

Research article

Verbal and Non-Verbal Elements Found in Chatime Advertisement and Their Meaning

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Abstract.

This paper focused on verbal and non-verbal elements that were found in Chatime advertisements and the meaning of these elements. The data used in this research were taken from Chatime advertisement on the internet. The data were collected by reading and finding the Chatime advertisement. Then, the data collected were classified based on kinds of visual and verbal elements and their meaning found in the advertisement. The method in analyzing the data was descriptive method. There were two types of method to present the result of analysis - they were formal method and informal method. The formal method was used commonly with detail illustration data by using symbol, picture or image of the advertisement. The informal method was the description data in paragraph sentence, or the text found on the advertisements. The result of this research showed that the visual elements found in the Chatime advertisements are in the form of pictures and colors. The types of meaning found in visual elements were conceptual meaning and affective meaning- in this case, those visual elements are intended to be able to affect the customers to buy the product. The verbal elements found in the Chatime advertisements were in the form of phrases and sentences. Those found in headline, body copy, signature line and standing details. Types of meaning found in verbal elements were conceptual meaning, affective meaning and connotative meaning.

Keywords: verbal and non-verbal, elements, advertisement, discourse analysis

1. INTRODUCTION

Communication defines into verbal and non-verbal communication. Verbal communication is the form of communication that used in written words to convey the message. Properly written, the words are read and easily understood. On the other hand, non-verbal communication is the sending or receiving of wordless message or communication such as body language like certain attitudes such as shaking head, claps the hands, and facial expression.

A Communication has a very important role in marketing products or services. The greatest media in selling and promoting the product and service is advertisement. In

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Dates Published 04 July 2022

Publishing services provided by Knowledge E

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Selection and Peer-review under the responsibility of the ISCL 2021 Conference Committee.

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addition, advertising is a communication process that has a very important force as a marketing tool that is very helpful in selling goods, providing services and ideas through certain channels in the form of persuasive information (Wright, 1978). Advertisement can be divided into two; they are electronic advertisement and printed advertisement. Electronic advertisement consists of electronic media such as television, radio, internet, etc. The printed advertisement consists of printed media such as magazine, newspaper, catalogue, etc. The sign that an advertisement must have it namely verbal elements.

Furthermore, there are two important elements those are conveyed the message of an advertisement, namely verbal and non-verbal (visual) elements. Visual elements are about picture, illustration, color, logo, photo, etc. By representing visual element, electronic advertisement can be easily remembered in mind by looking at the picture. Meanwhile, verbal elements are about words or text. Word and text can be found in the form of phrase or sentence. According to Quirk, there are five categories of phrases: noun phrase, verb phrase, adjective phrase, adverb phrase, and prepositional phrase. Whereas, sentence can be divided into four major syntactic types, they are declarative sentence, interrogative sentence, imperative sentence and exclamatives sentence (Quirk and Greenbaum, 1990:231). This research also has some supported theories; one of them can be seen on the statement above. This theory was applied because it still acceptable for analyzing the data of verbal element whether it was in form of a phrase or sentence.

This research discussed the forms of visual and verbal element in one of the electronic advertisement that is internet. The Internet (interconnected network) is the global system of interconnected computer networks that uses the Internet protocol suite (TCP/IP) to link devices worldwide. The function of internet for advertising is not only to introduce products but also to persuade customers that their product is better than others. Internet for advertising consists of forms of visual and verbal element that can lead to discover the message. It will show the magic of words and illustration of the products together. Therefore, the presentation of the visual and verbal elements of Chatime advertisement and their meaning is very important because they related in carrying the message of the advertisements.

Based on the background, there are three previous studies are used as references in this study. They are Fajar (2015) conducted a study entitled *An Analysis of "Oriflame" Woman Perfume Advertisements*. From non verbal tool analysis, the researchers found signs in each background image which then were turned into object and interpretant through a cognition process. From verbal and non verbal tools, the researchers discovered the hidden messages of the Oriflame perfume advertisements. The conclusion

is that the advertiser created different images of each advertisement. The images support the tagline and the body copy of advertisement. The advertiser wants the consumers to be able to choose their own perfume based on their characteristics or what they want to be like. In addition, Agustia (2018) also conducted a study which entitle *Non-Verbal Communication in Coca Cola Advertisement: Semiotic Analysis*. The results shows that Coca Cola Advertisement try to communicate their messages through the signs of non-verbal communication and also there are social messages for their audiences. In this advertisement, there is a social message meaning which tries to tell the audiences about something special in their products. Body language is used to strengthen and complement the words, replacing secret words, expressing one's feelings and opinions, and as a greeting device. Therefore, Karya et al (2018) also doing similar study entitled *Verbal and Non-Verbal Signs Portraying Feminism and its Exploitation in "Wall's Magnum Pink and Black Ice-Cream Advertisement*. In the semiotics there is a cover term to include the three of them; this is SIGN. The colors of the ice-cream, pink and black are symbols of cheerfulness and elegance respectively. Whereas the woman who appeared in pink and black in the advertisement, besides being symbols for cheerfulness and elegance, was also a show off for feminism. She had the freedom in her actions and speech or expression.

Moreover, based on previous study above, this research is different from those previous study that has been explain before. This reseach analyze what are the visual representations and their meaning of Chatime Advertisements on the internet and what are the form and their meaning of verbal elements used in Chatime Advertisement on the internet. In addition, this research aim to describe and analyze visual representation, the form of verbal elements and their meaning used in Chatime Advertisement. This research was expected to be able to inform the readers about visual representation and the forms of verbal communication used in Chatime Advertisement.

2. METHOD

The data were collected by finding and reading the Chatime Advertisement. The data were collected based on topic, they were classified based on the text, image and meaning found on the account. The method in collecting the data included observation and documentary. Observation method by reading comprehending, note taking a Chatime Advertisement. Documentary method by screen capturing the Chatime Advertisement on the internet. After the required data were collected, they were analyzed according to the verbal elements and the meaning found in each Chatime Advertisement. The

method that was used in analyzing the data was descriptive method. The analysis was to discover and describe the visual and verbal elements found in Chatime advertisement and their meaning. The last step was presenting the result of analysis. There are two types of method to present the result of the analysis. They are the formal method and the informal method.

3. RESULT AND DISCUSSION

In this research, the data were analyzed based on the scope of discussion from the background of the study. The analysis focuses on classifying the verbal and non-verbal elements found in Chatime advertisement and their meaning. The data were analyzed based on the theories. The data were collected by screen capturing Chatime advertisement in their Instagram account and their website in the internet. There are various drinks showed in the internet including their merchandise such as straw, tumbler, and tote bag. Chatime as one of biggest teashops on the world also celebrate some big event of the world by giving promotions and discount in order to get the attention of the reader to buy and celebrate the moment with Chatime.

3.1. Chatime's Beverage Product

3.1.1. Sunset Obsession

The first advertisement of Chatime beverage products is Sunset Obsession. Chatime, one of the biggest milk tea names in the world today, recently released their new line of teas: The Sunset Obsession.

3.1.1.1 Visual Representation in Sunset Obsession Advertisement

There are two visual representations found in Sunset Obsession advertisement, they will be explained in the following:

1. Picture of the products

The first illustration shows three kinds of the product, namely Mango Sunset Tea, Grapefruit Sunset Tea, and Lemon Sunset Tea. This illustration has conceptual meaning because the combination of these colors can give the impression of sunset obsession in summer. This illustration can persuade the readers to buy this product because it has eye catching colors. Therefore, it also has an affective meaning.

1. Sunset and beach view



Figure 1

The background of this advertisement is setting of sunset at the beach. It has conceptual meaning; it refers to the typical color of sunset, which brings the beautiful panorama at the beach in the summer.

3.1.1.2 Verbal elements of Sunset Obsession Advertisement

The analysis of verbal elements and their meaning found in this advertisement can be seen on the table below:

TABLE 1: Verbal elements of Sunset Obsession Advertisement.

Components	Forms		Meanings
Headline	Sunset Obsession	Noun Phrase	Thematic Meaning Affective Meaning
Body Copy	Mango Sunset Tea	Noun Phrase	Conceptual Meaning
	Grapefruit Sunset Tea	Noun Phrase	Conceptual Meaning
	Lemon Sunset Tea	Noun Phrase	Conceptual Meaning
	Butterfly Pea Flower Tea 100% Natural full of antioxidants with health benefits to memory, circulation, and eyesight.	Noun Phrase	Thematic Meaning Affective Meaning
	Brighten up the refreshing taste of summer with the enchanting Chatime Sunset drinks, made naturally with Butterfly Pea Flower Tea.	Imperative Sentence	Thematic Meaning Affective Meaning Reflected Meaning
	Be amazed with the coolest and most spectacular Chatime treat for this summer!	Imperative Sentences	Affective meaning
Signature Line	Shaking tea up	Noun Phrase	Conceptual meaning

3.1.1.3 Visual Representation in Thai Have Returned Advertisement

There are four visual representations found in this advertisement, it will be explained below:

1. Product of the advertisement



Figure 2

The visual representations are the products, they are Thai Milk Tea and Honey Thai Milk Tea. It shows Chatime's logo which is colored in white with purple round background. Thai Have Returned products are shown in the middle of the advertisement. On the bottom and the top of the beverage, it is pearl. Pearl or commonly known as "boba" is colored in black. It has conceptual meaning because this illustration explains to the reader the kinds of their products and how the product's look.

1. The Ingredients of Thai tea

The ingredients are star anise, crushed tamarind, cardamom, and occasionally others as well. It has conceptual meaning, which explains these beverage series served by using some natural ingredients. These ingredients can persuade the readers to try the refreshing taste and typical taste of Thai tea, which is made of natural ingredients, which certainly have health benefits. Therefore, it also has an affective meaning.

1. Ivan Dorschner as Chatime endorser

Ivan Anthony Reyes Dorschner is illustrated by cropping technique often to draw attention to the upper body. He is showing the delighted and happy expression with eye contact directly to the readers while at the same time he is composed and relax showing his thumb up. It has an affective meaning because the advertiser is using Ivan Dorschner as the model, that is holding Thai milk tea with pearl as the props. It can persuade and convince the readers that Thai Have Returned is worth to try.

1. The backgrounds

The background color of this advertisement is brown. The background has some sign "get all the best bits" telling the readers about the best bits inside this beverage. "Milky" means that this beverage contains of milk and "so good limited edition it won't last" means this beverage is delicious and limited.

3.1.1.4 Verbal elements of Thai Have Returned Series Advertisement

The verbal elements and their meanings found in this advertisement could be seen on the table below:

TABLE 2

Components	Forms		Meanings
Headline	Thai Have Returned	Declarative Sentence	Conceptual Meaning
Body Copy	Embrace the return of Chatime's Thai milk tea rich in milky sweetness with the delightful taste of authentic Thai Tea.	Imperative Sentence	Affective Meaning
	Experience the creamy cravings all over again!	Imperative Sentence	Affective Meaning Conceptual Meaning
	Thai Milk Tea ♥ + pearl + P20	Noun Phrase	Conceptual Meaning
	Honey Thai Milk Tea ♥ + golden pearl + P20	Noun Phrase	Conceptual Meaning
Signature Line	P100 LRG, P90 REG	Noun Phrase	Conceptual Meaning
	Ivan Dorschner ♥ Chatime endorser	Noun Phrase	Conceptual Meaning

3.2. Chatime's Merchandise

3.2.1. Handmade Bamboo Straw

Chatime bamboo straw was made by using Bamboo Bulung that is growth naturally without pesticide and chemicals. Therefore, this straw is clearly safe to use for drinking your lovely beverage.

3.1.1.5 Visual Representation in Handmade Bamboo Straw Advertisement

There are three visual representations found in this advertisement, it will be explained below:



Figure 3

1. Picture of the product

The first visual representations of this advertisement is the merchandises, which are one small bamboo straw, one large bamboo straw, one straw's brush and a bag to keep

the straw clean and easy to carry. This illustration has conceptual meaning because it informs the shape of the product to the readers.

1. Bamboo leaf

The second illustration is the picture of bamboo leaf. It has conceptual meaning because the advertiser informs the reader that their product was made of natural material. It also has affective meaning because it can persuade the readers to buy this unique straw because of the natural material that is used for making this straw. The bamboo leaf is illustrated with green color symbolizes growth, and freshness.

1. Background

The background colors of this advertisement are light blue and white. Blue is considered beneficial to the mind and body. Light blue is associated with health and healing. Besides, white represents purity and cleanliness. These colors have accordance to the vision of this product that is to save the world or heal the world by reducing the use of plastic straw.

3.1.1.6 Verbal elements of Handmade Bamboo Straw Advertisement

The analysis of verbal elements and their meaning found in this advertisement could be seen on the table below:

TABLE 3

Components	Forms		Meanings
Headline	Let's make a difference!	Imperative Sentence.	Affective Meaning
	Remember that small action can create such a big change.	Imperative Sentence	Affective Meaning
Body Copy	Handmade Bamboo Straw	Noun Phrase	Conceptual Meaning
	Naturally grown bamboo without the use of pesticide and other chemicals.	Noun Phrase	Thematic Meaning Affective Meaning
Signature Line	Chatime good tea good time	Noun Phrase	Conceptual meaning Affective meaning
	Only for Rp. 25K	Prepositional Phrase	Conceptual Meaning Connotative Meaning.

3.2.2. Cool Planner

3.1.1.7 Visual Representation in Cool Planner Advertisement

There are three visual representations found in Cool Planner advertisement, it will be explained below:



Figure 4

1. Picture of the product.

The first of visual representations of this advertisement is the planner. It is illustrated as a normal shape of a book. In the header of the cover, there is a Chatime's logo. Meanwhile, there is a sculpture of a cup that is illustrated by doodle art of some kinds of Chatime beverage menus and toppings in colorful. This illustration has conceptual meaning because this illustration informs the reader about the look of the product. This merchandise is shown in the middle of the advertisement. The illustration is shown on focus and depth of vision.

1. The planner books

The second illustration of this advertisement is the content of the books. It contains of doodle art. The doodle art illustrated in this advertisement was made by a model as we can see that in the picture above there is an activity of drawing a doodle art. It has conceptual meaning because the advertiser informs the readers about the content of the planner book. The content of this planner can persuade the reader to buy this product. Therefore, it also has an affective meaning.

1. Background of the advertisement

This advertisement is supported by Chatime beverage, which is colored in orange as the properties of the background. The setting of this advertisement is on the table as we can see that the wood pattern represents the table.

3.1.1.8 Verbal elements of Cool Planner Advertisement

The analysis of verbal elements and their meanings found in this advertisement could be seen on the table below:

TABLE 4

Components	Forms		Meanings
Headline	Grab this Cool Planner while it lasts!	Imperative Sentence	Affective Meaning
Body Copy	Get it by redeeming 80 Pointea or purchase at Rp. 60k only.	Imperative sentence	Conceptual Meaning Connotative Meaning Affective Meaning
Signature Line	Chatime	Noun	Conceptual Meaning
	80 Pointea	Noun Phrase	Conceptual Meaning
	Rp. 60k only	Noun Phrase	Conceptual Meaning Connotative Meaning
Standing Details	Terms and conditions apply. Member only.	Declarative Sentence	Conceptual meaning
	www.chatime.co.id	Noun	Conceptual meaning
	@chatimeindo	Noun	Conceptual meaning

3.3. Chatime Sales Promotion

Chatime has some promotion to improve the selling product. Advertisement also can be a media to share the promotion. Some advertisements of sales promotion by Chatime will be explained as below.

3.3.1. Chatime Re-Opening

3.1.1.8 Visual Representation in Chatime Re-Opening Advertisement

The first advertisement that will be analyzed in Chatime sales promotion is Chatime Re-Opening advertisement. There are two visual representations found in Chatime Re-Opening advertisement, it will be explained below:

1. (a) Chatime mascot

Tea Baby mascot in this advertisement is dancing on the phrase “Chatime Re-Opening” because it is happy about the finished renovation and happy to celebrate the Christmas by looking at Santa Claus outfit that is used by the tea baby. The phrase is illustrated by calligraphy that has detail of dot ornaments and water splash, which are colored in yellow. “Enjoy our fresh look!” this sentence has star ornaments which are



Figure 5

colored in white as the same as the sentence. There is also a phrase “No. 1 Favorite Drink” that has a bottle-cup shape background.

1. (a) Background

The background of this advertisement is in red color with some Christmas ornaments on the corner. Red represents determination as well as passion, desire and love. The ornaments on the corner is increase the impression of Christmas, there are some of tealeaves in these ornaments if we see them carefully.

3.1.1.9 Verbal elements of Chatime Re-Opening Advertisement

The analysis of verbal elements and their meanings found in this advertisement could be seen on the table below:

3.3.2. Free Upsize

This advertisement is held in celebration to Indonesian general election on 17 April 2019. Chatime gives the free upsize by showing one of the edge of finger has inked mark as the sign of using voting rights for the general election.

3.1.1.10 Visual Representation in Free Upsize Advertisement

The second advertisement that will be analyzed in Chatime sales promotion is “Free Upsize” advertisement. Chatime gives a promotion to the customer after they use their voting rights in Indonesian general election by showing their inked mark on the edge of their finger. There are three visual elements found in this advertisement, it will be described as follows:

1. (a) Picture of the products

TABLE 5

Components	Forms		Meanings
Headline	Chatime Re-opening	Noun Phrase	Conceptual Meaning
	Enjoy Our Fresh Look!	Imperative Sentence	Affective Meaning
Body Copy	@Puri Indah mall – 6 December 2014	Noun Phrase	Conceptual Meaning Connotative Meaning
	6 – 13 December '14	Noun Phrase	Conceptual Meaning
	Special buy 4 cups, get free Kakao pillow* or Special Set: Chatime Chicken-Cha Delight (1 chicken menu + 1 Reg. drink menu) Only Rp. 39.900	Declarative Sentence	Thematic Meaning Affective Meaning
	Selected Menu: Grapefruit Juice, Grapefruit Green Tea, Yoghurt Lemon Juice, Yoghurt Green Tea, Yoghurt Black Tea, Mango Green Tea, Mango Black Tea, Mango Juice, Hazelnut Milk Tea, Hazelnut Chocolate Milk Tea	Noun Phrase	Thematic Meaning
Signature Line	Chatime Good Tea Good Time	Noun Phrase	Conceptual Meaning Affective Meaning
	Only Rp. 39.900	Noun Phrase	Conceptual Meaning,
Standing Details	Terms and Conditions Applied	Declarative Sentence	Conceptual Meaning
	Mall Puri Indah Lt. Dasar Jl. Puri Agung, Jakarta 11610, Inside ACE	Noun Phrase	Conceptual Meaning
	Chatimeindo	Noun	Conceptual Meaning
	No. 1 Favorite Drink	Noun Phrase	Conceptual Meaning



Figure 6

The first illustration of this advertisement is the products. It has conceptual meaning because the advertiser informs to the readers about the product that can be upsized for this promotion. These products are shown by cropping technic.

1. (a) Inked mark on the finger

The second part of visual elements found in this advertisement is a rising up hand with ink mark on the little finger represents it has been using the voting right for the general election. This illustration has conceptual meaning because it informs to the readers about the term to get the promotion. It also has affective meaning because it can persuade the readers to use the voting right and get the promotion.

1. (a) The background

The background of this advertisement has white color, which represents peace and simplicity with some yellow painted brushes, which represents optimistic and cheerful. The background is shown by un-focus effect that can increase the focus for the products and other parts of the advertisement.

3.1.1.11 Verbal elements of Free Upsize Advertisement

The analysis of verbal elements and their meanings found in this advertisement could be seen on the table below:

TABLE 6

Components	Forms		Meanings
Headline	Free Upsize	Noun Phrase	Conceptual Meaning
Body Copy	17 April 2019	Noun Phrase	Conceptual Meaning
	Brown Sugar Fresh Milk	Noun Phrase	Thematic Meaning
	Brown Sugar Milk Tea	Noun Phrase	Thematic Meaning
Signature Line	Chatime Good Tea Good Time	Noun Phrase	Conceptual Meaning Affective Meaning
	Special Tea for Special one.	Prepositional Phrase	Conceptual Meaning Affective Meaning

4. CONCLUSION

This study has discussed about the analysis of Chatime advertisement, especially the visual and verbal elements and their meaning. Both elements can be used to bring the meanings of the advertisement. Chatime advertisement found in the internet is based on Chatime beverage, Chatime merchandise and Chatime sales and promotion.

The first advertisement of Chatime’s beverage advertisement is *Sunset Obsession*. The conclusions are as follows:

1. The visual representations found in *Sunset Obsession* advertisement are in the form of pictures, colors and background that have conceptual meaning and affective meaning.
2. The verbal elements found in *Sunset Obsession* advertisement are in the form of phrases and sentences. Those forms are found in headline, body copy, and signature line. Types of meaning found in verbal elements are thematic meaning, conceptual meaning, affective meaning, and reflected meaning.

The conclusions of *Thai Have Returned* advertisement as the second part of Chatime merchandise are as follows:

1. The pictures of the product, properties, and some signs on the background, the model and colors are the form of visual representations found in *Thai Have Returned* advertisement. They have conceptual meaning and affective meaning.
2. The verbal elements found in *Thai Have Returned* advertisement are in the form of phrases and sentences. Those forms are found in headline, body copy, and signature line. Types of meaning found in verbal elements are conceptual meaning and affective meaning.

The first advertisement of Chatime's merchandise advertisement is *Handmade Bamboo Straw*. The conclusions are as follows:

1. *Handmade Bamboo Straw* advertisement has visual representations such as the pictures of the product, properties, and colors that have conceptual meaning and affective meaning.
2. The verbal elements found in *Handmade Bamboo Straw* advertisement are in the form of phrases and sentences. Those forms are found in headline, body copy, and signature line. Types of meaning found in verbal elements are affective meaning, conceptual meaning, thematic meaning and connotative meaning.

The conclusions of *Cool Planner* advertisement as the second part of Chatime merchandise are as follows:

1. The pictures of the product, properties, the model and colors and the background of *Cool Planner* advertisement are parts of visual representations, which have conceptual meaning and affective meaning.
2. *Cool Planner* advertisement found form phrases and sentences, which are parts of verbal elements. Those forms are found in headline, body copy, signature line

and standing details. Types of meaning found in verbal elements are affective meaning, conceptual meaning, and connotative meaning.

The first advertisement of Chatime sales promotion advertisement is *Chatime Re-opening*. The conclusions of this advertisement are as follows:

1. In *Chatime Re-opening* advertisement the visual representations found in the form of pictures of the mascot, ornaments, colors and background that have conceptual meaning and affective meaning.
2. The verbal elements found in *Chatime Re-opening* advertisement can be divided into headline, body copy, signature line and standing details. They are found in the form of phrases and sentences. Types of meaning found in verbal elements are conceptual meaning, connotative meaning, thematic meaning and affective meaning.

The conclusions of *Free Upsize* advertisement as the second part of Chatime merchandise are as follows:

1. The visual representations of *Free Upsize* advertisement are found in the form of product's picture, the model, colors and the background, which have conceptual meaning and affective meaning.
2. The verbal elements found in *Free Upsize advertisement* are in the form of sentences and phrases. Those forms are found in headline, body copy, and signature line. Types of meaning found in verbal elements are conceptual meaning, thematic meaning and affective meaning.

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