

REFERENCES

- Abdelaal, Noureldin Mohamed & Sase, Amal Saleh. (2014). Advertisement Analysis: A Comparative Critical Study. *Advances in Language and Literary Studies*, 5, 254-259. doi:10.7575/aiac.all.v.5n.6p.254
- Ademilokun, Mohammed & Olatejua, Moji. (2016). A Multimodal Discourse Analysis of Some Visual Images in the Political Rally Discourse of 2011 Electioneering Campaigns in Southwestern Nigeria. *International Journal of Society, Culture & Language*, 4, 1-19.
- Baldry, Anthony & Thibault, Paul J. (2006). *Multimodal transcription and text analysis*. UK: Equinox Publishing Ltd.
- D'Angelo, Larissa. (2010). Creating a Framework for the Analysis of Academic Poster. *Language Studies Working Papers*, 2, 38-50.
- Flick, Uwe. (2014). *Qualitative Data Analysis*. London: SAGE Publications Ltd.
- Iedema, Rick. (2003). Multimodality, Resemiotization: Extending The Analysis of Discourse as Multi-Semiotic Practice. *Visual Communication*, 2, 29–57. doi: 1470-3572(200302)2:1; 29–57;029751.
- Kress, Gunther & van Leeuwen, Theo. (2006). *Reading Images : The Grammar of Visual Design*. New York: Routledge.
- Li, Dongyan. (2016). Multimodal Discourse Analysis of the Interpersonal Meaning of TV Advertisements. *International Journal of Social Science and Humanity*, Vol. 6, 934-938. doi: 10.18178/ijssh.2016.6.12.776
- Liu, Jing. (2013). Visual Images Interpretive Strategies in Multimodal Texts. *Journal of Language Teaching and Research*, Vol. 4, 1259-1263. doi:10.4304/jltr.4.6.1259-1263
- Marczyk, Geoffrey., DeMatteo, David., & Festinger, David. (2005). *Essentials of Research Design and Methodology*. USA: John Wiley & Sons.

Querol-Julian, Mercedes & Fortanet-Gómez, Inmaculada. (2014). Evaluation in discussion sessions of conference presentations: theoretical foundations for a multimodal analysis. *KALBOTYRA*, 66, 77-98.

Salbego, Nayara., Heberle ,Viviane M., Balen, Maria Gabriela Soares da Silva. (2015). A Visual Analysis of English Textbooks: Multimodal Scaffolded Learning. *Calidoscópio*, 13, 5-13. doi: 10.4013/cld.2015.131.01

Twomey, Cheryl. (2001). An Analysis of Patient Information Leaflets Supplied with Medicines Sold by Pharmacists in The United Kingdom. *Library and Information Research News*, 25, 3-12.

Van Leeuwen, Theo. (2005). *Introducing Social Semiotics*. New York: Routledge

Yang, Jing & Zhang, Yi. (2014). Representation Meaning of Multimodal Discourse - A Case Study of English Editorials in The Economist. *Theory and Practice in Language Studies*, 4, 2564-2575. doi:10.4304/tpls.4.12.2564-2575