**Editor**

Indonesian Journal of EFL and Linguistics

20 November, 2019

Dear Editor;

We wish to submit a new manuscript entitled “How Advertising Speaks to Consumers: A Case of Youth Language in Local Commercial Discourse” for consideration by the Indonesian Journal of EFL and Linguistics.

This study has been presented and discussed at the International Conference on Youth Languages on 22 - 25 May 2019 at Leiden University, Netherlands. We confirm that this work is original and has not been published elsewhere nor is it currently under consideration for publication elsewhere.

This paper reports on the patterns of youth language incorporated into local commercial discourse in Malaysia. We consider the implications of these data for an understanding of a new marketing strategy in advertising to engage and attract young-adult consumers. The paper should be of interest to readers in the areas of sociolinguistics, linguistic varieties and communication studies as well.

Please address all correspondence concerning this manuscript to [nsm@upm.edu.my](mailto:nsm@upm.edu.my)

Thank you for your consideration of this manuscript.

“With Knowledge We Serve”

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