LIST OF TABLE

3.1 Data of Cosmetic Product Advertisement as Main Corpus of Research	3
3.2 The data of the Informants that Derived Their Interpretation49)
4.1 Television watchers Interpretation on the use of language Style in Facial Skin Care Product Advertisement	
4.2 Television Watchers' Response on the language Style in FSKC Advertisement	7
4.3 Categories of Television Watchers' Interest)

