

## BIBLIOGRAPHY

### **Books:**

Bolen H, William Advertising. Willey&Sons: New York, 1984

Goddart, Angela. The Language of Advertising. New York: Routledge, 2002

Ogilvy, David Pengakuan Orang Iklan. Pustaka Tangga: Jakarta, 1997

Winardi Promosi dan Reklame. Mandar Maju: Bandung, 1992

Belch, George and Michael A. Belch Advertising and Promotion An Integrated Marketing Communications Perspective. McGraw-Hill: New York, 2001

Suyanto, M Strategi Perancangan Iklan Televisi Perusahaan Top Dunia.

Penerbit Andi: Yogyakarta, 2005

### **Dictionary:**

Longman Dictionary of Contemporary English. Third edition with New

Words supplement: Pearson Education Limited, England, 2001

### **Presentation:**

Magdalena, Noni (2006) *Manajemen Periklanan*. S1 English for Business

Professionals, Maranatha Christian University.

### **Websites:**

Television advertising 28 April 2006 <http://www.biz-resources.com/television-advertising.htm>

Color Therapy. 16 May 2006

<http://forum.webgaul.com/showthread.php?s=bd791bd5c3622069b406726ec7fd8075&threadid=2362&goto=nextoldest>

Color Therapy. 16 May 2006

<http://www.kompas.com/kesehatan/news/0503/21/085610.htm>

Foster, Timothy. The Art and Science of The Advertising Slogan. 15 June 2006 <http://www.adslogans.co.uk/ans/creslo15.html>

Sound Effects. 15 June 2006 [http://en.wikipedia.org/wiki/Sound\\_Effects](http://en.wikipedia.org/wiki/Sound_Effects)

Schofield, Debra. Broadcast Media Ad Copy Tips. 11 July 2006

<http://advertising.about.com/gi/dynamic/>

[offsite.htm?site=http://www.gmarketing.com./tactics/weekly%5F95.html](http://advertising.about.com/gi/dynamic/offsite.htm?site=http://www.gmarketing.com./tactics/weekly%5F95.html)

Duncan, Apryl. 10 Essentials to an Effective TV Commercial. 11 July

2006 <http://advertising.about.com/od/televisionandradio>

[/a/commercialmusts.htm](http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm)

Ogilvy, David. Quotes. 11 July 2006 <http://en.thinkexist.com/quotation/you-have-only-seconds-in-a-tv-commercial-if-you/349729.html>

Toblerone. 20 May 2006 [www.toblerone.com](http://www.toblerone.com)

---