

**AN ANALYSIS OF PERSUASION TECHNIQUES USED BY
POND'SCOSMETICS IN TELEVISION ADVERTISEMENT**

THESIS

Presented in partial fulfillment of the requirement for Sarjana Degree in English Department
Faculty of Humanities UIN SunanAmpel Surabaya



By

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND HUMANITIES
STATE ISLAMIC UNIVERSITY SUNAN AMPEL SURABAYA**

2014

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Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of
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DECLARATION

This thesis contains materials that have been accepted for the award of Sarjana Degree of English Department Faculty of Humanities UIN Sunanampel Surabaya. And to the best of my belief and knowledge, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, July 2014

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THESIS APPROVAL SHEET

This thesis has been approved by the advisor to be examined.

Surabaya, July 2014

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THESIS EXAMINERS' APPROVAL SHEET

This thesis has been approved and accepted by the board of examiners of English

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Surabaya, 15th July 2014

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