

BIBLIOGRAPHY

Bovee, Counland L. /William F.Arens.(1986). *Contemporary Advertising* 2nd Edition.Illinois : Irwin.

Cann, Ronnie.(1993). *Ambiguity :Formal Semantics*. New York:Cambridge University Press.

Hurford, James R. and Brendan Heasley.(1983). *Semantics, A course Book*.London: Cambridge University Press.

International, Linguarama (1998-2002). *The Language of Advertising* (www.inguarama.com/ps/293-6.htm).

Kreidler, Charles W. (1998). *Introducing English Semantics*.New York:Routledge.

Longman.(2001).Handy *Learner`s Dictionary of American English Indonesia*.

Noth, Winfried (1990). *Of Semiotic*. Indianapolis :Indiana University Press.

Tanaka, Keiko (1994). *Advertising Language* : London And New York : Taylor And Francis Group.

Weilbacher, William M.(1979). *Advertising* 2nd Edition. New York:Macmillan Publishing Company.

Yule, George (1985). *The study of Language*.London : Cambridge University Press.