## **BIBLIOGRAPHY**

## **Data Sources**

Clinique. Advertisement. Clinique UK. 2013. Web. 28 Apr. 2013.

Clinique. Advertisement. Clinique UK. 2013. Web. 3 Aug. 2013.

Clinique. Advertisement. Clinique MY. 2013. Web. 12 Jan. 2014.

## References

Lutz, William. Doublespeak. New York: Harper Perennial, 1990. Print.

"Our History." Clinique. Web. 31 Aug. 2013.

Schrank, Jeffrey. "The Weasel Claim." *The Language of Advertising Claims*. Web. 7 May. 2013.

"Second Chance." Idiom Quest "Empowering Advanced Learner of English in Business and Academia – TOEFL/ESL/EFL". Web. 13 July. 2014.

Tyagi, Kavita, and Padma Misra. "Information Technology and the Internet."
Professional Communication. PHI Learning Private Limited. 2011. Web. 6
May. 2013.

"Wordiness and Gobbledygook." Nipissing University. Web. 7 May. 2013.

Yule, George. Pragmatics. Oxford University Press, 1996. Print.

## **Dictionary References**

```
"Advertisement." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Bond." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Chance." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Complement." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Correct." Oxford Advanced Learner's Dictionary, 7<sup>th</sup> ed. 2005. Print.
"Even." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Guarantee." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Help." Oxford Advanced Learner's Dictionary. 7<sup>th</sup> ed. 2005. Print.
"Impressive." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Instantly." Oxford Advanced Learner's Dictionary, 7<sup>th</sup> ed. 2005. Print.
"Longer." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Look." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"More." Oxford Advanced Learner's Dictionary. 7<sup>th</sup> ed. 2005. Print.
"New." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Perfect." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Power." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Restore." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Reduce." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Second." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Serum." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Share." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Slogan." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
"Soft." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.
```

"Smooth." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Strong." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Tamed." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Time." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Toned." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Younger." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"Youthful." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.

"-ing." Oxford Advanced Learner's Dictionary. 7th ed. 2005. Print.