

## BIBLIOGRAPHY

- , *Oxford Learner's Pocket Dictionary, fourth edition*. Oxford: Oxford University Press, 2008.
- Aisah, Siti. "A Discourse Analysis on the Reference Found in the Advertisements Published in *Jakarta Pos*". Skripsi. Malang: The State Islamic University of Malang, 2008.
- Baran, Stanley J. *Introduction to Mass Communication: Media Literacy and Culture*. New York: Mc Graw-Hill, 2012.
- Bittner, John R. *Mass Communication, An Introduction, fourth edition*. USA : Prentice-Hall, 1986.
- Brown, Gillian and George Yule. *Discourse Analysis*. Cambridge: Cambridge University Press, 1983.
- Department of Linguistics. *Language Files: Material for An Introduction to Language and Linguistics*. California: Ohio State University Press, 2011.
- Grice, Paul. *Studies in the Way of Words*. USA: Harvard University Press, 1991.
- Grundy, Peter. *Doing Pragmatics, second edition*. Oxford: Oxford University Press, 2000.
- McCarthy, Michael. *Discourse Analysis for Language Teachers*. Cambridge: Cambridge University Press, 1991.
- Mey, Jacob L. *Consise Enyclopedia of Pragmatic, second edition*. Denmark: University of Southern Denmark, 2009.

Minh, Nguyen thi hong. "A *Discourse Analysis of Medicine Advertisements in English and Vietnamese*" Summary. Danang: Ministry of Education and Training University of Danang, 2011.

Renkema, Jan. *Discourse studies; An Introductory Textbook*. Amsterdam: John Benjamins Publishing Company, 1993.

Sugiyono. *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung,: Alfabeta, 2011.

Verschueren, Jef and Jan-Ola Ostman. *Key Notions for Pragmatics*. Amsterdam: John Benjamins Publishing Company, 2009.

Yule, George. *Pragmatics*. Oxford: Oxford University Press, 1996.

Zainurrahman (Under guidance of Prof. E. Aminudin Azis, M.A., PhD.). "Pragmatics: How People Use Language" *article* (STKIP KIE RAHA TERNATE).

<http://En.Wikipedia.Org/Wiki/Implicature>, accessed on December 13, 2012.

[http://en.wikipedia.org/wiki/Reader%27s\\_Digest](http://en.wikipedia.org/wiki/Reader%27s_Digest), accessed on January 8, 2013

<http://managementhelp.org/marketing/advertising/defined.htm>, accessed on June 10, 2013.

<http://oxforddictionaries.com/definition/english/advertisement>, accessed on April 11, 2013.

<http://www.learnersdictionary.com/search/magazine>, accessed on 11 June, 2013.

<http://www.ling.gu.se/~biljana/st1-97/pragmlect3.html>, accessed on December 13, 2012.

<http://www.thefreedictionary.com/baguette>, accessed on 20 june, 2013.