

BIBLIOGRAPHY

Aitchison, Jean. General Linguistics. England: Coventry, 1972.

Searle, John. Speech Acts. New York: Cambridge University Press, 1969.

Sutherland, Max and Alice K. Sylvester. Advertising and The Mind of the Consumer.
Jakarta: Ikapi, 2005.

Yule, George. Pragmatics. New York: Oxford University Press, 1996.

Primary Texts:

Archie, September 1997

Cosmopolitan, January 2005

Cosmopolitan, December 2005

Cosmopolitan, January 2006

Cosmopolitan, August 2006

Seventeen, November 1999

Internet/Website:

<<http://www.adslogan.com/>>