

## REFERENCES

- Abernethy, A. M., & Franke, G. R. (1996). The information content of advertising: A meta-analysis. *Journal of advertising*, 25(2), 1-17.
- Beaver, D. I. (2001). *Presupposition and assertion in dynamic semantics* (Vol. 29). Stanford: CSLI publications.
- Bradley, J. (1993). Methodological issues and practices in qualitative research. *The Library Quarterly*, 431-449.
- Bouso, T. (2012). Presupposition, Persuasion and Mag Food Advertising: A Preliminary Study. Universidad de Santiago de Compostela
- Brown, P., & Levinson, S. (1987). *Politeness: Some universals in language*. Cambridge: Cambridge University.
- Chaoqun, X., & Ziran, H. (2007). Some notes on language memes. *Modern Foreign Languages*, 1, 005.
- Conway, M., & Dubé, L. (2002). Humor in persuasion on threatening topics: Effectiveness is a function of audience sex role orientation. *Personality and Social Psychology Bulletin*, 28(7), 863-873.
- Cook, Guy (1992). *The Discourse of Advertisement*. London: Routledge.
- Dyer, G. (2008). *Advertising as Communication*. London: Routledge.
- Fairclough, Norman (1989). *Language and Power*. London and New York: Longman.
- Frege, G. (1892) *On Sense and Reference*, in P. Geach and M. Black (eds.) (1966), *Translations from the Philosophical Writings of Gottlob Frege*, Blackwell, Oxford, 56-78.
- Gasson, S. (2004). Rigor in grounded theory research: An interpretive perspective on generating theory from qualitative field studies. In M. E. Whitman & A. B. Woszczyński (Eds.), *The handbook of information systems research* (pp. 79–102). Hershey, PA: Idea Group.
- Gaw, W. A. (1961). *Advertising: methods and media*. San Francisco: Wadsworth Pub. Co.
- Ge, L. (2011). Pragmatic Functions of Presupposition in Advertising English. *Asian Culture and History*, 3(1), p153.
- Goddard, A. (2002). *The Language of Advertisement*. London: Routledge.

- Goshgarian, G. (Ed.). (2004). *Exploring language*. London and New York: Longman.
- Grundy, Peter (2013). *Doing Pragmatics Third Edition*. London: Routledge.
- Hidayati, S. (2010). Presupposition of Selected Slogans in Outdoor advertisements. Thesis. Unpublished Thesis. Medan: English Department, Faculty of Letter, University of Sumatera Utara.
- Holsti, O. R. (1968). Content analysis. *The handbook of social psychology*, 2, 596-692.
- Jeon, W., Franke, G. R., Huhmann, B. A., & Phelps, J. (1999). Appeals in Korean magazine advertising: a content analysis and cross-cultural comparison. *Asia Pacific Journal of Management*, 16(2), 249-258.
- Khaleel, L. M. An Analysis of Presupposition Triggers in English Journalistic Texts. *J. Of College Of Education for Women* vol. 21 (2) 2010 p. 523-551.
- Kotler, P. (2003). *Marketing insights from A to Z: 80 concepts every manager needs to know*. Chichester: John Wiley and Sons.
- Leech, G. N. (1991). *Principles of Pragmatics*. London and New York: Longman.
- Leech, G. N. (1966). *English in advertising: A linguistic study of advertising in Great Britain*. London: Longman.
- Leedy, P. D., & Ormrod, J. E. (2005). Qualitative research methodologies. *Practical research planning and design*, 8, 133-160.
- Levinson, S. C. (1985). *Pragmatics*. Cambridge: Cambridge University Press.
- Matthew B. Miles, & A. Michael Huberman. (1994). *Qualitative data analysis: An expanded sourcebook*. Sage: London
- Moriyón Mojica, C. (1994). Exégesis pragmalingüística del discurso publicitario. *Ejemplos prácticos y selección bibliográfica*. Valladolid, Instituto de Ciencias de la Educación, Universidad de Valladolid.
- Patton, M. Q. (2005). *Qualitative research*. New Jersey: John Wiley & Sons, Ltd.
- Peccei, Jean Stowell. (1999). *Pragmatics*. London and New York: Routledge

- Pollay, R. W. (1983). Measuring the cultural values manifest in advertising. *Current issues and research in advertising*, 6(1), 71-92.
- Saeed, J. (1997). *Semantics*. Oxford: Blackwell Publishers.
- Renkema, J. (2001). *Discourse studies: An introductory textbook*. Amsterdam: John Benjamin Publishing Inc.
- Resnik, A., & Stern, B. L. (1977). An analysis of information content in television advertising. *The Journal of Marketing*, 50-53.
- Rowse, E. J., & Nolan, C. A. (1957). *Fundamentals of advertising*. South-western Pub. Co.
- Schrank, J (1975). *Deception detection*. Boston: Beacon Press.
- Schmid, H. J. (2001). 'Presupposition can be a bluff': How abstract nouns can be used as presupposition triggers. *Journal of pragmatics*, 33(10), 1529-1552.
- Stalnaker, R. (1973). Presuppositions. *Journal of philosophical logic*, 2(4), 447-457.
- Tanaka, K. (1994). *Advertising language. A Pragmatic Approach to Advertisements in Britain and Japan*. London : Routledge
- Vestergaard, T. & Schröder, K. (1985). *The Language of Advertisement*. Oxford: Blackwell Publishers.
- Wahyudi, S. S. *A Study of the Presupposition of Goods Advertisements in the Jakarta Post*. Unpublished Thesis. Malang: English Department, Faculty of Letter, The State Islamic University of Malang.
- Wang, Y. F. (2010). Analysis of Presupposition and Its Function in Advertisement. *Canadian Social Science*, 3(4), 55-60.
- Weber, R. P. (Ed.). (1990). *Basic content analysis* (No. 49). Sage: London.
- Weilbacher, W. M. (2001). Point of View: Does Advertising Cause a "Hierarchy of Effects"? *Journal of Advertising Research*, 41(6), 19-26.
- Wells, W., Spence-Stone, R., Crawford, R., Moriarty, S., & Mitchell, N. (2011). *Advertising: Principles and practices*. AU: Pearson Higher Education.
- Whittier, C.L. (1955). *Creative Advertising*. New York: Holt.

Wilson, D., & Sperber, D. (1979). Ordered entailments: An alternative to presuppositional theories. In *Syntax and Semantics, volume 11: Presuppositions* (pp. 299-323).

Yule, George (1996). *Pragmatics*. Oxford: Oxford University Press.

Zhang, Y., & Wildemuth, B. M. (2009). Qualitative analysis of content. *Applications of social research methods to questions in information and library science*, 308-319.

