

REFERENCES

- Arasoo, V.T. (2003). *The Language of Advertisements Used by Educational Institutions*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Bloor, T & Bloor, M. (2004). *The Functional Analysis of English*. London: Arnold.
- Brown, H.D. (2000). *Principle of Language Learning and Teaching*. New York: Pearson Education.
- Butt, D. et.al (1995). *Using Functional Grammar: An Explorer's Guide*. Sydney: National Centre for English Language Teaching and Research.
- Choo Hooi Lan (1999). *A Genre Based Analysis of Property Advertisements in a Local Newspaper*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Christie, F. & Unsworth, L. (2000). Developing socially responsible language research. *Researching Language in Schools and Communities: Functional Linguistic Perspectives*. Ed. by Len Unsworth. London/New York: Cassell. (p.1-26).
- Crystal, D. (1987). *The Cambridge Encyclopedia of Language*. Cambridge: Press Syndicate of the University of Cambridge.
- Delin, J. (2000). *The Language of Everyday Life*. London: Sage Publications.
- Derewianka, B. (2003) Trends and Issues in Genre-Based Approaches: *A Journal of Language Teaching and Research in Southeast Asia*. ELC 34.2. (p.133-154).
- Diggs, S. (1991). *Putting Your Best Foot Forward: How to Advertise and Promote Your Business*. Kuala Lumpur: Golden Books Centre Sdn. Bhd.
- Dimbley, R. & Burton, G. (1998). *More Than Words: An Introduction to Communication*. 3rd Edition. London & New York: Routledge
- Downing, A. & Locke, P. (1992/2002). *A University Course in English Grammar*. London/New York: Prentice Hall International (UK) Ltd.
- Droga, L. & Humphrey, S. (2002). *Getting Started with Functional Grammar*. Australia: Target Texts.
- Dyer, G (1982). *Advertising as Communication*. London: Routledge

- Egins, S. (2004). *An Introduction to Systemic Functional Linguistics*. 2nd Edition. London: Continuum International Publishing Group.
- Fillmore, C.J. and Atkins, B.T. (1992). Toward a frame-based lexicon: the Semantics of RISK and its neighbors. In Allan, K. 2001. *Natural Language Semantics*. Oxford: Blackwell.(p.251)
- Finegan, E. (1999). *Language: Its Structure And Use*. 3rd Edition. Orlando: Harcourt Brace College Publishers.
- Geis Michael. L. (1982). *The Language of Television Advertising*, New York:Academic Press Inc.
- Gilson, C. & Berkman, H.W. (1980). *Advertising: Concepts & Strategies*. Toronto: Random House, Inc.
- Halliday, M.A.K (1974). Language and social man. *Schools Council Programme in Linguistics and English Teaching: Papers Series II*. London: Longman Group Limited.
- _____, M.A.K. (1985), *An Introduction to Functional Grammar*. London: Edward Arnold.
- Halliday, M. A. K. & Hasan, R. (1989). *Language, context, and text: Aspects of language in a social-semiotic perspective*. 2nd Ed.. Oxford: Oxford University Press. Hartmann, D. (1977).
- Halliday, M.A.K. & Martin, J.R. (1993). *Writing science: literacy and discursive power*. London: The Falmer Press.
- Halliday, M.A.K (1994). *An Introduction to Functional Grammar*. (2nd Ed.) London: Edward Arnold.
- _____, M.A.K. (2002). *On Grammar*. London: Continuum.
- Halliday, M. A. K. & Matthiessen, C. M. I. M. (2004). *An Introduction to Functional Grammar* (3rd ed.). London: Edward Arnold.
- Hashim, Azirah. (1996). *Syntactic Choices and Text Organization in Medical Research Articles*. Unpublished PhD. Dissertation, Kuala Lumpur: University of Malaya.
- Holmes, H.K. (2005). *Advertising as multilingual communication*. Houndmills, Basingstoke: Palgrave Macmillan.

- Howe Yuen Sen. (1995). *A Genre Based Analysis of Car Advertisements in a Local Newspaper*. Unpublished MA Dissertation, National University of Singapore.
- Hwang, J. (2000). *Analisis Fungsional Sistemik Teks Undang-undang Perlembagaan Malaysia*. Unpublished MBL Dissertation, Kuala Lumpur: University of Malaya.
- <http://en.wikipedia.org/wiki/advertisement>
- <http://en.wikipedia.org/wiki/Billboard>
- Kawashima, N. (2006). Advertising agencies, media and consumer market: the changing quality of TV advertising in Japan. *Media, Culture & Society*. Vol.28 (3). Sage Publications: London. (p.393-410)
- Lim Swee Kim, R. (2006). *Humour in Radio Advertisements*. Unpublished MBL Dissertation, Kuala Lumpur: University of Malaya.
- Lock, G. (1996). *Functional English Grammar: An introduction for second language teacher*. New York: Cambridge University Press.
- Lutz, W. (1995). With These Words I Can Sell You Anything. In Goshgarian, G. (ed), *Exploring Language*. New York: Harper Collins Publishers. (p.73-87)
- Martin, J.R. (1993). Genre and literacy –Modelling context in educational linguistics. *Annual Reviews of Applied Linguistics* Vol.13. USA: Cambridge University Press. (p.141- 172).
- Martin, J.R., Matthiessen, C.M.I.M & Painter, C. (1997). *Working with Functional Grammar*. London: Arnold
- Matthiessen, Christian M.I.M. (1999). The System of Transitivity: An Exploratory Study of Text-Based Profiles, *Functions of Language*. Vol.6 (1.). USA: John Benjamin Publishing Co. (p.1-51)
- Morley, G. D. (1985). *An introduction to systemic grammar*. London: Longman.
- O'Neill, C.A. (1995). The Language of Advertising. In Goshgarian, G. (ed), *Exploring Language*. New York: Harper Collins Publishers. (p.92-103)
- Oxford Advanced Learner's Dictionary*. (2005). 7th Edition. New York: Oxford University Press.

- Pennington, M.C. (1988). Context and Meaning of the English Simple Tenses: A Discourse-Based Perspective. *RELC Journal*. Vol.19. Singapore: Seameo Regional Language Centre.
- Ravelli, L. (2000). Getting started with functional analysis of texts. *Researching Language in Schools and Communities: Functional Linguistic Perspectives..* Ed. by Len Unsworth. London/NewYork: Cassell. (p.27-64)
- Sinar, Tengku Silvane. (2002). *Phrasal and Experiential Realisations in Lecture Discourse: A Systemic Functional Analysis*. PhD Dissertation, Kuala Lumpur.: University of Malaya.
- Sriniwass, Sridevi (1996). *Lexical Cohesion in Chemistry Texts: An Exploration into Systemic-Semantic Relations*. Unpublished MESL Dissertation, Kuala Lumpur : University of Malaya.
- Sriniwass, Sridevi (2003). Transitivity and Cognition: Looking Beyond The Surface of Chemistry Texts. In E. Morais (Ed.), *Issues In Language and Cognition: Selected Papers from the Conference on Language and Cognition*. Kuala Lumpur: University of Malaya Press. (p. 143-166)
- Stillar, G.F. (1998). *Analyzing Everyday Texts: Discourse, Rhetoric, and Social*. California: SAGE Publications, Inc.
- Supramaniam, Kalaivani (2004). *A Systemic Functional Perspective of Lexical Cohesion in English Newspaper Commentaries in Malaysia*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Teh Wai Leng. (1999). *A Genre Analysis of Home Advertisements In A Local Newspaper*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Thomas, D. (1969). *Advertising*. Second Edition. Longman Group Limited: London.
- Thompson, G. (1996). *Introducing Functional Grammar*. London: Arnold.
- Thompson, G (2004). *Introducing Functional Grammar*. 2nd Edition. London: Arnold.
- Trout, J & Al Ries (1972). The Positioning Era Cometh, reprinting of a three part series in *Advertising Age*. Chicago: Crain Publications.
- Vestegaard, T. and Schroder, K. (1985). *The Language of Advertising*. Cambridge, Massachusetts : Blackwell Publishers (Inc.)

- Viswanathan, Vijaya, L. (2000). *Conjunctive Relations in Agriculture and General Editorials*. Unpublished PhD. Thesis, Kuala Lumpur: University of Malaya.
- Wong Wai Toh. (2001). *An Analysis of Nominal Groups in Inspirational Writings: A Systemic-Functional Approach*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Yong Moi Moi. (2001) *A Genre Analysis of Advertisements in A Local Newspaper*. Unpublished MESL Dissertation, Kuala Lumpur: University of Malaya.
- Williamson, J. (1994). *Decoding Advertisements: Ideology and Meaning in Advertising*. 10th Ed., London & New York: Marion Boyars.