

REFERENCES

- Advertisement. (n.d.). *Cambridge Dictionary*. Retrieved from
<https://dictionary.cambridge.org/dictionary/english/advertisement>
- Antithesis. (n.d.). *Literary Devices*. Retrieved from
<https://literarydevices.net/antithesis/>
- Assonance. (n.d.). *Literary Devices*. Retrieved from
<https://literarydevices.net/assonance/>
- Binary opposition. (n.d.). *Oxford Reference*. Retrieved from
<https://www.oxfordreference.com/view/10.1093/oi/authority.20110803095506296>
- Bring the bling this Thanksgiving*. (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Build a sweeter Easter basket*. (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Chand, S. (n.d.). *Advertising: Objectives, function and significance of advertising a product*. Retrieved from
<http://www.yourarticlelibrary.com/advertising/advertising-objectives-function-and-significance-of-advertising-a-product/27987>

- Consonance. (n.d.a). *Literary Devices*. Retrieved from
<http://www.literarydevices.com/consonance/>
- Consonance.(n.d.b). *Literary Devices*. Retrieved from
<https://literarydevices.net/consonance/>
- Curiosity killed the cat. (n.d.). *Cambridge Dictionary*. Retrieved from
<https://dictionary.cambridge.org/dictionary/english/curiosity-killed-the-cat>
- Dubovičenė, T., & Skorupa, P. (2014). The analysis of some stylistic features of English advertising slogans, 3(16), 61-75. Retrieved from
<http://www.zmogusirzodis.leu.lt/index.php/zmogusirzodis/article/download/83/80>
- Happiness. (n.d.). *Lexico Oxford*. Retrieved from
<https://www.lexico.com/en/definition/happiness>
- Harris, R. A. (2010). *A handbook of rhetorical devices*. Retrieved from
<http://www.hellesdon.org/documents/Advanced%20Rhetoric.pdf>
- Hershey's s'mores. (n.d.). *HERSHEY'S*. Retrieved from
https://www.hersheys.com/en_us/promotions/smoers.html
- Hornby, A. S. (2010). *Oxford advanced learner's dictionary* (8th ed.). New York, NY: Oxford University Press.
- Hudgins, C. (2018). *7 elements of print advertising*. Retrieved from
<https://smallbusiness.chron.com/7-elements-print-advertising-15325.html>
- Kannan, R., & Tyagi, S. (2013). *Use of language in advertising*. Retrieved from
http://www.espworld.info/Articles_37/Kannan_Use_of_Language_in_Advertisements.pdf

- Knupfer, N. N., & McLellan, H. (1996). *Handbook of research for educational communications and technology*, 1196-1212.
- Leech, G., & Short, M. (2007). *Style in fiction*. London, UK: Longman.
- MacDonald, S., & Headlam, N. (2008). *Research methods handbook*. Retrieved from <http://www.cles.org.uk/wp-content/uploads/2011/01/Research-Methods-Handbook.pdf>
- McQuarrie, E., & Mick, D. (1996). *Figures of rhetoric in advertising language*. Retrieved from <http://www.uky.edu/~ngrant/CJT780/readings/Day%205/McQuarrieMick1996.pdf>
- Our story. (n.d.). *The Hershey Company*. Retrieved from https://www.thehersheycompany.com/en_us/home.html
- Pure Hershey's Pure Happiness*. (n.d.). [JPEG]. Retrieved from https://www.hersheys.com/en_us/home.html
- Pure. (n.d.). *Lexico Oxford*. Retrieved from <https://www.lexico.com/en/definition/pure>
- Reitz, J. (2004). *Dictionary for library and information science*. Westport, CT: Libraries Unlimited.
- Rhetoric. (n.d.). *Literary Devices*. Retrieved from <https://literarydevices.net/rhetoric/>
- Rhyme. (n.d.). *Literary Devices*. Retrieved from <https://literarydevices.net/rhyme/>
- Share HERSHEY'S s'mores*. (n.d.). [JPEG]. Retrieved from https://www.hersheys.com/en_us/promotions/smore.html

- Simple ingredients. Delicious taste.* (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Simple ingredients. (n.d.). *HERSHEY'S*. Retrieved from
https://www.thehersheycompany.com/content/corporate/en_us/food-philosophy/simple-ingredients.html
- Spooky outside, sweet inside.* (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Superior chocolate delight from quality ingredients.* (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Superior. (n.d.). *Lexico Oxford*. Retrieved from
<https://www.lexico.com/en/definition/superior>
- Taste. (n.d.). *English Oxford Living Dictionaries*. Retrieved from
<https://en.oxforddictionaries.com/definition/taste>
- The simple ingredients. (n.d.). *HERSHEY'S*. Retrieved from
https://www.hersheys.com/en_us/our-story/our-ingredients.html
- The simple promise. (n.d.). *HERSHEY'S*. Retrieved from
https://www.hersheys.com/en_us/our-story/our-ingredients.html
- Thrill trick-or-treaters with a Halloween favorite.* (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Two great tastes that tastes great together.* (n.d.). [JPEG]. Retrieved from
https://www.hersheys.com/en_us/home.html
- Verdonk, P. (2002). *Stylistics*. Oxford, UK: Oxford University Press.
- Wheeler, D. (2009). *Tropes*. Retrieved from
<https://web.cn.edu/kwheeler/tropes.html>