

TABLE OF CONTENTS

	Pages
CHAPTER I. INTRODUCTION	
1.1 The Background of the Study.....	1
1.2 The Problem of the Study.....	5
1.3 The Objective of the Study.....	6
1.4 The Scope of the Study	6
1.5 The Significance of the Study	7
CHAPTER II. REVIEW OF RELATED LITERATURE	
2. Theoretical Framework	8
2.1 Rhetoric Appeals	8
2.2 Types of Rhetorical Appeals & the Characteristic Strategies	11
2.2.1 Logical Appeal	11
2.2.2 Ethical Appeal	12
2.2.3 Emotional Appeal	14
2.3 Process of Describing the Rhetorical Appeals	16
2.3.1 Describing the Logical Appeal	17
2.3.2 Describing the Ethical Appeal	19
2.3.3 Describing the Emotional Appeal	21
2.4. Reason of Realizing the Rhetorical Appeals	22
2.5 Language Modes in Rhetorical Appeals	23
2.6 Smartphone Advertisements on Billboard	26
2.7 Relevant Studies	29
2.8 Conceptual Framework	33
CHAPTER III. RESEARCH METHODOLOGY	
3.1 The Research Design.....	36
3.2 The Data and Source of the Data	36
3.3 Technique of Collecting the Data	37
3.4 Technique of Analyzing the Data	37
3.6. Technique of Establishing the Trustworthiness	38

CHAPTER IV. RESEARCH FINDINGS & DISCUSSIONS

4.1 Research Findings 40
4.3 Discussions 60

CHAPTER V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions 62
5.2 Suggestions 63

REFERENCES 64

APPENDIX 66

