# HOW ADVERTISING SPEAKS TO CONSUMERS: A CASE OF YOUTH LANGUAGE IN LOCAL COMMERCIAL DISCOURSE

**NOR SHAHILA MANSOR1\* & MARIYATI MOHD NOR2**

**Universiti Putra Malaysia1, Universiti Pendidikan Sultan Idris2**

*Corresponding author\*:* [**nsm@upm.edu.my**](mailto:nsm@upm.edu.my)

**Author’s contribution**

All authors carried out the research, wrote, revised the article and conceptualised the central research idea and provided the theoretical framework.

**Conflict of Interest Statement**

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare absence of conflicting interests with the funders.

**Acknowledgements**

This paper is not funded by any organizations or research grants.