

## REFERENCES

- Abdullah Hassan (2002). *Berunding: panduan menyelesaikan konflik peribadi dengan cara yang memuaskan semua pihak*. Bentong, Pahang: PTS Publications & Distributors
- Acuff, F.L. (2008). *How to negotiate anything with anyone anywhere around the world* (3<sup>rd</sup> ed). New York: American Management Association
- Asma Abdullah (1996). *Going glocal: cultural dimensions in Malaysian management*. Kuala Lumpur: Malaysian Institute of Management
- Asmah Hj. Omar (1992). *The linguistics scenery in Malaysia*. Kuala Lumpur: Dewan Bahasa dan Pustaka
- \_\_\_\_\_. (1986). *Bahasa dan alam pemikiran Melayu*. Kuala Lumpur: Dewan Bahasa dan Pustaka
- Austin, J. (1962). *How to do things with words*. Oxford: Clarendon Press
- Azizah Ahmad (2005). *Budi bahasa dan kesantunan bahasa*. Dewan Bahasa dan Pustaka: Kuala Lumpur
- Bertheussen, L. (2005). *A discourse analysis of business negotiations in China- The effects of cultural background on the negotiation process*. Unpublished thesis (M.A): University of Oslo
- Brown, P. and Stephen C. L. (1987). *Politeness: some universals in language Usage*. Cambridge: Cambridge University Press
- Cutting, J. (2002). *Pragmatics and discourse: a resource book for students*. London: Routledge
- Fishman, J. A. (1971). *Sociolinguistic*. Rowley, Mass: Newburry House
- Fraser, B. (1990). Perspectives on politeness. *Journal of pragmatics* 14 : 219- 36
- Gibbons, P. Bradac, J.J. and Busch (1992). "The role of language in negotiations: Threats and promises". In Putnam, L.L. and Roloff, M.E. (eds). *Communication and negotiation*. Newburry Park: Sage Publications.( 156- 175)
- Govindasamy, Raja Letchimi (1994). *Face and politeness strategis: an examination of apology, compliment and request strategies in teacher- pupil interaction in Singapore secondary schools*. Unpublished Dissertation (M.A): National University of Singapore
- Griffiths, P. (2006). *An introduction to English semantics and pragmatics*. Edinburgh: Edinburgh University Press Ltd
- Grice, H. P. (1975). "Logic and conversation" in Cole, P (pyt) *Syntax and semantics* Vol- 3, 41-58

- \_\_\_\_\_. (1967). “Logic and conversation” in William James Lectures, in Huang, Yan (2007). *Pragmatics*. Oxford: Oxford University Press
- Holmes, J. *An Introduction to sociolinguistics* (2<sup>nd</sup> ed). England: Longman
- Huang, Y (2007). *Pragmatics*. New York: Oxford University Press
- Jamaliah Mohd Ali (2002). Why we don’t say what we mean: a study of verbal indirection in communication. *Jurnal Bahasa Moden*, 14 : 33 – 44
- \_\_\_\_\_. (2000). *Verbal communication: a study of Malaysian speakers*. Kuala Lumpur: University of Malaya Press
- \_\_\_\_\_. (1995). Indirectness in Malay diplomacy -with particular reference to business dealing and labor relations. *Jurnal Bahasa Moden*, 9: 19 – 28
- Lakoff, G. (1975). Pragmatics in natural logic in Keenan (1975: 253- 86)
- Leech, G. (1983). *Principles of pragmatics* (11<sup>th</sup> impression 1997). London & New York: Longman Group Limited
- \_\_\_\_\_. (1974). *Semantics*. England: Penguin Book Inc
- Levinson, C. S. (1987). *Pragmatics*: New York: Cambridge University Press
- Loga Mahesan Baskaran (2005). *A sociolinguistic primer for Malaysians*. Kuala Lumpur: University Malaya Press
- Look, Tien Jee (1997). *Retorik dalam penjualan insuran: satu analisis prinsip kerjasama dan prinsip kesopanan*. Unpublished MML dissertation. University of Malaya, Kuala Lumpur
- Lewicki, R.J. (2006). *Mastering business negotiation: a working guide to making deals and resolving conflict*. Jossey-Bass: a John Wiley & Sons Imprint
- \_\_\_\_\_. (2003). *Negotiation- readings, exercises and cases* (4<sup>th</sup> ed). New York: The McGraw- Hill Companies Inc
- \_\_\_\_\_. (1999). *Negotiation*. Boston: McGraw-Hillwin
- Mey, J. (2001). *Pragmatics: an introduction* (2<sup>nd</sup> ed). Malden, Mass. Blackwell Publishers
- Mills, S. (2003). *Gender and politeness*. Cambridge: Cambridge University Press
- Nambiar, S. (1999). *Strategies in the negotiation of bank loan*. Unpublished MESL dissertation. University of Malaya, Kuala Lumpur
- Nik Safiah Karim. (1981). *Beberapa persoalan sosiolinguistik Bahasa Melayu*. Kuala Lumpur: Dewan bahasa dan Pustaka