

REFERENCES

- Altstie, I & Groe, J. (2006). *Advertising Strategy: Creative Tactics from the Outside/In*. Thousand Oaks, London & New Delhi: SAGE Publications.
- Barker, Christopher & Dariusz, Galansinski. (2001). *Cultural Studies and Discourse Analysis: A Dialogue on Language and Identity*. London: SAGE Publication.
- Barthes, Roland. (1977). *Rhetoric of Image, Music, Text*. London: Fontana.
- Book, A. C. & Shick, C. D. (1996). *Fundamentals of Copy and Layout*. New York: NTC Business Books.
- Eggin, Suzanne. (2004). *An Introduction to Systemic Functional Linguistics*. London: Continuum International Publishing Group.
- Gerot, Linda & Peter Wignell. (1994). *Making Sense of Functional Grammar*. GerdStabler: NSW.
- Hajar, Dini. (2009). *Speech Act Expressions in the Advertisements on Television: A Case Study of Eight Advertisements Cosmetics and Cell-Phone Providers*. Unpublished Paper. Bandung: Indonesia University of Education.
- Hall, Stuart, ed. (1997). *Representation: Cultural Representations and Signifying Practices*. London: SAGE Publications.
- Halliday, M. A. K. (2004). *Language, Context, and Text: Aspect of Language in A Social Semiotic Perspective*. Victoria: Deaken University Press.
- Halliday, M. A. K., & Matthiessen, Christian M. I. M. (2004). *An Introduction to Functional Grammar*. New York: Oxford University Press, Inc.
- Handajani, Suzie. (2008). *Western Inscription on Indonesian Bodies: Representation of Adolescents in Indonesian Female Teen Magazines*. Unpublished Paper. Australia: University of Western Australia.
- Kotler, Philip. (2001). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*. Jakarta: PT. Prehallindo.

Ratu Anistya Safitri, 2012

Verbal and visual analyses of adverlisements in seventeen magazines USA and Indonesia

- Kress, Gunther & Theo Van Leeuwen. (1990). *Reading Images*. Deakin University Press: Victoria.
- Landa. (2004). *Advertising by Design: Creating Visual Communications with Graphic Impact*. New Jersey: John Wiley & Sons, Inc.
- Seventeen Magazine* (2002). Retrieved on December 23, 2011, from: www.ebooksclub.org.
- Sinaga, Goldi. (2012). *The Interpersonal Strategies of Hotels and Apartments Advertisements in NOW! JAKARTA Life in the Capital Magazine*. Unpublished Paper. Bandung: Indonesia University of Education.
- Sinar, Tengku Silvana. (2012). *The Multimodal Analysis of Printed Advertisements*. *Indonesian Journal of Systemic Functional Linguistics*, 1, 38-56.
- Sugaman, Joseph. (2007). *The Adweek Copywriting Handbook*. New Jersey: John Wiley & Sons, Inc.
- Thomas, L. (1993) *Beginning Syntax*. UK: Blackwell Publishers.

Ratu Anistya Safitri, 2012

Verbal and visual analyses of advertisements in seventeen magazines USA and Indonesia

Universitas Pendidikan Indonesia | repository.upi.edu