

REFERENCES

- Duranti, A. 1997. *Linguistics Anthropology*. Cambridge: Cambridge University Press.
- Goatly, A. 1997. *The Language of Metaphor*. London: Routledge.
- Goddard, A. 1998. *The Language of Advertising: Written Text*. London: Routledge.
- Halliday, M.A.K. 1994. *An Introduction to Functional Grammar*. London: Edward Arnold.
- Hornby, A.S. 2005. *Oxford Advance Learner's Dictionary of Current English*. New York: Harper Collins.
- Janedy, S. and Tracey L. 1994. *Advertising*. Ohio: Ohio State University Press.
- Knowles, M. and Rosamund. 2006. *Introducing Metaphor*. New York: Routledge.
- Lundmark, C. 2005. *Metaphor and Creativity in British Magazine Advertising*. Sweden: Lule University of Technology Press.
- Saragih, A. 2001. *Bahasa dalam Konteks Sosial*. Medan: Pasca Sarjana Unimed.
- Saragih, A. 2010. *Introducing Systemic Functional Grammar of English*. Medan: Language and Art Faculty Unimed.
- Shaw, Ian and Nick G. 2001. *Qualitative Research in Social Work*. London: Sage.
- Stern, J. 2000. *Metaphor in Context*. Cambridge: The MIT Press.
- <http://en.wikipedia.org/wiki/Advertising> (accessed on November 28th, 2011 at 18.06)
- <http://en.wikipedia.org/wiki/Metaphor> (accessed on November 28th, 2011 at 18.37)
- [http://en.wikipedia.org/wiki/People_\(magazine\)](http://en.wikipedia.org/wiki/People_(magazine)) (accessed on November 28th, 2011 at 20.05)