

References

- Ahmed S. Al-Ghamdi, N., & Alghofaily, R. (2019). Cross-Cultural Linguistic Analysis of Persuasive Techniques in Shark Tank. *International Journal of English Language Education*, 7(2), 82. <https://doi.org/10.5296/ijele.v7i2.15416>
- Ai, A. L., Wink, P., Gall, T. L., Dillon, M., & Tice, T. N. (2015). Assessing Reverence in Contexts: A Positive Emotion Related to Psychological Functioning. *Journal of Humanistic Psychology*, 57(1), 64–97. <https://doi.org/10.1177/0022167815586657>
- Alkhalwaldeh, A. A. (2021). Persuasive Strategies of Jordanian Government in Fighting Covid-19. *GEMA Online® Journal of Language Studies*, 21(1), 274–293. <https://doi.org/10.17576/gema-2021-2101-16>
- Altikriti, S. (2016). Persuasive Speech Acts in Barack Obama's Inaugural Speeches (2009, 2013) and The Last State of the Union Address (2016). *International Journal of Linguistics*, 8(2), 47. <https://doi.org/10.5296/ijl.v8i2.9274>
- Anggara Putra, J. E. (2021). *THE PHENOMENON OF PHUBBING BEHAVIOR AMONG ENGLISH LANGUAGE AND EDUCATION STUDENTS OF UNIVERSITY OF MUHAMMADIYAH MALANG* [Universitas Muhammadiyah Malang]. <http://eprints.umm.ac.id/id/eprint/73306>
- Arrosid, I., & Munandar, A. (2018). Illocutionary Acts in Online Airline Advertising Slogans. *Lexicon*, 5(1). <https://doi.org/10.22146/lexicon.v5i1.41280>
- Ary, D., Jacobs, L. C., Razavieh, A., & Ary, D. (2010). *Introduction to research in education* (8th ed). Wadsworth.
- Beebe, S. A., & Beebe, S. J. (2011). *Public Speaking: An Audience Centered Approach*. Allyn & Bacon.
- Beebe, S. A., & Beebe, S. J. (2017). *Public speaking: An audience-centered approach* (Tenth edition). Pearson.
- Beheshti, N. (2020, May 15). *Toxic Influence: An Average Of 80% Of Americans Have Experienced Emotional Abuse*. Forbes. <https://www.forbes.com/sites/nazbeheshti/2020/05/15/an-average-of-80-of-americans-have-experienced-emotional-abuse/>
- Black, K. (2023, April 8). *What is Credible Evidence*. MyLawQuestions. <https://www.mylawquestions.com/what-is-credible-evidence.htm>
- Bregman, P. (2018). *Leading With Emotional Courage: How to Have Hard Conversations, Create Accountability, And Inspire Action On Your Most*

Important Work. John Wiley & Sons.

- Cohen, L., Manion, L., & Morrison, K. (2007). *Research methods in education* (6th ed). Routledge.
- Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (4th ed). Pearson.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed). SAGE Publications.
- Crystal, D., & Crystal, D. (2008). *A dictionary of linguistics and phonetics* (6th ed). Blackwell Pub.
- Cutting, J. (2002). *Pragmatics and Discourse—A Resource Book for Students*. Routledge.
- Dainton, M., & Zelley, E. D. (2019). *Applying communication theory for professional life: A practical introduction* (Fourth edition). SAGE.
- Firmansyah, I., & Kuntjara, E. (2016). Persuasive Strategies Used by Agung Sedayu Group in the Infomercial, Metro TV. *Kata Kita: Journal of Language, Literature, and Teaching*, 4(2), 12–20.
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (2012). *How to design and evaluate research in education* (8th ed). McGraw-Hill Humanities/Social Sciences/Languages.
- Gaffney, A. (n.d.). *Tips & Guides—Engaging Your Audience*. Hamilton College. Retrieved August 13, 2023, from <https://www.hamilton.edu/academics/centers/oralcommunication/guides/how-to-engage-your-audience-and-keep-them-with-you>
- Hadiati, C. (2019). Felicity Conditions of the Speech Acts in Banyumasan Daily Conversation. *Theory and Practice in Language Studies*, 9(6), 700. <https://doi.org/10.17507/tpls.0906.13>
- Håkansson, J. (2012). *The Use of Personal Pronouns in Political Speeches*.
- Heigham, J., & Croker, R. A. (Eds.). (2009). *Qualitative Research in Applied Linguistics*. Palgrave Macmillan UK. <https://doi.org/10.1057/9780230239517>
- Horn, L. R., & Ward, G. (2006). *The Handbook of Pragmatics*. Blackwell Publishing Ltd.
- Hussein, A. L., & Abttan, R. G. (2018). Pragmatic Analysis of Persuasion in Modern British and Iraqi Parliamentary Election Slogans. *International Journal of English Literature and Social Sciences*, 3(2), 276–284.

<https://doi.org/10.22161/ijels.3.2.25>

- Ibrahim, R., & Waheeb, K. (2017). A Pragma-stylistic Study of Hybrid Speech Acts in Selected Dramatic Texts. *Arab World English Journal For Translation and Literary Studies*, 1(3), 62–77. <https://doi.org/10.24093/awejtls/vol1no3.5>
- Janam, I. J. (2019). A Critical Discourse Analysis of the Language of Persuasion Used in the Election Campaigns by American Parliaments. *Al-Ustath Journal for Human and Social Sciences*, 58(4), 33–46. <https://doi.org/10.36473/ujhss.v58i4.1017>
- Khoirunnisa, B. I., & Fauziati, E. (2022). *An Analysis Of Persuasive Speech Act On Speech Video Delivered By Kim Namjoon (BTS)* [Thesis, Universitas Muhammadiyah Surakarta]. <http://eprints.ums.ac.id/id/eprint/103227>
- Korta, K., & Perry, J. (2019). Pragmatics. *The Stanford Encyclopedia of Philosophy* (Winter 2006 Edition). <https://plato.stanford.edu/entries/pragmatics/>
- Lalić, E. L. (2022). *Felicity conditions of speech acts* [University of Rijeka]. <https://urn.nsk.hr/urn:nbn:hr:186:869693>
- Leech, G. N. (1983). *Principles of pragmatics*. Longman.
- Lustig, M. W., & Koester, J. (2010). *Intercultural competence: Interpersonal communication across cultures* (6th ed). Allyn & Bacon.
- Muniz, H. (2019, July 2). Simile vs Metaphor: The 1 Big Difference [SAT / ACT Prep Online Guides and Tips]. *PrepScholar*. <https://blog.prepscholar.com/simile-vs-metaphor>
- Murtagh-Hopkins, J. (2022, December 22). *TAYLOR SWIFT MAKES GLOBAL MUSIC HISTORY ONCE AGAIN IN 2022*. <https://www.universalmusic.com/taylor-swift-makes-global-music-history-once-again-in-2022/#:~:text=TAYLOR%20SWIFT%20MAKES%20GLOBAL%20MUSIC%20HISTORY%20ONCE%20AGAIN%20IN%202022,-Photo%20Credit%3A%20Beth&text=In%20just%20eight%20weeks%2C%20Midnights,million%20units%20during%20release%20week>.
- Oktiani, Y. R., & Putri, E. J. (2022). PERSUASIVE STRATEGIES IN SELECTED UNICEF SPEAKER'S SPEECH. *LINGUA CULTURA*, 16(2).
- Pedersen, H. M. (2002). *SPEECH ACTS AND AGENTS (A Semantic Analysis)*. Lyngby.
- Pramithasari, W., & Gunawan, S. (2014). Persuasive Strategies Used In Jokowi's Speech In His Governor Election Campaign. *Kata Kita: Journal of*

Language, Literature, and Teaching, 2(2), 82–88.

- Rai, N., & Thapa, B. (2015). A STUDY ON PURPOSIVE SAMPLING METHOD IN RESEARCH. *Kathmandu: Kathmandu School of Law* 5.
- Reardon, K. K. (1991). *Persuasion in Practice*. SAGE Publications.
- Rules of Persuasion—The Rule of Balance—Logical Mind vs. Emotional Heart*. (n.d.). Westside Toastmasters, For Public Speaking and Leadership Education. Retrieved August 23, 2023, from https://westsidet Toastmasters.com/resources/laws_persuasion/chap14.html
- Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language*. Cambridge Univ. Pr.
- Searle, J. R. (1979). *Expression and meaning: Studies in the theory of speech acts* (Nachdr.). Cambridge Univ. Pr.
- Simanjuntak, Y. R., Dirgayasa, I. W., & Pulungan, A. H. (2019). PERSUASIVE STRATEGIES USED BY THE CANDIDATES OF GOVERNOR OF JAKARTA IN THE ELECTION DEBATE 2017 ON MATA NAJWA. *LINGUISTIK TERAPAN*, 16(1). <https://doi.org/10.24114/lt.v16i1.15722>
- Simms, C. (2022, December 9). The importance of emotions in decision-making. *ILLUMINATION-Curated*. <https://medium.com/illumination-curated/the-importance-of-emotions-in-decision-making-a7edbd0086d>
- Snyder, C. R. (2002). TARGET ARTICLE: Hope Theory: Rainbows in the Mind. *Psychological Inquiry*, 13(4), 249–275. https://doi.org/10.1207/S15327965PLI1304_01
- Stiff, J. B., & Paul, A. M. (2003). *Persuasive Communication* (2nd ed.). Guilford Press.
- Walker, E. (2016, October 4). *General vs. Specific Evidence*. Prezi. <https://prezi.com/8szfxuw4zpng/general-vs-specific-evidence/>
- Xiaowen, H. (2022). Analysis of Taylor Swift’s Commencement Address at New York University from the Perspective of Conceptual Metaphor. *Academic Journal of Humanities & Social Sciences*, 5(12). <https://doi.org/10.25236/AJHSS.2022.051208>
- Yule, G. (1996). *Pragmatics*. Oxford University Press.
- Yule, G. (2006). *Pragmatik*. Pustaka Pelajar.
- Yule, G. (2010). *The Study of Language* (4th edition) Study Guide. *Cambridge University Press*.

https://www.cambridge.org/us/files/5913/6689/9826/8769_Study_Guide_updated_170610.pdf

