



## LINGUISTIC EXPRESSIONS IN COSMOPOLITAN MAGAZINE'S ADVERTISEMENT

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### Abstract

*This study aimed at describing the way the advertiser used the distinctive linguistic expressions in the Cosmopolitan Magazine's Advertisement. Since the advertisement should attract the consumer as many as possible, the advertiser needed to have a plan to find a solution of this problem in conveying the messages through the advertisement. In this study, the discussion was limited by finding out distinctive linguistic expressions of the advertisement which can be used to convey meanings through text and image. This was a descriptive qualitative study. The analysis involved context of situation analysis, lexicogrammar analysis, and semantic analysis. The analysis revealed that in terms of context of situation, the advertiser delivered persuasive text. Therefore, the advertiser is obliged to say persuasive statements to persuade the consumer or buyer. Meanwhile, lexicogrammar analysis showed that the advertiser delivered the message of the product in order to inform the benefit and achieve the economic goal of the advertised product. The large parts of the clauses of the text were positive adjective which showed the good quality of the advertised product. The semantic analysis showed that personification was the most frequent figure of speech used in the advertisement text. In that sense, the advertiser wanted to give the inanimate object the quality of living thing.*

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## INTRODUCTION

Language is one of the valuable products of culture created by human beings. Human beings created a means by which they can exchange information as well as feelings. The needs to exchange information and feelings make people interact. This process of human interaction is called communication.

The language of advertising is used to convey information from producer to consumer including advertisements. Advertisement is one example of mass communication that is a process in which a person or a group of people sends a message through a communication channel including television, radio, magazine, newspaper or social media to large group of people. The aim of advertisements is to enhance the visibility of the products and services among the consumer, to attract reader's attention or to increase consumer's awareness, affect the reader and persuade them to use and buy the product.

This study investigates how the advertiser employs distinctive linguistic expressions in the advertisement of *Cosmopolitan Magazine*. The distinctive linguistic expressions here refer to the stylistic strategies used in the advertisement. According to Verdonk (2002:5) "stylistics the study of style, can be defined as the analysis of distinctive linguistic expressions in language and the description of its purpose and effect." A linguistic expression can be referred to any physical form like sound, visual image or sequence thereof that is used to represent linguistics unit. A linguistic expression may be spoken or written. It is distinct from the actual process of speaking or writing that produce the expressions. Leech (1981:13) explained that "stylistics, simply defines as the (linguistic) study of style, is rarely undertaken for its own sake, simply as an exercise in describing what use in made of language." While Simpson (2004:2) states that "the definition of stylistics is a method of textual interpretation in which primacy of place is assigned to language."

Stylistic analysis is a normal part of linguistics and literary studies. Stylistic refers to the identification of patterns of usage in spoken or written. In linguistics, the purpose of a close analysis is to identify and classify the element of language being used. In literary studies, the purpose is usually an adjunct to understanding, and interpretation. In both cases, it is practiced as a part of understanding the possible meanings in a text. Generally, Stylistic analysis is concerned with the typical of a text in the use of language in text for delivering message in particular. It is also assumed that the process of stylistic analysis will reveal the good quality of the text.

With the development of globalization and industrialization, goods are produced day by day. As a result, advertisement plays an important role in selling product. The language being used in the advertisement varies which can affect on persuading consumer to buy the product. It also forms its special style and language used in the advertisement differs from other styles because it presents persuasive power. Magazine is one of the most effective way of providing information. The advertisement on it can achieve good effect since it provides with colourful image and catchy phrase or clauses in the text in order to attract readers' attention as many as possible and arouse readers' desire to purchase the product.

In establishing what kinds of distinctive linguistic features which are employed by the advertiser, firstly the text should be well written. In this case, the advertisement text from *Cosmopolitan Magazine United States Edition 2014 issue* is taken as sample of written text. It is an opinion, thought, ideas about products or services which is made by the advertiser. Trappes and Lomax in Davis and Elder (2004:149) also add that "text is both something produced by interactants in the process of making discourse and something consumed by linguists in the process of making analyses." Therefore, discourse analysis is used as a tool for understanding authentic spoken and written interaction. "A contextual configuration is a specific set of values that realises field, tenor or mode" (Halliday and Hasan, 1985:55). Context of situation is a useful term to cover the things going

on in the world outside the text which make the text what it is. There are three variables within any context of situation which largely determine the language choices that are made in the construction of any language text. These variables function together and are responsible for the configuration of language features found in any text.

At this level of analysis the lexicogrammar related such as vocabulary, adjectives, tenses would be discussed. In the study, printed advertisement is the most visual aspect of the illustration. Rather than abstract, concrete or everyday vocabulary represents lexical means used in printed advertisement. Vocabulary is the means for advertisers to express their opinion about the product. In the fields of advertising, adjectives are considerably represented word class as they convey a positive or negative meaning. "Adjectives are pertinent in advertising as they convey a positive or negative affective meaning" (Delin 2000:133). Its function is to describe specific quality and feature of the product. What tense used in the advertisement is discussed in the Finite analysis. It is used in order to find out what tense that is frequently used in the print advertisement and why it tends to use that tense. The present tense is commonly used in the advertisements. The use of present tense might indicate how good the quality of a product is, whether or not it has long lasting effect. At the same time, it makes the advertisement easy to understand.

At semantic level of analysis, Figure of speech or figurative language and other rhetorical device are discussed. They frequently appear in the text of advertisement because they play major role in the advertising since it makes playful, unique and nicely interconnected text of advertisement. There are so many kinds of figure of speech and rhetorical device, but only several that will be classified into this analysis including personification, simile, hyperbole, metaphor, and other rhetorical device like repetition, alliteration, assonance, question and also general technique. Keraf (2009), Leech (1972), Leech (1981) and Myers (1997) point out a number of language and rhetorical devices typical for advertising, one of each is the semantic level that includes figures of speech, rhetorical device, sound technique, etc.

## **METHODOLOGY OF THE RESEARCH**

The data of this research was analyzed using descriptive qualitative method. It was descriptive because the data collected from analyzing the distinctive linguistic expressions in the advertisement of *Cosmopolitan Magazine*. The analysis would be divided into 3 units of analysis, there were discourse analysis, lexicogrammar analysis and semantic analysis. Discourse analysis would cover the element of context of situation of the advertisement. It covered the whole text and the image of the advertisement. Lexicogrammar analysis included the finite analysis and the adjective analysis, why it tends to use either positive or negative adjectives. While Semantic analysis included figures of speech and other rhetorical device.

The qualitative method was applied in this study because all of the data in this study were in the form of words. Cresswell (1994:145) states that "Qualitative research is descriptive in that the researcher is interested in process, meaning, and understanding gained through word or picture". However, when used along with quantitative methods, qualitative research can help us to interpret and better understand the implications of quantitative data. The quantity of the data is a mean to enhance the qualitative analysis in the study. Interpretation is mainly used to analyse the quantitative data and also needed to describe the qualitative framework of analysis in the study. The researcher needed to demonstrate that the research used clear logic and provided strong evidence to substantiate the claims that had been made to analyse and interpret the data.

The followings are the details of steps of analyzing the data in details:

- (1) Collecting the printed advertisement from *Cosmopolitan Magazine* United States edition from January to December 2014.

- (2) Examining the advertisement that is matched with one condition. The advertisement must contain of elements of advertisement, which are headline, body copy and slogan.
- (3) Reading the advertisement.
- (4) Analysing the text of printed advertisements

In the process of analysing the text, the writer has divided the text of printed advertisements into three parts, which are into headline, body copy and slogan. The linguistic expressions or stylistic strategy includes the process of analysing context of situation, style markers: lexicogrammar, and semantic aspects. In order to make it easy to understand, each element has its table of data. On this part, the writer uses quantitative approach to support the qualitative analysis data.

- (5) Presenting and discussing the result of the analysis

After analysing the text, the result is presented in the table. Based on this identification, later on the writer would interpret the result of each unit of analysis into words in the discussion part. The writer discusses the result of analysis by reviewing all text on each printed advertisements that have been analysed. The review is conducted by conveying the distinctive linguistics expression realized in the printed advertisements.

## **RESULT AND DISCUSSION**

The results of the analysing the distinctive linguistic expression in *Cosmopolitan Magazine's* advertisement are divided into two parts. Those are overall analysis and analysis results of each style markers.

### **Overall Results**

The distinctive linguistic expressions were analyzed by the researcher and the first run of the analysis was performed in order to know the register of the advertisement which was context of situation analysis. It was important that context of situation be discussed before going further to analyse text because the context of situation determined how the resource of language system would be used by the advertiser in employing distinctive linguistics expressions on the advertisement to communicate with the reader. The three variables within any context of situation which are field, tenor and mode were being analysed. The context of situation of advertisements of *Cosmopolitan Magazine* were concluded in the overall result because they shared mostly the same of functions and purposes. From the field point of view, it could be concluded that the texts were about the idea and messages of the advertised product to gain interest and persuade the reader to purchase the product in order to reach economic goal of the company of advertised product. In terms of Tenor, the advertiser and the reader or the consumer are involved. The advertisement built a casual or informal (minimum range) with the reader or consumer. The relationship between the advertiser and the reader was temporary relationship. From Mode point of view, the language in these context are the central element (constitutive). The medium of the text was written and also used written mode to deliver the content.

After looking at the field, tenor and mode, we then discussed how these affect the choice of language in the text. In studying the intention of the advertiser in the text through the implication of context of situation or register, also studying about how the advertiser made meaning using the figures of speech and positive or negative adjectives. The findings of lexicogrammar analysis were divided into two main parts of analysis. The first was Grammar Analysis, which consist of Finite Analysis and the second was Lexical Analysis, which included positive or negative adjectives analysis. While semantic included figure of speech analysis. Finite is the essential constituent in a clause or sentence. Finite in the clause functions to make sure the intention of something will be

done by the subject. The most frequent of finite used in the advertisement text was present tense, followed by past tense and modals. The advertiser tended to convey the goal of the advertised product through the choice of words. Moreover, by using present tense, it also expressed the advertiser's expectation and hope to make the consumers deserve what they want by providing more benefit and best result of the product. Past tense in the clause gave those words the ability to sound as if it was done in the past. Modal in the clauses gave those words the ability to sound as if it was done in the future.

Vocabulary is the means for advertisements to express ideas or opinions about product, service or event. Reader's positive or negative evaluation of an advertised product or service would be displayed by the affective meaning. The advertisement in this study contained adjectives with both positive and negative meaning or connotations. Positive adjectives were mostly used in the advertisement text, followed by small parts of negative adjectives. Using positive adjective expressed the good or positive qualities of the product. However, that words were often used subjectively depending on what was being described.

The last interpretation in this study was the semantic analysis. Semantic analysis focused on analyzing figures of speech and other rhetorical device. The result of the analysis showed various figures of speech employed in the advertisement text by the advertiser. Figures of speech found in the sample of advertisement such as personification, hyperbole, alliteration, repetition, simile, rhetoric question and also general technique. The advertiser often used personification to describe how the product worked and functioned. Hyperbole was used to exaggerate the benefit of the product or what the product could do or how it gave a result after using its product. The repetition was used as attention catcher because it was easily remembered. Simile was used to compare two different things or showed similarities between them. Rhetoric question was used to attract the reader even it did not require a real answer. The figure of speech was often used to give different vibe in the text. Since it was playful and attractive which could gain target reader's attention to read or to purchase the advertised product.

#### **a) Analysis Result of Style Marker**

##### *(1) Finite Analysis*

##### *(i) Present Tense*

##### *1. Love the skin you're in.*

In this clause it can be referred that the advertiser expresses the feeling. To love the opportunity for having nice and good skin.

##### *2. It's brilliant even for sensitive skin.*

It shows that the product is suitable not only for normal skin but also for sensitive skin. The advertiser wants to convince those with sensitive skin who are afraid of using certain product to try this product without feeling worried that their skin becomes worse.

##### *3. Hair looks thicker wash after wash.*

In this clause, it indicates that using the shampoo will make the hair looks thicker if one's uses it continually. It gives volume to the hair because the hair becomes thicker.

##### *4. Because you're worth it.*

In this clause, the advertiser certainly confident to reach the consumers' expectation. By using the word "worth", it seems that the advertiser again wants to convince the consumer to

purchase the product. Since the product is worth buying and worth using and it has more benefit.

In conclusion, from Present Tense point of view, the advertiser tends to convey the goal of the advertised product through the choice of words. Moreover, by using present tense, it also expresses the advertiser's expectation and hope to make the consumers deserve what they want by providing more benefit and best result of the product. The finding also indicates that the advertiser explicitly gives an offer to the consumer about the product's appeal. What the advertiser shared is the condition that the advertised product wants to reveal.

(ii) Past Tense

1. *In our study, 80% agreed their skin has never looked so beautiful.*
2. *Formulated to reveal your skin's radiance instantly and naturally.*
3. *Enriched with exquisite argan and indulgent camellia oils.*
4. *The how, glazed pearls in shea butter glide.*

As we can see from the examples of the clauses above, the verbs found in the advertisement text that indicate past tense such as agreed, formulated, enriched, glazed. Past tense in the clause give those words the ability to sound as if it is done in the past. The effect of using past tense is to tell the target reader or the consumer that something already happened. Besides, using the choice of words indicates that the advertiser is certain about what he was saying and without doubt at all. It makes the advertisement text sounds more persuasive. It is intended to convince the target reader or the consumer to choose and purchase the advertised product.

(iii) Modal

1. *For visibly reduced pores that can lock up to half their size.*
2. *So you can always shine strong.*
3. *I will never let a dark spot steal my spotlight.*
4. *I will not let age change me.*
5. *I will change the way I age.*

As we can see from the examples of the clauses above, the verbs found in the speech that indicate modal verb such as will and can. Modal in the clauses give those words the ability to sound as if it is done in the future. It is a type of verb that is used to indicate modality- that is ability, permission, and obligation. Thus, the effect of using modal is to tell the target reader or the consumer that something will happen. Besides, by using the choice of words indicates that the advertiser gives possible result of using the advertised product.

(2) Adjectives Analysis

(i) Positive Adjective

1. *A lightweight moisturising lotion enriched with 4 beautifying oils.*
2. *Brighten up your skin naturally with new simple illuminating cream.*
3. *Hair looks & feels thicker with luxurious body and bounce.*
4. *See bright, pearlescent, healthy-looking in just 2 weeks.*

From the clauses above, we can spot the words "lightweight", "simple", "thicker", "luxurious", "bright", "pearlescent", and "healthy-looking" were classified into positive adjectives.

Those adjectives that were used in the advertisement were mostly positive. The positive adjectives here, remarked that the quality of the product is good. The advertiser wanted to emphasize the good quality product to inform the reader.

(ii) Negative Adjective

1. *No harsh chemicals that can upset your skin.*
2. *Sensitive skin experts.*
3. *Go for dull-beam gleam.*
4. *I will never let a dark spot steal my spotlight.*

From the clauses above, the words “harsh”, “upset”, “sensitive”, “dull”, and “dark” were classified into the negative adjectives. Those words represented the antonym of good quality of the product. Usually the negative adjectives used to compare before-after using the product or the effect of something before using the product.

(3) Semantic Analysis

(i) Personification

Personification refers to a thing as having human qualities or ability. In other words, it is a way of giving an inanimate object the qualities of living thing. This can sometimes be used to invoke an emotional response to something by making it more personable, friendly, and relatable.

1. *Fight 7 signs of aging over time while providing instant coverage for flawlessly beautiful skin.*

In this clause, the one that fights 7 signs of aging over time is a cream. While we know that a cream is an object that is impossible to do an action like fighting. The word “fight” is personified to explain something that a skincare could do to the skin like to make the skin looks beautiful and flawless.

2. *Seriously seductive shine.*

“Seductive” is a personified word that is used to illustrate how the shine is shining. Seductive is a quality of living things that can make the inanimate object sounds lively.

3. *My shine shampoo and conditioner with argan oil will take a shine to your hair like you wouldn't believe.*

This clause is classified into personification because the word “take” that is the quality of living thing is personified.

4. *I will never let a dark spot steal my spotlight.*

“Steal” here indicate the quality of living thing since an object can take action like a living things.

As we can see from the examples of the clauses above, the words found in the advertisement text that indicate personification such as fight, glowing, seductive, take, change, glisten. As mention before, advertisement can often use personification when inanimate objects or abstractions are given with human qualities to make it more dramatic, interesting, and more attractive because we can better relate to the objects which are personified or sometimes it can be reverse.

(ii) Hyperbole

Hyperbole refers to a word or a phrase that is being exaggerated to emphasize. This figure of speech makes things seem much exaggerated than it really were by using astonished illustration of everyday things. It is often seen as an exaggeration that adds a bit of humor to a phrase, clause, sentence or even story.

1. *It is brilliant even for sensitive skin!*

In the clause above the word “brilliant” is used to exaggerate meaning to add emphasize of how good the product for the people who has sensitive skin.

2. *It is perfect even for sensitive skin.*

The word “brilliant” is an exaggerated action to emphasize how good the advertised product works for sensitive skin.

3. *The marvellous transformer.*

“Marvellous” is obviously an exaggerated word to emphasize how good the transformer is.

4. *Be extraordinary.*

The word extraordinary here exaggerated from being ordinary.

5. *Your best beautiful.*

In this clause we find the word “best”. The word definitely indicates as exaggerated word because it emphasizes the beauty of one’s.

In conclusion, from the examples of the clauses above, the words found in the advertisement text that indicate hyperbole such as brilliant, perfect, marvellous, lasts, so much more. Hyperbole in the clauses give those words the ability of exaggerating things, to make it sounds like even more than it were. Advertisement can often use hyperbole when objects or things are given exaggerating action or feeling to make it bigger or uncommon situation than usual. Therefore, a hyperbole is an unreal exaggeration to emphasize the real situation. By using hyperbole, a writer makes common human feelings remarkable and intense to such extent that they do not remain ordinary.

### (iii) Alliteration

Alliteration refers to the repetition of a sound in the first syllable words or phrases. It is a very common figures of speech that involves using words that begin with the same sound. It is often used in advertising slogans to create something catchy that more people will remember.

1. *Maybe she’s born with it. Maybe it’s maybelline.*

In the clause above we can see alliteration “may” in the word may be and maybelline.

2. *Get dramatic results...without drastic measures.*

We can see alliteration word “dra” in the word dramatic and drastic.

3. *Anti Aging + Beauty Balm = Color and Correction*

In the clause above the alliteration is “A”, “B”, and “C” in the words anti aging, beauty balm, and color and correction.

4. *Bye, bye, breakouts.*

We can see alliteration “B” in the word bye and breakouts.

As we can see from the examples of the clauses above, the words found in the advertisement text that indicate alliteration such as **maybe** and **maybelline**, **dramatic** and **drastic**, **anti aging**, **beauty balm**, **color** and **correction**, **bye** and **breakout**. An important point to remember here is that



alliteration does not depend on letters but on sounds. It also makes the words catchy and easy to memorize.

(iv) Repetition

Repetition refers to a repeating of a word within a sentence with no particular placement of the words in order to emphasize. It is such a common literary device that is almost never even noted as a figure of speech but more as a rhetorical device.

1. *Hair looks thicker wash after wash.*

The clause above used “wash” to emphasize its point of continuity. If you wash your hair continually, your hair will look thicker.

2. *Biore deep cleansing pore strips + pore unclogging scrub.*

As we can see above, there is repetition on word “pore” to emphasize or to focus just in pore area.

3. *Protect it. Sleek it. Own it.*

The clause above used the word “it” that refers to the hair. It emphasizes that it needs to be protected, sleeked, and owned.

In conclusion from the examples of the clauses above, the words found in the advertisement text such as wash, pore, it. Repetition in the clauses make an idea clearer because it repeats the same words or phrases a few times. It has the ability of making simple sentence sounds like a dramatic one. It enhances the beauty of a phrase or a sentence and stresses on the point of main significance. It often uses word associations to express the ideas and emotions in indirect manner.

(v) Other Rhetorical Device

Other rhetorical devices that include in this study are simile, metonymy, metaphor, ellipsis and also rhetorical question. We can take a look at the clauses below:

1. *Beautifies like an oil, moisturises like a lotion.*

The clause above is classified into Simile. In this figure of speech, two things are compared that are not really the same, but are used to make a point about each other. The comparison in the simile uses the words “like” or “as”. In the clause above, compared between beautifies and oil, moisturises and a lotion by using the word “like”.

2. *In our study, 80% agreed their skin has never looked so beautiful.*

In this clause we can see “80% agreed” that is classified into metonymy. Not to be confused with personification, because “80%” here represents the woman who undergoes a series of dermatological test from the advertised product.

3. *What goes with everything?*

This clause is classified into rhetorical question. Rhetorical question refers to a form of question without a need of a reply, it is just for persuasion. It is also to make the idea a point more prominent. It is often used to capture consumer’s attention.

4. *Get dramatic result...without drastic measures.*

This clause is classified into ellipsis, since it is obviously use “...”. it is an omission of the word in a phrase or a sentence.

5. *How smooth are you?*

In this clause, we can see a question mark that indicates it is a rhetorical question. As mentioned before, rhetorical question is asked for effect or to lay emphasis on some point discussed. It does not need a real answer. It is used for style as an impressive persuasive device.

## CONCLUSIONS

This study investigated how the advertiser employed distinctive linguistic expressions in the advertisement of Cosmopolitan Magazine. The advertisements varied from make-up product, skin care product, hair product, etc. After analyzing data in the previous chapter, the writer delivered several conclusions which answered the problems stated before. The answers to the research problems of this study presented as follows.

From Context of Situation point of view. The advertisement was kind of persuasive text, because through the text the advertiser tried to persuade the reader to purchase their money in the product. The information shared was mostly about the specification and the benefit of the product.

From the Lexicogrammar point of view, in conclusion, from Present Tense point of view, the advertiser tends to convey the goal of the advertised product through the choice of words. Moreover, by using present tense, it also expresses the advertiser's expectation and hopes to make the consumer deserve what they want by providing more benefit and best result of the product. On the other hand, Past tense in the clause gives those words the ability to sound as if it was done in the past. The effect of using past tense was to tell the target reader or the consumer that something already happened. Besides, using the choice of words indicated that the advertiser certain about what he was saying and without doubt at all. It made the advertisement text sounded more persuasive. While Modal in the clauses give those words the ability to sound as if it is done in the future. It was a type of verb that was used to indicate modality- that is ability, permission, and obligation. Thus, the effect of using modal is to tell the target reader or the consumer that something will happen. Besides, by using the choice of words indicates that the advertiser gives possible result of using the advertised product. Reader's positive or negative evaluation of an advertised product or service will be displayed by the affective meaning. The advertisement in this study contained adjectives with either positive and negative meaning or connotations. The result of adjective analysis can be seen as follows:

Semantic analysis focused on analysing figures of speech and other rhetorical devices. The advertiser often used general technique to describe the product what the product is, what the benefit of the product is. The figures of speech is often used to give different vibe in the text. Since it's playful and interesting that can gain target reader's attention to read or to buy the advertised product.

The advertiser used media which provided the documentation that drew attention from the reader that helped him to convey the message of the advertised product. The advertiser used both text and image that showed the typical of the product. It is an effective strategy to express ideas, thought or perceptions about the advertised product. He tried to persuade and to influence as many buyer as possible to purchase it. He also delivered persuasive text to the reader. He delivered his statement by following several steps in order to systematically build persuasive text. He gained attention from the headline of the advertisement, then described the benefit or the way to use the product and gave the product's typical slogan.

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