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Metadiscourse in 2019 Malaysia Festive Television Advertisements

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Abstract

Festive television advertisements in Malaysia have been on a rise lately as viewers are always waiting for brands to release their advertisements for every festive season and would compare with amongst the brands. It is important to critically understand and create quality content for the festive television advertisement. This is a qualitative study that analysed 29 festive television advertisements from the year 2019 and looked at the presence and the usage of the metadiscourse in the advertisements. The results of the study showed that the most common metadiscourse used in festive television advertisement is interactional resources in which it was a self-mention used by all brands. Self-mention is the advertisement mentioning the brand name itself in the advertisement. Overall, it shows that although festive advertisements often use the emotional route, in branding, brands are still in used in the festive advertisements to increase brand recognition and brand recall. It is hoped that the future study could focus on the element of metaphor in the festive television advertisement.

Keywords: Critical Discourse Analysis, Metadiscourse, Festive, Television Advertisement

Introduction

Television is an electronic device used to transmit information towards the viewers. Often so television is used by most brands to advertise their product or services. With the rise of digital advertising, television advertising remains as the most used platform preferred by brands due to the fact that most television viewers watch television when they are at home (Kuyucu, 2020). Advertising a product or service can be challenging to the advertisers as different elements are used to create the content of the advertisement as the objective is to influence current and potential consumers as well as create content that is interesting and entertaining (Kellner, 2018). However, the content in an advertisement differs according to the type of advertisement being made. Product or service focused advertisements can be very hard-sell as they need to influence viewers to buy the product or service (Turow, 2018). But festive based advertisements normally use the emotionally approach to gain that trust, sympathy

and empathy with the audience (Sualman et al., 2021). With this, the content creation of television advertisement is important, and the way to critically analyse television advertisement content to make sure it has the content needed is analysing the metadiscourse present in the television advertisement. Hyland (2017) had mentioned that metadiscourse is used to describe what the content means in texts that are interactional and interactive resources. By analysing the metadiscourse in the festive television advertisement, it will allow a more in-depth analysis of the content used.

Advertising is one of the methods used by brands to disseminate information about their product or service. Advertising can be done on many platforms and one of them being the television. Television advertising has evolved tremendously throughout the years (Andrews & Shimp, 2017). Some still think that television advertising is a traditional method and not many brands are using television to advertise their brands. However, television has changed and kept in contrast with the digital era that is happening now by introducing digital television and paid television where television is connected with internet and still serve its purposes as a television platform but in a more advanced setup as it is connected with the internet servers (Park et al., 2017). A study by Chakkambath (2017) had focused on television advertisement as the main medium of brands to advertise online learning and indeed it had impacted both male and female subjects and that both the genders showed similar behaviours of searching through the online shopping website that was advertised through television. This shows that television advertisements remain as the main medium to advertise although we have move into the digital era.

Besides advertising on television, the content of the advertisement is also important and it always depends on the objective of the brands as well as the target audience. Roslan et al (2021) had mentioned that a brand's target audience often influences the content of the television advertisement as the main objective to create an advertisement is to influence of inform about the brands product or services. Other than the audience, another factor influencing the content of the television advertisement is when the advertisement is being advertised. Sualman et al., (2021) explained that often for different type of advertising such as advertising during a festive celebration, the content of the advertisement is more emotional oriented as opposed to the normal product centric advertisements as viewers always prefer to watch emotional advertisements during festive celebrations. This is because, during festive celebrations a lot of themes are used especially family oriented as festive celebration is often related to family. For example, a brand decides to advertise a product focused advertisement during a festive celebration and not develop an advertisement that is emotional, that will lead the viewers to think that the brand is not sensitive during festive season. Therefore, Sualman et al (2021) supports Roslan et al (2021) and further elaborated that the content of festive television advertisement differs as it is more emotional based.

Developing content takes into consideration many factors and one of them is the metadiscourse of the text Roslan et al., 2020). Hyland (2017) mentioned that metadiscourse is a word or a part of a text better known as an abstract that is often used to describe what the whole sentence means. Hyland (1998, 2005) further explained that metadiscourse is divided into two sections which are interaction resources which involve the reader with the text that they are reading through argument or interaction which consists of hedges, boosted, attitude markers, engagement and self-mention. The other section of metadiscourse is

interactive resources of which is a part of the text that helps the reader to understand the context of the content. Metadiscourse allows a more in-depth understanding of the content and its uses. Once the writer/ copywriter understands metadiscourse, the use of the metadiscourse can be used in the correct places for its own purposes and helps to boost the festive television advertisement. The objective of this study is to identify and analyse the metadiscourse present in 2019 Malaysia festive television advertisement and its uses in the advertisement content.

Methodology

A qualitative study is used to analyse the objectives of this study. It focuses on the metadiscourse in 28 Aidilfitri, Chinese New Year, Deepavali, Gawai, Kaamatan and Christmas 2019 Malaysian television advertisements. The sample of this study was 10 Aidilfitri 2019 Malaysian television advertisements, 10 Chinese New Year Television Advertisements and 8 other festive television advertisements through video-tape and observation. 28 television advertisements are chosen to get ample data to be analysed as according to Matin & Bateson (1986), the more data collected the better the results would be. Other than that, only 10 Aidilfitri television advertisements, 10 Chinese New year Television Advertisements and 8 Other Television Advertisements can be found on the platform "isentia" where television advertisement can be tracked. The platform can only be accessed through the advertising agencies who are given the only access. For other television advertisements, only 4 Deepavali, 1 Gawai, 1 Kaamatan and 2 Christmas television advertisement can be found on the platform. The copy of the television advertisements was analysed against Fairclough's (1995) second dimension of discourse analysis which is discourse practice analysis the sub category of metadiscourse.

The advertisements analysed in this research was coded as below:

Advertisement	Brand
AIDILFITRI TV ADVERTISEMENT	
A1	PETRONAS
A2	MAXIS
A3	100 PLUS
A4	HONG LEONG BANK
A5	TESCO
A6	MINISTRY OF ECONOMIC AFFAIRS
A7	TNB
A8	ASTRO
A9	MEDIA PRIMA
A10	UNIFI
CHINESE NEW YEAR TV ADVERTISEMENT	
A11	100 PLUS
A12	PALM OIL
A13	SP SETIA
A14	KFC
A15	MCDONALDS
A16	TNB
A17	IJM LAND
A18	MCDONALD TACTIAL
A19	HURIX
A20	VITAGEN
OTHERS	
DEEPAVALI	
A21	PETRONAS
A22	TNB
A23	ASTRO
A24	ASTRO ULAGAM
GAWAI	
A25	FINAS
KAAMATAN	
A26	PETRONAS
CHRISTMAS	
A27	FERRERO ROCHER
A28	KINDER JOY

Results and Discussion

Aidilfitri Television Advertisement

In A2 television advertisement, the metadiscourse was found in the L11 copy. The metadiscourse used was interactional resources of engagement marker; “Experiences are more meaningful when shared”. This copy helps to build the relationship between the advertisement and the viewers in a form of giving advice. With this, it is to encourage the viewers through an engagement marker so that they make use of advice given to them in their lives.

L10 This year he will get to feel the Takbir and join others celebrating for the first time in his life.

L11 In visual copy: Experiences are more meaningful when shared.

A3 on the other hand, used the interactional resources of self-mention. It can be identified in L5 "Thank you, sincerely from the heart", where the copy explicitly mentions the wish. It comes from the advertisement brand through the word "thank you, sincerely". Not only it was a self-mention, but also to show a personal message especially for the viewers.

L5 Thank you, sincerely from the heart.

L6 Narrator: Selamat Hari Raya Aidil Fitri

In A4 television advertisement, the use of self-mention was not as metadiscourse in the advertisement copy, but it was used through the character. The self-mention used the word "I, My and We", to as indicators and it is bolded below:

L1 I have 4 sisters

L2 My eldest sister, her name is Sara. She wants to be a Doctor

L3 My second sister's her name is Aliya. She's likes to cook. She wants to be a chef

L4 My twin sisters want to be famous.

L5 But we have never met

The metadiscourse used in A4 was to indicate the self-mention brand of advertisement with the personal view of viewers in referring to the character and these words "I, My and We" were present too. This was to show like the character was talking directly to the viewers, to have a more personal connection with the audience. A5 advertisement uses a similar metadiscourse in the television advertisement of self-mention through the character in the advertisement. Not only does A5 advertisement use self-mention, but also hedges. The self-mention used can be identified in L1, L2 and L7:

L1 I often ask a lot

L2 What is it that I need to do

L7 Because I realise every good deed that I do

The word "I" was used as self-mention in A5 television advertisement to the reference in the advertisement brand and through the character too. Another line that used self-mention can be seen in L10 "May this Hari Raya mean more with goodness shared together", the word "together" acts as a self-mention of the brand advertisement towards the viewers. Other than self-mention, hedges is also used in A5 advertisement which can be seen in L4 "Does it start from the heart that is sincere giving, without expecting a return?". The word "does it" indicates that the advertisement wants a full commitments to proposition within the sentence, hence starting the sentence with "does it", which acts as a hedge of interactional resources. This shows that both self-mentions and hedges were used as a metadiscourse in A5 television advertisement.

The metadiscourse used in the A7 television advertisement on the other hand was the attitude markers. The discourse used throughout A7 television advertisement expresses the writer's or brands attitude in the advertisement. Through words in L1 "Yay Konvoi. This year, we are visiting all of Grandfather's siblings. It's really a lot.", L7 "Let's go everyone! There's a lot more house we need to visit", L15 "Let's go everyone! There's a lot more house we need

to visit” and L17 “Every time we meet, brings a lot of meaning”. It can be seen that through the attitude markers used, the metadiscourse the advertisement wants to deliver is that when you spend your time together, be it family and friends it brings a special meaning in yourself, therefore you should cherish all the time you spend together. A8 television advertisement metadiscourse was similar to A7, where A8 television advertisement metadiscourse highlighted the importance of being together as a family no matter the differences to make Raya more meaningful. It can be identified that the type of metadiscourse used is booster and self-mention. Booster can be seen in L1 “Every family must have different kind of attitudes, right?”, where the sentence withholds the advertisements meaning in proposition by using the word “must have”, that indicates the commitment of proposition, while the self-mention can be seen in L13 where it mentions “But when we are together, our Raya is perfect”. The word “we” in interactional resources mean that it is an explicit reference towards the writer or in this case the advertisement’s character that is giving the message across to the viewers. A9 television advertisement’s metadiscourse on the other hand highlighted towards the viewers that you should be sincere in whatever you are doing, and with this, others too will be sincere to you. This can be identified through the storyline of the television advertisement, on how a person’s sincere gesture makes others around them be sincere back to you. Self-mention can be seen in when describing the metadiscourse of the A9 television advertisement:

L61 The hero is he who shows concern for others.

L62 Lady: The hero is someone strong.

L63 Maznah: Yes. Even my plants are always fresh.

L64 Ah Keong Mother: The hero has enough love for everyone.

L65 Streetside boy: and he helps everyone, regardless of who they are.

The self-mention used from L61 throughout L65 can be seen as describing the main character of the television advertisement that is a metaphor of the metadiscourse of the television advertisement that you do not need to be an actual hero to be a hero, but when you are sincere to others, they will be sincere to you too and will always be there to give a helping hand. This is further elaborated in L71 where the copy mentions “He always says Be Sincere to others and they will be sincere to us too”, so in A9 television advertisement, the metadiscourse is clearly mentioned in L71 to tell the viewer’s exactly what the advertisements message wants to deliver, which is to be sincere to other, and they too will be sincere to you. A10 on the other hand, uses booster interactional resources as their main resource to indicate the metadiscourse in the television advertisement. The booster “more” is used in L2, L3, L10, L15, L16, L17, L18 and L19 as below:

L2 Everyone calls me Leman LEBIH (MORE).

L3 My principle in life is...everything has to be MORE!

L10 Leman can give you more.

L15 Be like me – get lots MORE data!

L16 To me, Raya is a time for MORE!

L17 It has to be MORE...so if I...

L18 Sister: It’s always MORE with you lah, Leman!

L19 Leman: But all this wanting MORE is not just for me alone.

The word “more” was used in total of 8 times in A10 television advertisement. It acted as a booster of the metadiscourse element in the advertisement to boost the product’s benefit in the copy. The use of booster is also to give emphasis of force towards the main message that

wants to be delivered in a text (Hyland, 2017). Therefore, the use of “more” as a booster in the television advertisement is to give emphasis on the product benefit.

Chinese New Year Television Advertisement

In A11 Chinese New year television advertisement, the metadiscourse appeared in L11 copy “There’s nothing more important than a family reunion Celebrate a Golden Chinese New Year with 100PLUS” where it indicated that a family reunion is the most important thing than anything else during the Chinese New Year. The metadiscourse used was the interactional resource of self-mention, by mentioning the brand’s name itself in L11 “100PLUS”. It tells the viewers to always remember that family reunion is important, but also you should celebrate Chinese New Year with the brands product, hence including the self-mention in A11 television advertisement. A12 uses a similar interactional resource to A11, but a different metadiscourse for the advertisement. In A12, the interactional resource of self-mention is used throughout the television advertisement as below:

- L1 On our way to our new dream
- L2 Our new home
- L3 Our strides may differ
- L4 Our pace uneven
- L7 We build on each other’s strengths
- L8 And learn from each other’s shortcomings.
- L9 These are the seeds we’ve sown.
- L10 The future we will reap.
- L11 On this journey, together.

In L1, L2, L3, L4, L7, L8, L9, L10 and L11, words such as “our, we, each other’s, we’ve and together” is used to indicate the self-mention. It is a metadiscourse used throughout the television advertisement to signify “togetherness”, which is indicated clearly in L11 “On this journey, together”.

Metadiscourse used in A13 television advertisement was the interaction resources of booster, attitude markers and self-mention. The booster used in A13 is mentioned in L1 “Grandfather: He lan Shui, the thing we most looked forward to every Chinese New Year”, L3 “He Lan Shui. It would bring great happiness in me”. The copy “most looked forward” in L1 and “it would bring great happiness” in L3, serves as a booster in the television advertisement to influence the viewers on describing the product to being one that the character looks forward to and brings happiness, hence the use of booster, which is to give more emphasis on the product in the television advertisement. Attitude markers used in A13 television advertisement can be seen in L3 “It would bring great happiness in me” and again in L6 “But now, it is tea that brings me great happiness”, in both L3 and L6, it is an attitude marker, where the character in the television advertisement expresses the advertisements attitude that ants to be portrayed towards the viewers. This copy such as “tea brings me great happiness” was the example to convince viewers to also have the same attitude as the advertisement has. The last transactional resource used in A13 is self-mention, where it gives an explicit reference to the brand itself in L14 “Setia wishes you a Happy Chinese New Year. Stay Close”. With this, it shows that in A13 television advertisement, booster, attitude markers and self-mention is used to shape the metadiscourse of the advertisement which is about togetherness of family during Chinese New Year. A14 television advertisement uses booster and self-mention in its advertisement. The booster use is to give emphasis on the products benefits with words used in the advertisement such as “bigger and more”. The booster is used in:

L4 Nahh, Go bigger

L9 Wait kid, there's more!

L10 Kid: More?

L11 Narrator: Yes, more!

L12 Fried mashed potato fingers! Go big with KFC celebration bucket. Bring more to the table.

The booster used in L4, L9, L10, L11 and L12 was to give more emphasis on the brands product benefits, hence exaggerating on the product with words such as bigger and more. To top the booster, the use of self-mention in mentioning the brand name itself is used twice in the television advertisement, once in L8 and again in L12:

L8 Kid: KFC!

L12 Fried mashed potato fingers! Go big with KFC celebration bucket. Bring more to the table.

As seen in L12, the explicit mention of the brand in the television advertisement. Therefore, it can be seen in A14 television advertisement that the metadiscourse is about the brand product which is giving more for the viewers.

A16 television advertisement uses hedges as the interaction resources for the advertisement, being a very short television advertisement that consists of 4 lines that does not reveal anything:

L1 Locked Lah

L2 Can fit meh?

L3 Yaass

L4 Will they escape?

The sentence withholds the writers or the advertisements full intention of the advertisement, therefore not much is being mention in the advertisement. Therefore, the metadiscourse is to no fully reveal the full message of the advertisement, but just the hedges. A17 television advertisement on the other hand uses self-mention by mentioning the brand itself in L7 to wish viewers "IJM land wishes everyone peace and harmony abundance of joy", which is an explicit mention of the brand in the television advertisement. It can be seen that the metadiscourse of A17 is about celebrating togetherness for all the festive celebrations as mentions in L6 "We celebrate every festive season together".

A18 television advertisement highlights more of the brand products, therefore booster and self-mention of the brand is mentioned in the advertisement. The booster used can be seen in L5 "Enjoy more abundance with the new fish prosperity burger" the word "more" is used as to give emphasis on the brands product in the television advertisement, while the self-mention of the brand is used in L6 to give a direct reference towards the brand "Only at McDonalds". A20 on the hand is similar to A19, where the transactional resource used to describe the metadiscourse is booster and self-mention. The booster in A20 can be identified in L6 "Because they drink Vitagen that consists of probiotics, hence they have a very good gut health, crystal clear in mind", the word "because they drink" in L6 indicates the boost which gives emphasis of force towards the brands product which is followed by the boosted word "Because they drink Vitagen", normally boosters is used to further convince the viewers on the product. Other than Booster, self-mention was used in mentioning the advertisement brand. The brand is mentioned twice in the television advertisement, once in L6 "Because they drink Vitagen that consists of probiotics, hence they have a very good gut health, crystal clear in mind" and again in L7 "Vitagen adhere to wish everyone Happy Chinese New Year!".

The use of self-mention is to give an explicit mention of the brand in the television advertisement so that viewers are aware which brand the advertisement is from. With this, it can be seen that in Chinese New Year television advertisement, booster and self-mention is the most used interactional resource for metadiscourse.

Deepavali, Gawai, Kaamatan and Christmas

Other festive television advertisements such as Deepavali, Gawai, Kaamatan and Christmas also were using different types of interactional resources to convey their metadiscourse. It can be seen in A21, where the metadiscourse is clearly stated in L8 “An open heart, welcomes the most precious blessings”, which means the main objective of A21 television advertisement is that we should all have an open heart when doing anything, and hopefully we will get unexpected blessings in return. The interactional resource used in A21 is attitude markers, as seen in L8 where, it expresses the advertisements attitude in the sentence, where the advertisement wants viewers to be open in doing anything to expect a blessing in life. Similar to A22, in A22 television advertisement, the metadiscourse can be identified again at the end of the advertisement in L14 “Even though time has changed and we have grown, our parents always make sure that we shine bright”, where through attitude marker that expresses the writers attitude in television advertisement, is to convey towards the viewers that although it is the 20th century, our parents will always know what’s the best for their child to make sure the child will be able to “shine bright” where ever they are. In A23 on the other hand, uses hedge to portray the metadiscourse in the television advertisement. Hedges according to Hyland (2017) is withholding the writers full commitment towards proposition, which in A23 television advertisement means no revealing much information of the messaging of the television advertisement, but concludes the advertisement with attitude marker which expresses the writer’s attitude in the advertisement which is to wish the viewers a happy Deepavali as mentioned in L6 “We wish you a very happy Deepavali”.

In A26 Kaamatan television advertisement, the element of metadiscourse on the other hand can be identified in L3 and L5, where L3 mentions “the most important gift is family and tradition” and L5 mentions “Family and tradition. A gift that actually resembles us”, the metadiscourse mentioned in the A26 television advertisement is to tell the viewers that from the writer intention on the Kaamatan festive celebration, family and tradition is the most important gift during the important time. The sentence describing A26 metadiscourse uses attitude markers where it expresses the writer’s attitude in the sentence. This can be seen in the word “the most important gift is family and tradition” which is what the writer wants to express through the television advertisement, but does not mean that it’s relatable towards all viewers.

For Christmas festive television advertisement on the other hand uses engagement markers and self-mention in A27 as the interactional resource of metadiscourse. The engagement is mentioned in L2 “So enjoy the taste and festivities together with Ferrero Rocher”, where the word “so enjoy” is used to build a relationship with the viewers by mentioning to them they should enjoy the product. Self-mention is also mentioned in L2, where it is an explicit mention of the brand itself in the television advertisement which is “Ferrero Rocher”. A28 on the other hand, uses the interactional resource of engagement marker and self-mention, which is similar to A27. The engagement marker used in A8 can be seen in L1 “Choose kinder joy, because of the delicious coco and milky cream with crispy wafer balls”, the word “choose”

indicates the engagement the television advertisement wants to have with the viewers, to make an illusion that they can choose the product in the advertisement, hence using the engagement marker. The self-mention on the other hand is mentioned in L3 which is “Merry Christmas with Kinder Joy”, which is an explicit mention of the brand in the television to let viewers know the brand of the advertisement.

Overall, for the metadiscourse element, it can be seen that only interactional resources is used to portray the metadiscourse in many advertisements, and one advertisement can have more than one interactional resources. It can also be seen that self-mentions is the most used interactional resource of mentioning the advertisements brands normally mentioned at the end of the advertisement.

Conclusion

It is found in this study that metadiscourse is indeed present in the sample of Malaysia 2019 festive television advertisements. Interactional resources, one of the metadiscourse sub category was identified as the most used resources when it comes to festive advertisements. The findings also showed that one festive television advertisement has more than one type of interactional resources for the metadiscourse, as an advertisement can have a few objectives in its content. Subsequently, the study also showed that the metadiscourse of self-mention is the often used in the festive television advertisements as the brands of the advertisement is the self-mention that is most commonly used at the end of the advertisement. This research shows the importance of using critical discourse analysis of metadiscourse in the content of television advertisements and not just writing context. Other than that, analysing metadiscourse helps to identify the most common metadiscourse used and why certain advertisements use it in the given situation and how other brands can use metadiscourse in their contents. It is hoped that future research focuses more on the use of metaphor in the content of festive advertisements as metaphor is often used in emotional based advertisements.

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Appendices

Advertisement	Line	Full Copy
A1 Petronas	L1	Soraya: Lemongrass, pepper, tamarind slices, coconut milk, kerisik, turmeric
	L2	Boss: Soraya
	L3	Soraya: Boss?
	L4	Boss: What are you up to?
	L5	Soraya: I'm practicing my Mum's rendang.
	L6	Boss: That's not it. Isn't your flight tonight?
	L7	Soraya: Your right boss.
	L8	Father: Soraya, oh Soraya. You wanted to cook Mum's rendang? What's taking so long.
	L9	Soraya: I'm done. Now you're handsome.
	L10	Soraya: tamarind slices, coconut milk, kerisik, tumeric, lemongrass, pepper. tamarind slices, coconut milk, kerisik, tumeric, lemongrass, pepper. tamarind slices, coconut milk, kerisik, tumeric
	L11	Soraya: Assalamualaikum Pak Amran
	L12	Pak Amran: Waalaikumsalam, Soraya
	L13	Soraya: A kilo of beef
	L14	Pak Amran: Usually, your Mum buys one and a half kilos.
	L15	Soraya: oh, really? Sure
	L16	Pak Amran: Here, have the tenderloin. Cooks tenderly quickly.
	L17	Soraya: Sure
	L18	Soraya: Lemon grass, pepper, turmeric slices
	L19	Soraya: Hi Auntie Jayanthi, can I have a kilo of coconut milk please?
	L20	Auntie Jayanthi: Hey, Soraya. It's been awhile.
	L21	Soraya: I've been busy in studies
	L22	Soraya: Eh Kumar, you're on holiday too?
	L23	Auntie Jayanthi: Is one kilo enough? Your Mum always buys two kilos.
	L24	Soraya: Oh really? In that case I'll have two kilos.
	L25	Kumar: Today you buy kerisik. Who knows tomorrow, I might merisik?
	L26	Soraya: I've got to go
	L27	Soraya: Uncle Chong
	L28	Uncle Chong: Hey Su
	L29	Soraya: Do you have Asam keeping?
	L30	Uncle Chong: Of course I do? Your Mum loves this, it's homemade.
	L31	Uncle Chong: Anything else?
	L32	Soraya: Nothing else, I think...
	L33	Soraya: Eh, Gula Melaka
	L34	Uncle Chong: It's okay, I give you free.
	L35	Soraya: Thank You uncle Chong, Bye

	L36	Mother: Remember, slice the meat against the grain, so it won't be chewy. Stir it well.
	L37	Mother: Thought you wanted to be a chef?
	L38	Mother: Don't forget my secret ingredient. Who else is going to remember it when I'm gone?
	L39	Mother: If your rendang doesn't work, no one's going to marry you.
	L40	Soraya: Father, before going to the mosque, have something to eat.
	L41	Father: Bismillahirrahmanirahim. Your rendang is so delicious, Ros. What I mean, the rendang you've cooked Soraya, tastes just like your late Mother's.
A2 Maxis	L1	Father: My son Faiz, is just like any other kid
	L2	Even when he fasts, his curiosity gets the best of him...and me.
	L3	Solat or Khutbah? Yes, he gets restless too.
	L4	Once in a while, he loses track of time.
	L5	Faiz, my son. I love him just the same.
	L6	No matter how different he experiences the world.
	L7	He can't hear the beautiful sound of Takbir.
	L8	Still, he never fails to follow me to the mosque every Raya morning.
	L9	But this year, Raya is going to be special for him.
	L10	This year he will get to feel the Takbir and join others celebrating for the first time in his life.
	L11	In visual copy: Experiences are more meaningful when shared.
A3 100 Plus	L1	Kid: Thank You Kakak
	L2	Kakak: It is our duty and responsibility
	L3	Man: Thank you for your care and assistance
	L4	Member of the public are the heroes of society and the nation
	L5	Thank you, sincerely from the heart.
	L6	Narrator: Selamat Hari Raya Aidil Fitri
A4 Hong Leong Bank	L1	I have 4 sisters
	L2	My eldest sister, her name is Sara. She wants to be a Doctor
	L3	My second sister's her name is Aliya. She's likes to cook. She wants to be a chef
	L4	My twin sisters want to be famous.
	L5	But we have never met
A5 Tesco	L1	I often ask a lot
	L2	What is it that I need to do
	L3	To make Raya more meaningful
	L4	Does it start from the heart that is sincere giving, without expecting a return?

	L5	Or sharing our blessing in this holy month with those who need?
	L6	No matter where we are
	L7	Because I realise every good deed that I do
	L8	No matter how big or small
	L9	Gives inspiration to others
	L10	May this Hari Raya mean more with goodness shared together
A6 Ministry of Economic Affairs	L1	Pak Ali: Haa everyone's coming home?
	L2	Friend 1: How many grand children does Pak Ali have?
	L3	Pak Ali: 31
	L4	Friend: 31, wahh it will be hard to give Raya money
	L5	Women neighbour: What are you cooking Pak Ali?
	L6	Pak Ali: Am cooking dodol. Can have it for breaking fast. Do you want?
A7 TNB	L1	Girl: Yay Konvoi. This year, we are visiting all of Grandfather's siblings. It's really a lot.
	L2	Kid: Sister, I want Raya money?
	L3	Girl: There are Aunties that are younger
	L4	Niece's that are older
	L5	Old lady: Who's child is this?
	L6	Girl: Eh I don't know this great grandma
	L7	Grandfather: Let's go everyone! There's a lot more house we need to visit
	L8	Girl: Yes grandfather
	L9	Girl: Grandfather.. where are we going?
	L10	Girl: Yay we're at our 8th, 9th and 10th house
	L11	Girl: Mission accomplished!
	L12	Girl: Ha?
	L13	Everyone: We're here to Raya!
	L14	Girl: Meeting again?
	L15	Father: Even though we went to their house, it is their turn to come to our house
	L16	Girl: It's right what Abah said, when we seldom meet.
	L17	Every time we meet, brings a lot of meaning
A8 Astro	L1	Every family must have different kind of attitudes, right?
	L2	There's a lot taller
	L3	There's the one who shines bright
	L4	Then there's one who likes to makes things
	L5	There's one that likes to be stylish
	L6	Then there's those who change cars because they are successful
	L7	And then there's the normal one's
	L8	6th sibling: Where's Kak Su?
	L9	Mother: Kak Su went missing and you guys didn't even realise? Find her now!

	L10	All siblings: Kak Su!!
	L11	Then there's the shy one
	L12	Actually, it doesn't matter if we are more or less
	L13	But when we are together, our Raya is perfect
A9 Media Prima	L1	Grandpa: Amir, hurry up. The bus us here.
	L2	Amir: My name is Amir
	L3	What is my grandpa. He takes care of me while my parents work in the city
	L4	Goodbye, Tok
	L5	Tok always say that after I have gone to school,
	L6	He then gets to do what he loves doing
	L7	But I actually never know what it is that Tok loves doing.
	L8	Streetside boy: Thank you Pak Din
	L9	Grandpa: No worries, it is nothing...
	L10	Grandpa, Assalamualaikum.
	L11	Maznah: Waalaikumsalam.
	L12	Grandpa: You ordered a lot of drinks, Maznah
	L13	Maznah: Yes, Pak Din
	L14	Grandpa: To stay hydrated and active when breaking fast during Ramadan later, yes?
	L15	Maznah: Thank you so much. I have troubled you, Pak Din
	L16	Grandpa: No worries, it is nothing...
	L17	Granpa: Let me carry it.
	L18	Maznah: No need. No Need. Let me carry it.
	L19	Haqiem: Yes Kak, just the four items, yes?
	L20	Haqiem: Okay. I will send them in a while
	L21	Amir: This is Haqiem. He helps Tok to look after the shop.
	L22	When it comes to mobile phones or gadgets, he is the best
	L23	The entire village flocks to him.
	L24	Haqiem: No worries, it's nothing...
	L25	I am leaving, Pak Din.
	L26	Grandpa: All right, See you, Haqiem
	L27	Goodbye. Be careful
	L28	Amir: Tok, we are back
	L29	And this is Ah Keong. He is my best friend.
	L30	He is always here while waiting for his parents to pick him up after work.
	L31	I am happy that we get to play together.
	L32	Goodbye
	L33	Ah Keong: Good Bye
	L34	Grandpa: Okay enough, Let's close for the day.
	L35	Amir: Tok, if you have supernatural powers, what powers do you want?
	L36	Do you want to be able to fly?
	L37	Or do you want the power to shoot fire?

	L38	Granpa: Why would I want such powers, Amir?
	L38	Amir: You can save the world, Tok.
	L40	Grandpa: Do you want to be Ejen Ali, Amir?
	L41	Amir: Of course, I do!
	L42	Every night, after closing for the day,
	L43	Tok then has time to spend with me.
	L44	This is our life everyday.
	L45	But today is unlike the usual.
	L46	Suddenly, something unexpected happened.
	L47	There is a leak...
	L48	Look at that!
	L49	Help Help!
	L50	Ah Keong!
	L51	Oh Dear...
	L52	Haqiem: Amire. Ah Keong. Come here, come here.
	L53	Ah Keong & Amir: Haqiem!
	L54	Haqiem: Don't you worry, I will get help, okay?
	L55	Amir: Tok, Tok. You should have seen what happened.
	L56	Haqiem and the others were like heroes, you know?
	L57	They all helped us.
	L58	In no time, the roof was fixed.
	L59	Tok. Look, Tok. All these were heroes earlier, Tok.
	L60	Haqiem: Sheesh, Amir. The hero is not us.
	L61	The hero is he who shows concern for others.
	L62	Lady: The hero is someone strong.
	L63	Maznah: Yes. Even my plants are always fresh.
	L64	Ah Keong Mother: The hero has enough love for everyone.
	L65	Streetside boy: and he helps everyone, regardless of who they are.
	L66	Grandpa: This...I want to say Thank You.
	L67	All of you have helped me. I have troubled all of you.
	L68	Everyone: No worries, Pak Din. It is nothing.
	L69	Amir: Now I understand what it is that Tok loves doing when I have gone to school
	L70	To the villagers, he is their hero. But to me, Tok's supernatural power lies in his advice.
	L71	He always says Be Sincere to others, and they will be sincere to us too.
	L72	Selamat Hari Raya Aidilfitri!
A10 Unifi	L1	I'm LEMAN.
	L2	Everyone calls me Leman LEBIH (MORE).
	L3	My principle in life is...everything has to be MORE!
	L4	Well, when there's more, there's no need to fight.
	L5	Sister: I wanna watch my Korean drama!
	L6	Littler brother: I wanna watch!

	L7	Leman: Hey, hey, hey!
	L8	You guys are fighting over Korean dramas?
	L9	Leman is here lah!
	L10	Leman can give you more.
	L11	Where there's Leman, there's a way.
	L12	Whenever people have problem, they all come to me.
	L13	Sister: I can't open the photo you sent me, Leman.
	L14	Leman: No wonder sis, you've run out of data.
	L15	Be like me – get lots MORE data!
	L16	To me, Raya is a time for MORE!
	L17	It has to be MORE...so if I...
	L18	Sister: It's always MORE with you lah, Leman!
	L19	Leman: But all this wanting MORE is not just for me alone.
	L20	The More we give, the MORE we get!

CNY		
A11 100 PLUS	L1	Mum: Your result is good enough
	L2	Mum: Why do you cry?
	L3	Girl: I want to score 100
	L4	Mum: She reminds me
	L5	We look the same
	L6	I want to score 100
	L7	Grandfather: For me, you've already scored more than 100
	L8	Mum: For me, you've already scored more than 100
	L9	Let's go back and visit your grandparents
	L10	Girl: Sure
	L11	All: There's nothing more important than a family reunion Celebrate a Golden Chinese New Year with 100PLUS
A12 Palm Oil	L1	On our way to our new dream
	L2	Our new home
	L3	Our strides may differ
	L4	Our pace uneven
	L5	But every stop, every footfall,
	L6	Is taken with purpose
	L7	We build on each other's strengths
	L8	And learn from each others shortcomings.
	L9	These are the seeds we've sown.
	L10	The future we will reap.
	L11	On this journey, together.
A13 SP Setia	L1	Grandfather: He lan Shui, the thing we most looked forward to every Chinese New Year
	L2	It was the only time we got to have it

	L3	He Lan Shui. It would bring great happiness in me.
	L4	Grandson: Yeh Yeh, would you like some Soda?
	L5	Grandfather: No thank you. I won't have soda but I'll have tea.
	L6	But now, it is tea that brings me great happiness.
	L7	For just a pot of hot tea can bring a whole family together.
	L8	Even the distance between the cups is closer than the distance between the people
	L9	They may be served in small cups, but is so we have more opportunities to give and receive.
	L10	Grandson: Yeh Yeh, I want a cup too!
	L11	Grandfather: Sure, my dear!
	L12	Let's share a cup of tea together.
	L13	One pot to warm the entire family.
	L14	Setia wishes you a Happy Chinese New Year. Stay Close.
A14 KFC	L1	Man: Too red?
	L2	Narrator: Go redder
	L3	Lady: Too big?
	L4	Narrator: Nahh, Go bigger. Woahhhh, oops
	L5	Grandfather: Hey only you?
	L6	Narrator: No uncle, more grandchildren!
	L7	Narrator: Yeah, now let's fiest!
	L8	Kid: KFC!
	L9	Narrator : Wait kid, there's more!
	L10	Kid: More?
	L11	Narrator: Yes, more!
	L12	Fried mashed potato fingers! Go big with KFC celebration bucket. Bring more to the table.
A15 McDonald	L1	Man: I don't need a lot,
	L2	Or anything new.
	L3	Woman: I know the journey might not be smooth.
	L4	Man: and the weather...might not be good.
	L5	I don't need a big crowd...
	L6	Woman: I don't need a grand meal.
	L7	I don't need spectacular fireworks...
	L8	Man: Because for me...You are my prosperity.
A16 TNB	L1	In-video copy (Supers): Locked Lah
	L2	Can fit meh?
	L3	Yaass
	L4	Will they escape?
A17 IJM Land	L1	Boy: When I was young, I secretly take Two Mandarin oranges for Ali and Muthu

	L2	While my mother was preparing the reunion dinner
	L3	When we grow older, we are still neighbours
	L4	Living in a serene and peaceful environment
	L5	Our relationships remain the same
	L6	We celebrate every festive season together
	L7	IJM land wishes everyone peace and harmony abundance of joy
	L8	All the best
A18 McDonald Tactical	L1	Especially for you this Chinese New Year
	L2	Fresh Fish Fillet
	L3	Battered and fried to golden perfection
	L4	Dipped in our signature black pepper sauce
	L5	Enjoy more abundance with the new fish prosperity burger
	L6	Only at McDonalds
A19 Hurix	L1	Chinese New Year is Here!
	L2	Chinese New Year is Here!
	L3	Mmm... The money rolls in.
	L4	Great Fortunes, I'm back!
	L5	Success in career
	L6	Bring in wealth and treasure
	L7	Waaa, This must be Surplus year after year
	L8	Grandma, all the Chinese New Year Wishes are all written down!
	L9	Grandma wishing everyone Happy Chinese New Year and Pink in health.
A20 Vitagen	L1	Make sure you guys address all the elders ah!
	L2	Hi, Happy Chinese New Year!
	L3	Aunty (Father's elder Brother's Wife), Cousin (Abang), Uncle (Father's 7th Uncle), Cousin (Sister), Aunty (Father's younger brother's wife) & Uncle (Father's younger brother), Aunty (Father's elder sister), Uncle (Father's elder brother), GongGong (Grandfather) Popo (Grandmother)
	L4	Gong Xi Fa Chai
	L5	Wa, all your children are so smart!
	L6	Because they drink Vitagen that consists of probiotics, hence they have a very good gut health, crystal clear in mind.
	L7	Vitagen adhere to wish everyone Happy Chinese New Year!
	L8	GONG XI FA CHAI

OTHERS**Deepavali**

A21 Petronas	L1	Grandmother: My grandson, even though your near to the eyes, but far from the heart.
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		Kumar, open the door.
	L2	Open the door.
	L3	My own grandson doesn't know Tamil.
	L4	But through is willingness, he opened his heart to me.
	L5	Grandson: Nenek. You talk, I listen. Can?
	L6	Grandmother: My heart.
	L7	Grandson: Grandmother.
	L8	In-visual copy: An open heart, welcomes the most precious blessings.
A22 TNB	L1	Boy: Mummm!!!
	L2	Why are you doing this to me?
	L3	This is my Mother, she really likes watching old films.
	L4	But every time it's Deepavali, I am her victim.
	L5	I want to be stylish like the heroes of today, not like old trends Mum!
	L6	Mother: Why son? Is it not pretty?
	L7	MGR darling, let's go to the temple
	L8	Boy: What? Temple?
	L9	Mother: MGR! Shine like a diamond!
	L10	Boy: Keerthi must also be at the temple later too
	L11	Wah! Look at that, like the heroin in the old films
	L12	Keerthi: Looks like the same story happened in both our houses
	L13	Mother: MGR
	L14	Boy: Eventhough time has changed and we have grown, our parents always make sure that we shine bright.
A23 Astro	L1	Emcee: and now, please welcome our next contestant
	L2	And 3, 2 1 music
	L3	Cut
	L4	SFX *Heart thumping fast
	L5	Narrator: May love light your way.
	L6	We wish you a very happy Deepavali
A24 Astro Ulagam	L1	Malay Boy: Hey Bro, what do you guys do for deepavali?
	L2	Indian Boy: Deepavali?
	L3	Come let me show you. Amma!
	L4	All 3: Deepavali Ayy Ayy! Deepavali Ayy Ayy!
	L5	Indian: Welcome
	L6	Indian: If I've told you once, I've told you a hundred times.
	L7	Indian Mother: It's okay. Auntie will do it.
	L8	All three: Deepavali hey hey!
Gawai		
A25	L1	I am 33 years old

Finas		
	L2	My body feels so tired today
	L3	This is my mother. Every time it's Gawai, she's busy cooking glutinous rice
	L4	Oh no,
	L5	Auntie: Gawai this year, did you bring a wife?
	L6	Why are you not married yet?
	L7	Man: I already predicted every year the same question
	L8	Every year, they are all busy with Gawai preparation
	L9	Who's that?
	L10	Woman: I just arrived Mum, Yes okay Mum.
	L11	Uncle: How are you Gudum?
	L12	This is my wife Velvet, from Sabah
	L13	Gudum: Aduh! Looks like I'll be single this year again.
Kaamatan		
A26 Petronas	L1	Even though Daddy is no longer with us, but every Kaamatan
	L2	I always remember what he said
	L3	the most important gift is family and tradition
	L4	This gift is what has shaped who Daddy is and my heart and soul
	L5	In-visual copy: Family and tradition. A gift that actually resembles us.
	L6	Kotobian Tadau Tagazo Do Kaamatan
Christmas		
A27 Ferrero Rocher	L1	Christmas is the golden time
	L2	So enjoy the taste and festivities together with Ferrero Rocher
	L3	As precious as our loved one
A28 Kinder Joy	L1	Choose kinder joy, because of the delicious coco and milky cream with crispy wafer balls
	L2	Toys that stimulate imagination and a moment of family joy
	L3	Merry Christmas with Kinder Joy