SUB-VARIETIES OF MALAYSIAN ENGLISH IN MALAYSIAN RADIO ADVERTISEMENTS

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SUB-VARIETIES OF MALAYSIAN ENGLISH IN MALAYSIAN RADIO ADVERTISEMENTS

Approval Form

This research paper attached hereto, entitled "Sub-varieties of Malaysian English in Malaysian Radio Advertisements" prepared and submitted by Low Sin Yen in partial fulfillment of the requirements for the Bachelor of Arts and Social Science is hereby accepted.

_____ Date:_____

Supervisor

Ms. Christina Ong Sook Beng

SUB-VARIETIES OF MALAYSIAN ENGLISH IN MALAYSIAN RADIO ADVERTISEMENTS

Abstract

The investigation of the language variety used in Malaysian radio advertisements is rarely a focus of research in Malaysia. Moreover, Malaysian English is not well-defined enough to be used as a depiction of Malaysian culture and identity. This paper aims to identify the lexical and syntactical structures of Malaysian English, and the frequencies of sub-varieties of Malaysian English (acrolect, mesolect and basilect) occur in Malaysian radio advertisements. Content analysis is carried out on the transcriptions of 80 Hitz FM radio advertisements collected from 30th August to 1st September 2018 to identify the lexical and syntactical features of Malaysian English in the radio advertisements. The openings, main-texts and closings of the radio advertisements are categorised according to the sub-varieties of Malaysian English. The frequencies of the occurrence of each sub-varieties of Malaysian English are recorded. The lexical and syntactical features of Malaysian English are found in the radio advertisements, but they are not prominent. The findings show that the acrolectal variety of Malaysian English dominates the structures of the radio advertisements, especially the closings. This may result from the preference of Malaysian listeners towards acrolectal variety of Malaysian English which carries professionalism, affinity and reliability. The dominance of the acrolectal variety in Malaysian radio advertisements shows that Malaysian English is not in the nativisation phase of Schneider's Dynamic Model (2003). However, the use of lexical terms derived from local language referents is able to depict Malaysian culture and identity while still retaining the acrolectal variety of Malaysian English.

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Declaration

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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Chapter 1

Introduction

1.0 Introduction

Malaysia is a Southeast Asian country known for its diverse ethnicity, culture and language. By 2018, the total population of Malaysian citizens had hit 29,062,300, consisting 69.1% of Bumiputera, 23% of Chinese, 6.9% of Indian and 1% of other ethnic groups (Malaysia Department of Statistics, 2018). Malay makes up the largest portion of Bumiputera while the rest of the Bumiputera constitutes the indigenous groups in Peninsula Malaysia, Sabah and Sarawak such as Orang Asli, Kadazan, Dusun, Iban and Bidayuh (Leong, 2017). Due to the multi-ethnic situation in Malaysia, different languages are spoken. As described by Deterding and Yamaguchi (2016), the most spoken language in Malaysia is Malay, the official and national language of Malaysia. They reported that Mandarin, Hokkien, Cantonese, Tamil, Iban and Bidayuh are some of the other languages spoken in Malaysia. English, the non-indigenous language that was brought to Malaysia by the British during the colonial period and has undergone inconsistent development, is spoken among Malaysians and regarded as a prestigious language today due to its international status (Deterding & Yamaguchi, 2016).

At this point, it can be seen that Malaysia has different speech communities. Ferguson (1959) introduced the concept of "diglossia", where speakers in many speech communities use two or more varieties of the same language in different circumstances. He described that diglossia consists of two types of varieties of the same language, namely - the standard variety as the H ('high') variety and the regional dialect as the L ('low') variety. H variety is used in religion, politics, education media and literature, whereas L variety is used at home, workplace, in friendships and folk literature. Platt (1977) suggested that "polygossia" should be a more appropriate concept to describe Malaysia's linguistic context, where it consists of at least one H variety, one or more M ('medium') variety and a number of L varieties. He looked into the

language varieties used among English-educated Chinese in Malaysia, and found out that they speak the L varieties such as southern Chinese dialect, colloquial Malaysian English and Bazaar Malay with their family, friends and sellers. H varieties such as formal Malaysian English and Bahasa Malaysia (Malay) are used in education and employment. It is interesting that Mandarin, which is regarded as the H variety, is seldom spoken by English-educated Chinese.

Focusing on Malaysian English, Schneider (2007) reported that Malaysian English has gone through structural nativisation on phonological, lexical, grammatical, semantical and syntactical levels of the language. Hence, regardless of H or L variety of Malaysian English, it is the "non-native" variety of English seasoned with features of indigenous languages in Malaysia. Due to the different degrees of nativisation, three types of sub-varieties of Malaysian English have emerged: acrolect, mesolect and basilect. (Platt & Weber, 1980). Each sub-variety has its distinct features and is used in different context.

Knowing the different sub-varieties of Malaysian English used in our daily conversations, it is most likely that this reality is also reflected in Malaysian advertisements. According to the Malaysian Investment Development Authority (2018), advertising agencies in Malaysia provide advertising services by "creating and placing advertisements in periodicals, newspapers, radio, television and outdoor advertising" (para. 1). "Media representation, aerial advertising, distribution or delivery of advertising materials or samples, and renting of spaces for advertisement" are other advertising services provided by advertising agencies (Malaysian Investment Development Authority, 2018, para. 1). Radio advertisements deliver messages to the consumers via the auditory medium. It relies heavily on the listening skill of the audience to notice and receive information conveyed by the advertisers. Without the help of attractive visuals, radio advertisements must contain intriguing content, and captivating sounds and voices in order to grab the attention of consumers. In radio advertisements, the use of colloquial

Malaysian English, the variety of language that Malaysians use in real life is to establish a connection with consumers and also to reinforce a sense of local identity among fellow Malaysians (Pillai & Kamaruddin, 2006). Therefore, radio advertisements are the form best used to explore the use of sub-varieties of Malaysian English.

Malaysia hosts a total of 58 radio stations, 24 private radio stations and 34 government-owned radio stations operated by Radio Television Malaysia (Commercial Radio Malaysia, 2017). The three main languages used in Malaysian radio broadcasts are Malay, Chinese and English (The Nielsen Company, 2015). English radio stations such as *hitz.FM*, *flyFM*, *LiteFM* and *MixFM* have a stable listenership with a 10.4% weekly reach (The Nielsen Company, 2015). Radio remains a popular medium in reaching Malaysian consumers, with 20.2 million of weekly radio listenership ("GfK: Weekly radio listenership", 2018). In addition, The Radio Audience Measurement 2018 study found out that 14.1 million people listen to the radio for the breakfast show (Monday – Friday, 6am – 10am), while 13.6 million people listen to the radio for the drive time show (Monday – Friday, 4pm – 8pm) (Nair, 2018). This indicates that Malaysians have great exposure to radio especially during rush hour. Based on a Nielsen sales effect study conducted in the U.S., up to USD 17 could be generated from listeners who were exposed to radio advertisements for every dollar spent in radio advertising (The Nielsen Company, 2015). This implies that radio advertising is an effective way to boost the sales of products.

1.1 Statement of Problem

In Malaysia, a great number of research conducted focused on print advertisements, while some research were done on television commercials. The role of code-switching and code-mixing is one of most examined elements in research done on print advertisements in Malaysian newspapers (Kuang, Lau, Choo & Doshi, 2017; Deborah, 2014; Deborah, 2015). The

perception of audiences towards print advertisements in Malaysian newspapers is also examined in many research using survey method or content analysis (Peng, 2016; De Run, Jee & Lau, 2013). Print advertisements in other mediums such as magazines and billboards were analysed for their content and language choice in some researches (Suhaimee, Ahmad, Abuzar & Antashah, 2011; Aini, Chan & Ain, 2013). Researches on television commercials in Malaysia, on the other hand, were less conducted. However, the research objectives of the researches done on television commercials were similar to that of the researches done on print advertisements, where content analysis or survey methods were used to examine the perception of audiences toward what the advertisers presented (Mohd Helmi & Mohd Nizam, 2005; Rosninawati, Sofia & Siti, 2015; Nur Akma, Md Nagib, Mohd Khairul & Khairul, 2016). Most of these researches also looked at the impact of print advertisements on Malaysian consumers.

At this juncture, research on Malaysian radio advertisements is neglected. Existing ones are limited and focused on the use and the function of Malaysian English in radio advertisements and the influence on Malaysians, especially their local identity and the establishment of a close rapport with the advertisers (Gill, 1999; Pillai & Kamaruddin, 2006; Hashim, 2006). This indicates a scarcity of research on the language use, especially the sub-varieties of Malaysian English in Malaysian radio advertisements.

According to The Malaysian Code of Advertising Practice, "advertisements must project the Malaysian culture and identity, reflect the multi-racial character of the population and advocate the philosophy of 'Rukun Negara'" (Advertising Standards Authority Malaysia, 2008). When the code is applied to Malaysian radio advertisements, the accent, intonation and word choice in the advertisements have to portray features of Malaysian English rather than that of Standard British English, in order to fulfil the requirement where Malaysian multi-ethnic and multi-cultural scenes must be presented. However, Malaysian English is not clearly defined, especially considering that there are three sub-varieties of Malaysian English available for use

in radio advertisements. The issue here is the extent of which these three sub-varieties of Malaysian English could depict Malaysian culture and identity.

1.2 Research Objectives

1. To identify lexical features of Malaysian English in radio advertisements.
2. To identify syntactical features of Malaysian English in radio advertisements.
3. To identify the frequency of the sub-varieties of Malaysian English (acrolect, mesolect and basilect) occurring in radio advertisements.

1.3 Research Questions

1. What are the lexical features of Malaysian English in radio advertisements?
2. What are the syntactical features of Malaysian English in radio advertisements?
3. What is the frequency of the sub-varieties of Malaysian English (acrolect, mesolect and basilect) occurring in radio advertisements?

1.4 Significance of the Study

Over 20 years, Malaysia has experienced technological advancement, where smarter, more sophisticated mobile phones and electronic gadgets are used widely and more areas are covered with Internet ("Advancement in tech gadgets", 2018). With just a fingertip on electronic gadgets or a mouse click on computers, Malaysians are able to connect and interact with people from other countries with different cultures and identities on social media such as Facebook, Twitter and Instagram. This shows the process of globalisation, which is defined as "the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa" (Steger, 2013, p. 33). Globalisation resulted in the prominence of some languages in international communication, especially on the Internet, and the abandonment of some other languages which may cause a change in varieties of language use in Malaysia and Malaysian local identity

(Steger, 2013). Consequently, the research on the use of varieties of Malaysian English in Malaysian radio advertisements and its impact on Malaysians in Gill (1999), Pillai and Kamaruddin (2006), and Hashim (2010) are considered as out-dated and hence, are irrelevant to the current situation in Malaysia. This study which replicates Gill (1999) in identifying the features and functions of Malaysian English used in Malaysian radio advertisements provides a more relevant reference point for sociolinguists and advertisers.

1.5 Definition of Terms

1.5.1 Malaysian English

Malaysian English is a "non-native", "localised" variety used frequently in informal contexts across the Malaysian society (Tan, 2013, p. 38; Baskaran, 2015; Deterding & Yamaguchi, 2016, p. 9). Various local languages, mainly Malay, Chinese and Tamil, and diverse cultures of Malaysians have exerted great influence on Malaysian English (Tan, 2013; Baskaran, 2015; Deterding & Yamaguchi, 2016).

1.5.2 Sub-varieties of Malaysian English

According to Baskaran (2005), the different degrees of nativisation that occurred in Malaysian English had given birth to three types of sub-varieties: acrolect, mesolect and basilect.

- Acrolect: A variety equivalent to Standard British English but with some local influence on phonological and lexical level.
- Mesolect: Considered as "the Malaysian variety" - the informal style which can be found in Malaysians' conversations.
- Basilect: The "patois" form which depicts the uneducated style of speech communication.

Platt and Weber (1980) attributed the occurrence of the sub-varieties in Malaysian English to the variation in socio-economic background of speakers. The term “social dialects” or “socialects” is given to refer to the sub-varieties of Malaysian English.

1.5.3 Radio Advertisements

Advertising serves as a tool for commercial promotion of branded products and image enhancement of a person, group, or organisation (Goddard, 2002). Advertising could be presented to the audience in different media such as newspapers, magazines, radio, television, cinema, posters and banners (Prithvi & Mihir, 2013). In commercial radio, radio advertisements are aired during commercial breaks which separate radio advertisements from the content of the programming (Perelló-Oliver, Muela-Molina & Campos-Zabala, 2018). They noted that the information of the advertised product or service is conveyed through verbal elements in a radio advertisement, while the voice represents the protagonists.

Chapter 2

Literature Review

2.0 Introduction

This chapter consists of the review of literature on an overview of Malaysian English, past studies done on Malaysian English, language used in Malaysian radio advertisements, status of Malaysian English, , and the conceptual framework.

2.1 An Overview of Malaysian English

In the 19th and 20th centuries, the British colonial government and Christian missionaries established English-medium schools in Malaya, with the purpose of training the local elites for administrative and service functions (Schneider, 2007). It caused the access of English to be limited to people of the indigenous population who possessed a higher status (Schneider, 2007). After Malaya gained its Independence in 1957, English was spread throughout the country with a unified national system of education, in which it was made a compulsory subject alongside Malay (Baskaran, 2005). English lost its prominence in education after the implementation of language policies in 1969 and 1982, where Malay became the medium of instruction in primary and secondary schools, whereas English was only taught as a compulsory second language (Baskaran, 2005).

Today, despite of the restricted official status, Malaysians use an independent variety of English, which is different from the standard variety in their daily lives for socioeconomic needs, institutional or private demands and sociocultural motivations (Deterding & Yamaguchi, 2016). The standard variety of English refers to the English in Kachru's (1992) Inner Circle, where English is spoken as the mother tongue in Britain, America, Australia, New Zealand and Canada. Malaysia, on the other hand, falls in the Outer Circle, where English is the additional institutionalized, official language, but not the mother tongue of Malaysians (Kachru, 1992).

Englishes outside the Inner Circle have their own distinctive features where English is pronounced with varying accents, local terms which are unique to the local contexts are used, and sentences are constructed with certain words in different manners (Schneider, 2007). Those features are included in structural nativisation. Structural nativization on phonological, lexical, grammatical, semantical and syntactical levels of language organization in Malaysian English has contributed to the deviation from the standard variety (Schneider, 2007). This is because the variety of Malaysian English used today is coloured with local languages such as Malay, Chinese and Tamil.

2.1.1 Sub-varieties of Malaysian English

The use of Malaysian English by people with different social status and in different circumstances have resulted in the emergence of three sub-varieties: acrolect, mesolect and basilect (Baskaran, 2005). Platt and Weber (1980) associated the variation of socio-economic background of the speakers to the variation in speech. "Social dialects" is the term given to address this kind of different sub-varieties of English (Platt & Weber, 1980). The description of the sub-varieties of Malaysian English is listed in Table 1.

Table 1

Sub-varieties of Malaysian English

	Acrolect	**Mesolect**	**Basilect**
General characteristics	- Standard Malaysian English - Spoken & Written - Formal use	- Dialectal Malaysian English - Spoken & Written - Informal use - National intelligibility	- Patois Malaysian English - Spoken only - Colloquial use

	- International intelligibility		- Patois intelligibility & currency
Phonology	Slight variation tolerated so long as it is internationally intelligible.	More variation is tolerated – including prosodic features esp. stress and intonation.	Severe variation – both segmental and prosodic, with intonation so stigmatized – almost unintelligible internationally.
Syntax	No deviation tolerated at all.	Some deviation is acceptable although it is not as stigmatized, as broken English (intelligibility is still there).	Substantial variation / deviation (National intelligibility).
Lexis	Variation acceptable especially for words not substitutable in an international context (or to give a more localized context).	Lexicalizations quite prevalent even for words having international English substitutes.	Major lexicalization – heavily infused with local language items.

Note. Adapted from *A Malaysian English Primer: Aspects of Malaysian English Features* (p.22). by L. M. Baskaran, 2005, Malaysia: University of Malaya Press. Copyright 2005 by Loga Mahesan Baskaran. Adapted with permission.

Different sub-varieties of Malaysian English perform different functions in Malaysian society. For instance, the acrolectal level of Malaysian English is taught to students as the prescriptive norm in language learning, where "some indigenised phonological and lexical features" can still be tolerated in the level, but not the syntactical features (Baskaran, 2015, p. 19). Mesolect, on the other hand, is the more preferable variety used among Malaysians in an informal context; whereas basilect is a stigmatised form used among less-educated Malaysians who acquired English "on an ad-lib basis, with smattering of picked-up words and phrases" and broken pronunciation (Baskaran, 2015, p. 20).

Platt and Weber (1980) suggested that due to the location, topic and person involved in a conversation, speakers change their style of conversing. Regardless of whether it becomes more formal or informal, the stylistic variation still remains in their sociolectal range (Platt & Weber, 1980). They also pointed out that speakers at the acrolectal level are able to speak lower social dialects such as mesolect and basilect for functional purposes, whereas speakers who only speak basilect, a lower level social dialect, will be confined within the range.

2.2 Past studies done on Malaysian English

Researchers have done a great number of studies on Malaysian English. Their studies will be reviewed according to phonological, lexical and syntactical level, and from the social dialects point of view.

2.2.1 Overview of past studies

Platt and Weber (1980) proposed the concept of two types of Malaysian English, where the first type was equivalent to Singaporean English and was spoken as the native language by English-educated Malaysians, whereas the second type was the second language of Malay-educated Malaysians. They regarded Malaysian English Type 1 as a short-lived language variety in Malaysia due to the change in the language policy which gave Malay a more

prominent status than English. Therefore, Malaysian English Type 2 was the non-standard English used among Malaysian. They focused on the descriptions of the features found at the phonological and syntactical level of the variety.

Wong (1982) suggested that English in Malaysia was Utilitarian English, where its "auxiliary and instrumental" functions overrode its "stylistic and aesthetic functions" (p. 270). Her study complemented Platt and Weber's (1980), because they indicated that Malaysian English was spoken as the second or foreign language among Malaysians, and was not the predominant language for communicative needs. The simplification and reduction features on phonological, lexical and syntactical level of Malaysian English were described in detail in the research (Wong, 1982).

Wong (1983) reported that although "standard formal and written native-speaker variety" of English was the norm for formal and written Malaysian English, Malaysians still held a positive attitude toward the informal, colloquial and indigenized variety of English which only belonged to the nation (p. 125). The simplification processes found in the structure of colloquial Malaysian English which distinguished the variety from the standard variety were clearly listed in her research, but it did not include the phonological aspect (Wong, 1983).

Nair-Venugopal (2000) examined the use of Malaysian English specifically in the business domain. She discovered two types of identities derived from the way of Malaysians spoke Malaysian English. The first type depicted the collective identity, where English was spoken as a localized variety with three levels of sub-varieties which resulted from a difference in education levels. This type was similar to the concept of social dialects proposed by Platt and Weber (1980), where sub-varieties of Malaysian English were used in communication. The second type reflected the ethnic group identity, where the sub-varieties of Malaysian English were spoken with distinctive ethnically marked phonology and prosody due to the influence of

the first languages of different ethnic groups in Malaysia (Nair-Venugopal, 2000). Her research focused on the syntactical and lexical features of Malaysian English spoken in the workplace, which include code-switching, code-mixing, lexical shifts, style shifts and the use of culturally salient expressions.

Schneider (2003) not only discussed the distinctive features of Malaysian English, but also the socio-political background, identity construction and sociolinguistic condition of Malaysia, which are closely related to the birth of the unique language variety – Malaysian English. He provided the background of Malaysian political development and its impact on the use of English in Malaysia. He also summarized the nativised features on phonological, lexical and syntactical levels of Malaysian English found in works of many linguistics scholars and himself. The development of English in Malaysia into a unique variety to Malaysians had reflected the Malaysian identity (Schneider, 2003). Based on his discussion, he concluded that Malaysian English is in Phase 3 - Nativisation of the Dynamic Model.

Baskaran (2005) provided great insights to scholars who are interested in Malaysian English, by comparing the structural features of Malaysian English that occur in education, friendship, official media and employment domains to those of Standard British English. The findings of his research proved that the distinctive features of Malaysian English were resulted from the influence of local languages such as Malay and Tamil. Hassan and Hashim (2009), on the other hand, examined the language use among Malaysians in the Internet Malaysian English used in the Internet, specifically in blogs, chat and instant messages, emails. The features of Malaysian English they identified in the Internet are: code-switching and code-mixing, abbreviations and acronyms, discourse particles, borrowings, affixation, blending and compounding. Gut's (2011) study focused on cross-linguistic transfer due to learners' first language interference and learner errors in the process of second language acquisition which contributed to the occurrence of structural nativisation in New English varieties, where

Malaysian English is included in the variety. By reviewing related empirical studies, she listed the types of cross-linguistic influence which manifest in New English varieties.

Pillai and Ong (2018) linked the development of English and the changes in education policies in Malaysia to the present Malaysian English, which is referred to the negatively perceived colloquial variety. They stated that Malaysians possess different degree of fluency in English due to different educational background and level exposure to English. Malaysian speakers who have high English proficiency are found to speak the colloquial variety in informal contexts and social media because they perceive the variety as a reflection of their identity and solidarity (Pillai & Ong, 2018). A revised model of different varieties of English and its uses in Malaysia was included in their paper for a better understanding toward the most recent Malaysian English. The model consisted of three sub-varieties of English in Malaysia: Standard Malaysian English, Colloquial Malaysian English and Broken Malaysian English. It depicted a more detailed speaker profile - not only speakers from Malay, Chinese and Tamil were included, but also speakers from East Malaysia and from the differences between regions in Malaysia are taken into consideration. In addition, it showed that speakers who speak the higher sub-variety, Standard Malaysian English, are able to shift down to the lower varieties such as Colloquial Malaysian English and Broken Malaysian English, whereas speakers who speak the lower variety are confined in the level. The situation actually matched what Platt and Weber (1980) proposed, where acrolectal speakers can shift down to mesolect and basilect, mesolectal speakers can shift down to basilect, whereas basilectal speakers can only speak basilect.

2.2.2 Phonology

The pronunciation of vowels and consonants and the stress styles of Malaysian English are different from Standard British English because the phonological level of Malaysian English

has undergone nativisation. In terms of vowels, features such as shortening of vowels, reduced diphthongs, the insertion of /j/ in the diphthong /ɪə/ and the replacement of the second vowel in a triphthong for /w/ can be found in the utterances in Malaysian English (Platt & Weber, 1980; Baskaran 2005; Pillai & Ong, 2018). The consonants in Malaysian English utterances exhibit the features such as deletion of final consonant(s), replacement of consonants for glottal stop and dental fricative substitution (Platt & Weber, 1980; Wong, 1982; Schneider 2003; Baskaran; 2005; Pillai & Ong, 2018). In terms of stress style, Platt and Weber (1980) reported that Malaysian speakers tend to stress the penultimate syllable of a multisyllabic word due to the influence of Malay, where stress is usually placed at the penultimate syllable. Wong (1982) provided a different feature, where Malaysian English speakers tend to stress the same syllable in the word regardless of the change in the word's parts of speech and the speech function. Schneider added that the unstressed vowel, /ə/ is frequently stressed in Malaysian English conversations.

2.2.3 Lexis

Malaysian English encompasses a great number of indigenised words which are deviated from the Standard British English due to the influence of Malay, Chinese and Tamil. Baskaran (2005) categorized the indigenised words into two main categories, "local language referents" and "Standard English lexicalisation" (p. 37). She referred the occurrence of indigenised lexicon in Malaysian English speeches as local language referents, whereas Standard English lexicalisation consisted of English lexemes which have their own distinctive meaning in Malaysian English. Local language referents consist of institutionalised concepts, emotional and cultural loading, semantic restriction, cultural and culinary terms, hyponymous collocation, and campus or student coinages, while Standard English lexicalisation encompasses polysemic variation, semantic variation, informalisation, formalisation, directional reversal and college colloquialism (Baskaran, 2005). Platt and Weber (1980) also discussed the lexical items of

Malaysian English, but they did not categorize and describe them as detailed as Baskaran (2005).

2.2.4 Discourse Particles

Another prominent feature of Malaysian English is discourse particles, where they carry the emotive or affective attitudes of speakers in a conversation (Hassan & Hashim, 2009). Discourse particles such as *lah*, *meh*, *lor*, *hor*, *wei* and *leh* are used in Malaysian English utterances to perform functions such as softening a remark, emphasis of a statement or word, affirmation of a statement or the transformation of a statement into a question (Tay, Chan, Yap & Wong, 2016; Hassan & Hashim, 2009). The emergence of discourse particles is due to the direct translation from the indigenous languages such as Malay, Chinese and Sabahan languages (Hassan & Hashim, 2009). Discourse particles are not only used in conversations in the Internet, in which Hassan and Hashim (2009), and Tay et al. (2016) investigated, but also in oral communication and radio advertisements (Kuang, 2002; Pillai & Kamarruddin, 2006).

2.2.5 Syntax

Apart from the phonological and lexical levels, English in Malaysia also went through indigenisation on the syntactical level.

Wong (1983) proposed five simplification process occurred on standard formal English which resulted to the informal and colloquial variety of English in Malaysia. She noted that this informal and colloquial variety was used among Malaysians to deal with friendship and familiarity. The five simplification processes are: “over-generalisation, omission, reduction, substitution and restructuring” (Wong, 1983, p. 126).

A more up-to-date categorisation would be Gut’s (2011) study on the manifestation of cross linguistic influences in the features of New English varieties. Her study is applicable to Malaysia because Malaysian English is one of the New English varieties. 5 out of 7 features

which Gut (2011) proposed are at the syntactical level, namely, the production of mixed structures, conceptual transfer, avoidance patterns, preference patterns and hypercorrection. She stated that the structural properties of the native language and the target language can be found in mixed structures. Conceptual transfer occurs when cross linguistic influence appears in an indirect way in the structures of the target language (Gut, 2011). For example, the linguistic possibilities of the first language might result in the expression of spatial arrangements in the target language (Caroll et al., 2000; as cited in Gut, 2011). She indicated that avoidance patterns occur when a certain structure in the target language is not used by the language learners. On the other hand, she reported that preference patterns such as overusing certain types of apologies and intensifiers could be found in the structure of the target language. The difference between the structures of the first language and that of the target language can cause language learners to make hypercorrections, where they "over-generalise 'corrections' to inappropriate structures" (Gut, 2011, p. 107). However, Gut (2011) did not provide examples from Malaysian English for the categorization.

It is clear that Malaysian English has very distinct characteristics at the phonological, lexical and syntactical levels. It contains linguistics elements which deviate from Standard English, or even do not exist in Standard English.

2.3 Language Used in Malaysian Radio Advertisements

Advertisements consist of language and other semiotic components, in which text and visuals, the backbone of advertisements "express the same meanings or complement and extend the message of the other" for daily communication and commercial purposes (Hashim, 2010, p. 379). However, visual is absent in radio advertisements. Therefore, text, which is in the form of audio, is the most paramount medium in radio advertising to deliver message to the audience. Due to the existence of different sub-varieties spoken and its different functions in social

communication, it is important to manipulate the sub-varieties appropriately in advertising in order to "create value, present effectively, get customers to take action, and then get them to repurchase" (Warner, 2009, p. 359).

There are many types of radio advertisements in the market. However, there is a lack of information on the types of radio advertisements in the Malaysian market. Alternatively, a general categorization of radio advertisements in American context is used for reference. The types of radio advertisements and their respective descriptions are listed in Table 2.

Table 2

Types and Description of Radio Advertisements

Types of radio advertisements	**Description**
The Live Read	Having well-known and familiar voices of radio personalities to voice radio advertisements live on-air can help to drive audience engagement and is more interesting than pre-recorded advertisements.
The Jingle Ad	Advertisements which consist of memorable music are able to leave professional and good impressions toward the product on the audience.
The Personified Commercial	Dramatizing messages by adding characters to advertisements is a viable strategy. Audiences are forced to visualize the advertisers' brands according to the characters and intriguing content.
The Testimonial	Testimonials lend credibility to a product when delivered by a reputable spokesperson. Audiences relate better to

	trusted sources such as someone closely related to the product. Testimonial advertisers allow product users to do the selling for them.
The Sponsored Ad	Advertisers can get their advertisements aired first during commercial breaks when they sponsor news, weather reports, traffic updates or other types of regular programming. Hence, their advertisements could reach the audience before they switch to other stations or tune out during long commercial breaks.

Note. Adapted from Leighton Broadcasting. Copyright 2017 by Leighton Enterprises Inc. Adapted with permission.

Gill (1999), Hashim (2002), Pillai and Kamaruddin (2006), and Hashim (2010) did research on language use in Malaysian radio advertisements. Gill (1999) denoted that the opening and the main text of the advertisements used mesolectal and basilectal varieties of Malaysian English to engage the Malaysian audience to listen to the advertisements, whereas the acrolectal variety of English was used to summarise the advertisements Hashim's (2002) research complemented the existence of the mesolectal and basilectal varieties of Malaysian English in Malaysian radio advertisements, where the indigenised features on lexical and syntactical levels such as the use of discourse particles, code-switching, lexical borrowing and the lack of tense and aspect, and the deletion of subject pronoun occurred in the radio advertisements. Hashim (2010) found out that when the advertiser's message was directly addressed to the audience, the acrolectal variety of Malaysian English was used; whereas mesolectal and basilectal varieties were used in the indirect address to audience, in which the advertisements were presented in the dialogue form. Pillai and Kamarruddin's (2006) research complemented Hashim (2010), as they pinpointed that the main voice over which carried the

main advertorial message were delivered in the acrolectal variety, or even in American or British sound, with "standard syntactic structures and less localised vocabulary realised in an unmarked, or slightly marked ethnic accent" (p. 49). The mesolectal and basilectal varieties, on the other hand, performed the comic and humorous effects with "the use of stereotypical, usually exaggerated, ethnic accents sometimes combined with colloquial vocabulary and non-standard syntax" to grab the attention of the audience, amuse them and to enable them to remember the advertisments (Pillai & Kamarruddin, 2006, p. 48). They added that the more acrolectal and mesolectal varieties of Malaysian English functioned as a tool for the audience to differentiate the product or service information and the drama in the advertisements.

Pillai and Kamarruddin (2006) and Hashim (2010) concluded that the way of the voices speaking in the advertisements reflected a sense of reality, where the use of ethnically marked pronunciation of the three major ethnic group in Malaysian, and the skilful switching between the Standard English and the Colloquial English were exactly how the conversations in Malaysian English would be in real life. It attracted the Malaysian listeners to the advertisements, established a connection between them and the advertisements and reinforced a sense of Malaysian identity in the listeners (Hashim, 2010). Consequently, advertisements could gain success in the role of conveying the message.

2.4 Status of Malaysian English

Malaysian English, although is a variety deviated from Standard English, it is viewed positively among Malaysians (Crismore, Ngeow & Soo, 1996; Zhia, 2015; Ridwan, 2016; Tan, Lee, Shaidatul & Malini, 2018). Crimson et al. (1996) observed that Malaysian speakers hold a positive attitude toward Malaysian English only when it is used in intranational context. They also found that Malaysian speakers see Malaysian English as a result from mistakes committed by speakers who are incompetent in English, and wanted the variety to vanish by teaching

Standard English to children at a very young age. Standard English is highly valued at that time because Malaysian speakers insisted on upholding its presence in Malaysia (Crimson et al., 1996).

However, the attitudes of Malaysians toward Malaysian English have changed after twenty decades. Although Standard English is viewed as a more suitable variety to be used in "formal occasions, official proposes, higher education and international business dealings" (Tan et al., 2018, p.90), Malaysian English acquired a higher value, where it is associated with Malaysian identity and culture and is used frequently in the local context for communicative needs (Zhia, 2015; Ridwan, 2016; Tan et al. 2018). When the sub-varieties of Malaysian English are taken into consideration, Schneider (2003) noted that the mesolectal variety of Malaysian English performs the function of the Malaysian identity carrier. Zhia (2015) reported that when Malaysians speak the acrolect, they are perceived as more proficient in English. Schneider (2003) added that despite of the slight deviation of acrolectal Malaysian English from Standard English, it has yet to be acknowledged as "adequate in formal contexts, and the linguistic orientation is still exonormative, an endonormative orientation" and the codification for Malaysian English is still a debatable issue (p. 60).

Schneider (2003) claimed that Malaysian English is in Phase 3 – nativisation in his Dynamic Model. Speaking of nativisation, where elements of the indigenous languages are integrated into English used among Malaysians, it indicated a prominent status of English in Malaysia. English, especially the mesolectal variety, serves as a "lingua franca" for different ethnic groups in Malaysia to interact among themselves (Zhia, 2015; Deterding & Yamaguchi, 2016). They added that English is acquired as the first language of some Malaysians, especially Chinese and Indians, and is learned as the second language by most Malaysians residing in the urban areas. Due to the wide accessibility of English in the mass media such as television, radio and newspaper, Malaysians, whose mother tongue is not English, can easily learn English

through the frequent exposure (Schneider, 2003). These illustrated a significant development of Malaysian English, a nativised variety, which gained recognition in more domains in Malaysia.

2.5 Conceptual Framework

This section describes the frameworks used to achieve the three research objectives in this research.

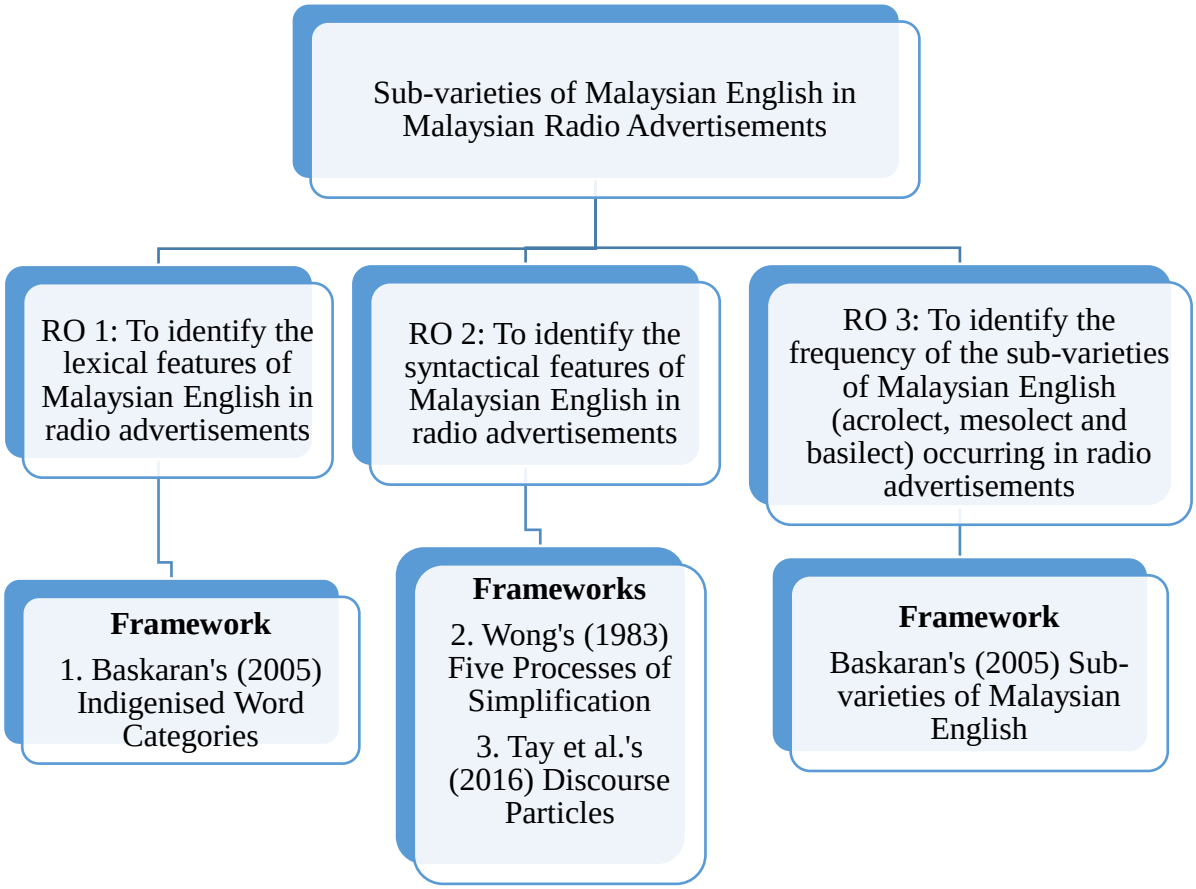

Figure 1. The conceptual framework of the study

Based on the review of past studies done on Malaysian English, it could be observed that scholars seldom indicate whether the features occur in Malaysian English belong to the acrolectal, mesolectal or basilectal level.

Baskaran's (2005) Indigenised Word Categories actually reflect different sub-varieties of Malaysian English. As stated in Baskaran (2005), the lexical deviation for the acrolectal level is acceptable when the words are unable to substitute for an international context or to indicate the local context. Therefore, words that fall under the categories of institutionalised concepts, emotional and cultural loading, semantic restriction, cultural and culinary terms and hyponymous collocation are considered as the acrolect. Words that show polysemic variation, semantic variation, informalisation and formalization fall into the mesolect category, where they can be substituted by international English words. Words that fall into campus or student coinages, directional reversal and college colloquialism are showing the features of basilectal Malaysian English, where the words are strongly infused with the indigenous language items. When the words from the radio advertisements which fit into Baskaran (2005) Indigenised Word Categories are identified and categorized accordingly, the first research objective is achieved.

Wong's (1983) Five Processes of Simplification exhibit the features of mesolectal and some basilectal Malaysian English, where the simplification processes occurred on the syntactical level of sentences. It definitely does not belong to the acrolectal level because the syntax in acrolectal level does not tolerate any deviation from the Standard English (Baskaran, 2005). Thus, the syntactical structures in this study that exhibit the simplification processes are labelled as mesolectal Malaysian English. Tay et al.'s (2016) Discourse Particles are found to be serving two functions: to reduce social distance and to increase social distance. They noted that discourse particles do not occur in highly formal context. Therefore, discourse particles do not belong to the acrolectal Malaysian English. The second research objective is achieved when the discourse particles and the syntactical structures of the radio advertisements which exhibit the features of simplification processes.

The phonological features of Malaysian English would not be taken into consideration for categorization of the sub-varieties because this study is focused on the lexical and syntactical features of Malaysian English.

In order to achieve the third research objective, the radio advertisements have to be analysed based on the structures of a radio advertisement adapted from Gill (1999). A radio advertisement consists of three structures: the opening, the main-text and the closing. Every openings, main-texts and closings of the radio advertisements are analysed based on Baskaran's (2005) Sub-varieties of Malaysian English. Baskaran's (2005) Indigenised Word Categories, Wong's (1983) Five Processes of Simplification and Tay et al.'s (2016) Discourse Particles are useful frameworks in determining which sub-varieties of Malaysian English the structures belong to.

Chapter 3

Methodology

3.0 Introduction

This chapter consists of the research design, the collection of data, procedures of conducting the research and the framework used to analyse the data.

3.1 Research Design

The method adopted by this study is mixed-method research. Mixed-method research is the combination of quantitiative and qualitative research components (Johnson, Onwuegbuzie & Turner, 2007).

For the qualitative part of the methodology, content analysis is carried out. Content analysis refers to strategies employed for analysing text (Powers & Knapp, 2006). A great amount of textual information was explored by using "a systematic coding and categorising approach" to "determine trends and patterns of words used, their frequency, their relationships, and the structures and discourses of communication" (Mayring, 2000; Pope et al., 2006; Gbrich, 2007; as cited in Vaismoradi, Turunen & Bondas, 2013, p. 400). In this study, the text that goes through content analysis are the sentences in the transcription of the radio advertisements, where the features of Malaysian English in the sentence structures are identified and categorised. It works in tandem with the content analysis to determine the category of sub-varieties of Malaysian English in which the sentence structures of radio advertisements belong to.

The second part of the methodology uses the quantitiative method, where the focus is on the "objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques (Babbie, 2010; Mujis, 2010; as cited in "Organizing Your

Social Sciences", 2018). In this study, the frequencies of the occurrences of lexical and syntactical features of Malaysian English and sub-varieties of Malaysian English are counted after the qualitative analysis is complete. The quantitative result shows the more favourable type of sub-varieties of Malaysian English used in Malaysian radio advertisements.

3.3 Data Collection

The data of this research are the radio advertisements from Hitz FM, dated from 30 August 2018 to 1 September 2018. Hitz FM is chosen because it has the most listeners among all the English FMs in Malaysia (Faiz, 2018). This claim is further supported by Astro Radio (2018), on which Hitz FM has a total 2.4 million of cumulative audience and gained its second position after Era FM, the Malaysian top Malay radio station. The timeframe selected is significant because 31 August is Malaysia Independence Day, 1 September is the introduction of Sales and Service Tax (SST). Therefore, the radio advertisements broadcasted during the timeframe would contain content related to the Independence Day and SST, which is different from radio advertisements broadcasted in the normal days.

3.4 Procedure

Once the source of the data is confirmed, the first step is to record the radio broadcast of Hitz FM at its online radio site, https://hitz.com.my/ from 30 August 2018 to 1 September 2018 – a recording lasting a total of 72 hours. The software to be used to record the radio broadcast is Audacity. When the recording is done, VLC meida player and Media Player Classic Home Cinema are used to play the recordings. Transcription is carried out while playing the recordings. Overlapping radio advertisements are eliminated. A total of 80 radio advertisements which market products and services, and promote events are analysed. Public service announcements are not included because they do not involve in promoting any events, products and services. Before conducting the analysis, the radio advertisements are catagorised

according to Leighton's 5 types of radio advertisements: the live read, the jingle ad, the personified commercial, the testimonial and the sponsored ad (2017). Due to the fact that this study focused on the lexical and syntactical levels of the language used in the radio advertisements, and hence, the intonation of the advertisements are excluded. The lexical and syntactical analysis is done on the structures of English used in the advertisements based on Baskaran's (2005) Indigenised Word Categories, Wong's (1983) Five Processes of Simplification and Tay et al.'s (2016) Discourse Particles. The sentences with Malaysian English features are identified and categorised according to Baskaran's (2005) Sub-varieties of Malaysian English,. The next step is to categorise the identified sentences with Malaysian English features according to the three levels of sub-varieties of Malaysian English: acrolect, mesolect and basilect. Once the identification and categorisation are done, the frequency of the three sub-varieties occurred in the radio advertisements can then be counted.

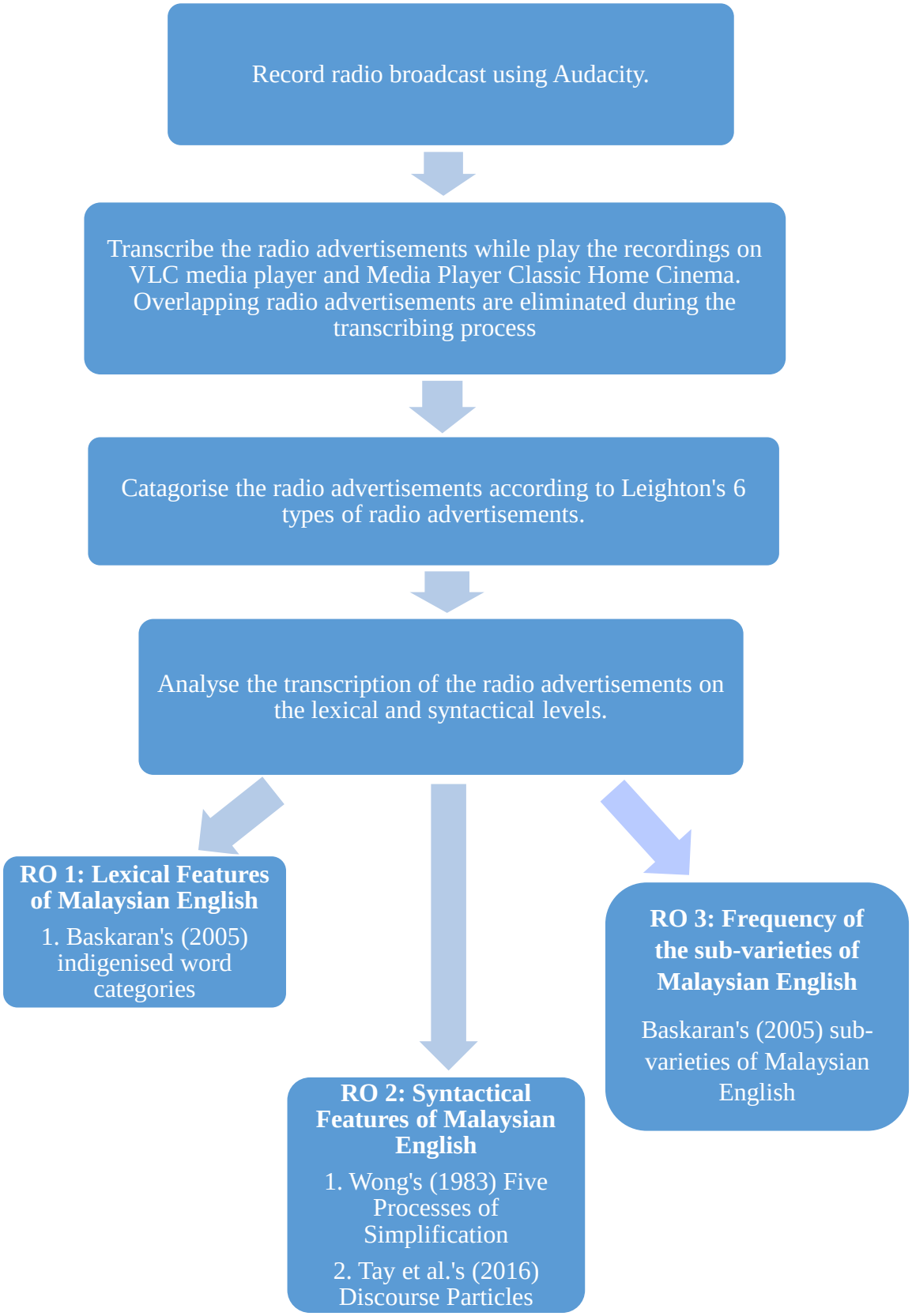

Figure 2. The procedure of the study

3.5 Frameworks

In order to achieve the first research objective, Baskaran's (2005) framework is used to catagorise the lexical features in the radio advertisement transcriptions. In Baskaran's (2005) Indigenised Word Categories, local language referents and Standard English lexicalisation are the two main categories. She further elaborated them with sub-categories such as institutionalised concepts, emotional and cultural loading, semantic restriction, cultural and culinary terms, hyponymous collocation, campus or student coinages, polysemic variation, semantic variation, informalisation, formalisation, directional reversal and college colloquialism. Table 3 illustrates the categories, sub-categories and their descriptions.

Table 3

Indigenised Word Categories

Categories	Sub-categories	Description
Local language referents	Institutionalised concept	Standard English does not have words that express some concepts from the local languages. Hence, words from local languages are borrowed and their concepts are institutionalized in the Malaysian context.
	Emotional and cultural loading	Due to cultural and emotional connection with the local words, local context and socio-linguistic variation, culture-bound association of words would lose in translation. Hence, words from local languages are borrowed to express the Malaysian identity and character.
	Semantic restriction	Local words which have equivalent translations in English, but the translated words could only be used in a semantically limited field. Hence, words from local languages are borrowed in order to express the more specific concepts.

Local language referents	Cultural and culinary terms	The borrowed words from the local languages represent the local cultural and culinary items which carry a strong identity of local origins and ecology.
	Hyponymous collocation	When the English translations of local words are equivalent to the superordinate referents, but the local words are actually the subordinate referents, borrowed words from the local languages could help to indicate the specific referents.
	Campus or student coinages	Due to the replacement of Malay for English as the medium of instruction in Malaysian education, some Malay words are borrowed to Malaysian English speeches occurred in schools and campuses recently.
Standard English Lexicalisation	Polysemic variation	There are words that not only have the original meaning in Standard English, but also have other meanings which are only used in the Malaysia context.
	Semantic restriction	There are words which are used in a restricted sense to refer to specific items only.
	Informalisation	More informal English words are used in the speech to substitutes standard English words.
	Formalisation	Occasionally, formal English words are used in informal context.
	Directional reversal	Malaysians tend to use verbs which come in a pair in the reversed manner.
	College colloquialism	In schools, colleges and universities, students tend to use some localized standard English verbs in informal context, especially related to studies and examinations

Note. Adapted from *A Malaysian English Primer: Aspects of Malaysian English Features* (p.37-49). by L. M. Baskaran, 2005, Malaysia: University of Malaya Press. Copyright 2005 by Loga Mahesan Baskaran. Adapted with permission.

In order to achieve the second research objective, which is to find out the syntactical features of Malaysian English in the radio advertisement transcriptions, Wong's (1983) Five Processes of Simplification are used. The processes include over-generalisation, omission, reduction, substitution and restructuring.

- Over-generalisation

She contributed over-generalisation to the highly occurred regularity of certain forms or structures in the early stage of the process of learning second or foreign language. She reported that Malaysians tend to over-generalise the singular-plural rule, where "s" should be added to all nouns in plural form. Baskaran (2005) also recorded this feature as individuation and pluralising of uncountable nouns. For instance, equipments, informations, jewelleries and furnitures. The fixed word order, "subject – verb" is also a feature of over-generalisation (Wong, 1983). She added that the fixed word order even occur in wh-questions and yes-no questions, where the word order should be inverted into "verb – subject".

- Omission

She explained that omission occurs when sentences of colloquial Malaysian English do not contain the necessary components of Standard English. The "dummy" auxiliary "do" in wh-questions, "there" and "it" are the expletives which are frequently omitted in the utterances (Wong, 1983). Platt and Weber (1980) also pointed out that subject pronouns and object pronouns are frequently omitted in Malaysian English utterances. She also described that omission also includes the lack of suffixes "-s" in present tense and "-ed" in past tense.

- Reduction

Reduction occurs when a "simplified and easily manageable" sentence in colloquial English is derived from a more complicated system of standard formal English (Wong, 1983, p.135). Reduction in Malaysian English encompasses the use of the regular structures "is it" and "isn't it" in question tags, the overuse of simple present and present continuous tense, the use of "already" to replace present perfect tense and the decrease on the number of modals used to express more functions (Wong, 1983). Pillai and Ong (2018) also reinforced the use of "isn't it" for all question tags as one of the features of colloquial Malaysian English.

- Substitution

Substitution happens when a simpler form replaces a more complicated form of standard formal English but still performs the same functions (Wong, 1983). She reported that words such as probably, surely, maybe, and phrases such as "I think" and "I don't think" are used frequently in the process of substitution. She added that substitution also includes the use of adverbials such as "last week", "just now" and "yesterday" to indicate tense and aspect without verb inflection, the use of "ah" to maintain the declarative form in yes-no questions, wh-questions, and the use of "lah" for functional purposes. The fillers mainly carry emotive meaning in order to substitute for Standard English's complicated intonation system (Wong, 1983). Platt and Weber (1980) reported that the occurrence of particles such as "one" and "lah" in Malaysian English is to express "informality, familiarity, solidarity and rapport between participants" (p. 164).

- Restructuring

Restructuring specifically refers to the change of a more complex structure into a simpler one which resulted in the substitution of the structure of standard formal English by a simplified new structure (Wong, 1983). She stated that restructuring includes the use of active

voice instead of passive voice, avoidance of the use of modals, the use of "why" to indicate "disapproval, censure or impatience", the use of "how can", avoidance of the use of modal auxiliaries, the preposing of the emphasized object and pronoun copying. Bickerton (1976; as cited in Platt & Weber, 1980) illustrated that pronoun copying is the placement of the subject at the beginning of a sentence followed by its pronominalised form in order to show emphasis on the subject.

Another framework adopted to answer the second research question is Tay et al. (2016) Discourse Particles. They examined the use of discourse particles in the Malaysian English conversations in the Internet. They identified discourse particles which occupy the end of utterances such as *lah, lor, leh, ma, ah, meh, what, hor, ya* and *nah*, which are the well-known ones in Malaysian English, whereas *wor, de, one, o, wei, ke/kah, bah, gua, geh*, and *kan* are the ones which are less explored in the past studies. The functions of the discourse particles can be generalised into two categories: to reduce social distance and to increase social distance. The elaborated functions of the discourse particles and their respective particles can be found in Table 4 and 5.

Table 4

Functions of Malaysian English Discourse Particles: Reducing Social Distance

Discourse Particles	Function
1. lah/la	a) to agree in a friendly manner b) to soften an order/advice c) to express resignation or concession
2. lor/lo	a) to express resignation about someone else's action or (own) belief b) to indicate sincerity in expressing sympathy

	c) to indicate that one understands the situation and has acted accordingly d) to soften an order/advice e) to tease in a playful manner
3. leh	a) to contradict or disagree in a polite manner b) to soften a warning c) to soften an order/advice d) to give compliment in a flattering tone
4. ma/mah	a) to soften an oder/advice
5. ah	a) to keep two interlocutors in contact/to indicate more is to follow in the conversation b) to soften an order/request c) to show surprise or disbelief
6. wor	a) to soften a contradiction or disagreement
7. meh	a) to soften an expression of disbelief or disagreement b) to admit that one has made an incorrect assumption about others c) to correct another's wrong assumption about oneself in a gentle manner
8. de	a) to emphasize with the intention of rendering one's assumption as shared knowledge
9. one	a) to emphasize with the intention of rendering one's assumption as shared knowledge (this particle has the same function as *de*)
10. o	a) to give advice in a friendly manner

	b) to end a conversation in a friendly and polite manner c) to emphasize with the intention of rendering it as shared knowledge
11. ya	a) to soften an order/advice b) to end a conversation in a friendly and polite manner
12. wei	a) to ask a question politely b) to make an assertion in a respectful manner c) to soften contradiction or disagreement
13. ke/kah	-
14. bah	a) to indicate uncertainty in an assertion b) to challenge in a friendly manner
15. what	a) to express contradiction (while pointing out an obvious fact which the speaker assumes the hearer should have known) b) to contradict in a friendly manner
16. hor	a) to soften an order/advice b) to soften an insensitive comment c) to seek an agreeable response
17. gua	a) to indicate uncertainty in an assertion
18. geh	a) to challenge in a friendly manner b) to seek sympathy
19. nah	a) to soften an order/advice
20. kan	a) to elicit a form of agreement from the interlocutor

Note. Adapted from "Discourse Particles in Malaysian English: What Do They Mean," by L.C. Tay, M.Y. Chan, N. T. Yap & B.E. Wong, 2016, *Journal of the Humanities and Social Sciences*

of Southeast Asia, 172. p. 505-508. Copyright 2016 by Li Chia Tay et al. Adapted with permission.

Table 5

Functions of Malaysian English Discourse Particles: Increasing Social Distance

Discourse particle	Function
1. lah/la	a) to show exasperation/unhappiness with someone b) to contradict in a defensive tone, usually by expressing the implicit assumption that the hearer should know better
2. leh	a) to contradict in a harsh manner
3. ma/mah	a) to point out an obvious fact (which the speaker assumes the hearer should have known)
4. meh	a) to admonish or challenge in a judgemental or hostile manner
5. ke/kah	a) to express sarcasm or disbelief
6. what	a) to seek to have one's way in an argument by making one's assertions appear as the obvious truth

Note. Adapted from "Discourse Particles in Malaysian English: What Do They Mean," by L.C. Tay, M.Y. Chan, N. T. Yap & B.E. Wong, 2016, *Journal of the Humanities and Social Sciences of Southeast Asia, 172.* p. 509. Copyright 2016 by Li Chia Tay et al. Adapted with permission.

In order to achieve the third research objective, Baskaran's (2005) Sub-varieties of Malaysian English is used. The description of the framework can be found at Table 1.

Chapter 4

Findings and Analysis

4.0 Introduction

This chapter consists of the findings of the analysis on the radio advertisements.

4.1 Findings and Analysis

This section lists the frequency of 6 types of Malaysian radio advertisements, followed by a lexical and syntactical analysis on radio advertisements. Lastly, the frequency of occurrence of the three sub-varieties of Malaysian English: acrolect, mesolect and basilect are recorded.

4.1.1 Types of Malaysian Radio Advertisements

From the transcriptions of the radio advertisements, they can be categorised according to Leighton's 5 types of radio advertisements (2017). The frequency of occurrence of each type of radio advertisement is tabulated in Table 6.

Table 6

Frequency of Occurrence of Each Type of Radio Advertisements

Types of Radio Advertisements	Frequency
The Live Read	7
The Jingle Ad	6
The Personified Commercial	11
The Testimonial	4
The Sponsored Ad	18
The Pre-recorded Ad*	34
Total	80

Pre-recorded advertisements are only mentioned but not further elaborated in Leighton's 5 types of radio advertisements. However, from the collected data, this type can be described as advertisements which do not contain elements of jingle, drama, testimonial and sponsorship that have been recorded beforehand.

4.1.2 Lexical Analysis on the Radio Advertisements

This section consists of a lexical analysis on Malaysian radio advertisements (See Appendices A – F) based on Baskaran's (2005) Indigenised Word Categories. This analysis goes further to include borrowings from other languages.

4.1.2.1 Baskaran's (2005) Indigenised Word Categories

Words from the radio advertisements which fit into Baskaran's (2005) Indigenised Word Categories are listed in Table 7.

Table 7

Local Language Referents Used in the Radio Advertisements

Local Language Referents	Ads	Word Phrases
Institutionalised concept	B30	Jalur Gemilang
	C2	Kao kao
Emotional and cultural loading	A2	Saya Bangsa Malaysia
	A4	
	A5	
	A7	
	A3	Jom
	B2	
	B8	
	B30	
	C4	
	B1	Merdeka
	E1	
	B2	Suara Malaysia
	B8	
	B2	Sayangi Malaysia
	B8	
	E1	

	B12	Seni
	B28	Gila
	B30	Kibarlah
	C1	Pedas
		Mempuas
		Makan
		Adik
		Puas
	C3	Ayam
		Dan
		Dari
		Malam
		Sampai
	E1	Kenali Malaysia
	F3	Selamat Hari Kebangsaan
		Sayangi Malaysiaku
Semantic restriction	-	-
Cultural or culinary terms	A3	Cili Padi
	C4	
	A5	Baju Kebaya
	C1	Ayam Goreng McD
		Nasi McD
	D7	Ice Kacang
	D7	Cendol
	E4	Gado-gado
Hyponymous collocation	-	-
Campus or student coinages	-	-

Institutionalised concepts which are found in the radio advertisements are “Jalur Gemilang” and “kao kao”. According to The Government of Malaysia’s Official Gateway (2019), Jalur Gemilang is the name of the Malaysian flag, which carries the meaning of “stripes of glory”. “Kao kao” is a Malaysian slang that reinforces a sense of excitement into what is said (Liam, 2015). In the Shopee radio advertisement, “kao kao” carries a meaning of “as much as possible”.

Most of the local language referent falls under the category of emotional and cultural loadings. The local language here refers to the Malay language, Bahasa Malaysia, the official language of Malaysia. In fact, the Malay words used in the radio advertisements are substitutable with English words. Words such as “saya bangsa Malaysia”, “merdeka”, “suara Malaysia”, “sayangi Malaysia”, “kibarlah” and “Selamat Hari Kebangsaan” are associated with

Malaysia's National Day. Besides that, Malay words such as "jom", "seni", "gila", "kenali Malaysia" which can be simply substituted with English words without the loss of their original meaning, are used in the radio advertisements. In addition, some Malay words such as "pedas", "mempuas", "puas", "makan", "ayam", "dan", "dari", and "malam" are used in the lyrics of the jingle ads.

In the category of cultural or culinary terms, Malaysian food such as cili padi, ayam goreng McD, ice kacang and cendol, and baju Kebaya, a Malay traditional costume are found to be used in the radio advertisements.

Words in the radio advertisements which exhibit Standard English lexicalisation are listed in Table 8.

Table 8

Standard English Lexicalisation Occurred in the Radio Advertisements

Standard English Lexicalisation	Ads	Words
Polysemic variation	F12	Boss
Semantic restriction	A1	IC
Informalisation	-	-
Formalisation	-	-
Directional reversal	-	-
College colloquialism	-	-

Two words in the radio advertisements are found to exhibit the features of Standard English lexicalisation.

In Malaysia, it is not necessary for a person to be in charge of something in order to be addressed as a boss. According to Wong (1981), salesmen address their customers as "boss", and people who are unfamiliar with each other would address each other as "boss". In the KFC sponsored radio advertisement, the word "boss" refers to a customer.

The acronym "IC" refers specifically to the Malaysian identity card in Malaysia. In standard English, it refers to "integrated circuit" or "internal combustion" (IC, 2019).

4.1.2.2 Borrowings from other languages

Table 9

Borrowed Words Used in the Radio Advertisements

Borrowing from other languages	Ads	Words
Korean	D8	Annyeonghaseyo
		Kamsahamnida
French	F4	Oh là là

As shown in Table 9, two radio advertisements are found to use borrowed words such as "annyeonghaseyo", "kamsahamnida" and "oh là là". Based on a travel tip article in TripZilla, the Korean word "annyeonghaseyo" means "hello", while "kamsahamnida" means "thank you" in English (Noviana, 2018). According to Oxford Living Dictionaries, the French exclamation, "oh là là" is used to express surprise or excitement (Ooh la la, 2019). The Korean and French words are used in the Malaysian radio advertisements because they are promoting the contests to win trips to Korea and France.

4.1.3 Syntactical Analysis on the Radio Advertisements

This section consists of syntactical analyses on the Malaysian radio advertisements (See Appendices A – F) based on Wong's (1983) Five Processes of Simplification and Tay et al. (2016) Discourse Particles. This study goes further to analyse the syntactical structures of the local language, phrasal verbs and the use of come" and "go".

4.1.3.1 Wong's (1983) Five Processes of Simplification

Syntactical structures from the radio advertisements which fit into Wong's (1983) Five Processes of Simplification are listed in Table 10.

Table 10

The Processes of Simplification Occurred in the Radio Advertisements

Simplification processes	Ads	Examples of the syntactical structures
Over-generalisation	B3	On the Sunday
Omission	A2	Hitz tonight and new Malaysia.
	A4	You wanna try something really amazing?
	B1	So, one of you come and ask me.
	B3	Children who infect or affected by HIV
	B4	Time to combine your love for two favourites
		You guys ready?
	B8	Time to get camera ready
	B12	Know someone who is an amazing artist or even maybe yourself?
		Amounting 735,000 Ringgit
	B25	Shoot film, share photo
	B28	Strawberry is not a berry
	C1	Everyday mempuas with nasi McD
		Eat together, sure better
	C2	Go Shopee
	C5	Mama carry home a goat
	D1	Eh, why not lah?
	E1	Video is out now
	E2	I, Mazliham Mohammad Su'ud, president of Universiti Kuala Lumpur
Reduction	-	-
Substitution	A3	They got their Internet Chili Padi Passes bro
	B3	The interested in doing something good
	D1	What are your plan this long weekend man?
		Wah you've been out of town ah?
		Airasia is flying to Kuantan, Phu Quoc, Lake Toba and more exciting destinations from only rm 39 all in fare, one way for members bro.
		What a way to celebrate national day man!
Restructuring	A3	Jom internet with Digi prepaid
	C4	
	C1	Eat together, sure better
	D1	Eh, why not lah?
	E3	Being there in person to watch the Premier League match live, and I want you to have that as well.

In the radio advertisements, the features of overgeneralisation, omission, substitution and restructuring can be observed, whereas reduction does not occur in any of the discourses in the advertisements.

The rule of placing an article before singular nouns is overgeneralised. In the analysis, a sentence showed that the definite article, "the" is placed before a proper noun which does not require any article to be placed in front of it.

In the radio advertisements, the most occurred simplification process is omission. The omitted elements in the advertisements are listed as follows:

i. Indefinite and definite articles, "a", "an" and "the" for singular nouns is omitted.
ii. The "dummy" auxiliary "do" in yes-no question
iii. Verbs to be in yes-no questions and statements
iv. Subject pronouns
v. The preposition "to"
vi. The inflection "-s" for third person singular noun in present tense

In the analysis for substitution, fillers such as "bro" and "man" are found at the end of the utterances. In a yes-no question structure, the filler "ah" is placed at the end of a question structure while the "subject-verb" order is retained. The last feature of substitution found in the radio advertisements is the substitution of the definite article "the" for the demonstrative pronoun "those".

In the restructuring process, the conversion of a noun to a verb can be observed. Another feature of restructuring is the placement of a direct object at the beginning of a sentence. In addition, "why" and "lah" are used to avoid the use of modal auxiliaries in a sentence structure.

4.1.3.2 Syntactical Structures of the Local Language

The syntactical structure of the local language, Bahasa Malaysia, is found in the radio advertisements. In the radio advertisement, C3, the utterance "jom celebrate dan dancing, dari malam sampai morning" exhibits mainly a Malay syntactical structure, but some English words are used.

4.1.3.3 Discourse Particles in the Radio Advertisements

Table 11

Discourse Particles Used in the Radio Advertisements

Discourse Particles	Ads	Examples of the utterances
Eh	A7	Eh, here's how you can save some money next time you're at Boost Juice Malaysia.
	D1	Eh, why not lah?
		Eh, can I join you or not?
Wei	C1	Pedas wei!
Nya		Best nya!
Wah	C4	jom internet like "wah"
	D1	Wah you've been out of town ah?
		Wah, what a way to celebrate national day man!
	D6, D10	Let TuneProtect in Airasia make you say "wah" instead!
	D11	Wah! The color of its display looks so sharp and vibrant!
Ah	D1	Ah, bliss.
		Wah you've been out of town ah?
	E4	Ah, and the food, dine on gourmet dishes inspired by the region depending where you headed to.
Lah	D1	Eh, why not lah?
Aiyah	D6, D10	Aiyah!
		There're plenty of reasons to go "aiyah" when travelling

As shown in Table 11, 7 discourse particles are found in the radio advertismeents. However, the findings obtained in this study differ from that of Tay et al. (2016) where only discourse particles that occur at the end of utterances are included in their findings. This study also includes those occurring at the beginning and middle of utterances. On the other hand, particles such as "eh", "nya", "wah" and "aiyah" are not included in Tay et al. (2016).

Discourse particles such as “wei”, “ah” and “lah” found in the analysis are included in Tay et al. (2016). However, “ah” only occurs at the end of the sentence in Tay et al. (2016), whereas “ah” is found to also appear at the beginning of the sentence in the research. In the analysis, “lah” is used to increase social distance between interlocutors because it shows contradiction against the participants in the conversation. The discourse particle “wei”, on the other hand, functions differently from Tay et al. (2016), although it also occurs at the end of the sentence. In the analysis, the word “pedas” (spicy in English) precedes “wei”. Here, “wei” functions as an intensifier to show that the food is very spicy. It does not increase or reduce the social distance between interlocutors. For “ah” which occurs at the end of the sentence, it reduces social distance between the interlocutors and shows surprise or disbelief of the speaker. “Ah” which occupies the beginning of utterances indicates two expressions: an affirmative understanding and the sudden recall to talk about an important topic before forgetting it.

For the discourse particles which are not included in Tay et al. (2016), they are interpreted based on the context in their respective radio advertisements. “Eh” is used to address the interlocutor in a conversation. “Nya”, serves the same function with “wei” as an intensifier. “Wah” indicates disbelief and surprise, which is also one of the functions of “ah”. The conversation in which “aiyah” occurred discusses the unexpected incidents that may cause loss towards the individuals. “Aiyah” is the reaction upon knowing the unexpected, bad incidents. Thus, “aiyah” expresses dismay and shock. Although “wah” and “aiyah” are found to be placed at the middle of utterances, but they show the same expressions as what they do when they are place at the beginning of utterances.

4.1.4 Phrasal Verbs

Some of the phrasal verbs in the advertisements are found to be used differently from Standard English. Examples are listed in Table 12.

Table 12

Phrasal Verbs Used in the Radio Advertisements

Phrasal Verbs	Ads	Examples of utterances
Break out	B3	Help them break out of the poverty cycle.
Range at	B29	Freshen up with Listerine pack of two range at 26 Ringgit 88 cent
Fill up	D4	Just fill up the contest form

According to Oxford Dictionaries, the phrasal verb "break out" is usually used to show that an undesirable incident happens suddenly or escape from imprisonment (Break out, 2019). "Fill up" carries the meaning of "become completely full" or "fill the fuel tank of a car" (Fill up, 2019). Both cases exhibit the similarities where the phrasal verbs are used with the "alternate meanings" given to them. The phrasal verb, "range at", on the other hand, does not exist in Standard English. This shows that Malaysian English has its own variation of some phrasal verbs.

4.1.5 The use of "come" or "go"

Table 13

The Use of "Come" and "Go" in the Radio Advertisements

Come/Go	Ads	Examples of utterances
Come	B1	So, one of you come and ask me.
	D11	Hey, come check out my brand-new Samsung Galaxy J8.
Go	B21	Which one though? Good question. Go choose at the 90th KLPJ Wedding fair.
	C1	Go makan with family.

As shown in Table 13, the use of "come" or "go" in the utterances are unnecessary, although it is grammatically correct to use them.

4.1.6 Frequency of the sub-varieties of Malaysian English occurred in the Malaysian radio advertisements

This section consists of the frequencies of the sub-varieties of Malaysian English in the Malaysian radio advertisements in three aspects: the overall view, the view from the openings, main-texts and closings of radio advertisements, and the view from the types of radio advertisements. The frequencies are obtained from the analysis done on the radio advertisements based on Baskaran's (2005) Sub-varieties of Malaysian English.

4.1.6.1 The overall frequency of the sub-varieties of Malaysian English in the Malaysian radio advertisements

Adapting the structure of the advertisement Gill (1999), a radio advertisement consists of three structures: the opening, the main-text and the closing. In the analysis, the opening is a tool to capture the audience's attention and to let the audience know the name of the products or services. The main-text focuses on the major selling features of the products or services. The closing is the call to action or the highlight of the products or services.

The analysis on the usage of sub-varieties of Malaysian English in the radio advertisements are done on their openings, main-texts and closings (See Appendix G). In a total of 211 structures of the radio advertisements, 164 structures are in the acrolectal variety of Malaysian English, 45 are in the mesolectal variety, while 2 are in the basilectal variety. The findings are tabulated in Table 14.

Table 14

The Amount and Percentage of the Sub-varieties of Malaysian English Used in the Radio Advertisements

Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	164	77.73

Mesolect	45	21.33
Basilect	2	0.95
Total	211	100

Overall, 77.73% of the structures in the radio advertisements used the acrolectal variety of Malaysian English, 21.33% of them is the mesolectal variety of Malaysian English, while 0.95% of them is the basilectal variety of Malaysian English.

Examples of an acrolectal structure are as follows:

1. "Universiti Kuala Lumpur and you, together realizing our dreams, together exploring the future of technology, together nurturing competencies for career on the land, on the sea and even in the sky, together becoming experts and industrial leaders." (Opening)
2. "Drive home a Kia Cerato now from 83,000 Ringgit. Enjoy 3 years free maintenance service." (Main-text)
3. "To raise awareness, Cactus natural mineral water is launching a limited-edition Malaysian wildlife series this August, Let's work together, to ensure that our wildlife continues to thrive for years to come." (Main-text)
4. "Go to www.limkokwing.net, you'll find out more about Malaysia's most global university." (Closing)

The utterances from the acrolectal variety are internationally intelligible, where the syntax of the utterances have zero deviation from Standard English. Sometimes, lexical items which are unique to the local context and do not have substitutes in English are used in the acrolectal variety.

Examples of a mesolectal structure are as follows:

1. “Female Voice: Time to combine your love for two favourites, Instagram and being Malaysian. Together with Boost Juice Malaysia, we’re kick starting the “Saya Bangsa Malaysia” movement.

   Background Voice: You guys ready? Let’s go!” (Opening)

2. “Male Voice 2: Eh, why not lah? Airasia is flying to Kuantan, Phu Quoc, Lake Toba and more exciting destinations from only rm 39 all in fare, one way for members bro.

   Male Voice 3: Wah, what a way to celebrate national day man! Eh, can I join you or not?” (Main-text)

3. “Video is out now so check it out on our Facebook page at Hitz and don’t forget, you stand a chance to win an iPhone 10 and Plus Miles points from Plus too in conjunction with their “Kenali Malaysia, Sayangi Malaysia” contest.” (Main-text)
4. “Male Voice: Eat together, sure better. Let’s makan at McDonalds together!

   Jingle: Balababababa.” (Closing)

In the mesolectal variety, the syntax of the utterances is deviated from that of Standard English, but the degree of deviation is not that huge and is not perceived as broken English at the international level. Lexical items which have their equivalent substitutes in English are used in the utterances.

Following are the examples of a basilectal structure:

1. “Jingle: Everybody loves ayam goreng McD,

   Child Voice: (Hissing sound) Pedas wei.

   Jingle: Everyday mempuas with nasi McD.

   Child Voice: Best nya!

Jingle: Go makan with family, adik, uncle and auntie, enjoy Malaysian favourite style and McD." (Opening)

2. "Ayam 18, Ayam 18, jom celebrate dan dancing, dari malam sampai morning, dari malam sampai morning, Ayam 18, Ayam 18, gonna eat and eat until I win." (Opening)

The basilectal variety consists of the heavy use of lexical items from the local language, Bahasa Malaysia. The syntax of the basilectal utterances is significantly deviated from that of Standard English. Hence, it is only intelligible at the national level.

4.1.6.2 The respective frequencies of the sub-varieties of Malaysian English in the openings, main-texts and closings of the Malaysian radio advertisements

The acrolectal structures in the radio advertisements constitutes 58 openings, 58 main-texts and 48 closings. The mesolectal variety of Malaysian English is made up of 20 openings, 22 main-texts and 3 closings. 2 structures which are the openings of the radio advertisements are found to exhibit the basilectal variety of Malaysian English. The findings are summarised in the tables 15, 16 and 17:

Table 15

The Amount and Percentage of the Sub-varieties of Malaysian English Used in the Openings of Radio Advertisements

Opening		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	58	72.5
Mesolect	20	25
Basilect	2	2.5
Total	80	100

72.5% of openings in the radio advertisements is in the acrolectal variety of Malaysian English, while 25% of them is in the mesolectal variety. The only 2 structures in basilectal variety of Malaysian English occurred in the opening structures, which constitutes 2.5% of the opening.

The mesolectal and basilectal varieties of Malaysian English used in the openings of radio advertisements are likely to grab listeners' attention due to the interesting utterances, and hence, keeping them to engage in the radio listening process. However, the high percentage of the acrolectal variety of Malaysian English used in the openings might reflect that the acrolectal variety is the preferred variety of Malaysian listeners.

Table 16

The Amount and Percentage of the Sub-varieties of Malaysian English Used in the Main-texts of Radio Advertisements

Main-Text		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	58	72.5
Mesolect	22	27.5
Basilect	0	0
Total	80	100

72.5% of the main-texts in the radio advertisements is in the acrolectal variety, while 27.5% is in the mesolectal variety.

The mesolectal variety of Malaysian English used in the main-texts of radio advertisements are likely to attract listeners to listen for more information about the products or services due to the interesting utterances. However, the high percentage of the acrolectal variety of Malaysian English used in the main-texts might reflect that the acrolectal variety is the preferred variety of Malaysian listeners.

Table 17

The Amount and Percentage of the Sub-varieties of Malaysian English Used in the Closings of Radio Advertisements

Closing		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	48	94.12
Mesolect	3	5.88
Basilect	0	0
Total	51	100

The acrolectal variety of Malaysian English dominates the major part of the closings, which is 94.12%, while 5.88% of the closings is in the mesolectal variety.

The exceptionally high percentage of the acrolectal variety of Malaysian English used in the closings might due to the fact that advertisers want the call to action or the highlights of the products or services to be conveyed to the listeners clearly and precisely, without any unnecessary content.

4.1.6.3 The respective frequencies of the sub-varieties of Malaysian English of the types of Malaysian radio advertisements

The analysis is also carried out based on Leighton's (2017) 5 types of radio advertisements. For the live read radio advertisements, 14 structures are in the acrolectal variety of Malaysian English, while 6 structures are in the basilectal variety. 71 structures in the pre-recorded advertisements are in the acrolectal variety, while 17 structures are in the mesolectal variety. The jingle ads constitute 9 acrolectal structures, 7 mesolectal structures and 2 basilectal structures. The personified commercial has 22 acrolectal structures and 11 mesolectal structures. 10 structures in the testimonial advertisements are acrolectal, while 2 of them are mesolectal. There 38 acrolectal structures and 2 mesolectal structures in the sponsored ads. The findings are summarised in Table 18, 19, 20, 21, 22 and 23:

Table 18

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Live Read Advertisements

The Live Read		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	14	70
Mesolect	6	30
Basilect	0	0
Total	20	100

The acrolectal variety of Malaysian English constitutes 70% of the live read advertisements, while the mesolectal variety constitutes the rest.

Live read advertisements in Malaysia have the third highest percentage of the mesolectal variety of Malaysian English. Live read advertisements are delivered spontaneously by radio hosts to the listeners, which are likely to contain colloquial speech styles. With the colloquial speech styles, listeners are in a situation as if they are getting themselves informed with the details about the products or services from an authentic conversation with the radio hosts, who are promoting the products or services. However, the use of acrolectal variety of Malaysia English is also to generate a trustworthy and decent impression to the listeners.

Table 19

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Pre-recorded Advertisements

The Pre-recorded Advertisements		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	71	80.68
Mesolect	17	19.32
Basilect	0	0
Total	88	100

The acrolectal variety of Malaysian English dominates the pre-recorded advertisements with 80.68%, while the mesolectal variety is 19.32%.

The pre-recorded advertisements in Malaysia contain the third highest percentage of acrolectal variety of Malaysian English. The use of acrolectal Malaysian English in the radio advertisements is to convey the information to the listeners in a decent and precise manner. The occasional use of mesolectal variety of Malaysian English might be a tool to grab listeners' attention.

Table 20

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Jingle Ads

The Jingle Ads		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	9	50
Mesolect	7	38.89
Basilect	2	11.11
Total	18	100

50% of the jingle ads is in the acrolectal variety of Malaysian English, while 38.89% is mesolectal and 11.11% is basilectal.

Jingle ads in Malaysia consist of the highest percentage of the mesolectal and basilectal varieties of Malaysian English. Jingle ads contain interesting elements such as catchy music and lyrics to attract listeners' attention. The use of the mesolectal and basilectal utterances reinforces the effectiveness of grabbing listeners' attention.

Table 21

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Personified Commercials

The Personified Commercials

Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	22	66.67
Mesolect	11	33.33
Basilect	0	0
Total	33	100

There are 66.67% of acrolectal structures and 33.33% of mesolectal structures in the personified commericials.

Personified commercials in Malaysia have the second highest percentage of the mesolectal vareiety of Malaysian English. Personified commercials contain interesting dramas to attract listeners' attention. The use of the mesolectal utterances reinforces the effectiveness of grabbing listeners' attention.

Table 22

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Testimonials

The Testimonials		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	10	83.33
Mesolect	2	16.67
Basilect	0	0
Total	12	100

83.33% of the testimonial advertisements is in the acrolectal variety of Malaysian English, while 16.67% is mesolectal.

Testimonial advertisements in Malaysia contain the second highest percentage of acrolectal variety of Malaysian English. Testimonials are delivered by reputable spokespersons in the proper language in order to gain trust of listeners towards the products or services. However, the occurrence of the mesolectal Malaysian English might due to the fact that Malaysian spokespersons do not perceive some indigenised structures of Malaysian English as deviation from Standard English, and thus, using them in formal situations.

Table 23

The Amount and Percentage of the Sub-varieties of Malaysian English Used the Sponsored Ads

The Sponsored Ads		
Sub-varieties of Malaysian English	Amount	Percentage (%)
Acrolect	38	95
Mesolect	2	5
Basilect	0	0
Total	40	100

Most of the sponsored ads used the acrolectal variety of Malaysian English, with a high 95%. Only 5% of the structures is mesolectal.

Sponsored ads in Malaysia have the highest percentage of acrolectal variety of Malaysian English. They are usually short and brief, and thus, there is no room for additional elements to make the advertisements more interesting, but precise language to convey the essential information to the listeners.

Chapter 5

Discussion and Conclusion

5.0 Introduction

This chapter consists of the summary of findings, discussion on the findings, limitation, suggestion and conclusion of the study.

5.1 Summary of Findings

The analysis is conducted on 80 radio advertisements recorded on 30th, 31st August and 1st September 2018. The structures of Malaysian English are identified in the radio advertisements.

Firstly, the lexical features of Malaysian English which occurred in the radio advertisements are examined based on Baskaran (2005) Indigenised Word Categories. The analysis is summarised in Table 24.

Table 24

The frequency of the occurrence of local language referents in the radio advertisements (from high to low)

Local Language Referents		
Frequency	**Categories**	**Examples**
32	Emotional and cultural loading	Merdeka, gila, pedas, adik
8	Cultural and culinary terms	Cili padi, baju Kebaya, cendol
2	Institutionalised concepts	Jalur Gemilang, kao kao
0	Semantic restriction	-
0	Hyponymous collocation	-
0	Campus or student coinages	-

Three out of six features of local language referents are observed in the local terms used in the radio advertisements: institutionalised concepts, emotional and cultural loading, and cultural

and culinary terms. Most of the local terms in the advertisements is loaded with Malaysian emotion and culture. The second most occurring type of the local terms in the radio advertisements are the Malaysian cultural and culinary terms. The least occurring local terms are the institutionalised concepts. Furthermore, only two out of six features of Standard English lexicalisation are observed in the English terms in the radio advertisements. In the Malaysian context, the word "boss" reflects the feature of polysemic variation, while "IC" is the product of semantic restriction. On the other hand, borrowed words from the Korean and French languages are also observed in the radio advertisements.

Although Baskaran (2005) only focused on describing the indigenised features at the syntactical level of Malaysian English, sufficient amount of explanations and examples for the indigenised features at the lexical level of Malaysian English. The dominant language variety of Malaysian radio advertisements is the acrolectal variety, and hence, resulting in a less amount of indigenised lexical terms in the radio advertisements. However, the borrowed words from other countries are not included in Baskaran (2005) due to the fact that foreign lexical items are not considered as an indigenised feature which is unique to Malaysian English.

Secondly, the syntactical features of Malaysian English which occurred in the radio advertisements are examined based on Wong's (1983) Five Processes of Simplification and Tay et al.'s (2016) Discourse Particles.

Table 25 summarises the syntactical analysis on the utterances in the radio advertisements based on Wong's (1983) Five Processes of Simplification.

Table 25

The frequency of the occurrence of the simplification processes on the syntactical level of the radio advertisements (from high to low)

Frequency	Processes of simplification	Examples
18	Omission	Omitted elements: • Indefinite and definite articles • The auxiliary "do" • Verbs to be • Subject pronouns • The prepositional "to" • The inflectional suffix "s"
6	Substitution	Elements that substitute a part of a sentence: • The use of fillers like "bro" and "man" at the end of utterances • The use of "ah" in question structures while retaining the declarative sentence order • The substitution of the definite article for the demonstrative pronoun
5	Restructuring	Elements that caused the restructuring of sentence structures: • The conversion of a noun to a verb • Placing a direct object at the beginning of a sentence • "Why" and "lah" replacing modal auxiliaries
1	Over-generalisation	The application of the rule of placing an article in front of singular nouns to proper nouns
0	Reduction	-

Four out of five processes of simplification are observed in the utterances of the radio advertisements: overgeneralisation, omission, substitution and restructuring. The most occurred process is omission, followed by substitution, restructuring and lastly, over-generalisation. Although Wong's (1983) Five Processes of Simplification is a 36 years old framework, but it is still applicable and relevant to the syntactical structures of Malaysian English today, where most of the syntactical structures in the radio advertisements which exhibit the features of mesolectal or basilectal varieties of Malaysian English fit into the simplification processes. However, the occurrence of the simplification processes in the syntactical structures of the radio advertisements is not frequent because the dominant language variety in the radio advertisements is the acrolectal variety.

The discourse particles found in the radio advertisements and their respective functions are listed in Table 26.

Table 26

The frequency of the occurrence of discourse particles in the radio advertisements (from high to low)

Frequency	Discourse particles	Functions
6	Wah	Show surprise or disbelief
3	Eh	Address interlocutors
3	Ah	• Show surprise or disbelief • Express an affirmative understanding • Sudden recall to talk about an important topic before forgetting it.
2	Aiyah	Express dismay and shock
1	Wei	Act as an intensifier
1	Nya	Act as an intensifier
1	Lah	Show contradiction against interlocutors

Unlike Tay et al. (2016) which only included discourse particles occurring at the end of utterances, this analysis also includes discourse particles occurring at the beginning and the middle of utterances. The most used discourse particle in the radio advertisements is “wah”, followed by “eh” and “ah”. “Aiyah” is the second least used discourse particles in the radio advertisements. The least occurring discourse particles in the radio advertisements are “wei”, “nya” and “lah”.

The use of Malay sentence structure is observed in an utterance in the radio advertisements. Phrasal verbs such as “break out” and “fill up” are used in which their meanings are extended, whereas “range at” is a phrasal verb that does not exist in Standard English but in Malaysian English. In addition, the use of “come” or “go” in certain sentence structures is unnecessary. For instance, “come” in “so, one of you come and ask me” is unnecessary.

The 80 radio advertisements consist of 211 structures. The structures of the radio advertisements are analysed and categorised into three sub-varieties of Malaysian English based on Baskaran's (2005) Sub-varieties of Malaysian English. Overall, the acrolectal variety of Malaysian English occurred the most in the radio advertisements, followed by the mesolectal variety, then the basilectal variety. Over 70% of the openings and closings in the radio advertisements are acrolectal, but the closings have the highest percentage of the acrolectal variety, which is 94.12%. The least occurring variety of Malaysian English, basilect, occurred in the openings of the jingle ads. The jingle ads consist of the least percentage of the acrolectal variety of Malaysian English, and a relatively higher percentage of the mesolectal variety, then followed by the personified commercials, and then the live read advertisements. The sponsored ads have the highest percentage of the acrolectal variety of Malaysian English, which is 95%.

5.2 Discussion

This section discusses on the significance of Malaysian English in Malaysian radio advertisements, the reflection of Malaysian radio advertisements on Schneider's Dynamic Model (2003) and the relationship between the acrolectal variety of Malaysian English and the Malaysian identity.

5.2.1 Significance of Malaysian English in radio advertisements

From the analysis, some findings are significant to the Malaysian radio advertising landscape and are worth to be highlighted and discussed.

First of all, the findings of this study showed that the acrolectal variety of Malaysian English is present in the largest portion of Malaysian radio advertisements. This contradicts with Gill's (1999) findings, where the mesolectal variety of Malaysian English was the most used variety in Malaysian radio advertisements. This occurred might due to the positive attitudes of Malaysian listeners towards the voices which speak acrolectal variety of Malaysian

English in the radio advertisements. According to Tajfel (1981), the audience can be positively influenced by the positive identity of a spokesperson. Based on Lalwani, Lwin and Li's (2005) research, Singaporean students preferred the use of British English accent in the tape-recorded advertisements over the Singlish accent because the British English accent indicates "professionalism, affinity and reliability" (p.159). In their research, the British English accent represents the Standard English variety (Singaporeans' preferred language variety), whereas the Singlish accent represents the mesolectal or even the basilectal variety of Singaporean English (Singaporeans' less preferred language variety). Similarly, in this study, the acrolectal variety of Malaysian English represents the Standard English variety, whereas the mesolectal and basilectal varieties of Malaysian English represent the less-preferred language variety. Therefore, the acrolectal variety of Malaysian English dominates the structures of radio advertisements may result from the preference of Malaysian listeners towards acrolectal Malaysian English which carries professionalism, affinity and reliability. In addition, the radio advertisements analysed in Gill (1999), Hashim (2002), Pillai and Kamaruddin (2006) and Hashim (2010) were limited in numbers, while Hashim (2002), Pillai and Kamaruddin (2006) and Hashim (2010) were interpreting the sub-varieties of Malaysian English in Malaysian radio advertisements, but not investigating the proportion that each sub-varieties of Malaysian English occupied in Malaysian radio advertisements. Hence, the frequent occurrence of acrolectal variety of Malaysian English cannot be observed in their studies.

Gill (1999) found that the radio advertisements were summarised in the acrolectal variety of Malaysian English at the closing of advertisements. The findings of this study tally with that of Gill (1999) because the high percentage of acrolectal variety of English is found in the closings of the radio advertisements in this study. Due to technological advancement, where the Internet can be access via mobile devices easily anywhere and anytime, the closings observed in this study differ from the closings analysed in the past studies. Apart from

summarising the information about the products or services, the closings of the radio advertisements in the past studies prompt the listeners to visit the actual stores or make phone calls for the services. In contrary, most of the closings analysed in this study urge listeners to engage in activities which are heavily related to the Internet such as visiting the websites of the radio station or the advertisers to acquire more information, participating contests at the websites, Facebook pages or Instagram, and downloading apps of products or services. According to Bonini (2012), social media such as Facebook, Twitter and Instagram are the essential tool to establish a connection between the listeners and producers when the radio is off. The connection can also be applied between listeners and advertisers. Spangardt, Ruth and Schramm (2016) highlighted that friends or followers on social media are important in engaging with off-air channels and participating the activities of the radio stations. Therefore, the frequent urge to visit the websites or social media help the radio station and advertisers to gain more potential consumers and audience.

None of the past studies has categorised the radio advertisements based on their types. In this study, jingle ads, personified commercials and live read advertisements contain a relatively higher percentage of the mesolectal variety of Malaysian English. Jingle ads contain memorable music and lyrics, while personified commercials encompass intriguing dramas, and the live read advertisements are delivered by radio hosts on the spot which might contain colloquial speech styles (Leighton, 2017). Furthermore, the basilectal variety of jingle ads in the analysis. According to Pillai and Kamaruddin (2016), mesolectal and basilectal varieties of Malaysian English are able to grab listeners' attention, to amuse and entertain them so that they could remember the advertisements. Thus, the combination of the attention-grabbing elements and mesolectal and basilectal varieties of Malaysian English is effective in attracting listeners to the radio advertisements. The pre-recorded advertisements, the testimonials and the sponsored ads contain more acrolectal variety of Malaysian English. A testimonial is a formal

statement testifying to one's character and qualifications (Testimonial, 2019). As mentioned earlier in the paragraph, the acrolectal variety of Malaysian English exhibits "professionalism, affinity and reliability" (Lalwani, Lwin & Li, 2005, p.159). Testimonials require a reinforcement of reliability, while the sponsored ads usually are short and precise, there is no room for additional content to grab listeners' attention. Pre-record advertisements in the analysis are those that do not contain any special elements such as jingle, drama and testimonial. Therefore, they are just an ordinary advertisement which inform the information of the products, services or events to the listeners in mostly the acrolectal variety of Malaysian English.

The use of different sub-varieties of Malaysian English can also be associated to the different types of products of services promoted in the radio advertisements. For instance, radio advertisements which promote universities, international schools and other educational-related events contain only the acrolectal variety of Malaysian English. This is likely to be resulted from the fact that the acrolectal variety of Malaysian English exhibits "professionalism, affinity and reliability" (Lalwani, Lwin & Li, 2005, p.159) which suits the professional, serious and formal image of the educational context. Radio advertisements which promote food and beverages, on the other hand, contains a relatively high numbers of mesolectal and basilectal varieties of Malayian English. According to Pillai and Kamaruddin (2006), the mesolectal and basilectal language varieties performed comic and humorous effects which are able to amuse the listeners. With a boosted mood, listeners are more likely to remember the advertisements, and hence, buy the advertised food and beverages. Telecommunications, transportations and insurances radio advertisements are found to use more mesolectal variety of Malaysian English compared to radio advertisements which promote other products or services.

5.2.2 Reflection of Malaysian radio advertisements on Schneider's Dynamic Model (2003)

Malaysian English is in Phase 3 of Schneider's Dynamic Model (2003), nativisation, where the features of the local languages are integrated into English used in daily communication among Malaysians. However, the analysis on the Malaysian radio advertisements does not show that Malaysian English is in Phase 3 of Schneider's Dynamic Model (2003), because the features of nativisation are not apparent in the radio advertisements. Only 27.5% of the structures in the radio advertisements is mesolectal and basilectal varieties, whereas the remaining 72.5% is the acrolectal variety. In Lalwani, Lwin and Li's (2005) research, the use of Singlish accent in advertisements generates negative effects on the spokesperson's credibility. They also indicated that Singaporean students deem foreign products better than local products. By associating the fact that this study fails to prove that Malaysian English is in Phase 3 of Schneider's Dynamic Model (2003), to Lalwani, Lwin and Li's (2005) study, it is possible that Malaysian listeners might perceive the acrolectal variety of Malaysian English in radio advertisements as more superior than mesolectal and basilectal varieties, and hence, relating the advertised products or services to a better value regardless of whether they are foreign or local. The lack of mesolectal and basilectal varieties of Malaysian English in Malaysian radio advertisements might also resulted from globalisation, where the prominent status of Standard English in the international communication has affected the status of the sub-varieties of Malaysian English and Malaysian local identity.

This study shows that Malaysian English is not in Phase 3 of Schneider's Dynamic Model (2003), which contradicts with the results of Tan (2007), Khaw (2016), and Yap and Pillai (2017). Tan (2009) highlighted that the occurrence of borrowed words from the Chinese language in formal genre of English newspapers receives positive attitudes from Malaysians. Yap and Pillai (2017) found out that what hinders Malaysian English reach Phase 4 in Schneider's Dynamic Model is that British English is still the standard norm of English

education in Malaysia, and thus, new features of pronunciation among Malaysian are not accepted as norms of Malaysia English (Yap & Pillai, 2017). Both Tan (2009), and Yap and Pillai (2017) showed that Malaysian English is in the phase of nativisation in Schneider's Dynamic Model. Khaw (2016) stated that although Malaysian English is generally in the phase of nativisation, but the frequent application of exonormative standards, Phase 2 of Schneider's Dynamic Model (2003) are observed. Her statement is supported by her findings, where younger Malaysian teachers widely accepted syntactical features of Malaysian English in formal writings, whereas older Malaysian teachers possessed negative attitudes towards syntactical features of Malaysian English in formal writings. Therefore, the findings of this study tally with Khaw's (2016) observation where some features of Phase 2 of Schneider's Dynamic Model in Malaysian English.

5.2.3 The acrolectal variety of Malaysian English and the Malaysian identity

Although the Malaysian Code of Advertising Practice stated that "advertisements must project the Malaysian culture and identity, reflect the multi-racial character of the population and advocate the philosophy of 'Rukun Negara'", the analysis showed that Malaysian radio advertisements barely reflect a real-life conversation in Malaysian English (Advertising Standards Authority Malaysia, 2008). The radio advertisements only consist of 27.5% of mesolectal and basilectal varieties of Malaysian English. This shows that the acrolectal variety of Malaysian English is deemed more important in radio advertising while the Malaysian culture and identity are placed less significant in the radio advertisements.

The analysis shows that radio advertisements which contain local language referents such as institutionalised concepts, and cultural or culinary items are able to exhibit the Malaysian culture and identity in the acrolectal variety of Malaysian English. This is because the lexical terms which are unique to Malaysia are irreplaceable by lexical terms in Standard

English. In order to produce radio advertisements which tally with the criteria of Malaysian Code of Advertising Practice while still retaining the acrolectal variety of Malaysian English, the advertisers could use more words derived from local language referents such as institutionalised concepts, semantic restrictions, cultural or culinary items, hyponymous collocations in Malaysian radio advertisements. Alternatively, advertisers could also consider integrating more mesolectal and basilectal varieties of Malaysian English into Malaysian radio advertisements in order to meet the criteria of Malaysian Code of Advertising Practice.

5.3 Limitations

80 radio advertisements analysed in this study are from Hitz FM Malaysia. Excluding the private and campus radio stations, there are 7 English commercial radio stations in Malaysia (Commercial Radio Malaysia, 2017). Thus, the analysis on the radio advertisements could not be generalised to all radio advertisements or the radio advertising landscape in Malaysia.

Then, the radio advertisements collected were aired in three consecutive days, from 30th August to 1st September 2018. Although Malaysia's National Day and the introduction of SST occurred during the time period, but there are still many festivals such as Hari Raya Puasa, Hari Raya Aidilfitri, Chinese New Year, Thaipusam and Deepavali and events such as school reopening, the conduct of Ujian Pencapaian Sekolah Rendah (UPSR) or Sijil Pelajaran Malaysia (SPM) examination and the election. Radio advertisements which contain the elements of the festivals and events might generate more results on the analysis. Hence, the analysis done on the Malaysia's National Day and the introduction of SST could not represent the Malaysian radio advertising landscape.

Furthermore, the phonological aspect of the language use in the radio advertisements is not considered in the study due to the large amount of data to be analysed. However, the

phonological features of the radio advertisements are also a crucial factor to consider when categorising the structures of the advertisements into different types of sub-varieties.

Lastly, the categorisation of lexical items in the radio advertisements based on Baskaran's (2005) indigenised word categories, the categorisation of syntactical structures based on Wong's (1983) five processes of simplification and the categorisation of radio advertisements structures based on Baskaran's (2005) sub-varieties of Malaysian English are subjectively based on the researcher's interpretation. Hence, different researchers would have different interpretations and categorisations of the data.

5.4 Recommendations

The radio advertisements airing on different Malaysian festival days could be included in the data of the future research because the mesolectal and the basilectal varieties of Malaysian English can be explored in the radio advertisements during the time where the local identities are emphasized in the festive seasons.

This study only analyses the lexical and syntactical structures of the radio advertisements and categorise the radio advertisements' structures based on the lexical and syntactical features. The phonological features of the radio advertisements are not analysed. Further research could include the phonological features of radio advertisements because this helps to reinforce the findings on the categorisation of the radio advertisements' structures based on the sub-varieties of Malaysian English.

Besides that, future studies should involve two or three more people in the data analysis process in order to achieve a high interrater reliability. This ensures that an agreement is achieved where a standard measure is produced to categorise the lexical items, syntactical structures, and the structures of radio advertisements based on their respective frameworks.

Future researchers can consider interviewing copywriters in order to find out the significance of the sub-varieties of Malaysian English in Malaysian radio advertisements and the reasons behind the shift in the use of the language varieties from the past until the present.

5.5 Conclusion

In conclusion, the acrolectal variety of Malaysian English is the dominant language variety in Malaysian radio advertisements in 2018.

Based on Baskaran's (2005) indigenised word categories, the indigenised words found in the radio advertisements are local language referents such as institutionalised concepts, emotional and cultural loadings, and cultural and culinary terms. Some Standard English lexicalisatios such as polysemic variation and semantic restriction are observed in the radio advertisements. Borrowed words from Korean and French are also found in the radio advertisements.

Based on Wong's (1983) five processes of simplification, over-generalisation, omission, substitution and restructuring are the simplification processes occurred on the syntactical level of the radio advertisements. "Wah", "eh", "ah", "aiyah", "wei", "nya" and "lah" are the discourse particles which occurred at the beginning, middle or the end of the utterances in the radio advertisements. The use of Malay sentence structure, the extended meaning of phrasal verbs, the new phrasal verb and the unnecessary "come" or "go" are features of Malaysian English which are not included in the frameworks.

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Appendix A

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the live read". There are 7 transcriptions in total.

1. Digi iPhone 10 Contest

Voice: Win an iPhone 10 with Digi! Register your name and IC at digi.my/iwin. Contest ends 1st October.

2. Boost Juice Malaysia's "Saya Bangsa Malaysia Movement"

Voice: Hitz tonight and new Malaysia. Same awesome deals. Boost Juice Malaysia has created a "Saya Bangsa Malaysia Movement". Show your Instagram post of "Saya Bangsa Malaysia" with a boost cup, hashtag sayabangsamalaysia, tag myboostjuice and be entitled to a 20% discount. More details on our website, hitz.com.my

3. Digi's Internet Cili Padi Passes

Voice: Anyway, look, you need to get this from our favourite telco at Digi. They got their Internet Cili Padi Passes bro, unlimited internet on any app, all the access for just 1 Ringgit, jom internet with Digi prepaid. Digi, let's inspire. Man, that's exactly what you need.

4. Emirates Moments Contest

Male Voice 1: HitzDrive with Emirates. Join the hashtag emiratesmoments contest for your chance to win a dream holiday and to see Arsenal play live.

Male Voice 2: You wanna try something really amazing? How about flying over to England on Emirates, going to watch Arsenal play the Emirates Stadium and just having an amazing time? You can do just that, all expenses paid full, just by going onto social media, putting up a

memorable photo of you with your friends and a creative caption, with the hashtag emiratesmoments. Make sure you tag Hitz and make sure that your account is not set to private. Hitz Drive with Emirates, join the hashtag emiratesmoments contest for your chance to win a dream holiday and to see Arsenal play live.

5. Boost Juice Malaysia Promotion

Voice: It's August, the month where we're all especially proud to be Malaysian. One of my favourite things about living in Malaysia is that I get to wear different traditional outfits all the time. I've just posted a photo on my Instagram, wearing a Baju Kebaya, but what about you? Snap a photo of what makes you Malaysian. Hashtag sayabangsamalaysia, tag three friends and myboostjuice and you can enjoy special promotions in all Boost Juice stores. It could be anything. More details on hitz.com.my

6. Airasia Promotion

Voice: What better way to celebrate National Day than with a relaxing getaway? Kick back at the pristine beaches of Phu Quoc island in Vietnam, or chill at the scenic Lake Toba in Indonesia. Either way, Airasia will take you there. Airasia is now flying to Kuantan, Phu Quoc, Lake Toba and more exciting destinations from only 39 Ringgit, all in fare, one way for members. Hurry and book your flights at airasia.com before this 2nd September, for travels before 17th of February 2019. Terms apply.

7. Boost Juice Malaysia Promotion

Voice: Eh, here's how you can save some money next time you're at Boost Juice Malaysia. You can get two original drinks for 17 Ringgit only, when you take a picture of yourself on Instagram, of "Saya Bangsa Malaysia" theme, hashtag sayabangsamalaysia, tag myboostjuice. All the details at hitz.com.my

Appendix B

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the pre-recorded ad". There are 34 transcriptions in total.

1. Plus Merdeka 2018 Contest

Male Voice: So, one of you come and ask me, "Bro, are you Turkish? Are you Indian?" Well, this is what I always tell them, "I'm Malaysian okay?"

Background Voice: Yeah!

Male Voice: I must admit there's still a lot of places in Malaysia I haven't explored. That is why, I've agreed to a road trip with Plus! I'm super excited. So, make sure you check out the video once it's out. You also stand a chance to win an iPhone 10 and Plus miles points from Plus too.

Background Voice: What up what up!

Male Voice: All you have to do is to take a photo with the place that will make anyone fall in love with Malaysia, and submit it on Instagram or Facebook with a hashtag Plus Merdeka 2018. Better yet, if you are registered plus miles members, you get double the reward. That means 2 iPhones and double the points. Don't forget to check out the TNCs on our website, it's hitz.com.my

2. Suara Malaysia Music Video Contest

Female Voice: For you to be a star in just three steps. Step 1, watch Suara Malaysia music video on our Facebook page. Step 2, do your own cover of the song. Step 3, share it on your Facebook or Instagram then hashtag Suara Malaysia.

Background Song Lyrics: Sayangi Malaysia hey.

Female Voice: 'Cause, the best ones will be featured in the second music video. Jom Malaysia, join the national day carnival at the amazing Sunway City Kuala Lumpur, from 31st August till 1st September. For more information, please visit jommalaysia.com.my

3. PT Foundation Volunteer Recruitment Drive

Voice: PT foundation is recruiting volunteers to attend to children who infect or affected by HIV. These children live in distressful environments which impact their emotional and psychological development. Be a positive influence in their lives, and join our two-trip programs, help them break out of the poverty cycle. These children require academic assistance in subjects such as English, Math, Science and Malay. The interested in doing something good for children and their parents on the Sunday please contact ptf@ptfmalaysia.org

4. Boost Juice's "Saya Bangsa Malaysia" Movement

Female Voice: Time to combine your love for two favourites, Instagram and being Malaysian. Together with Boost Juice Malaysia, we're kick starting the "Saya Bangsa Malaysia" movement.

Background Voice: You guys ready? Let's go!

Female Voice: All you got to do is take a picture on Instagram of items that represent you as a Malaysian. It can be anything, food, your favourite local album, even traditional OOTDs!

Background Voice: Oh yeah, that's cool!

Female Voice: Hashtag "Saya Bangsa Malaysia", tag three friends and myboostjuice on your insta post today. To enjoy special promotions in store, include the boost cup in your insta post and get even better discounts. For more info, check out hitz.com.my

5. "Alpha" Movie Promotion

Female Voice: Let's face it. Sometimes it's more comforting to talk to your pets instead of humans.

Movie Snippet: Survivals never certain. When there are no more leaders to follow, we must become one.

Female Voice: And just like in the movie, "Alpha", your best friend can even help you to get out of trouble too.

Background Song Lyrics: Ahh, I take my love

Female Voice: That is why this week, we want to celebrate you and your best friend, your pet.

(Howling sound)

Female Voice: Post a picture or video of you with your pet on Instagram with the hashtag hitzalphamovie and tag us at Hitz to win in-season passes to catch the inspiring action adventure "Alpha" in cinemas near you this 6th September. All thanks to Sony Pictures. More details, TNC on our website hitz.com.my

6. KFC WOW Breakfast

Voice 1: OMG it's so good.

Voice 2: Feeling hungry while listening to these Hitz? Go WOW before going to work with KFC WOW breakfast. From only 4 Ringgit 90 cents.

7. KFC WOW Breakfast

Voice: From only 4 Ringgit 90 cents, start your WOW mornings with KFC breakfast twister light combo now with Sjora Mango Peach.

8. Suara Malaysia Music Video Contest

Female Voice: Time to get camera ready ‘cause we want you to be a part of a music video with us! Watch the Suara Malaysia music video in collaboration with Astro Radio All Stars and Sunway Group on our Facebook page hitz.my.

Background Song Lyrics: Sayangi Malaysia hey

Female Voice: Take a video of yourself singing the all new patriotic song, Suara Malaysia, upload it on your Instagram or Facebook account, with the hashtag suaramalaysia. The best ones will be featured in the second Suara Malaysia music video. Jom Malaysia, join the national day carnival at the amazing Sunway City Kuala Lumpur, from 31st August till 1st September. For more information, please visit jommalaysia.com.my

9. Hotlink Postpaid Flex

Voice: Social, music, chat and much more! Enjoy unlimited internet, starting from just 10 Ringgit with Hotlink Postpaid Flex today.

10. Digi Postpaid

Voice: Digi Rah Rah Internet, Huawei P20 from 1 Ringgit, free roaming and IDD and 100 GB with Digi postpaid.

11. Hotlink MU Great Giga Sale

Voice: Hotlink MU Great Giga Sale celebrates Malaysia. Get free 61 GB with any purchase of Hotlink MU Giga Deals today.

12. My Seni Painting Competition 2018

Voice: Know someone who is an amazing artist or even maybe yourself? Then join the “My Seni Painting” competition 2018, organized by UCSI university, and stand a chance to receive

one of twenty UCSI university scholarship awards, amounting 735,000 Ringgit. Deadline is on 28th August 2018.

13. Emirates Moments Contest

Male Voice: Freshest news!

Background Voice: Say what?

Male Voice: It is hot.

Background Voice: Check that.

Male Voice: All on Hitz Drive with Adam C

Background Voice: Put your hands up.

Male Voice: That's not all. Together with Emirates, we wanna send you on a trip of a lifetime. Join the hashtag emiratesmoments contest for your chance to win a dream holiday and to see Arsenal play live. More details on our website, hitz.com.my

14. Cactus Natural Mineral Water's Malaysian Wildlife Awareness Campaign

Voice: Do you know how many Malaysian wildlife species are going to extinct? Do you think our future generations will still have any chance of seeing the Malayan tiger, tapir, orang utan, Sumatran rhino and the like? To raise awareness, Cactus natural mineral water is launching a limited-edition Malaysian wildlife series this August, Let's work together, to ensure that our wildlife continues to thrive for years to come. Visit Cactus Malaysia's Facebook page for more info. Life goes on with Cactus.

15. Wonder Coffee Collaboration Promotions

Voice: Happy International Wonder Coffee Day! Celebrate the most wonderful celebration with an array of deals. From 28th August onwards, we've teamed up with Grab Food, Petronas

Kedai Mesra, TGV cinemas, 99 Speedmart, Domino's Pizza, Mynews, 7 Eleven, Shell Select and selected hyper and supermarkets to bring you more wonderful deals. Find out more at Wonder Coffee Malaysia's Facebook page. Terms apply.

Jingle: Wondercoffee.

16. Lim Kok Wing University Recruitment Drive

Voice: Hi, Joe here. I want to talk to you about getting career ready. You know, the workplace is now 24-7 and global. So, take it from me, you need to have global knowledge, understand people from other cultures, be sensitive about their views, even if they're different from yours. The conclusion is, you need an environment that prepares you for all these and more. At Lim Kok Wing University, you'll become this international person. You meet and mingle with people from over a hundred and fifty countries. You build a global network and friendship, that will come in handy when you start your career. Decide now, to become an international Lim Kok Wing graduate, go to www.limkokwing.net and get started on your global career.

17. Mahsa International School Recruitment Drive

Voice: Mahsa, Malaysia's very own premier education partner, proudly presents Mahsa International School, the emphasis of the Cambridge primary and secondary syllabus and some logical thinking, problem solving, creativity and sports. We're open 7 days a week, 9 am to 5pm at Bandar Saujana Putra, Selangor. Registration begins 3rd September. Call 1800880300, visit miskl.edu.my. Mahsa school, raising greatness.

18. Airasia Big Member Benefits

Voice: Sign up as an Airasia Big Member, earn Big Points and use it like cash to redeem free flights.

19. Airasia Big Loyalty App Benefits

Voice: Earn Big Points with everyday Fave deals on Big Loyalty app. To redeem Airasia flights practically free!

20. Curtin Malaysia Internship Placement Fair 2018

Voice: Engage with Curtin Malaysia's graduates at the annual Curtin Malaysia internship placement fair 2018 and find the talents your organization needs. With over 900 students attending in 2017 and 32 participating organizations from various industries, it's an excellent platform for you to build your presence and secure potential hires.

21. KLPJ Wedding Fair

Voice: Part of the fun in getting married is dressing up in getting in photo taking by some of the most sought-after professionals. Which one though? Good question. Go choose at the 90th KLPJ Wedding fair on the 21st to the 23rd of September at Mid Valley exhibition center in KL.

22. Blood Donation Drive at Malaysia IT Electrical Appliances Expo

Voice: I love my superheroes, and you know what, you could be one as well, just by donating some blood. Come to the Malaysia IT Electrical Appliances Expo on the 1st and 2nd of September and save free lives just by donating a pint of blood.

23. The International Wonder Coffee Day Promos

Voice: The International Wonder Coffee Day is back with more great promos. Enjoy a bottle of Wonder's 100% arabica coffee at Mynews outlets with buy one free one deals, now till first September. Or hit up participating hyper or supermarkets such as Aeon, Aeon Big, Billion, Econsave, Giant, Tesco, The Store and more. From now till 2nd September. and grab a four-can pack of Wonder at 4 Ringgit 99 cent. More info at Wonder Coffee Malaysia's Facebook page. Terms apply.

Jingle: Wonder Coffee.

24. Lim Kok Wing University Recruitment Drive

Voice: Hi, this is Joe. All these talk about being international, being global, why do you think it's important? Every job, every career, every industry and everything else, is incredibly connected more now than ever before. You have to open your mind, know what's going on, that's the only way you are going to get successful in your career. I know Lim Kok Wing university gives you a pretty good shot of being internationally attuned. You can connect with people from over 150 countries, all in one campus, and the university has a global campus program. The most favourite destination is London, where the experience gives you a life changing experience that adds value to your resume. Decide now to become an international Lim Kok Wing graduate, go to www.limkokwing.net and get started on your global career.

25. Fujifilm's "Shoot Film Share Photo" Exhibition

Voice: Film my favourite story, the Fujifilm's "Shoot Film, Share Photo" exhibition invites Malaysians to submit their favourite photos online and 20% of the total sales of photobots will be donated to charity.

26. Universiti Tunku Abdul Rahman's Non-graduating Marginal Programs

Voice: Develop your knowledge and skills with non-graduating marginal programs at Universiti Tunku Abdul Rahman, including any of the modules from the undergraduate degree or master's programs.

27. Lim Kok Wing University Recruitment Drive

Voice: Choosing a university, is not like selecting a five-star hotel. It's where your children will be spending three to four years of their lives. So, my yardstick has always been the kind of graduates the university produces, and I find Lim Kok Wing university to provide the right kind of environment to build self-confidence, digital skills, problem solving attitude, and the ability to speak, as well as present ideas in a professional manner. It's these characteristics that

highly sought after by the employers across the world. Parents from over 150 countries think Lim Kok Wing is a great place for their children, making it the most international university in Asia. So, if I were you, I'd check it out. Go to www.limkokwing.net, you'll find out more about Malaysia's most global university.

28. U Mobile's Gila Unlimited GX 50 Postpaid

Voice: Presenting four gila facts by U mobile! One, a banana is actually a berry. Two, strawberry is not a berry. Three, with Gila Unlimited GX 50 Postpaid, you can get unlimited data for literally anything 24-7 at only 50 Ringgit. Four, GX 50 Postpaid also comes with unlimited calls. Sign up for Gila Unlimited GX 50 Postpaid by U mobile. Unlimited data for literally anything at only 50 Ringgit per month, no extra charges.

29. Guardian Promotion

Voice: Celebrate the long weekend with more knock down prices at Guardian. This Friday to Sunday, load up on Redoxon Effervescent Double Action Vitamin C and Zinc 30s two packs at 78 Ringgit 80 cent. Treat your tresses to Dove shampoo and conditioner range two bottles at 18 Ringgit. Freshen up with Listerine pack of two range at 26 Ringgit 88 cent. Dove shower range two bottles at 32 Ringgit and Nivea cleansing water range at 9 Ringgit 88 cent. Happy National Day from Guardian, terms apply.

30. Tunetalk Sim Card and Data Plans

Male Voice: My perfect National Day celebration, our Jalur Gemilang in one hand and my new Vivo phone in the other, or better yet, our Jalur Gemilang in my new phone!

Male Voice: Oh, ok, I must turn my dream into reality. I'm going to get a Tunetalk sim card and self-register with the mobile app now! Jom kibarlah the Malaysian flag with the app to win

the phone, cash, data and so much more! Or simply subscribe to Tunetalk's data plans for your chance to win! Let's find out more at tunetalk.com now. Terms apply.

31. Emirates Advertisement

Voice: Welcome on-board Emirates. Your gateway to unparallel economy class experience. Immerse yourself in the world's best in-flight entertainment, on the widest screen in the sky, with up to 3 thousand 5 hundred channels of movies, tv shows, music and live sports, flying will never be the same. Complete your Emirates experience with free Wifi with us, as well as free course-going meals that are sure to test lives and taste buds. Fly us today at emirates.com

32. Wonder Coffee Promotion with TGV Cinemas and Petronas Kedai Mesra

Voice: The most wonderful celebration returns with more wonderful deals from now till 1st September. Celebrate International Wonder Coffee Day with a free movie voucher when you purchase a can of wonder coffee at participating TGV cinemas. Or savour the taste of Italy with a free Wonder Italian latte 200 ml when you buy 2 cans of Wonder Coffee at selected Petronas Kedai Mesra. Find out more at Wonder Coffee Malaysia's Facebook page. Terms apply.

Jingle: Wonder Coffee.

33. Wonder Coffee Promotion with 99 Speedmart and Domino's Pizza

Voice: The International Wonder Coffee celebration is back. From now to 2nd September, head to 99 Speedmart, and buy 2 cans of Wonder Coffee to enjoy a free bottle of Wonder Milk Coffee 330 ml. Plus, get a free Premium Almond Chocolate Chip Cookie pack when you buy one regular pizza and two bottles of Wonder Coffee at 29 Ringgit at any Domino's Pizza outlet. Valid till 9th September. More info at Wonder Coffee Malaysia's Facebook page. Terms apply.

Jingle: Wonder Coffee.

34. Digi Postpaid

Voice: Enjoy seamless connectivity across 10 countries at no extra cost with Digi postpaid. Borderless connectivity for home and abroad.

Appendix C

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the jingle ad". There are 6 transcriptions in total.

1. McDonald's Ayam Goreng and Nasi Promotion

Jingle: Everybody loves ayam goreng McD,

Child Voice: (Hissing sound) Pedas wei.

Jingle: Everyday mempuas with nasi McD.

Child Voice: Best nya!

Jingle: Go makan with family, adik, uncle and auntie, enjoy Malaysian favourite style and McD.

Male Voice: Come celebrate our love for food and McDonalds! Enjoy the crispy and spicy ayam goreng McD, (hissing sound) oh, and the super puas nasi McD. Eat together, sure better. Let's makan at McDonalds together!

Jingle: Balabababa.

2. Shopee 99 Super Shopping Day

Jingle: Go Shopee pee pee pee pee pee pee pee, buy TV v v v v v v v, buy every thing thing thing thing thing thing go Shopee, go Shopee! Go shopee pee pee pee pee pee pee pee, buy coffee fee fee fee fee fee fee fee, buy every thing thing thing thing thing thing go Shopee, go Shopee! We should think think think think think think, every day day day day day day buy everything thing thing thing thing thing.

Voice: Free shipping across Malaysia. Shop kao kao this 9 September on Shopee 99 Super Shopping Day. Download Shopee now.

3. Chicken Rice Shop Ayan 18 Contest

Jingle: Ayam 18, Ayam 18, jom celebrate dan dancing, dari malam sampai morning, dari malam sampai morning, Ayam 18, Ayam 18, gonna eat and eat until I win.

Voice: It's our 18th anniversary, you could win a brand new Myvi. The more you eat, the higher your chances of winning. Celebrate Ayam 18 today.

Jingle: The chicken rice shop, chicken rice and more.

4. Digi's Internet Cili Padi Pass

Jingle (Rap): Yo, Internet Cili Padi Pass' so hot, (brahkk), Digi prepaid's on fire, jom internet like "wah", 1 Ringgit went pow pow pow, Internet Cili Padi goes straight, with unlimited internet to surf and stream all day. Now we can say, this pass' so hot so hot, ah.

Voice: Get the hot hot Internet Cili Padi Passes when you jom internet with Digi prepaid. Just 1 Ringgit for unlimited internet all day on any app. Terms apply. Digi, let's inspire.

5. Karihome Goat Milk

Jingle: Mama carry home a goat, yee ya yee ya o, mama carry home a goat, yee ya yee ya o, with a meh meh here and a meh meh there, here meh there meh everyday meh meh, mama carry home a goat, yee ya yee ya o.

Voice: Karihome goat milk from New Zealand, is high in natural bio-actives, such as nucleotides and CPP that are important for children's immune system and enhance healthy growth. Karihome, your nutrition naturally.

6. The Chicken Rice Shop Jingle Advertisement

Jingle: Come on in and have lunch with me, chicken rice and wanton. Come on even its dinner time, there's so much varieties. Say I love, I love, I love chicken rice. Say I love, I love, I love chicken rice, I love chicken rice.

Jingle: The chicken rice shop, chicken rice and more.

(Chickens quaking sound)

Appendix D

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the personified commercial". There are 11 transcriptions in total.

1. Airasia promotion

Male Voice 1: So dude, what are your plan this long weekend man?

Male Voice 2: Hmm, either chilling at the serene Phu Quoc Island in Vietnam or chilling at the gorgeous Lake Toba in Indonesia.

Male Voice 3: Ah, bliss.

Male Voice 1: Wah you've been out of town ah?

Male Voice 2: Eh, why not lah? Airasia is flying to Kuantan, Phu Quoc, Lake Toba and more exciting destinations from only rm 39 all in fare, one way for members bro.

Male Voice 3: Wah, what a way to celebrate national day man! Eh, can I join you or not?

Male Voice 2: Bro, you better hurry up and book your flight at airasia.com before this 2nd September but travels before 17th February 2019.

2. KFC Dunk and Dip

Female Voice: What did you do yesterday?

Male Voice: Woke up, work, lunch, work, dinner, work, sleep.

Female Voice: Today?

Male Voice: Woke up, work, lunch, work, dinner, work, sleep.

Female Voice: And tomorrow?

Male Voice: Woke up, work, lunch, work, dinner, work, s…

Female Voice: Ugh, okay okay, we get it! But why put up with boring routines when you can dunk, dip, crunch? Dunk, dip, crunch! Enjoy KFC crispy tender's dunk and dip with Smoky Zesty Dip, Crackling Rice Pops and signature sides. Combo from only 30 Ringgit 90 cents. Taste the fun!"

3. Coca Cola Stevia

Male Voice: Afternoon.

(Snoring sound)

Male Voice: Whoa, got you dozing off. Fizz up your afternoon with Coca Cola Stevia. Sweeten with Stevia leaf extract. That's 35% lessen sugar. Coca Cola, taste the feeling!

4. Goodnite Love Series Mattresses Contest

Male Voice: No, this won't do.

Male Voice: Much better. Now let's send this to Goodnite via Facebook Messenger

Male Voice: Yes, with every purchase of Goodnite's love series mattresses, join the contest and grab your share of prizes worth up to 200,000 Ringgit, including a Honda HRV. Just fill up the contest form, snap a photo with your receipt and send them to Goodnite via Facebook Messenger from 1st July to 31st December. Visit Goodnite's Facebook or goodnite.com.my to know more. Terms apply. Goodnite, your sleeping partner.

5. Harvey Norman 0% GST deals

Male Voice: Urgent! Crucial! Important!

Female Voice: Is everything alright?

Male Voice: This is not a drill, this is the final call, this is the last chance to grab great deals on electrical, computer, furniture and bedding products with 0% GST at Harvey Norman!

Female Voice: That's right! We only have a few days left to enjoy 0% GST and big savings on some of the biggest brands at Harvey Norman! Wait for me!

Male Voice: No time to lose, this is your last chance to enjoy 0% GST at the new Harvey Norman IPC flagship superstore in all Harvey Norman stores. So get moving!

6. Tune Protect Airasia

Male Voice: Flight delay before the trip of the lifetime?

Female Voice: Aiyah!

Male Voice: Or had to cancel a trip because of

(Car accident sound)

Female Voice: Aiyah!

Male Voice: Have you ever been losing end of a snatch theft when you're in a foreign country?

Female Voice: Aiyah!

Male Voice: There're plenty of reasons to go "aiyah" when travelling. Let TuneProtect in Airasia make you say "wah" instead! The next time when you book your ticket at airasia.com, be sure to select travel worry free with Malaysia's number 1 travel protection.

7. Home Product Advertisement

Male Voice 1: Babe, do you want a blender, to dry blend, or wet blend, or blend fruits, or spices, or cili for cooking, or juice, or smoothies, or ice kacang, or cendol?

Female Voice: Honey, what about the sink? It comes in a single-bowl, double-bowl, round, square, in steel, ceramic, white, grey and the right shade to match my hair colour.

Male Voice 2: Over 20 thousand home products.

Jingle: Home Product.

8. Easy Phone by Celcom

Female Voice: Annyeonghaseyo, how are you?

Male Voice: Excited about my Samsung Galaxy Note 9!

Female Voice: And my trip to Korea!

Voice: Hit the most powerful Note with Easy Phone by Celcom. For as low as 94 Ringgit a month. You also get a chance to win a 5-day all expense trip from Celcom and Samsung to Seoul, Korea, plus a tour to Samsung Delight! Promo until September 21st 2018 only.

Female Voice: Kamsahamnida Celcom. Thank you, Celcom.

Voice: Find out more at celcom.com.my

9. U Mobile's Gila Unlimited GX 30 Prepaid

(Roaaaaarrrrr! Roaaaaarrrrr!)

Male Voice: That's a sound of a mermaid-gorilla. It's crazy, but not as crazy as this.

Female Voice: With Gila Unlimited GX 30 Prepaid, you can get unlimited data for literally anything at only 30 Ringgit for 30 days.

Male Voice: Yup, you heard that right. Sign up for Gila Unlimited GX 30 Prepaid at U Mobile, unlimited data for literally anything. 24-7 at only 30 Ringgit for 30 days. No add ons required.

10. TuneProtect Airasia Gadget Protection

Female Voice: Ever wanted to shoot that instagram-worthy view, but it slipped out of your fingers literally?

Male Voice: Aiyah.

Female Voice: Have you ever watched in horror as your little one does damage to your gadgets?

(Baby laughing sound)

Male Voice: Aiyah.

Male Voice: There're plenty of reasons to go "aiyah" when travelling. Let TuneProtect in Airasia make you say "wah" instead. A gadget protection will make your gear and memories safe while you enjoy your holiday from as low as 50 cents daily. Travel worry free, add gadget protection to your Airasia flight today at airasia.tuneprotect.com

11. Samsung Galaxy J8 AMOLED Infinity Display

Male Voice: Hey, come check out my brand-new Samsung Galaxy J8.

Female Voice: Wah! The color of its display looks so sharp and vibrant! Perfect for admiring my favourite movie stars.

(Female screaming in excitement)

Male Voice: It's because of its super AMOLED infinity display, it brings the beautiful colors of all your favourite movies and photos to life!

Female Voice: Ugh huh, I'm so jealous now.

Male Voice: Discover true to life colours with the super AMOLED infinity display, of the new Samsung Galaxy J8 and J6. Live colorfully, terms apply.

Appendix E

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the testimonial". There are 4 transcriptions in total.

1. "Kenali Malaysia, Sayangi Malaysia" Contest with Plus

Male Voice: So recently I went on a road trip exploring Malaysia and it was amazing! Who knew there was so much to see and eat in one weekend?

Background Voice: Yeaaahhh!

Male Voice: Video is out now so check it out on our Facebook page at Hitz and don't forget, you stand a chance to win an iPhone 10 and Plus Miles points from Plus too in conjunction with their "Kenali Malaysia, Sayangi Malaysia" contest. All you have to do, is take a photo with a place that will make anyone fall in love with Malaysia. Submit it on Instagram or Facebook with the hashtag plusmerdeka2018. Better yet, if you are registered Plus Miles member, you get double the reward. That means 2 iPhones and double the points. As usual, TNCs are up on our website hitz.com.my. Friendly faces, incredible places. Explore Malaysian experiences with Plus.

2. Universiti Kuala Lumpur

Voice: Universiti Kuala Lumpur and you, together realizing our dreams, together exploring the future of technology, together nurturing competencies for career on the land, on the sea and even in the sky, together becoming experts and industrial leaders. I, Mazliham Mohammad Su'ud, president of Universiti Kuala Lumpur, the apex of Mara education system. We are UniKL waiting for you here. Visit unikl.edu.my.

3. Emirates Moments Contest

Voice: So, I got to tell you about this. 'Cause I recently went over to the UK on Emirates to watch Arsenal play in the Premier League, and it's the one of the best experiences you could ever go through. Being there in person to watch the Premier League match live, and I want you to have that as well. All you gotta do is post a memorable photo of you with your friends and a creative caption, hashtag emiratesmoments, tag hitz and stand a chance to win this amazing trip. Hitz drive with emirates, join the hashtag emiratesmoment contest for your chance to win a dream holiday and to see Arsenal play live. And also please make sure that your Instagram account is not set on private otherwise we won't see it.

4. Emirates Experience Promotion

Male Voice 1: HitzDrive with Emirates. Join the hashtag emiratesmoments contest for your chance to win a dream holiday and to see Arsenal play live.

Male Voice 2: One thing about taking long hauled flight is, I always worry that I'm gonna be really bored on the plane, but when I flew with Emirates, I didn't have to worry about that, 'cause they got something called ICE, which is the in-flight entertainment system onboard Emirates. It's been awarded the world's best airline in-flight entertainment in Skytrax World's Airline Award with 14 consecutive years, that's almost a decade and a half. Why? Well, let's see. It has got the widest screen in the sky in economy class, a staggering choice of about 3 thousand 5 hundred channels of, get this, entertainment, latest and greatest movies, TV shows, music, games and even live sports on demand and in multiple languages when you are on board. Plus, if you wanna stay connected to the internet, well, why not? You could use the in board on flight Wifi, it's amazing, because the first two hours you could enjoy free Wifi once you login across all your devices on board most emirates flights. Ah, and the food, dine on gourmet dishes inspired by the region depending where you headed to. Where I went, they had like gado-gado as one of the extra things, because you know, it's Malaysian. Anyway, start

exploring your destinations before you even arrive with delicious dishes. Hmm, hot of region's culture.

Appendix F

This appendix consists of the transcriptions of Hitz FM's radio advertisements from 30th August 2018 to 1st September 2018 which fall under the category, "the sponsored ad". There are 18 transcriptions in total.

1. Sports Update Sponsored by Caltex

Voice 1: Caltex sports update on Hitz.

Voice 2: Last week for a chance to win Mercedes Benz GLC 200 and other prizes with Mastercard card contact list and Caltex.

2. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: Buy a Perodua Alza and enjoy 1200 Ringgit plus 0 rated GST price. Terms apply.

3. Hitz Infozone Sponsored by Perodua

Voice 1: Perodua wishing Malaysians "Selamat Hari Kebangsaan". Instill in our young, a sense of pride and love for the nation. hashtag Sayangi Malaysiaku.

Voice 2: Hitz infozone with Perodua.

Voice 1: Grab your grab up accessories with 0% GST on the final tax holiday month from 20 Ringgit 50 cents. Terms apply.

4. New Update Sponsored by Petronas

Voice 1: Petronas news update on Hitz.

Voice 2: Oh là là! Dreaming of going to Paris? Join Petronas Mesra Bonanza for a chance to win your dream vacation. Terms apply.

5. Hitz Feed Sponsored by Kia

Voice 1: It's Hitz Feed with Kia.

Voice 2: It always keeps me entertained.

Voice 3: Drive home a Kia Cerato now from 83,000 Ringgit. Enjoy 3 years free maintenance service. Visit Kia now.

6. Traffic Updates Sponsored by Petron

Voice 1: Petron traffic updates on Hitz.

Voice 2: Enjoy more values at Petron Miles. Redeem 5 Ringgit free fuel with only 450 Petron mile points.

7. Traffic Updates Sponsored by Petron

Voice 1: Petron traffic updates on Hitz.

Voice 2: Sign up Petron miles member card today. Petron miles, for better value, better rewards and better privileges. Fuel happy with Petron.

8. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: Make an appointment and enjoy final month 0 rated GST when you service your Perodua at our authorized service center.

9. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: Activate Ufirst membership and service your Perodua for Ucoins and lubricant vouchers a week. Promotion until 31st October

10. Gotcha Call Sponsored by Wise Cottage

Voice: "Gotcha Call" is brought to you by Wise Cottage. Wise Cottage, delectable, crunchy fries and crisps. For your good company, hashtag Wise Cottage, hashtag good company.

11. Hitz Thirty Sponsored by Tasto

Voice: The Hitz Thirty, brought to you by Tasto. New unlimited fun, with flavourful chips and crisps.

12. Hitz Double Shot Sponsored by KFC

Voice: Coming up with Hitz Double Shot by KFC Value Bowls. Eat like a boss and choose from four different KFC value bowls, starting from 3 Ringgit 70 cents

13. Sports Update Sponsored by Caltex

Voice 1: Caltex sports update on Hitz.

Voice 2: Have a meaningful celebration on Malaysia's National Day. Caltex wishes you a Happy National Day.

14. Hitz Scoop Sponsored by HOMELove

Voice: Hitz Scoop is brought to you by HOMElove, Home and Living Expo's happening this Friday to Sunday at Setia's Spice Convention Center tonight.

15. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: ProGanti, the best choice to maintain your after warranty Perodua, available at Perodua service centers and selected spare parts distributors.

16. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: Enjoy peace of mind at competitive prices when you trade in your vehicle at Perodua showrooms. Check out our services and offers today!

17. Sports Update Sponsored by Caltex

Voice 1: Caltex sports update on Hitz.

Voice 2: Experience improved Caltex with Techron. Engineered with clean and glide technology that protects your engine better to reduce wear and scratches.

18. Hitz Infozone Sponsored by Perodua

Voice 1: Hitz Infozone with Perodua.

Voice 2: Perodua Total Protect, your car insurance and auto assist plan for your Perodua. Renew your car insurance at any Perodua showroom today.

Appendix G

This appendix consists of the analysis on the openings, main-texts and closings of Malaysian radio advertisements based on Baskaran (2005) sub-varieties of Malaysian English.

Advertisements	Structures	Sub-varieties of Malaysian English
A1	Opening	Acrolect
	Main-text	Acrolect
	Closing	-
A2	Opening	Mesolect
	Main-text	Mesolect
	Closing	Acrolect
A3	Opening	Acrolect
	Main-text	Mesolect
	Closing	Acrolect
A4	Opening	Acrolect
	Main-text	Mesolect
	Closing	Acrolect
A5	Opening	Acrolect
	Main-text	Acrolect
	Closing	Acrolect
A6	Opening	Acrolect
	Main-text	Acrolect
	Closing	Acrolect
A7	Opening	Mesolect
	Main-text	Mesolect
	Closing	Acrolect
B1	Opening	Mesolect
	Main-text	Acrolect
	Closing	Acrolect
B2	Opening	Mesolect
	Main-text	Mesolect
	Closing	Acrolect
B3	Opening	Mesolect
	Main-text	Mesolect
	Closing	Mesolect
B4	Opening	Mesolect
	Main-text	Acrolect
	Closing	Acrolect
B5	Opening	Acrolect
	Main-text	Acrolect
	Closing	Acrolect
B6	Opening	Acrolect
	Main-text	Acrolect
	Closing	-
B7	Opening	Acrolect
	Main-text	Acrolect

	Closing	-
B8	Opening Main-text Closing	Mesolect Mesolect Acrolect
B9	Opening Main-text Closing	Acrolect Acrolect -
B10	Opening Main-text Closing	Acrolect Acrolect -
B11	Opening Main-text Closing	Acrolect Acrolect -
B12	Opening Main-text Closing	Mesolect Mesolect -
B13	Opening Main-text Closing	Acrolect Acrolect Acrolect
B14	Opening Main-text Closing	Acrolect Acrolect Acrolect
B15	Opening Main-text Closing	Acrolect Acrolect Acrolect
B16	Opening Main-text Closing	Acrolect Acrolect Acrolect
B17	Opening Main-text Closing	Acrolect Acrolect Acrolect
B18	Opening Main-text Closing	Acrolect Acrolect -
B19	Opening Main-text Closing	Acrolect Acrolect -
B20	Opening Main-text Closing	Acrolect Acrolect -
B21	Opening Main-text Closing	Acrolect Mesolect -
B22	Opening Main-text Closing	Acrolect Acrolect -
B23	Opening Main-text Closing	Acrolect Acrolect Acrolect

B24	Opening Main-text Closing	Acrolect Acrolect Acrolect
B25	Opening Main-text Closing	Acrolect Mesolect -
B26	Opening Main-text Closing	Acrolect Acrolect -
B27	Opening Main-text Closing	Acrolect Acrolect Acrolect
B28	Opening Main-text Closing	Mesolect Acrolect Acrolect
B29	Opening Main-text Closing	Acrolect Mesolect Acrolect
B30	Opening Main-text Closing	Mesolect Mesolect Acrolect
B31	Opening Main-text Closing	Acrolect Acrolect Acrolect
B32	Opening Main-text Closing	Acrolect Acrolect Acrolect
B33	Opening Main-text Closing	Acrolect Acrolect Acrolect
B34	Opening Main-text Closing	Acrolect Acrolect -
C1	Opening Main-text Closing	Basilect Mesolect Mesolect
C2	Opening Main-text Closing	Mesolect Mesolect Acrolect
C3	Opening Main-text Closing	Basilect Acrolect Acrolect
C4	Opening Main-text Closing	Mesolect Mesolect Acrolect
C5	Opening Main-text Closing	Mesolect Acrolect Acrolect
C6	Opening	Acrolect

	Main-text Closing	Acrolect Acrolect
D1	Opening Main-text Closing	Mesolect Mesolect Acrolect
D2	Opening Main-text Closing	Acrolect Acrolect Acrolect
D3	Opening Main-text Closing	Acrolect Acrolect Acrolect
D4	Opening Main-text Closing	Acrolect Mesolect Acrolect
D5	Opening Main-text Closing	Acrolect Acrolect Acrolect
D6	Opening Main-text Closing	Mesolect Mesolect Acrolect
D7	Opening Main-text Closing	Mesolect Acrolect Acrolect
D8	Opening Main-text Closing	Mesolect Acrolect Mesolect
D9	Opening Main-text Closing	Acrolect Acrolect Acrolect
D10	Opening Main-text Closing	Mesolect Mesolect Acrolect
D11	Opening Main-text Closing	Mesolect Acrolect Acrolect
E1	Opening Main-text Closing	Acrolect Mesolect Acrolect
E2	Opening Main-text Closing	Acrolect Mesolect Acrolect
E3	Opening Main-text Closing	Acrolect Acrolect Acrolect
E4	Opening Main-text Closing	Acrolect Acrolect Acrolect
F1	Opening Main-text	Acrolect Acrolect

	Closing	-
F2	Opening Main-text Closing	Acrolect Acrolect -
F3	Opening Main-text Closing	Mesolect Acrolect -
F4	Opening Main-text Closing	Acrolect Acrolect -
F5	Opening Main-text Closing	Acrolect Acrolect Acrolect
F6	Opening Main-text Closing	Acrolect Acrolect -
F7	Opening Main-text Closing	Acrolect Acrolect Acrolect
F8	Opening Main-text Closing	Acrolect Acrolect -
F9	Opening Main-text Closing	Acrolect Acrolect -
F10	Opening Main-text Closing	Acrolect Acrolect Acrolect
F11	Opening Main-text Closing	Acrolect Acrolect -
F12	Opening Main-text Closing	Acrolect Mesolect -
F13	Opening Main-text Closing	Acrolect Acrolect -
F14	Opening Main-text Closing	Acrolect Acrolect -
F15	Opening Main-text Closing	Acrolect Acrolect -
F16	Opening Main-text Closing	Acrolect Acrolect Acrolect
F17	Opening Main-text Closing	Acrolect Acrolect -

F18	Opening Main-text Closing	Acrolect Acrolect -