

REFERENCES

Abrams, M.H. and Harpham G.G. (2009). *A Glossory of Literary Terms*, 8th edn. Boston: Wadsworth.

Advertising Standard Authority. (2006). <http://www.asa.org.my/about.htm>.

Algeo, J. and Phyles, T. (2004). *The Origins and Development of the English Language*, 5th edn. Boston: Thomson Wadsworth.

Asmah Haji Omar. (1993). *Language and Society in Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka.

Asmah Haji Omar. (2000). From Imperialism to Malaysianisation: A Discussion of the Path Taken by English towards Becoming a Malaysian Language. In Halimah Mohd Said & Ng, K. S. (Eds.) *English is an Asian language: The Malaysian Context*. Kuala Lumpur: Persatuan Bahasa Moden and The Macquarie Library Pty Ltd. (p. 12-21)

Barnard, S. (2000). *Studying Radio*. New York: Oxford University Press.

Baskaran, L. (1994). The Malaysian English Mosaic. *English Today*. **10(1)**. 27-32.

Bolinger, D. (1985). *Language the Loaded Weapon. The Use and Abuse of Language Today*. London: Longman.

Chittravelu, N., Sithamparam, S. and Teh Soon Choon. (2001). *ELT Methodology: Principles and Practice*. Penerbit Fajar Bakti: Kuala Lumpur.

Chomsky, N. (1972). *Language and Mind*. New York: Harcourt Brace Jovanovich.

Cook, G. (1994). *Discourse and Literature*, 2nd edn. United States of America: Oxford University Press.

Cook, G. (2001). *The Discourse of Advertising*. 2nd edn. London: Routledge.

Crystal, D. (1997). *English as a Global Language*. Cambridge: University Press.

Delin, J. (2000). *The Language of Everyday Life*. London: Sage Publications Ltd

Dimbleby, R. and Burton, G. (1998). *More than Words: An Introduction to Communication*, 3rd edn. New York: Routledge.

Dyer, G. (1982). *Advertising as Communication*. London: Methuen.

Fry, E.B. and Kress, J.E. (2006). *The Reading Teacher's Book of Lists*, 5th edn. San Francisco, California: Jossey-Bass.

Gaudart, H. (2000). Malaysian English, Can or Not? In Halimah Mohd Said & Ng, K. S. (Eds.) *English is an Asian language: The Malaysian Context*. Kuala Lumpur: Persatuan Bahasa Modern and The Macquarie Library Pty Ltd. (p. 47-56)

Geis, M. (1982). *The Language of Television Advertising*. London and New York: Academic Press.

Griffith, K. (2005). *Writing Essays About Literature: A Guide and Style Sheet*, 7th edn. Boston: Thomson Wadsworth.

Goddard, A. (1998). *The Language of Advertising: Written Texts*. London: Routledge.

Hall, S. (2002). *Using Picture Storybooks to Teach Literary Devices: Recommended Books for Children and Young Adults Volume Three*. United States of America: Oryx Press.

Hausman, C., Benoit P. and O'Donnell, L.B. (2000). *Modern Radio Production: Production, Programming and Performance*, 5th edn. United States of America: Wadsworth.

Hyde, S. (2001). *Television and Radio Announcing*. Boston: Houghton Mifflin Company.

Katz, H. (2003). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying*. 2nd edn. New Jersey: Lawrence Erlbaum Associates, Inc Publishers.

Katz, H. (2007). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying*. 3rd edn. New Jersey: Lawrence Erlbaum Associates, Inc Publishers.

Kovecses, Z. (2002). *Metaphor: A Practical Introduction*. New York: Oxford University Press.

Larson, C. U. (2001). *Persuasion: Reception and Responsibility*. 9th edn. USA: Wadsworth.

Leech, G. N. (1966). *English in Advertising*. London: Longman.

Longman Dictionary of Contemporary English. (2004). England: Pearson Education Limited.

MacRury, I. (2009). *Advertising*. United States of America: Routledge.

McLeish, R. (1994). *Radio Production*, 3rd edn. Great Britain: Bath Press.

Mehrotra, R. (2003). A British Response to Some Indian English Usages. *English Today* **19(3)**. 19-25.

Montgomery, M., Durant, A., Fabb, N., Furniss, T. and Mills, S. (2000). *Ways of Reading: Advanced Reading Skills for Students of English Literature*, 2nd edn. London: Routledge.

Morais, E. (2001). Lectal Varieties of Malaysian English. In Ooi, Vincent (Ed.) *Evolving Identities: The English Language in Singapore and Malaysia*. Singapore: Times Academic Press. (p. 33-52)

Myers-Shaffer, C. (2000). *The Principles of Literature: A Guide for Readers and Writers*. United States of America: Barrons.

The Nielsen Company. <http://my.acnielsen.com/news/20090519.shtml>.

Platt, J. and Weber, H. (1980). *English in Singapore and Malaysia*. Singapore: Oxford University Press.

Platt, J., Weber, H. and Mian, L.H.(1984). *The New Englishes*. London: Routledge and Kegan Paul.

Pratkanis, A. and Aronson, E. (1991). *Age of Propaganda: The Everyday Use and Abuse of Persuasion*. New York: Freeman.

Preshous, A. (2001). Where You Going Ah? *English Today*. **17(1)**. 46-53.

Rae, G. (1998). *Max Notes: Guide to Literary Terms*. New Jersey: Research and Education Association.

Rayner, P., Wall, P. and Kruger, S. (2004). *Media Studies: The Essential Resource*. London: Routledge.

Sherlekar, S.A. (1995). *Marketing Management*. Bombay: Himalaya Publishing House.

Spindler, G. and Spindler, L. (1990). *The American Cultural Dialogue and Its Transmission*. London: The Falmer Press.

Sutherland, M. (2008). *Advertising and the Mind of the Consumer: What Works, What Doesn't and Why?* revised 3rd edn. Australia: Allen and Unwin.

Trueba, H.T., and Zou, Y. (1994). *Power in Education: The Case of Miao University Students and Its Significance for American Culture*. London: The Falmer Press.

Turco, L. (1999). *The Book of Literary Terms: The Genres of Fiction, Drama, Nonfiction, Literary Criticism and Scholarship*. New England: University Press.

Vestergaard, T. and Schroeder, K. (1985). *The Language of Advertising*. Oxford: Blackwell.

Weinberger, M.G., Campbell, L. and Brody, B. (1994). *Effective Radio Advertising*. New York: Lexington Books.