

THE REPRESENTATION OF MALE'S AND FEMALE'S IDENTITY THROUGH THE ASSESSMENT OF SEMANTIC MEANINGS AND PRAGMATIC MEANINGS IN FASHION MAGAZINE

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ABSTRACT

Magazine is one kind of printed media that is published periodically. Magazine has a lot of types based on its main content and the target of reader. It can be divided as news magazine, teen's magazine, male's magazine and female's magazine. Then, male's and female's magazines can be specified into fashion magazine. The articles in fashion magazine contain the style of clothes, shoes, bags, and also the interest scent of perfume. Male's magazine and female's magazine have the different submission in representing the identity between male and female. The purpose of this research explains the process to deliver the information about male's and female's identities in explicit or implicit way.

The writer analyzes the submission of information in *Da Man*, *Details*, and *Esquire* magazines for describing the identity of male. Then, the writer uses *Nylon*, *Vogue*, *Glamour*, and *Cosmopolitan* magazines to identify the identity of female. The difference of language used and the submission of information between male and female are phenomena of language that are analyzed through the writer's point of view by using some theories. The writer uses descriptive qualitative perspectives to determine the language usage between male and female in fashion magazines. The theory of explicature and implicature are used by the writer to analyze the submission of information in male's and female's articles through the objects of clothes, perfumes, and shoes. In the method of collecting data, the writer applies documentation method and note taking technique.

From the data analysis, the writer concludes that the components of colors do not affect the appearance of male's identity because the colors describe neutral colors. On the other side, female has close relation with the component of colors because female has her own colors, such as pink, gold, and fuchsia to represent the identity of female as a feminine person. Then, the submission of meaning in representing male's and female's identity can be categorized in two ways, such as in explicit or implicit way. Both of ways have the important role to determine the influence characteristics between male and female. The kind of implicature is often used to represent the identity of male and female because the information is presented indirectly and the writer should find the implied meaning in the sentence.

Keywords: Explicature and Implicature Meaning, Fashion Magazine

CHAPTER I

INTRODUCTION

This chapter consists of background of study, research purposes, and scope of study.

1.1. Background of Study

Language has system of speech which is used to communicate with other people. People can use language to participate in social structure. It means that language is a main point to achieve a good conversation. In this modern era, people can apply the language usage through communication devices called mass media. Mass media can be divided into two types, electronic media and printed media.

Magazine is a kind of printed media which is favored by society. According to specialization of contents, magazines are divided into news magazine, teens magazine, female's magazine and male's magazine. Male's and female's magazines usually contain about health rubrics, celebrity profiles, hairstyle articles, fashion articles, and lifestyle articles. The submission of vocabulary usage between male and female can be analyzed at the level of the sentence and phrase (Mills, 1995:83).

The forms of language usage can be shown in magazine through the vocabulary which is presented in article. People can know about the position of male or female in magazines when he/she read it. Male or female can be considered as a subject when they give inspiration to the others (Simpson, 1993:168).

In fashion magazine, all of articles do not describe the fashion products expressly and briefly. For knowing the characteristics of fashion products, the reader should understand the meaning in every sentence in an article. The meaning of sentence contains the kind of explicature or implicature which has both positive and negative connotation. Fashion magazine is able to show the characteristic between male and female through the meaning of sentence. In this case, the

identity between male and female can be described in explicit or implicit way.

1.2. Research Purposes

The aims of the study are:

1. To find the characters that appear in explaining male's identity through clothes, perfume, and shoes as the object.
2. To describe the characters that appear to describe female's identity through clothes, perfume, and shoes as the object.
3. To analyze the way to deliver those characters in explaining male's identity and female's identity, explicitly or implicitly.

1.3. Scope of Study

This thesis is actually a semantics and pragmatics study. Since there are so many sub divisions of semantics and pragmatics, the writer limits her thesis in the submission of male's and female's identity in fashion magazine. Furthermore, the writer will find out the kind of explicature and implicature meaning through the analysis in every sentence.

CHAPTER I

REVIEW OF LITERATURE

This chapter consists of language in mass media, language and gender, semantic meanings, and pragmatic meanings.

II.1. Language in Mass Media

Language and human have a very close relation because language is one of the ways a person communicates. The understanding of language in communication affects the understanding of meaning and information which is received by the reader. Advertising is one of the non – personal communication which has the information about the products contained in mass media. Then, it is considered as a medium to do communication activity, it must be

persuasive, attractive, and creative (Leech, 1996:74).

Advertisement in mass media as magazine, newspaper, brochure, and pamphlet always describes the message in text attractively and completely. The message of advertisement in printed media is clearer than one in electronic media. The advertiser in printed media usually gives the information in attractive briefly text based on word, sentence, and noun – phrases.

II.2. Language and Gender

The gender difference cannot be denied from social interaction which affects the social behavior in language used. The difference of gender is a phenomenon about ways of using particular language. The representation of gender in language can be realized in the form of words, phrases, sentences, and discourse (Mills, 1995:83-159).

According to Mills's theory, the representation of gender bias shows male is more powerful than female (1995:122). Feminist stylistics has the concept to reform the way gender is represented in texts.

II.3. SEMANTIC MEANINGS

Semantic components arise when there are both similar and different words that have a relationship with the meaning of words. The words are analyzed according to their uniqueness. Semantic is also explained as the meaning of word and sentence. It can be divided into two sections as the lexical semantics and grammatical semantics. The lexical semantics are related to the words. Then, grammatical semantics are associated with phrases, clauses, and sentences (Griffiths, 2006:15). The elements of semantic which indicate male's identity and female's identity are described as follows:

II.3.1. Synonyms

In semantics assessment, the relation of words that have the same meaning in

the sentence can be identified as the synonym if the sentence meaning does not produce a change. It can occur to the relations among the meaning of words (Griffiths, 2006:26). Sometimes, the words that have the similar meanings can also be shown structurally or lexically. The words which contain the synonyms form can be indicated as follows:

The common word *good* has the same meanings (*synonym*) with the words *nice*, *excellent*, and *fine*.

II.3.2. Antonyms

The opposite word in semantic learning is usually called as antonyms. It usually contains the opposite meaning with another word (Griffiths, 2006:30). It is not as much as an explanation on synonym forms. The antonym forms are divided into four types based on the number of pairs and the nature of opposition, such as:

- a. The binary antonyms
- b. Converses
- c. Gradable antonyms
- d. Contradiction

II.3.3. Hyponyms

Hyponyms can be interpreted as the relation between general meaning and specific meaning. Hyponyms are usually described as words, but it can also be phrase or sentence (Griffiths, 2006:47). The general word which appears can be called as super-ordinate or hypernym. The form of hyponyms is represented below:

The hypernym of the word *vehicle* is divided into *bicycle*, *pedicab*, *airplane*, *train*, and *car* as hyponyms.

II.4. PRAGMATIC MEANINGS

The study about pragmatic is usually associated with the meaning of utterance (Griffiths, 2006:6). The utterance which is found in articles or texts can also be analyzed by using the study of pragmatics. Text is a unit of expression and the function of pragmatics is used to understand the text (Griffiths, 2006:133).

II.4.1. Explicature

Explicature is a part of pragmatics and it is described as the elaboration form of literal meaning because it can give the contextual information and world knowledge to explain the hesitate expressions (Griffiths, 2006:6). The meaning which is obtained explicitly in the speech or text can be explained as the kind of explicature. The example of explicature can be shown below:

The material of *Manarchy* perfume is combined with woody and leather touches in the latter notes.

The sentence above explains the perfume materials which are combined with woody and leather for getting the perfection. The information about the incorporation of ingredients is portrayed explicitly.

II.4.2. Implicature

The meaning which implies different things with the real meaning can be discussed as the kind of implicature. Structurally, implicature has the function as a bridge that connects the informed meaning and the implied meaning (Griffiths, 2006:7). Implicature that is used in communication is declared as the submission of meaning indirectly. Sometimes, implicature is hidden to make the implied meaning is not seen prominently. It marks a difference between what is uttered and what is implied. The example of implicature can be seen below:

The weather is very hot here.

The implied meaning from the example above can be described that the speaker gives order to turn on the air conditioner (AC) indirectly. The information of understanding the meaning is emphasized implicitly to get the real meaning.

II.4.3. Presuppositions

The relationship between two opinions which are explained in different conditions can be referred as

presuppositions. The placement of assumption appropriately is used to understand the sentences in a text. A sentence with the X symbol is declared presuppose another sentence with the Y symbol. It can be happened if both of sentences can be proven as true sentences (Griffiths, 2006:143). The example from the explanation above can be seen below:

X: The officer's wife is beautiful

Y: The officer has a wife

The sentence in Y is a presupposition from the sentence in X. The sentence in X can be described as the correct meaning if the officer has a wife. However, if the officer does not have a wife, so both of sentences cannot be determined as the truth sentences.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the writer explains the methodology of the research, how the research is done and what kinds of techniques are used. This chapter consists of the type of research, data source, population and sample, method of collecting data, and method of data analysis.

III.1. Type of research

According to the previous explanation, this research used descriptive qualitative perspectives. The qualitative method is used to determine the characteristics of identity between male and female in fashion magazines. The difference of language used between male and female is described as a phenomenon of language that is analyzed through the writer's point of view by using some theories.

III.2. Data Source

Data sources are the materials that the researcher need when the researcher conducts a research. It can be divided into two types; those are the primary data source and the secondary data source. The writer used the primary data because the

data is only taken from magazines. The magazines that are used by the writer in her research are fashion magazines. The writer collected some articles that related with fashion with the objects clothes, perfumes, and shoes.

III.3. Population

The important components to analyze this research are population and sample. The population of this research is all of the articles that show the differences of identity between male and female. The types of fashion magazines that are analyzed can be divided into male's fashion magazine and female's fashion magazine. The kind of male's fashion magazines are *Da Man* magazine in October-November 2009 edition, *Esquire* magazine in May 2013 edition, and *Details* magazine in June-July 2013 edition. Then, for female's fashion magazines, they are *Nylon* magazine in October 2010, November 2012, and April 2013 edition, *Vogue* magazine in January 2013 edition, *Glamour* magazine in May 2013 edition, and *Cosmopolitan* in May 2013 edition. The writer also found 180 articles in nine magazines as the population.

III.4. Sample

After having the population, the writer took the sample since the data can be composed in generalizing the result of the population. The writer used random sampling in choosing samples of the data. From the 180 articles that have been found in nine magazines, the writer took 10% as the sample. The writer took the articles randomly, so there are 18 samples that are researched in nine magazines. The writer also limited the objects of this research in fashion styles of clothes, perfumes, and shoes.

III.5. Method of Collecting Data

In collecting data, the writer used documentation method. The documentation method is done by copying the articles of fashion magazines

(Mardalis, 2003:74). The strength of this method is the data cannot be changed so the writer will get the accurate data. In other side, the writer also used the note taking technique. The writer took a note to analyze every sentence which is related to the explicature, implicature, and presuppositions (Sudaryanto, 1993:135).

III.6. Method of Data Analysis

Techniques of analyzing data are the last step in this research. In this step, the writer tried to get the accurate data and the maximum results. There are several ways used to analyze the data from fashion magazines, such as:

- a. Grouping all of male's and female's articles based on each object. It is divided into three objects, such as clothes, perfumes, and shoes.
- b. Giving the number on each sentence throughout the articles.
- c. Identifying every sentence uses explicature, implicature, and presupposition based on the theory of Patrick Griffiths.
- d. Understanding the sentence again, whether it contains the kind of synonym, antonym, and hyponym.
- e. Making conclusion from three of texts which are related to one object in one gender. For example, making conclusion from three articles in female clothes.
- f. Comparing the things that affect the identity between male and female based on the same object.
- g. Taking conclusion based on the result of the analysis.

CHAPTER IV

DISCUSSION

In this chapter, the results of the data analysis are presented by using the concept of semantic and pragmatic meaning by Patrick Griffiths. The writer analyzes the vocabularies used in article between male magazine and female magazine. There are three objects that describe different characteristics between male and female.

These objects consist of clothes, perfumes, and shoes.

IV.1. Texts about Male's Clothes

**Da Man magazine, page 22,
October/November 2009 edition
Color Therapy**

(i) From Kelly Green, Canary Yellow, Electric Blue to Tomato Red...adding dashes of solid colors is the exciting and, probably, most pleasant way to accentuate the darker shades of fall winter fashion. (ii) Get in the zone and feel the optimistic, happy go lucky attitude with this style with collections by **Hermes, Dsquared2, and Louis Vuitton.** (iii) Unlike the wild neons of the 1980s, these solid colored items are handled in more elegant way with quirky plays of layering and other subtle toned pieces. (iv) Get a fashionable quick fix with this striking style, which conveys a sense of freedom and brightens up the spirit.

In (i) sentence, implicature relates to the colors. The element of solid colors which consists of green, yellow, blue, and red are believed to give the attractive feeling for human and they are usually used in fall winter season to provide the bright shades in fashion. The writer also found hyponym form in the first sentence. Solid colors can be determined in the colors of green, yellow, blue, and red as a hyponym form. The components of solid colors which are explained in (i) sentence do not show the different identity between male and female. It is caused by the component of solid colors can be used both of genders.

Next, in (ii) sentence, the solid colors which are combined by those famous brands give optimistic impression to people who wear it. It can also portray the feeling of happiness. On (i) sentence and (ii) sentence, they have the correlation as a presupposition because (ii) sentence is a presupposition from (i) sentence. The sentence of (ii) explains solid colors give the positive impression when it relates to the famous brand, such as *Hermes,*

Dsquared2, and *Louis Vuitton.* In other explanation, when the solid colors are not associated with the famous brand as in (i) sentence, it still gives the positive impression for human, so the meaning will not change although one of the sentences is negated.

Later, in (iii) sentence, the emergence of antonym happens in different situation between in 1980 or old era and modern era. In modern era, the solid colors are also considered as the attractive colors which can give the elegant impression for human. It is also equipped with the material of soft accents in every pattern. Therefore, the writer emphasizes that (iii) sentence is explained as explicature because the characteristics of solid colors in elegant way are explained clearly.

Last, (iv) sentence indicates explicature because the message in that sentence is conveyed explicitly. Colors are considered to able to describe the characteristics of a person. The identity which appears is used to explain the appearance of a person with freedom and spirit way. The striking colors in (iv) sentence can give the stylish appearance for the wearers.

IV.2. Texts about Female's Clothes

**Nylon magazine, page 84, October 2010
edition**

Tycoon Neckwear

(i) Tycoon Neckwear bow ties are for the empowered woman. (ii) Created from recycled men's ties, with a dash of feminine flair, they are a symbol of confidence, individuality, and style. (iii) Tycoon's bow ties are all one of a kind and handmade by Madelyn Somers in Los Angeles, California. (iv) Tycoon also donates a percentage of its profits to Women for Women International. (v) For more information, visit tycoonneckwear.com.

(i) sentence explains that tie can also be worn by female to make her be seen parallel with male. Female who wears a tie

is considered as a person who has a power and she is regarded as a person with the highest status in her society. Therefore, the writer emphasizes that (i) sentence can be categorized as implicature because the meaning which appears does not match with the real meaning in (i) sentence.

The emergence of female identity can be shown in (ii) sentence. Although a tie is more identical with male, it can be recycled with the best material which gives the impression of feminine nature for female.

The kind of explicature indicates that (iii) sentence has the meaning contextually. Tie which is used by Tycoon shows the identity of female. It is made from Madelyn Sommers in Los Angeles, California. Indirectly, (iii) sentence would like to introduce the handmade ties by Madelyn Sommers.

(iv) sentence contains the presupposition because the sentence presupposes another sentence and it can be used in fallacious condition. The presuppositions in (iv) sentence are:

- a. Tycoon is a volunteer.
- b. Tycoon has a sense of high caring to the women organization.

The last sentence in (v) sentence discusses explicature because that sentence contains short information about the way to gain female's tie. The way to purchase a female's tie can be seen in Tycoon's website, so the people can get the female's tie easily.

IV.3. Texts about Male's Perfume

Da Man magazine, page 37, October / November 2009 edition

Marc Jacobs Men

(i) **Marc Jacobs Men** by Marc Jacobs is a woody floral musk fragrance for men. (ii) **Marc Jacobs Men** is a startling scent with original, modern style that creates a feeling of understated luxury. (iii) This green – woody scent is layered with Italian bergamot, lush spices, fig leaves, and masculine floral aromas, soothed with Indonesian patchouli and moss.

(i) sentence can be identified in the form of explicature because (i) sentence already shows the brand of perfume explicitly. The sentence of (i) explains the ingredients in **Marc Jacobs Men** which associates with woody floral is used to represent the characteristics of male.

The sentence of (ii) indicates implicature because the writer looks for the implicit meaning in that sentence. The expensive perfume can give the impression of luxury and male is considered as a modern man. Therefore, the explanations before emphasize that (ii) sentence contains implicature.

Then, the last sentence in (iii) sentence talks about presuppositions because the emergence of knowledge which is based on the expression or action can be considered as the implicit expression. The presuppositions are explained below:

- a. The perfume of male is synonymous with the scent of herbs.
- b. The scent of herbs still creates the impression of masculine.

Furthermore, (iii) sentence also provides an element of hyponym. The general word which relates to the perfume ingredients can be categorized based on bergamot, lush spices, fig leaves, floral aromas, patchouli, and moss as hyponym. The particular vocabulary (hyponym) can be used to describe the common words (hypernym).

IV.4. Texts about Female's Perfumes

Glamour magazine, page 165, May 2013 edition

Best Ladies Luxury Fragrance

(i) This is a fresh, feminine and fruity fragrance but it develops into a richer scent as the day goes on. (ii) Playful, but still sophisticated and perfect for everyday wear. "Being a working mum, I don't always feel as glamorous as I should. (iii) **Viktor and Rolf Flowerbomb** lifts my spirits and gives me lots more confidence!

The emergence of female's characteristics in (i) sentence is associated

with the fruits aroma on **Viktor and Rolf Flowerbomb** perfume. The explanation in (i) can be categorized as explicature because it is affected by the development of original expression which has the information explicitly.

The sentence in (ii) contains the kind of presuppositions because the writer found the assumptions and inferences in (ii) sentence which are explained implicitly. The presuppositions which are found in (ii) sentence can be described below:

- a. **Viktor and Rolf Flowerbomb** is identical as the perfume used by career women.
- b. The feeling of not confident appears when career woman does not use perfume during the activity.
- c. **Viktor and Rolf Flowerbomb** has a long lasting freshness because it can be used during the activity to look fresh.

The female's characteristics which appear from **Viktor and Rolf Flowerbomb's** perfume can be shown as sophisticated, perfect, and confidence person without eliminates the element of feminine. That explanation can be found in (iii) sentence as implicature because the implied meaning emerges when it is compared with the real meaning.

IV.5. Texts about Male's Shoes

Details magazine, page 65, June/July 2013 edition
Trending Now: Upscale Espadrilles
 (i) With their flat jutes soles and easy slip – on construction, **Espadrilles** are as suited to summer as flip-flop, only they're a hell of a lot more refined. (ii) Look for high – end details like the pebbled – leather uppers that replace the usual canvas on this pair from Billy Reid. (iii) "I like them with shorts" "the designer says, "or with a very casual look, with linen pants and a jacket".

The first sentence in (i) shows the promotion of **Espadrilles** product as the product of flip – flop which is used in summer season. Male likes simple things

which can give the special comfort in organizing his activities. (i) sentence can be categorized as explicature because the meaning in (i) sentence can be represented clearly to the reader.

The meaning in (ii) sentence is explained as the kind of implicature because all details from the flip – flop are already conveyed completely and (ii) sentence has the implied meaning. This slipper has the characteristics with the high value. It has the perfect detail although it is used in a street full of pebbles.

The kind of hyponym appears in last sentence of (iii) sentence. The hyponym is shown by the word of shorts, pants, and jacket. They are divided as the common word of clothes. For determining the meaning in (iii) sentence, it can be described as presuppositions because the emergence of assumptions is not yet known about the truth. The presuppositions are:

- a. Slippers can be combined with various types of clothes.
- b. Slippers give the impression of casual style for male based on the convenience which is given.

IV.6. Texts about Female's Shoes

Nylon magazine, page 54, April 2013 edition
Now Kick It
 (i) Not like we require a reason to bring in the spring with a fresh pair of sneakers, but this **Converse ♥ Marimekko** collab is especially worthy. (ii) The brand's classic silhouettes have been constructed in nine funky prints from the Finnish textile brand, and prices range from \$70 to \$90 a pop.

The meaning in (i) sentence is explained as the presuppositions form because the sentence has a supposition which is not known the truth of (i) sentence. The presuppositions are:

- a. Many people wear sneakers in the spring season.

- b. The sneaker of **Converse ♥ Marimekko** has a striking color because it has the fresh appearance.

The first sentence does not show the gender sentence. It still explains the general meaning about the products of **Converse ♥ Marimekko**.

The (ii) sentence describes implicature because the writer must find the hidden meaning in (ii) sentence implicitly. The appearance of female's sneaker shoes has nine funky prints. Female likes stuff with the complete details and the striking design with the beautiful display.

CHAPTER V

CONCLUSION

After analyzing the data, the writer concludes:

- a. The components of colors do not affect the appearance of male's identity because the colors describe neutral colors. In other explanation based on the clothes as the object, the design of suit and the material of suit also become components of male's identity formation because they show male as an elegant and fashionable person.
- b. The formation of male's identity through the perfumes as the object can be analyzed in three ways, they are the ingredients of perfume, the scent of perfume, and the bottle design of perfume. First, the ingredients of perfume show male in luxury way as a modern person. Second, the scent of perfume creates male in adventurous, brave, and mysterious way. Last, the design of bottle also portrays male as someone who likes things with the classical appearance.
- c. For the object of shoes, the identity of male is shown through its design. Male likes the simple design because it gives the comfortable feeling. Male often chooses the neutral color, such as black, white, or tan because it gives the classic masculinity elements.

- d. Based on the object of clothes, female has her own design to describe her identity. For example, female has a design of skirt and dress which cannot be used to describe the identity of male. The design of skirt and dress give mature and sexy impression for female. According to the characteristics of color, female has her own colors, such as pink, gold, and fuchsia to represent the identity of female as a feminine person.
- e. The identity of female is represented based on the scent of perfume and the materials which are contained in it. Female likes the sweet aroma with the floral and fruit materials. Female feels confidence when she uses a perfume which contains both materials.
- f. Female likes to wear the flashy color because it portrays female with fresh appearance. Female also has her own design for showing her identity. The design of wedge heel and retro toe become the special design to represent female's identity as feminine and sexy person.
- g. The submission of meaning in representing male's and female's identity can be categorized in two ways, such as explicit and implicit way. The kind of implicature is often used to represent the identity of male and female because the information is presented indirectly and the writer should find the implied meaning in the sentence.

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