

DISCOURSE ANALYSIS OF UTTERANCES USED IN NEWSPAPER

*Dhinuk Puspita Kirana**

Abstrak: *Salah satu media massa yang secara luas digunakan dalam masyarakat kita di samping televisi dan internet adalah surat kabar. Surat kabar terdiri dari berita faktual dan aktual dari pelosok negeri. Ucapan-ucapan yang digunakan di koran kadang menyesatkan jika para pembaca tidak memahami wacana berita. Dengan demikian, Analisis Wacana sangat penting untuk mengenali wacana dan makna yang dimaksudkan dari ucapan-ucapan yang dimuat di koran. Wacana menekankan pada studi tentang bahasa dalam konteks sosial, sementara Analisis Wacana adalah analisa untuk mencari apa yang memberi koherensi wacana, kualitas yang ‘bermakna’ dan ‘terpadu’. Analisis wacana digunakan untuk mengungkapkan makna yang dimaksud (lisan/tertulis) yang digunakan untuk komunikasi sosial dengan menganalisis konteks situasi dan references/acuan yang dipakai. Fokus utama Analisis Wacana ialah mempelajari hubungan antara bahasa dan realitas serta fungsi/peran bahasa dalam membangun dan menjaga realitas sosial*

ملخص: كانت الجرائد إحدى الوسائل الاجتماعية التي يكثر استفادتها لدى المجتمع سوى التلفاز والانترنت. وتتركب مواد الجرائد من الأخبار الحالية من أنحاء الدولة. وقد تكون تعبيرات الجرائد مضلة إذا كان القارئ لا يفهم نص الأخبار. بهذا، كان تحليل النصوص مهماً جداً للتعرف على مضمون النص في الجرائد. اهتم النص بدراسة اللغة في موقف اجتماعي، غير أن تحليل النص هو تحليل للبحث عن وحدة الأفكار في النص وجودتها و ترابطها. استخدم هذا التحليل لاستخراج المعنى المقصود (نطقاً وكتابة) المستخدم للاتصال الاجتماعي لتحليل الموقف والمعنى المستخدم. يركز هذا التحليل على دراسة العلاقة بين اللغة والواقع الاجتماعي ثم دورها في بناء الواقع الاجتماعي والحفاظ عليه

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INTRODUCTION

Language is very important in human life. It is a means of communication between individuals and has become social phenomenon. It also brings them into relationship with their environment. Language is therefore socially learned behavior, a skill that is acquired as we grow up in society¹. Language is a means that is used for communicating with other people in society. The language in use for communication is called discourse². It can be said that all forms of language in use to communicate among people are named 'discourse'. It is the relation between languages at the context in which it is used.

We can do all sort of things when we speak. We can make friends or even enemies by speaking. Saying polite greeting, welcoming guests, friendly good-bye, insulting someone, mocking people you hate, or starting a war can be started by speaking. On the other hand, we can feel happy, sad, pleased, disappointed, ashamed, and angry or even worse if we misunderstand people's utterances. That is why understanding the intended meaning is important to avoid misunderstanding.

Some misunderstandings are caused by these cases. Sometimes people say something that is not like what they really want to say. The utterances they use could give a large amount of information about something which is not explicitly expressed in those sentences. They say his intension by using utterances that sometimes contradictory with their intended meaning. People say something not just to deliver the meaning but also the intended meaning behind it. Thus, people should be able to capture the intended meaning of someone's utterances.

There are times when making language function effectively is more important than producing perfectly pronounced, grammatically correct sentences. People tend to use language and communicate successfully with other people than being able to produce correct sentences. Most people talk to one another concerning on the meaning than the correct grammar in the sentences they use. What matters in the successful of communication is not its conformity to rules, but the fact that it communicates and is recognized by its receivers as coherent. The quality of meaning, unity, and purpose perceived in language in use for communication is called 'coherence'. And the search for what gives discourse coherence is 'discourse analysis'³.

¹ Kiat Lim Boey, *An Introduction To Linguistics For The Language Teacher*, (Singapore. Singapore University Press, 1975), 3.

² Guy Cook, *Discourse*, (Oxford: Oxford University Press, 1989), 6.

³ *Ibid.*, 6.

Although people do not always speak or write in complete sentences, they still succeed in communicating because they speak to each other in context, that's why they still succeed in understanding other people's utterances although the utterances are not complete. The sentences which we make are not strictly linguistics; they are to do with our knowledge of the world where these events take place, the speakers, the hearers, the social convention, what is going on around us, and what we read or listen in order to make sense of the language we are dealing.

When we receive a linguistic message, we pay attention to many other factors apart from the language itself. We pay attention on the context where the utterances take place, the speaker, the hearer and the situation of social life as the background of the conversation or texts. Rather than individuals, we perceived the discourse by groups and in certain context of situations. We are also influenced by the situation in which we receive messages, by our cultural and social relationship with the participants, by what we know and what we assume the sender knows.

Language is used to communicate with others in a particular context. It is not only in oral communication but also in written communication. Mass media is one example of written communication tool. One of mass media, which is very familiar in the society, is newspaper. It gives much information about the actual and factual news of the day happening across the country.

Newspaper has now become a major source of information in the society beside internet. There are many publishers of popular name of newspapers. They are under the name of Kompas, Media Indonesia, Jawa Pos, Seputar Indonesia, Surya, Suara Pembaharuan, Surabaya News, Tempo, etc. They are specified into national or regional newspaper.

The intended meanings beneath utterances in mass media are sometimes interpreted differently by the readers because of the different background knowledge of the situational context. The context of situation is important to perceive the intended meaning of the utterances. Hence, the discourse analysis is needed to explore the intended meaning since it deals with the study of relationship between language and context in which it is used.

THEORY OF COMMUNICATION

There is much discussion in the academic world of communication as to what actually constitutes communication. Currently, many definitions of communication are used in order to conceptualize the processes by which

people navigate and assign meaning. We may say that communication consists of transmitting information from one person to another.

In theory of communication, typically there is a sender transmitting a signal to a receiver. Sending, transmitting and receiving are terms that refer to the process of communication as a physical operation. In social terms there is an addressor who directs a message to an addressee. In normal circumstances the sender is known as addressor, while the receiver is known as addressee. The person who transmits an acoustic signal is doing the addressing and the person whose ears pick up the signal is the person being addressed.

Similarly, the person who initiates the transmitting of a written language form is the addressor and the person who reads it is the one whom the message is addressed. Standard social practice (in most societies, at least) is for the sender/addressor and the receiver/addressee to be identical.

DISCOURSE

The term 'discourse' has become one of the common thing to say beside democratic, human right, civilians, and environment. Thus the more the word is said and more usual it is uttered, it is not become clearer but on the other hand, it becomes more confusing. It has become common currency in a variety disciplines: critical theory, sociology, linguistics, philosophy, social psychology and many other fields, so much so that it is left undefined, as if its usage was simply common knowledge. It is used widely in analyzing literary and non-literary texts⁴.

As stated above, the text is linguistic communication, can be spoken or written. It means discourse has wider meaning than conversation or texts. It is a form of interpersonal activity which can be determined by its social purpose. The social background is important to know the discourse which lies in the context of situations.

Recently the linguists have concluded that the discourse is the widest chunks of language which is used in communication. Chunks of language below discourse in turn are sentences, phrases, words, and sound. The chunks of sound produce word. The chunks of words produce the sentences. And sentences produce discourse. All of them can be oral or written⁵.

⁴ Sara Mills, *Discourse*, (USA and Canada: Routledge, 1997), 1.

⁵ Abdul Rani dkk. *Analisis Wacana. Sebuah Kajian Bahasa Dalam Pemakaian*. (Malang: Bayu Media, 2006), 3

Language in use, for communication is called discourse⁶. It can be said that all forms of language in use to communicate between people are called discourse. Discourse can be in the form of both spoken and written. Talking about written discourse, it defines as the verbal record of a communication event. Halliday and Hasan stated that a text is not something that differs from a sentence in kind. A text is best regarded as a semantics unit: a unit not of form but of meaning⁷.

From the ideas above, it can be concluded that discourse is language in use for communication both spoken and written being considered by its meaning, not its form. In other words, we can say that discourse is stretches of language perceived to be meaningful, unified, and purposive.

PRAGMATICS AND DISCOURSE

Pragmatics is the study of language from their point of view of users, especially of the choices they make, the constraints they encounter in using language in social interaction and the effects of their use of language has on other participants are defined as the study of communicative action in its socio cultural context. Pragmatics in the study of linguistic indices that can be interpreted only when they are used. One cannot describe the meaning of indices-one can only describe rules for relating them to a context, in which the meaning can be found. Here pragmatics occupies between linguistics, cognitive, and social development.

Meaning is what people learn how to make sense of each linguistically. People should know about other's intended meaning, their assumption, their purpose or goal, and the kinds of actions that they are performing when they speak. So the meaning of indices can be described by using those aspects.

Within the study of discourse, the pragmatic perspective is more specialized. It tends to forces specifically on aspects of what is unsaid or unwritten, yet still communicated, between the addresser and addressee. Here pragmatics of discourse is used to explore and analyze what the speaker (or the addresser) has in mind.

There are four areas that pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. Second, it involves the interpretation of what people mean in a particular context influences what is said. Third, it explores how listeners can make inferences about what is said

⁶ Guy Cook, *Discourse*, 16

⁷ Halliday and Hasan. 1976. *Cohesion in English*. (Singapore: Longman Group Ltd, 1976), 2.

in order to arrive at an interpretation of the speakers intended meaning. Lastly, it explores the question of what determines the choice between the said and the answer is only about the nation of distance.

As stated by Yule that there are some points that are involved in pragmatics studies, such as deixis, reference and inference, presupposition and entailment., implicature, politeness and so on. Pragmatics is needed in order to analyze and identify people's intended meanings, their assumptions, their purposes and the kinds of the action that they are performing when they speak. But actually, it is difficult for us to analyze these human concepts in a consistent and objective way because it requires us to make sense of what people and what they have in mind.

Pragmatics and discourse analysis are approaches to studying language's relation to the contextual background features. Pragmatics and discourse analysis have much in common: they both study context, text, and function.

Let's first talk about the context. Both pragmatics and discourse analysis study the meaning of words in context, analyzing the parts of meaning that can be explained by knowledge of the physical and social world, and the socio-psychological factors influencing communication, as well as the knowledge of the time and place in which the words are uttered or written.

Both approaches focus on the meaning of words in interaction and how interactors communicate more information than the words they say. The speaker's/writer's meaning is dependent on assumptions of knowledge that are shared by speaker/writer and the hearer/reader. The speaker/writer constructs the linguistics message and intends/implies a meaning and the hearer/reader interprets the message and infers the meaning.

The second feature that pragmatics and discourse Analysis have in common is that they both look at discourse (the use of language) and text pieces of spoken/written discourse, concentrating on how stretches of language become meaningful and unified for their users⁸. Discourse analysis calls the quality of being 'meaningful and unified' **coherence**; pragmatics calls it **relevance**⁹.

Finally, pragmatics and discourse analysis have in common is that the fact that they are both concerned with function: the speakers' short-term purposes in speaking, a long-term goals in interacting verbally.

⁸ Guy Cook, *Discourse*, 21

⁹ Joan Cutting, *Pragmatics and Discourse. A Resource Book For Students*, (London and New York: Routledge - Taylor and Francis Group, 2002), 2

DISCOURSE ANALYSIS

Language has both transactional and interaction functions. The transactional function of language basically refers to the function of language when it is used to deliver the information, while the interactional function refers to the function of language when it is used to describe the social relationship and solidarity¹⁰.

Discourse analysis covers the activities that tend to focus on language, which is spoken or written. Discourse analysis is the analysis of language in use. From the definition above, we can make a view that discourse means language in use for communication in society and can be in the form of spoken and written. Discourse emphasizes on the study of language in social context¹¹.

Discourse analysis seeks to take an analysis of a text well beyond the mere words on the page to deliver a comment on the kind of society or context that helped to form it and of which it is an interesting part. Discourse analysis involves the close study of the linguistic performance of a speaker or writer, in particular of his or her style within the discourse¹². It attempts to describe and explain what and how meaning is created within and across a text at the surface (semantics) level as well as the sub-textual (pragmatics) level.

Discourse analysis examines how stretches of language, considered in their full textual, social, and psychological context, become meaningful and unified for their users. The search for what gives discourse coherence is discourse analysis¹³.

There are three approaches of discourse analysis study: sentence as object, text as product and discourse as process¹⁴. It is obviously seen that discourse as process view takes communicative function of language as its primary area of investigation and consequently seeks to describe linguistic form as a dynamic means of expressing intended meaning. Coherence can be seen from the meaning of language, while cohesiveness can be seen from the form of language.

In other words discourse analysis is the relation of language and context used for social communication. In mass media, the language used in communicating the writer's idea depends on the discourse and the context of situation.

¹⁰ Brown and G. Yule, *Discourse Analysis*, (Melbourne. Sydney: Cambridge University Press, 1983), 1.

¹¹ *Ibid.*

¹² David Crystal, *Dictionary of Linguistics and Phonetics 4th Edition*, (United Kingdom: Blackwell Publishers. Ltd, 1997), 47.

¹³ Guy Cook, *Discourse*, 6

¹⁴ Brown and G.Yule, *Discourse Analysis*, 23.

FEATURES OF CONTEXT OF SITUATION

Any analytic approach in linguistics that involves contextual considerations belongs to that area of language study called pragmatics 'Doing discourse analysis' certainly 'doing syntax and semantics' but it primarily consists of 'doing pragmatics'. In discourse analysis, as in pragmatics, the major concern lies on what people using English are doing, and accounting for the linguistic features in the discourse as the means employed in what they are doing¹⁵.

There are features of context of situation that was used to interpret the social context of the utterances and the environment in which meanings were being exchanged¹⁶. They are as follows:

- Addressor : is the speaker or writer who produces the utterances.
- Addressee : is the hearer or reader who is the recipient of the utterances.
- Topic : what is being talked about.
- Setting : where the event is situated in place and time.
- Channel : how contact between the participants in the event is being maintained.
- Code : what language or dialect or style of language is being used.
- Message form : what form is intended
- Key : wich involves evaluation.
- Purpose : what did the participants intend should come about as a result of the communicative event.

According to Fishman's theory, there is a close relationship between micro- and macro- Sociolinguistics. It is the study of who speaks what language to whom and when¹⁷. Fishman theory analyzes the variables which may contribute to an understanding of *who* speak *what* language to *whom* and *when* in those speech communities that are characterized by widespread, and relatively stable, multilingualism.

The variable 'who' is the same with the speaker/writer who produces the utterances (the addressor or interlocutor), while 'what' is the same with what language that is used and what the topic that is issued. The variable 'whom'

¹⁵ *Ibid.*, 26.

¹⁶ *Ibid.*, 38.

¹⁷ J. B Pride, and Janet Holmes, *Sociolinguistics. Selected Reading*, (New Zealand: Penguin Education, 1972), 15

is the same with the addressee, the hearer/reader who is the recipient of the utterances while ‘when’ is the same with the setting of the issue and where the event is situated or takes place and time.

DISCOURSE REFERENCE

It is important to use discourse reference to analyze utterances because there are some referring expressions utterances which are not clear and would be confusing if they are not clearly explained. The intended meaning would be easier to know if we have known exactly what the reference used.

The traditional semantics view of reference is one in which the relationship of reference is taken to hold between expressions in a text and entities in the world, and that of co-reference between expressions in different parts of a text. The term *reference* can then be taken out of discussions of lexical meaning and reserved for that linguistic expression, the entities they are talking/writing about.

Thus, the concept which interests the discourse analysts is not that of correct/true reference, but *successful reference*. Successful reference depends on the hearer’s identifying, for the purposes of understanding the current linguistic message, the speaker’s intended referent, on the basis of the referring expression used¹⁸.

Reference can be defined as an act in which a speaker or writer uses linguistic form to enable a listener or reader to identify something¹⁹. Those linguistic forms are referring expression, which can be in the form of proper nouns, definite, indefinite noun phrase, and pronoun. The choice of referring expression seems to be based on what the writer assumes the reader already knows.

The study of reference is essentially pragmatic theme but it can be linked on the discourse analysis area. The focus is on how speakers establish various types of linkage between their utterances and elements in situational context (e.g. Objects, persons, etc). In the reference, there exists the function of deictic elements, sometimes called shifters (i.e. lexical items such as “I, you, here, now, there, tomorrow, everyone, etc” whose referential meaning shifts with every new speaker or occasion of use).

¹⁸ Brown and G.Yule, *Discourse*, 204

¹⁹ G. Yule, *Pragmatics*, (New York: Oxford University Press, 1996), 17

Durant & Goodwin stated that the presence of deictic elements ties up to affect the meaning of other lexical items in the co-textual vicinity²⁰. The term reference can be taken out of discussion of lexical meaning and reserved for that function where by speaker or writers indicate, via the use of linguistic expression, the entities they are talking or writing about.

In short, we can say that reference is the word to which another word in a sentence or text refers. It is an important element of textual coherence. For example, a pronoun's antecedents or its meaning will be unclear or ambiguous.

Halliday & Hasan classified references into two forms: exophoric relations and endophoric relations²¹.

1. Exophoric Relations

This term is used when the interpretation lies outside the context of situation. This relationship plays no part in textual cohesion.

2. Endophoric Relations

This term is used when the interpretation lies within a text. These forms do form cohesive ties within the text.

Endophoric relations are of two kinds:

- a. Anaphoric relations (those which look back in the text for their interpretation).
- b. Cataphoric Relations (those which look forward in the text for their interpretation).

IMPLICATURE

Implicature is a component of speaker meaning that constitutes an aspect of what is **meant** in a speaker's utterance without being part of what is **said**²². What a speaker intends to communicate is characteristically far richer than what she directly expresses; linguistic meaning radically underdetermines the message conveyed and understood.

²⁰ Sugiono. *A Study of Reference in the Writing Copy Appeared in Advertisement Slogans in Newsweek Magazine*. Unpublished S-1 Thesis. Surabaya: Universitas Negeri Surabaya, 2005), 68

²¹ Halliday and Hasan, *Cohesion in English*. Singapore, (Longman Group Ltd, 1976), 31

²² R. Laurence Horn, Gregory Ward, *The Handbook of Pragmatics*, (Blackwell Publishing Ltd, 2004), 3

The contrast between the said and the meant, and derivatively between the said and the implicated (the meant but unsaid).-pragmatics understatement-as a figure in which we say less but mean more.

In Gricean model, the bridge from what is said (the literal content of uttered sentence, determined by its grammatical structure with the reference of indexical resolved) to what is communicated is built through implicature²³.

Look at the examples below:

2.1 *Even Ken knows it's unethical.*

Ken is the least likely (of a contextually invoked set) to know it's unethical.

2.2 *The cat is in the hamper or under the bed.*

I don't know for the fact that the cat is under the bed.

Language which is used for communicating is called discourse, both spoken and written that are considered by its meaning, not its form. In short, discourse is the language perceived to be meaningful, unified, and purposive.

Pragmatics and discourse analysis are used as the approaches to studying language's relation to the contextual background features by Brown & Yule and also Fishman. Pragmatics and discourse analysis have much in common: they both study context, text, and function. Since the context of situation is very important to interpret the intended meaning, discourse analysis is used to analyze the relation of language and context used for social communication.

Understanding the reference and implicature would be very much helping to reveal the intended meanings beside the context of situation. Reference can be defined as an act in which a speaker or writer uses linguistic form to enable a listener or reader to identify something. It focused on how speakers establish various types of linkage between their utterances and elements in situational context while implicature is a component of speaker meaning that constitutes an aspect of what is **meant** in a speaker's utterance without being part of what is **said**.

DISCOURSE AND THE NEWSPAPER

The important assumption in discourse analysis is its ideational function. Media discourse is no exception. News reporting, whether in the form of a

²³ *Ibid.*

newspaper report or a television broadcast, is never neutral. Rather, news reports are subject to a highly selective process.

For one, nothing is automatically newsworthy; every event does not make the news. Additionally, various media outlets, be it newspapers or competing television stations, report news in different ways. For instance, a newspaper such as *The Jakarta Post* will find different stories newsworthy from *Jawa Post* or *Kompas*. What the consumer receives is ultimately a partial view of the world, or as Fowler remarks, “the world of the Press is not the real world, but a world skewed and judged”²⁴.

Most people would find the ideological differences uncontroversial. These differences of ideology between various media outlets are mostly considered to be a healthy part of a democratic country²⁵. At the same time, there exists a common assumption that some news reports are in fact neutral (more than often reflected in personal opinion). Certainly, this is a potentially dangerous view of media discourse. Instead, it is important to keep in mind that all media discourse is subject to a representation of events.

These important assumptions about media discourse by no means become less important considering the extremely powerful social role of the media today. In fact, the media constitutes a huge part of people’s everyday lives; in print, radio, TV and on the internet. This position gives it the ability to influence knowledge, beliefs, values, social relations and social identities.

In the media, however, this relation between creation and consumption is different. A newspaper article or a TV news presentation not only consists of a communicative event when it is created, it is also an event in its production and, further, in the various times of consumption. Thus, the communicative events of media discourse are more complex than a single communicative event, and must rather be seen as a chain of communicative events²⁶. The media is under clear professional and constitutional control. Both the media and public opinion figures reveal several of the important contexts of the reporting.

²⁴ R. Fowler, “Critical Linguistics” In: Halmkjaer, K. (ed.), *The Linguistic Encyclopedia*. London/ New York: Routledge, 1991), 11

²⁵ Norman Fairclough, *Discourse and Social Change*, (Cambridge: Polity Press, 1992), 56

²⁶ N.L. Fairclough, *Media Discourse*. London, (Edward Arnold, 1995), 2

LANGUAGE AND SOCIETY

There are five fundamental assumptions about language according to Richardson.²⁷30 First, language is social. Language is central to human activity; indeed it is one of the things that make us human. It is through the use of language that we grant meaning to our actions; equally, it is through our use of language that we can attempt to remove meaning from our actions. Language use exists in a kind of dialogue with society: language is produced by society. You have to provide yourself in order to understand the coherence of the arguments. If you don't understand the coherence of utterances or texts, it is most probably because you lacked the required assumed background knowledge.

The second, language use enacts identity. People project themselves as a certain type of person, and that they are attempting to accomplish. For instance, you probably wouldn't speak to your parents in the same way as you would to your friends, and this relates, in part, to the way that your parents and friends see you and the way you want them to see you. Therefore, in order to fully appreciate communication you have to recognize these identities and the activities that are being acted out.

The third is probably the most important one to grasp: language use is always active; it is always directed at doing something; and the way in which language achieves this activity is always related to the context in which it is being used. For instance, journalists may use language to inform us an event, or to expose wrongdoing, or to argue for against something. Hence, language use is not just talk; language use should be regarded as an activity or as a social action.

The forth fundamental assumption is language use has power. However, the power of language use isn't flat or democratic in the way that it operates. Clearly, some people's speech is more powerful than others; the opinion of certain people is taken to be more credible and authoritative than the opinion of others; why and how is achieved is a matter of keen academic and social interest.

The fifth assumption is that language is political. This is the logical outcome of assuming that language that language use is social and has power; there isn't any way that language use couldn't be political, given the combination of these two assumptions. Hence, language is an instrument that is shaped according to material circumstances and the purpose that we want it to serve. Thus, language is a medium of power that can be used to sediment inequalities of power and legitimate iniquitous social relations.

²⁷ E. John Richardson, *Analysing Newspaper: An Approach from Critical Discourse Analysis*, (New York: Palgrave MacMillan, 2007), 71

These assumptions give provide us with a starting point for the analysis of the language of journalism. Each of them - that language is social, that it enacts identity, that it is active, that it has power, and that language is political – raise a significant number of subsequent questions and provide us with interesting avenues of investigation.

CONCLUSION

All forms of language in use to communicate among people are called ‘discourse’. Discourse Analysis is an analysis used to reveal the intended meaning of spoken/written language used for social communication (spoken/written). Discourse emphasizes on the study of language in social context and Discourse Analysis is the search for what gives discourse coherence; the quality of being ‘meaningful’ and ‘unified’. Most people talk in discourse to one another concerning on the meaning more than the correct grammar in the sentences they use (spoken/written).

Newspaper is one of the sources of unlimited communication and information which has intended meanings for the listener/readers to interpret. The meaning of the language used in mass media is always related with the context of situation in which it is used. The meaning is always in coherence with its discourse. Therefore, discourse analysis is used to analyze the relation of language and context used for social communication including utterances in newspaper to reveal its intended meanings.

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