the audience's behaviors in consuming the products.

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