

REFERENCES

- Altstiel, T. & Grow, J. (2006). *Advertising strategy: Creative tactics from the outside/in*. California: Sage Publications, Inc
- Arens, W. F., Weigold, M. F., & Arens, C. (2008). *Contemporary advertising*. New York: The McGraw-Hill Companies, Inc
- Armstrong, G., Kotler, P., & Geoffrey. (2006). *Marketing: An introduction*. New Jersey: Pearson/Prentice Hall.
- Barker, C. & Galasiński, D. (2001). *Cultural studies and discourse analysis: A dialogue on language and identity*. London: Sage.
- Calder, B. J. & Malthouse, C. (2006). *Managing media and advertising change with integrated marketing*. Retrieved on September 26, 2011, from <http://www.medill.northwestern.edu/assets/0/499/511/573/ef270d0d78574a679f7e729d310e2138.pdf>
- Dunn, S. W. & Barban, A. M. (1982). *Advertising: Its role in modern marketing*. USA: Dryden Press
- Eggins, S. (2004). *An introduction to systemic functional linguistics*. New York: Continuum International Publishing Group
- Feng, H. & Liu, Y. (2010). Analysis of interpersonal meaning in public speeches— a case study of Obama's speech. *Journal of Language Teaching and Research*, 1(6), pp.825-829. doi:10.4304/jltr.1.6.825-829
- Gerot, L. & Wignell, P. (1994). *Making sense of functional grammar*. Sydney: Antipodean Educational Enterprises.
- Halliday, M. A. K. (1994). *An introduction to functional grammar*. Retrieved on August 29, 2011, from http://ifile.it/g6ed5w/ebooksclub.org_An_Introduction_to_Functional_Grammar.pdf
- Halliday, M. A. K. (2000). *An introduction to functional grammar*. Beijing: Foreign Language Teaching and Research Press.
- Halliday, M. A. K., & Hasan, R. (1976). *Cohesion in English*. London: Longman.

- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2004). *An introduction to functional grammar*. New York: Oxford University Press, Inc
- Halliday, M. A. K. (2009). *The essential Halliday*. London: Continuum.
- Higgins, D. (2003). *Conversation with William Bernbach, George Gribbin, Rosser Reeves, David Ogilvy, and Leo Burnett/Interviewer: Denis Higgins*. New York: The Mc-Graw-Hill Companies, Inc.
- Kim, H. & Fesenmaier, D. R. (2008). Persuasive design of destination web sites: An analysis of first impression. *Journal of Travel Research*. 47(1), pp.3-13. doi: 10.1177/0047287507312405
- Kobliski, K. J. (2005). *Advertising without an agency made easy*. Madison, Wisconsin: CWL Publishing Enterprises, Inc
- Kress, G. & van Leeuwen, T. (1990). *Reading Images*. Geelong, Vic: Deakin University Press
- Peter, P. & Olson, J. (2008). *Consumer behavior and marketing strategy*. New York: McGraw-Hill.
- Simon, D. (1997). *The theory of functional grammar-complex and derived constructions*. Berlin & New York: Mouton de Gruyter.
- Sutherland, M. & Sylvester, A. K. (2000). *Advertising and the mind of the consumer: What works, what doesn't, and why*. Great Britain: Kogan Page Limited
- Thomas, L. (1993) *Beginning Syntax*. UK: Blackwell Publishers.
- Thompson, G. (2000). *Introducing functional grammar*. Beijing: Foreign Language Teaching and Research Press.
- Xiao-xia, C. (2008). Analysis of interpersonal meaning in english advertising. Retrieved on September 25, 2011, from <http://journals.cambridge.org/action/displayJournal?jid=JAR>