REFERENCES

Al-Siyami, Alawiya W. I. (2013). Intertextuality in Newspaper Advertising. Journal of Modern Languages. Vol. 23, (2013). Retrieved on 1th october 2016 from

www.jml.um.edu.my/filebank/published_article/5968/JML%2004-232013.pdf

Bakhtin, M. M. (1999). The problem of speech genres. In A. Jaworski, & N. Coupland (Eds.), *The discourse reader* (pp. 121-132). London: Routledge.

Bazerman, C. (2004). Intertextualities: Volosinov, Bakhtin, literary theory, and literacy studies. In A. Ball & S. W. Freedman (Eds.), *Bakhtinian perspectives of language, literacy, and learning* (pp. 53-65). Cambridge: Cambridge University Press

Belch, G.E, Belch, M.A. (2001), *Advertising and Promotion. An integrated Marketing Communication*, fifth edition, international edition, McGraw-Hill Irwin

Bogdan, R. and Taylor, S.J. 1975. *Introduction to Qualitative Research Method.* New York : Prentice Hall.

Bogdan, R.C. and Biklen, S.K. 1992. *Qualitative Research For Education: An Introduction to Theory and Method*. Boston: Allyn and Bacon, Inc.

Chalaby, J. K. (1996). Beyond the prison-house of language: Discourse as a sociological concept. British Journal of Sociology, 47 (4), 684-698.

Chandler, D. (2002). *Semiotics: The Basics*. London: Routledge.

Chandler, D. (1997). *Semiotics for beginners.* Retrieved on 2 August 2016 from

dtc-wsuv.org/wp/dtc375-spring15.../Semiotics-for-Beginners_-Intertextuality.pdf

Chen, Jhen yi (2015). Investigating the Discursive Productions of Science in Advertising. *Intercultural Communication Studies.* XXIV(2). Retrieved on 1th october 2016 from www.web.uri.edu/iaics/files/11-Chen.pdf

Chouliaraki, L. & Fairclough, N. (1999). *Discourse in late modernity : rethinking critical discourse analysis*. Edinburgh: Edinburgh University Press.

Crystal, D· (1987), *The Cambridge Encyclopedia of Language·* Cambridge: Cambridge University Press

Cook, G. (1992). *The discourse of sdvertising*. New York: Routledge.

Cook, G. (2001). *Discourse and literature*. Shanghai: Shanghai Foreign Language Education Press.

Fairclough, N. (1992). *Discourse and social change*. Cambridge, MA: Polity Press.

Fairclough, N. (2003). *Analyizing Discourse: Textual Analysis for Social Research.* London: Routledge.

Fairclough, N., Pardoe, S. & Szerszynski, B. (2006). Critical Discourse Analysis and citizenship. In H. Hausendorf & A. Bora (Eds.), Amsterdam ; Philadelphia: John Benjamins.

O'guinn, T.C., Shrum, L.J. (1997). "The role of television in the consumer construction of consumer reality", *Journal of Consumer Research*, Vol. 23, March, pp. 278-294.

Graham, A. (2000). *Intertextuality (The New Critical Idiom)*. London: Routledge

Han, J. (2005). Intertextuality in advertising discourse. *The Journal of Sichuan Foreign Languages Colllege*.

Hovland, Carl I., and Walter Weiss (1951), "*The Influence of Source Credibility on Communication Effectiveness,*" Public Opinion Quarterly, 15 (4), 635–650.

Kumaravadivelu, B. (1999). *Critical classroom discourse analysis.* TESOL Quarterly 33 (3), 453-484.

Lemke, J. L. (1995). *Textual politics: Discourse and social dynamics.* PA: Taylor & Francis.

Liu , Jingxia , Thao Le (2013). Intertextual Techniques in Advertisements. *International Journal of Innovative Interdisciplinary Research.* Vol. 2 Issue 01. Retrieved on 1th october 2016 from www.auamii.com/jiir/Vol-02/issue-01/2Liu.pdf

Pollay, R.W. (1986). "The Distorted Mirror: Reflections on the Unintended Consequences of Advertising". *Journal of Marketing*, Vol. 50, no. 2, pp. 18-36.

Prokhorov, A.V.; Perry, C.L.; kelder, s.h. and Klepp, K. (1993). "Lifestyle values of adolescents: Results from Minnesota Heart Health Youth Program", *Adolescence*, Vol. 28, Fall, pp. 637-647.

Pechmann, C. and Knight, S.J. (2002). "An Experimental investigation of the Joint Effects of Advertising and peers on adolescents' beliefs and intentions about cigarette consumption", *Journal of Consumer Research*, Vol. 29, June, pp. 5-19.

Pechmann, C. and Ratneshwar, S. (1994). "The effects of antis- moking and cigarette advertising on young adolescents' perceptions of peers who smoke", *Journal of Consumer Research*, Vol. 21, September, pp. 236-251

Pechmann, C. and Shih, C. (1999). "Smoking scenes in movies and antismoking advertisements before movies: Effects on youth", *Journal of Marketing*, Vol. 63, July, pp. 1-13.

Peracchio, L. and Luna, D. (1998). "The Development of an adver- tising campaign to discourage smoking initiation among children and youth", *Journal of Advertising*, Vol. 27, Fall, pp. 49-56.

Pollay, R.W.; Siddarth, S; Siegel, M.; Haddix, A.; Merritt, R.K.; Giovino, G.A. and Eriksen, M.P. (1996). "The last straw? Cigarette advertising and realized market shares among youths and adults, 1979-1993", *Journal of Marketing*, Vol. 60, April, pp. 1-16.

Tanaka. K. (1994). *Advertising language: A pragmatic approach to advertisements in Britain and Japan*. New York: Routledge.

Vahid, Hossein (2012). The Power behind Images: Advertisement Discourse in Focus. *International Journal of Linguistics. Vol. 4, No. 4. Retrieved on 1th october 2016 from*

www.macrothink.org/journal/index.php/ijl/article/view/2658

Van Dijk, T. A. (1990). Discourse & Society: a new journal for a new research focus. Discourse & Society, 1, 5-16.

Van Dijk, T. A. (1997). Discourse as interaction in society. In T. A. van Dijk (Ed.), Discourse as social interaction (pp. 1-37). London: Sage.

Vestergaard, T., K. Schroder. (1985). *The language of advertising*. Oxford: Blackwell.

Woodilla. J. (1998). Workplace conversations: The text of organizing. In D. Grant, T. Keenoy & C. Oswick (Eds.), Discourse and organization (pp. 31-50). London: Sage.

Xin, B. (2000). *Intertextuality from a critical perspective.* Suzhou: Suzhou University Press.

Xiong, X. (2007). E*xploring Intertextuality in commercial advertisements: A Memetics approach.* Unpublished MA.Thesis. Chongqing: Southwest University.

Wells, W. B. (2003). *Advertising Principles & Practice.* New Jersey: Pearson Education International.

Wright, W. &. (1982). *Advertising, (5th ed).* USA: Graw- Hill Company.

Yang, X. (2010). *A Study of Intertextuality in English real estate advertisements from the perspective of Memetics.* Unpublished MA.Thesis. Jinan: Jinan University.