

## BIBLIOGRAPHY

### Primary Texts

- Asus. (n.d.). *Asus chromebook c202sa*. Retrieved September 4, 2017, from  
<https://www.asus.com/Commercial-Laptops/ASUS-Chromebook-C202SA/>
- Asus. (n.d.). *Asus vivobook 14*. Retrieved September 4, 2017, from  
<https://www.asus.com/Laptops/ASUS-VivoBook-14-X411UN/>
- Asus. (n.d.). *Asus vivobook flip*. Retrieved September 4, 2017, from  
<https://www.asus.com/2-in-1-PCs/ASUS-VivoBook-Flip-TP301UA/>
- Asus. (n.d.). *Asus transformer book*. Retrieved September 6, 2017, from  
<https://www.asus.com/2-in-1-PCs/ASUS-Transformer-Book-T101HA/>
- Asus. (n.d.). *Asus rog zephyrus*. Retrieved September 6, 2017, from  
<https://www.asus.com/id/ROG-Republic-Of-Gamers/ROG-ZEPHYRUS-GX501/>
- Asus. (n.d.). *Asus pro advanced*. Retrieved September 9, 2017, from  
[https://www.asus.com/Commercial-Laptops/ASUSPRO\\_ADVANCED\\_B43E/](https://www.asus.com/Commercial-Laptops/ASUSPRO_ADVANCED_B43E/)

- Asus. (n.d.). *Asus zenbook 3 deluxe*. Retrieved September 9, 2017, from  
<https://www.asus.com/Laptops/ASUS-ZenBook-3-Deluxe-UX490UA/>
- Asus. (n.d.). *Asus chromebook flip c302ca*. Retrieved February, 7, 2018, from  
<https://www.asus.com/Laptops/ASUS-Chromebook-Flip-C302CA/>
- Asus. (n.d.). *Asus zenbook ux303*. Retrieved February, 7, 2018, from  
<https://www.asus.com/Laptops/ASUS-ZenBook-UX303UA/>
- Asus. (n.d.). *Asus transformer 3 pro*. Retrieved February 7, 2018, from  
<https://www.asus.com/2-in-1-PCs/ASUS-Transformer-3-Pro-T303UA/>
- Asus. (n.d.). *Asus transformer book flip*. Retrieved February 14, 2018, from  
[https://www.asus.com/2-in-1-PCs/ASUS\\_Transformer\\_Book\\_Flip\\_TP200SA/](https://www.asus.com/2-in-1-PCs/ASUS_Transformer_Book_Flip_TP200SA/)
- Asus. (n.d.). *Asus vivobook x540ya*. Retrieved February 14, 2018, from  
[https://www.asus.com/2-in-1-PCs/ASUS\\_Transformer\\_Book\\_Flip\\_TP200SA/](https://www.asus.com/2-in-1-PCs/ASUS_Transformer_Book_Flip_TP200SA/)
- Asus. (n.d.). *Asus rog*. Retrieved February 14, 2018, from  
<https://www.asus.com/us/ROG-Republic-Of-Gamers/ROG-GL553VD/>
- Asus. (n.d.). *Asus chromebook flip*. Retrieved February 17, 2018, from  
<http://store.asus.com/us/item/201705AM020000002/A17602-ASUS-Chromebook-Flip-C213SA-YS02-11.6>
- Asus. (n.d.). *Asus chromebook flip c213*. Retrieved February 17, 2018, from  
<https://www.asus.com/us/Laptops/ASUS-Chromebook-Flip-C213SA/>
- Asus. (n.d.). *Asus vivobook flip tp201sa*. Retrieved February 22, 2018, from  
<https://www.asus.com/2-in-1-PCs/ASUS-VivoBook-Flip-TP201SA/>

- Asus. (n.d.). *Asus fx503*. Retrieved February 22, 2018, from  
<https://www.asus.com/Laptops/FX503/>
- Asus. (n.d.). *Asus vivobook s451la*. Retrieved February 27, 2018, from  
<https://www.asus.com/Laptops/FX503/>
- Asus. (n.d.). *Asus novago*. Retrieved February 27, 2018, from  
<https://www.asus.com/2-in-1-PCs/ASUS-NovaGo-TP370QL/>

## References

- Ad Army Group. (n.d.). *Why advertising is important in today's economy*. Retrieved October 22, 2017, from  
<http://www.adarmygroup.com/advertising-important.php>
- Ad Slogans (n.d.). *The art and science of the advertising slogan*. Retrieved September 24, 2017, <http://www.adslogans.co.uk/ans/creslo02.html>
- Bourn, J. (2010). *Color meaning: meaning of the color silver*. Retrieved February 26, 2018, from <http://www.bourncreative.com/meaning-of-the-color-silver/>
- Harris, R. A. (2010). *A handbook of rhetorical devices*. Retrieved September 12, 2017 from <http://virtualsalt.com/rhetoric5.htm#>
- Hornby, A. S. (2010). *Oxford advanced learner's dictionary* (8th ed.). New York: Oxford University Press.
- Jesus, O. (2013). *A city that is set on the hill cannot be hid*. Retrieved February 8, 2018, from <http://www.omojesus.com/a-city-that-is-set-on-an-hill-cannot-be-hid/>

- Karlsson, L. (2007). *Advertising theories and models – How well can these be transferred from text into reality?*. Retrieved October 22, 2017, from <http://www.diva-portal.org/smash/get/diva2:306359/FULLTEXT01.pdf>
- Kannan, R. & Tyagi, S. (2013). *Use of language in advertising*. Retrieved October 22, 2017, from [http://www.espworld.info/Articles\\_37/Kannan\\_Use\\_of\\_Language\\_in\\_Advertisements.pdf](http://www.espworld.info/Articles_37/Kannan_Use_of_Language_in_Advertisements.pdf)
- Leech, G. & Short, M. (2007). *Style in fiction*. London: Longman.
- Literary Devices. (n.d.). *Rhyme*. Retrieved September 24, 2017, from <https://literarydevices.net/rhyme/>
- Literary Devices. (n.d.). *Anaphora*. Retrieved October 1, 2017, from <https://literarydevices.net/anaphora/>
- Manner of Speaking. (n.d.). *Rhetorical devices: Asyndeton*. Retrieved October 18, 2017, from <https://mannerofspeaking.org/2011/06/12/rhetorical-devices-asyndeton/>
- McQuarrie, E., & Mick, D. (1996). *Figures of rhetoric in advertising language*.
- Pediaa. (October, 2015). *Difference between alliteration and assonance*. Retrieved September 24, 2017, from <http://pediaa.com/difference-between-alliteration-and-assonance/>
- Reilly, K. (n.d.). *The impact of rhetorical figures*. Retrieved January 26, 2018, from <https://www.sophia.org/tutorials/the-impact-of-rhetorical-devices>

Tyson, M. (2017). *Study compares claimed laptop battery life and reality*. Retrieved December 1, 2017, from [http://hexus.net/tech/news/laptop/104146-study- compares-claimed-laptop-battery-life-reality/](http://hexus.net/tech/news/laptop/104146-study-compares-claimed-laptop-battery-life-reality/)

Verdonk, P. (2002). *Stylistics*. Oxford: Oxford University Press.

Wheeler, D. (2009). *Schemes*. Retrieved November 30, 2017, from  
<https://web.cn.edu/kwheeler/schemes.html>

Wordsmith. (2007). *The magic of words*. Retrieved October 1, 2017, from  
<https://wordsmith.org/board/ubbthreads.php?ubb=showflat&Number=16850>

