

## BIBLIOGRAPHY

### References:

Lutz, William. Doublespeak from “Revenue Enhancement” to “Terminal Living”  
How Government, Business, Advertiser, and Other Use Language to  
Deceive You. New York: Harper Perennial, 1990

Oxford Advanced Learner’s Dictionary. Fifth Edition, 1995

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

### Internet/Websites:

Asiamarketresearch.com. 2003. Asia Market Research. 20 June 2003

(<http://www.asiamarketresearch.com/news/000309.htm>)

Dailymail.co.uk. 2006. Dailymail. 27 November 2006

([http://www.dailymail.co.uk/pages/live/femail/article.html?in\\_article\\_id=419077&in\\_page\\_id=1879](http://www.dailymail.co.uk/pages/live/femail/article.html?in_article_id=419077&in_page_id=1879))

Marketing.about.com. 2008. Marketing. 16 Agustus 2008

(<http://marketing.about.com/od/marketingglossary/g/taglinedef.htm>)

**Primary Sources:**

COSMOPOLITAN October 2001

COSMOPOLITAN March 2006

COSMOPOLITAN January 2007

COSMOPOLITAN October 2007