

BIBLIOGRAPHY

- Aberombie, N.1996. *Television and Society*. Cambridge: Polity Press.
- Archer, D., Iritani, B., Kimes, D., & Barrios, M. 1983. Face-ism: Five studies of sex differences in facial prominence. *Journal of Personality and Social Psychology*, 45, 725-735.
- Atkinson D M. 1987. "Names and titles: maiden name retention and the use of Ms." *Journal of the Atlantic Provinces Linguistic Association*.
- Berger, P. L. 1967. *The Sacred Canopy*. Garden City, New York:Doubleday.
- Bolen, W.H. 1984. *Advertising*. 2nd ed. New York: John Wiley & Sons.
- Carli, L. L. 1990. Gender, language, and influence. *Journal of Personality and Social Psychology*, 59, 941-951.
- Casterline, J.B., Williams, L. and McDonald, P.1986. The age difference between spouses:variations among developing countries, *Population Studies*, vol. 40, 353–374.
- Coates J ed. 1997. *Language and Gender: A Reader*. Oxford:Blackwell.
- Coates, J. and Cameron, D. (eds.) 1989. *Women in their speech communities*. London: Longman.
- Coates, Jennifer, and Deborah Cameron, eds. 1988. *Women in Their Speech Communities: New Perspectives on Language and Sex*. New York: Longman.
- Coates, Jennifer. 1993. *Women, Men and Language*. London: Longman.
- Cook, G. 1992. *The Language of Advertising*. London & New York: Routledge.
- Cook, G. 2001. *The Discourse of Advertising*. 2nd edition. London: Routledge.
- Craig, D., & Pitts, M. K. 1990. The dynamics of dominance in tutorial discussion. *Linguistics*, 28, 125-138.
- Crawford, M. 1995. *Talking difference: On gender and language*. London: Sage.
- Cronin, A. 2000. *Advertising and Consumer Citizenship: Gender, Images and Rights*. London: Routledge.
- Dass, L. 1998. *The Role of English in Malaysia as Reflected by the Language Choice of Newspaper Advertisements*. MESL dissertation. University of Malaya.

Dindia, K. 1987. The effects of sex of subject and sex of partner on interruptions. *Human Communication Research*, 13, 345-371.

Diwan. Parag. 1999. *Advertising Management*. Kuala Lumpur: Golden Books Centre Sdn. Bhd.

Durkheim, Emile. 1965. *Montesquieu and Rousseau: Forerunners of Sociology*, Ann Arbor: Ann Arbor Paperbacks. The University of Michigan Press.

Fairclough, N. 1995. *Critical Discourse Analysis*. New York: Longman.

Fishman P M. 1978. What do couples talk about when they're alone? In Butturf & Epstein eds (1978)

Fishman, Pamela. 1980. Conversational insecurity. In Howard Giles, Peter Robinson & Philip Smith (eds) *Language: Social Psychological Perspectives*, 127-32. Oxford: Pergamon Press.

Frith, K. T. 1995. *Advertising and MotherNature*. In A. Valdivia (Ed.), *Feminism, multiculturalism and the media: Global diversity*. CA: Sage Publications.

Geis, E, Brown V, Jennings, J., & Porter, N. 1984. TV commercials as achievement scripts for women. *Sex Roles*, 10, 513-525.

Giddens, Duneier, and Appelbaum. 2003. *Introduction to Sociology*. 4th ed. New York: Norton.

Goffman, E. 1959. *The Presentation of Self in Everyday Life*. New York: Doubleday Anchor.

Goffman, E. 1976. *Gender advertisements*. Cambridge, Mass: Harvard University Press.

Gordon, E. 1997. Sex, Speech and stereotypes. *In Language and Society*, 26, 47-63.

Gumperz, J.J 1972. Sociolinguistics and Communication in Small Groups. In J.B Prides and J. Homes (eds) *Sociolinguistics*. Harmondsworth: Penguin. pp. 203-204.

Hall, C., & Crum, M. (1994). Women and bodyisms in television beer commercials. *Sex Roles*, 31, 329-337.

Hall, S. 1973 "Encoding/ Decoding." In S. Hall et. at. *Culture, Media, Language*. London: Hutchinson.

Harris, R.J. (1999). *A cognitive psychology of mass communication*. 3rd ed. Mahwah NJ. Lawrence Erlbaum Associates.

- Hermeren. 1999. *English for Sale: A study of the language of advertising*. Lund (Sweden): Lund University Press.
- Holmes, J. 1990. Hedges in Roosters in Women's and Men's Speech. In *Language and Communication*, 10, no. 3, 185-205
- Holmes, J. 2001. *An Introduction to Sociolinguistics*. 2nd edition. UK. Pearson.
- Humphrey, R., & Schuman, H. 1984. The portrayal of blacks in magazine advertisements: 1950-1982. *Public Opinion Quarterly*, 48, 551-563.
- James, D and Clarke, S. 1993. Women, Men and Interruptions: A Critical Review. In Deborah Tennen (ed) *Gender and Conversational Interactions*. New York. OUP
- Johnson, C. 1994. Gender, legitimate authority, and leader-subordinate conversations. *American Sociological Review*, 59, 122-135.
- Jones, R. 1977. *Self-fulfilling Prophecies: Social, psychological and physiological effects of expectancies*. Hillsdale, NJ: Erlbaum.
- Katz, J. (2003). Advertising and the construction of violent white masculinity: From eminem to clinique for men. In G. Dines & J. Humez (Eds.). *Gender, Race, and Class in Media: A text reader*. 2nd ed. Thousand Oaks, CA: Sage Publications.
- Kaufman, Debra Renee. 1984. Professional Women: How Real Are the Recent Gains? In J. Freeman (ed.), *Women: A Feminist Perspective*, 3rd ed., 149-160. Mountain View, CA: Mayfield Publishing Company.
- Kennedy, C. W., & Camden, C. 1983. A new look at interruptions. *Western Journal of Speech Communication*, 47, 45-58.
- Key M R. 1975. *Male/female language*. Metuchen, NJ: Scarecrow
- Kramarae, C. 1980. Men's power, Women's Language. In Sally McCornell – Ginnet et.al. *Women and Language in Literature and Society*. New York: Praeger
- Kramarae, C. 1981. *Women and Men Speaking*. Rowley: Newbury House.
- Lakoff 1975. *Language and Women's Place*. New York: Harper and Row.
- Lakoff, Robin. 1973. "The logic of politeness: or, minding your p's and q's". In Corum, C., T. Cedric Smith-Stark, and A. Weiser (eds.) *Papers from the 9th Regional Meeting of the Chicago Linguistic Society*. Chicago, IL: *Chicago Linguistic Society*, 292-305.
- Leech, Geoffrey, N. 1996 *English in Advertising: Linguistic Study Of Advertising in Great Britain*. London: Longman.

- McArthur, L. Z., & Resko, B. G. 1975. The portrayal of men and women in American television commercials. *Journal of Social Psychology*, 97, 209-220.
- Mensch, B. 1986. Age differences between spouses in first marriages', *Social Biology*, 33, 229-240.
- Nohara, M. 1992. Sex differences in interruption. An experimental reevaluation. *Journal of Psycholinguistic Research*, 21, 127-146
- Presser, H.E. 1975. Age differences between spouses: trends, patterns and social implications. *American Behavioral Scientist*, 19, 190-205.
- Renzetti, Claire M., Daniel J. Curran. 1999. *Women, Men and Society*. Needham Heights, Mass: Allyn & Bacon.
- Reskin, Barbara, Irene Padavic. 1994. *Women and Men at Work*. Thousand Oaks, CA: Pine Forge Press.
- Rosenthal, R. 1974. *On the Social Psychology of the Self-fulfilling Prophecy*: Further evidence for Pygmalion effects and their mediating mechanisms (Module 53). New York: MSS Modular Publications.
- Papps, F. 2001. Snare or safety-net? Representations of women's and men's understandings of commitment in Australian Cosmopolitan magazine from 1976 to 1995, *Feminism and Psychology*.
- Straubhaar and LaRose. 1999. *Media Now. Communications Media in the Information Age*, 2nd ed. Belmont, CA: Wadsworth/Thomson Learning.
- Spender, Dale (1980) *Man Made Language*. London: Routledge.
- Sullivan, G., & O'Connor, O. 1988. Women's role portrayals in magazine advertising: 1958-1983. *Sex Roles*, 18, 181-188.
- The Star Online [www document] URL <http://www.thestar.com.my>
- Trudgill, Peter (1983). *On Dialect: social and geographical perspectives*. Oxford: Blackwell.
- Tzeng, M.S. 1992. The effects of socioeconomic heterogamy and changes on marital dissolution for first marriages, *Journal of Marriage and the Family*, 609-619.
- Vanfossen, B. 1998. Gender Differences in Communication. Institute for Teaching and Research on Women.

Veestergaard, Torben and Schroder, Kim. 1985. *The Language Of Advertising*. Oxford: Blackwell Publishers.

Veevers, J.E. 1984. Age-discrepant marriages: cross-national comparisons of Canadian-American trends', *Social Biology*, 31, 18-27.

West, C and Zimmerman, D.H (1985). Gender Language and Discourse. In Teun Van Dijk's *Handbook Of Discourse Analysis*, 4. London: Academic Press.

West, C., and D. Zimmerman. 1983. Small Insults: A Study of Interruptions in Cross-Sex Conversations between Unacquainted Persons. *Language, Gender, and Society*. Ed. Barrie Thorne, Cheris Kramarae, and Nancy Henley. Rowley, MA: Newbury House.

Williamson, J. 1994. *Decoding Advertisement: Ideology and Meaning in Advertising*. 10th Edition. London and New York: Marion Brothers

Wuthnow, Robert. 1988. *The Restructuring of American Religion*. Princeton: Princeton University Press.

Zimmerman D & C West. 1975. Sex roles, interruptions and silences in conversation. In Thorne & Henley eds 1975.

Zimmerman, Don & Candace West. 1975. Sex roles, interruptions and silences in conversation. In Barrie Thorne, Cheris Kramarae & Nancy Henley (eds) *Language, Gender and Society*. 89-101. Rowley: Newbury House.