

## Discourse - Pragmatic Analysis of Hijab Fashion Bloggers in Fustany Magazine

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### Abstract

With women's growing desire to wear the hijab and the growth of Islam over the world, hijab fashion has emerged during the twentieth century, and there are now more hijab fashion magazines than ever before. In addition to the media's function and the advancement of technology, one may easily purchase clothing from online stores. This study has two goals, first: the discourse cohesiveness of the hijab fashion advertisements in Fustany magazine, as well as the grammatical and semantic relationships within the texts, as one of the designers' persuasive strategies for attracting clients. The researcher adopts the analytical framework proposed by Halliday and Hasan in 1976. The second part of this study looks at certain fashion bloggers' pragmatic speech actions. Based on data analysis, the study has demonstrated that repetition and other linguistic devices are frequently employed by advertisers to draw customers' attention to their offerings and improve brand recognition. As a technique for promoting advertisements, commissives are often utilized, along with other sorts of assertives and directives.

**Key words:** Hijab; Fashion; Discourse; Pragmatics; Bloggers

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## INTRODUCTION

Brown and Yule (1983), cited in Baker and Ellece (2002), offer the broad definition for the term discourse, stating that discourse is any type of "language in use." Discourse is the term used to describe the structure or unit of language utilized in the previous phrase. The term "discourse analysis" was first introduced by the linguist Harris when he coined the phrase "discourse analysis" in 1952 to describe a technique for analyzing connected speech or writing to show how culture and language are intertwined.

Discourse then, is the study of any feature of language utilized in a context by participants to carry out certain functions. According to Fasold (1990: 65) and Schiffrin (2001), discourse could be written or spoken. It is the common sources of discourse genres include the family (discussions among family members), the hospital (discussions between patients and doctors), the classroom (discussions between teachers and students), and the market (interaction between seller and buyer). for more information, see Stubbs (1983:1), Schiffrin (1994), and Onadoko (2000). Hijab Fashion discourse, the source data of this study is a type of buyer-seller contact that typically takes place through social media platforms rather than face-to-face interactions.

**Cohesion And Coherence.** Starting with Halliday and Hasan (1976), as cited in Birner (2013), the Hallidian theory claims that cohesion is achieved through linguistic devices like *repetition, ellipsis, references*, and so on. Various authors have presented the concept of cohesion and coherence, given theories, and listed the differences between the two terms. According to Cruse (2006), coherence is the compatibility of meaning and relevance, while cohesion is a feature of connectedness that distinguishes texts from random words. Cohesion is defined as "any combination of words that operates as a constituent of a bigger unit can be considered to be internally cohesive"

Accordingly, Crystal (2008) defines coherence as different from cohesion since it relates to the syntactic or semantic connection of language forms at the surface-structure level of conversation. Mey (2009) and Thompson (2014) agree that Halliday and Hasan's theory (1976), which distinguished between "cohesion" and "coherence" in terms of the contrast between linear or "local" versus hierarchical or "global" discourse organization, paved the way for the study of microstructures.

**Fashion Blogger.** A fashion blog might discuss a variety of topics, including particular articles of clothing and accessories, beauty advice, trends in different clothing markets (such as haute couture and prêt-à-porter ...etc.), celebrity style decisions, and street fashion trends. From the biggest fashion design houses to the smallest freelance designers, they cover fashion at all scales. Like the content of fashion magazines, many fashion blogs might also be categorized as shopping blogs. To market their items, some fashion retailers have launched blogs. [https://en.wikipedia.org/wiki/Fashion\\_blog](https://en.wikipedia.org/wiki/Fashion_blog)

**Hijab Fashion and Advertisement.** Advertising is a form of communication, and it serves primarily to inform the public about a specific good, concept, or service. Widdowson (2000). According to Moriarty, et al. (2015), the majority of advertisements are made to generate sales of goods and services. According to Kottler, who is cited in Fitriana (2010), "advertising is any paid method of non-personal communication of ideas, commodities, and services by an identified sponsor." Acheoah (2012) illustrates the benefits and drawbacks of advertising by referring to it as a form of communication. Advertisers are aware that communication has the power to build or sever bonds, make or break societies, and unite or separate people.

**Types of Advertisements.** Public service advertising, outdoor, covert, broadcast, and print advertisements are among the various forms of advertising. The broadcast form of advertising is the most prevalent. This kind of advertising, which includes hijab fashion advertisements, typically relies on media communication, specifically television, radio, and the internet. The so-called "electronic fashion worlds" (cf. Crane 1999), or social media, which serves as a repository and sharing platform for both street style fashion idols and personal interpretations on fashion, played a key role in the widespread adoption of bottom-up processes of fashion diffusion.

## METHODOLOGY



**Data Collection.** Hijab Fashion advertisements have been collected from the website of Fustany com, 2017-2018- 2019-2020 (<https://cms.hearst.com/magazines> ). Fustany magazine is one of the most well-known daily guides for women's fashion, beauty, and lifestyle is. This is an Egyptian magazine that was published in 1867 by HEARST, one of the biggest monthly magazine publishers in the world. This magazine has US and UK editions. British Hearst magazine .This kind of publication is focused in celebrities, street style, and the newest fashion trends. Learn more about wedding advice, weekly home décor, and mouthwatering recipes. The researcher has chosen the fashion trends and style to be a good data for the study.

**The Adopted Model.** This part of the study focuses on examining the discourse function of cohesion in hijab advertisement discourse as a technique used by the designers to attract the women for their products.

This study aims at answering the following question:

1. To what extent the strategies used by fashion bloggers affect the viewers?
2. Which type of cohesive devices is commonly used in fashion discourse?
3. What is the role of linguistic cohesive devices in such kind of data?
4. What are the pragmatic functions of utterances used in selected fashionlanguage?

In order to analyze the chosen data, the study uses the triangulation framework of (Halliday and Hasan, 1978). They categorize cohesive devices into *grammatical and lexical cohesion* in their well-known book *Cohesion in English*. Examples of grammatical cohesion include *references, substitutions, ellipses, and conjunctions*. As seen in the following graphic, lexical coherence includes repetition, synonyms, collocations, and hyponyms.

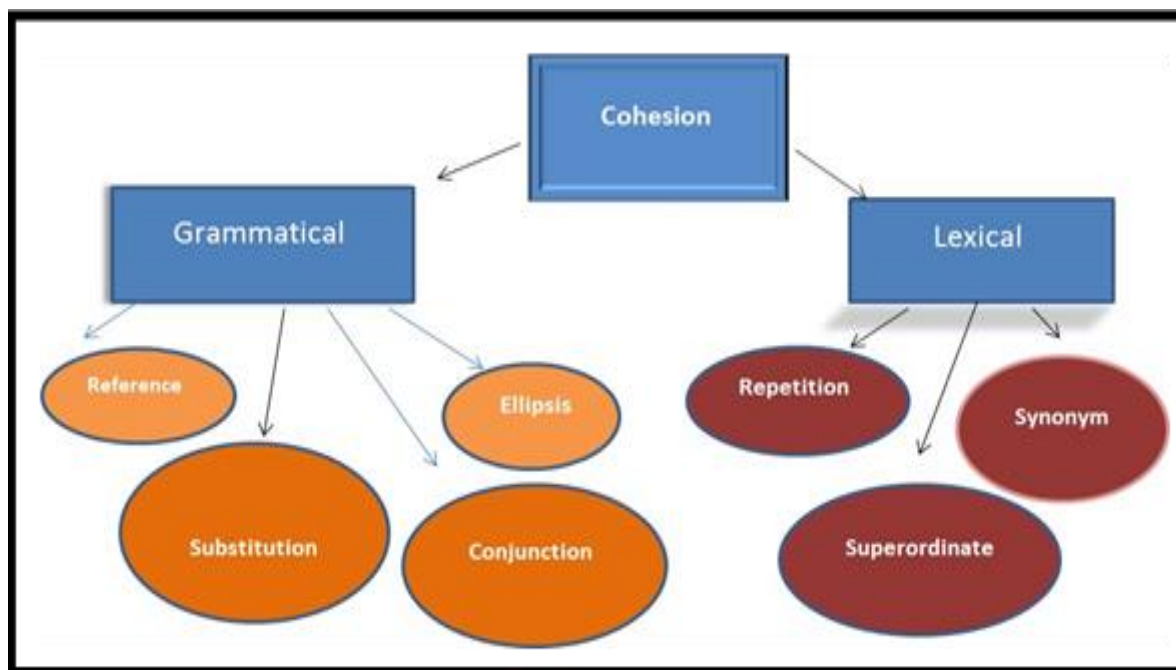


Diagram (1) Halliday and Hasan's Model of Cohesive Devices

## RESULT AND DISCUSSION

### Hijab Fashion Advertisements

Analysis of this study shows that Hijab fashion advertisements usually have two parts: **headlines and sub headlines.**

#### a. The Headlines

Because they take up the most space in an advertisement, headlines are its most important component. Because headlines are read first to provide a broad concept about the products and to draw attention, they are written in bold, different colors, and a larger font than body texts. (Leech,

1972, 1974) notes that the majority of advertising copy begins with a broad headline that he referred to as "loaded language" in order to influence the audience's attitude and viewpoint. Take note of the following instances:

1. Pleats and Ruffles Are the Top Abaya Trends for 2020!
2. 20 Simple but Glam Hijab Outfit Ideas for the Festive Season
3. Yes! You Can Wear Hats with Hijab, Watch How This Blogger
4. More Than 30 Modern Hijab Evening Looks and Dresses for GlamorousNights
5. The 4 Ways to Wrap Your Hijab with Turtleneck Sweaters
6. 9 Trending Pieces We Think All Hijabis Should Wear This Winter

**b. Sub-headlines:** they are called secondary headlines. They are usually written in smaller words than the headlines, but larger than the text body. The main function of this part of advertisement is to encourage the buyer to continue the reading, as illustrated in the following example:

Also, here are 3 easy styling ideas to help you start off:

- Accessorize!
- Suits
- Sequins, Metallics and Sparkle

The advertisement information is found in the other section, which is referred to as the body text. The final line of the advertisement reads, "Do you have a fashion-related question?" Ask away at ASK FUSTANY by clicking here! You'll receive a prompt response to your query from stylists and fashion designers.

### Cohesion of Fashion Hijab Advertisements

This section is conducted to investigate the discourse features of Hijab Fashion advertisements, such as the *grammatical and lexical cohesion* as cohesive relations within fashion discourse. Using Halliday and Hassan's theory, this study seeks to demonstrate that this grammatical and lexical cohesiveness are the two categories into which cohesive devices are divided by Halliday and Hasan (1976) and (1994).

**Grammatical Cohesion.** This type of cohesive devices is divided into: *reference, substitutions, ellipsis, and conjunctions.*

#### a. Reference

This type of cohesive device refers to a specific thing or person within the text, references can be classified into *personal, demonstrative, and comparative references:*

*most Hijabis we know shy away from. No matter how cute the hat is and how much it suits her face, **she** still can't dare to put it on. **she** wears with so many different hijab wraps, and they all look incredible! Her style is amazing and **she** experiments with different aesthetics.*

The reference **she** makes reference to the Hijabi subject of the previous phrase in the aforementioned illustration. By going back to the initial statement, it is possible to determine who the individual is.

The relationship between the two meanings is referred to here as reference. The study shows that the pronoun "**we**" is dominated in this data, due to the communicative nature of the advertisements, The pronoun "**we**" refers to the relationship between the buyer and the brand to create a kind of asocial bond between the addresser and the addressee. Motes, Hilton, & Fielden (1992).

Personal pronouns, in general, imitate interpersonal communication which is needed in advertising in order to get more attention, as in the following examples:

*We love **it**. When **it** comes to hijab fashion. **We're** inspired by on a daily basis*

*...**We** really recommend flipping through all these looks*

*....**We** see our daily clothing, .. Abayas. **We've** seen a lot of Abaya trends before that caught our attention ...**We** and **I** usually refer to the narrator.*

Addressing audiences directly by using the second pronoun "**you**" and "**your**" in advertising, as in the above example means that you are involved in communication, in addition, this pronoun used to attract the viewers' attention to the products, and can enhance their memorization of the advertised product or service better :

***You Can Wear Hats with Hijab. If you have one piece that is sequined, metallic or sparkly, you're done These hijab .. 9 pieces we think should be on top of your shopping list. .. hijab festive outfits will excite you and inspire you to dress up this season.***

Demonstrative pronouns like *This, that, and these* are also employed in this commercial to draw consumers' or women's attention to the particular fashion, as shown in the example below:

***This year ruffled Abayas really appealed... inspire you to dress up this season. .. more exciting about this season when it comes to fashion, like accessories ... a huge trend this year. This is THE accessory that most Hijabis we know shy away from. If you have one piece that is, you're done. These hijab evening looks.,***

### b. Substitutions

This is another distinctive feature of cohesive advertising of Hijab fashion which is well defined by HALLIDAY & HASAN (1994) "the substitute item has the same structural function as that for which it substitutes". There are several types of substitution, according to Halliday and Hasan (1994), including nominal substitution (replacing a noun with "one, ones, same," as shown in illustration (7)), verbal substitution (replacing a verb with "do," and clausal substitution (replacing a clause with "so, not," as shown in the following examples).

*You can choose between a long coat, which stops at the ankle, or if you want you can go for a shorter **one** that stops at the knee*

*Capes were a big hit on the runway for winter 2020. You might think they don't **do** much*

*You Can Wear Hats with Hijab, Watch How This Blogger **Does It** Now you can wrap it normally as you normally **do** and your turtleneck*

*Just wrap it loosely as you usually **do** and tuck what's left of it in your sweater*

*You might think they don't **do** much. it means You might think they were not a big hit on the runway for winter 2020.*

*You Can Wear Hats with Hijab, Watch How This Blogger **Does It**. it means*

*This Blogger Can Wear Hats with Hijab*

*you can wrap it normally as you normally **do**. **It means** as you normally wrap it*

*You can choose between a long coat, which stops at the ankle, or if you want you can go for a shorter **one** that stops at the knee. it means a shorter coat.*

### c. Ellipsis

The study has found that ellipsis is prominent in this corpus as cohesive device to make the reader or the customer focus on the ads. Janoschka, (2004) believes that 'Advertising violates some common language rules on the grammatical, lexical or syntactical level to achieve particular effects and meanings'. It shows spelling *deviations, syntactically incorrect sentences, new words, ellipses, fronting, abbreviations of words or whole syntactic structures, and figures of speech* whose purpose is to attract attention. Nominal ellipsis, verbal and clausal ellipses are found in the fashion discourse, as appear in the following examples:

*a lot of girls **[0:that] I know** have grown to often lose hope*

*You **can't** go wrong with a suit and **[0: You can't go wrong with]** a suit a **turtleneck** underneath...warm, classic and **so so chic**.*

*Loose hijab wraps are **easy and [0:Loose hijab wraps are ] comfortable**. you don't have to worry about **pins and [0: you don't have to worry about ]***

***complex wrapping***

*the trends are **exciting and [0: the trends are ] comfortable**, what they're wearing and how*

The dropped words in the above examples : *that, You can't go wrong with, the trends are, Loose hijab wraps are*, are left out in the second clause, because they are presupposed from the first clause or sentence.





#### d. Conjunction

Conjunctions or discourse markers are also found as cohesive devices like: *additive, adversative and causal conjunction*. Additive like: *and, besides, in other words*, or the. Adversative conjunctions such as: *or, but, however yet...etc.* causal conjunction like *because, so, therefore*. As (HALLIDAY & HASAN 1994) note, conjunctions typically organize a discourse in a clear and logical sequence. According to the study, *and, or, but, and yet* are frequently used in advertisements for hijab fashion. 130 times the conjunction *and* was used in this data, see table (1)

*Pleats and Ruffles Are the Top Abaya Trends for 2020! Each season more trends come up and change how we see our .. Abaya trends 2020 are all about pleated Abayas and ruffled Abayas and they're just as exciting ...the perfect way of adding a modern, yet classic touch to your essential Abayas.*

*... many fashion bloggers lately and they give such a.....*

Table 1 Grammatical cohesive in Hihab Advertising

| No. | Grammatical cohesive | Frequency | Percentage% |
|-----|----------------------|-----------|-------------|
| 1   | Reference            | 77        | 32,9%       |
| 2   | Substitution         | 4         | 1,7%        |
| 3   | Ellipsis             | 23        | 9,82%       |
| 4   | Conjunctions         | 130       | 55,55%      |
|     | Total                | 247       | 100%        |

#### Lexical Cohesion

Cohesion, can also be achieved by choosing vocabulary, as explained by HALLIDAY & HASAN (1994) . They group lexical cohesion into four lexical items, as in the following list: a) Repetition; b) Synonym; c) Superordinate (Hyponymy); d) Collocation

##### a. Repetition

Repeating words is another cohesive devices used in discourse to words like :*Hijab, fashion, Abayas, suit, really*, are usually used and repeated for many times as one of the advertisement techniques to reinforce the company's reputation ,and to attract the customer to the product ,as in the following example:

*London Fashion Week this season and pick out outfits that would be perfect for hijabis. the latest in hijab fashion. Hijab fashion has evolved this past few years into beautiful, ..Hijabis wearing these stunning designs. Abaya trends 2020 are all about pleated Abayas and ruffled Abayas and they'rejust as exciting as.*

##### b. Synonyms

This type of lexical cohesion is used frequently in discourse of hijab as color words to make the advertisement interesting and easy to be read:

Synonyms of *beautiful, stunning, exciting, cool, perfect* , Synonyms of *Look, fashion, form, trend, shape, style, latest, modern, , classic pick up , choose ...etc.* are commonly employed by the designers in this study.

*pick out outfits that would be perfect for hijabis. the latest in hijab fashion. Hijab fashion has evolved this past few years into beautiful, ..Hijabis wearing these stunning designs. Pleats and Ruffles Are the Top Abaya Trends for 2020!..... Each season more trends come up and change how we see our ruffled Abayas and they're just as exciting ...*

*the perfect way of adding a modern, yet classic touch to your essential Abayas. ... many fashion bloggers lately and they give such a.....*

##### c. Superordinate (Hyponymy)

Another cohesive device used in discourse of Hijab advertisement by the copywriter is the superordinate item such as **accessories** of the co-meronym **earrings , necklaces**, or the superordinate item **suit**, for **puffy sleeves, turtleneck**, as represented in the following examples:

*fashion, like accessories. A big pair of statement earrings, preferably something .... Also, layering necklaces would be a cool idea .. and pull out your sparkly heels.*

*suit*, especially if it has puffy *sleeves*, which is a huge trend this year. You can't go wrong with a suit and a *turtleneck* underneath

*red suit*, especially if it has puffy *sleeves*, which is a huge trend this year. You can't go wrong with a *suit* and a *turtleneck* underneath Pants

d. **Collocations:** Sinclair (2004) defines collocation as "the co-occurrence of words:" with no more than four intervening words". Collocations words like *hijab wraps*, *wedding dresses*, are also found in this data

*so many different hijab wraps*, *cute the hat is* and *how much it suits her face*, a glamorous *wedding* to attend. With the unfortunate lack of a good amount of *hijab evening dresses* options.

Table 2 Lexical cohesive in Hihab Advertising

|   | Lexical device | Frequency | Percentage% |
|---|----------------|-----------|-------------|
| 1 | Repetition     | 43        | 36,44%      |
| 2 | Synonym        | 29        | 24,57%      |
| 3 | Hyponymy       | 32        | 27,11%      |
| 4 | Collocation    | 14        | 11,86%      |
|   | Total          | 118       | 100%        |

### Pragmatic Analysis of Speech Act

The second analysis of this study is conducted to examine the force of utterance in fashion advertising. The properties of texts including the micro level, In addition, to the text analysis, including formal features of texts, macro level, or the 'force' of utterances, i.e. what sorts of speech acts like : *promises*, *requests*, *threats*, etc. constitute; the 'coherence' of texts; and the 'intertextuality' of texts.

Speech act theory generally asserts that acts can be accomplished through language, or through words like *ordering*, *requesting*, *apologizing*, *promising*, etc. Three components need to be present for each speaking act to be realized: *locutionary*, *illocutionary* and *perlocutionary*. See (Nemani & Rasekh, 2013); Mey(2001) and Grundy (2008)

Based on Searle's classification, data analysis suggests that Fashion Hijab advertisings mostly use forms of speech act to make the product more attractive, and to encourage the sellers to buy clothes. The following table shows the frequency of speech act in this study:

Table 3 The Speech Act in Hihab Advertising

| No. | Speech Act  | Categories | Frequency |
|-----|-------------|------------|-----------|
| 1   | Declarative |            | 12        |
| 2   | Expressives |            | 5         |
| 3   | Commisives  | Offer      | 7         |
|     |             | Guarantee  | 14        |
|     |             | Promise    | 18        |
| 4   | Assertives  | Telling    | 14        |
|     |             | Suggesting | 6         |
| 5   | Directives  | Offer      | 13        |
|     |             | request    | 3         |

#### a. Declaratives

This type of utterances attempt to change the state of world, for example: wedding, sentencing, naming... etc.

*you can always pull off a Carrie Bradshaw and pull out your sparkly heels .*

*Abayas really appealed to us because of how diverse they can be*-Expressive

#### b. Expressives



Speech act can be performed by uttering certain utterances like: *love, hate*, the fashion designers wants to express their feeling and attitude to appeal the buyer or women psychologically through such performative speech :

*I loved taking a look at the runway and picturing Hijabis, and I loved taking a look we love it. When it comes to hijab fashion layering necklaces would be a cool idea and never forget .*

or expressing the action of rejoice, *brighten, please, enjoy, delight, amuse, satisfy, exult and swoon.*

**Yes! You Can Wear Hats with Hijab.**

#### c. Commissives

In this type of speech act, the advertiser commits himself to do something for the addressee interest. Through guarantee the quality of clothes or fashion, or promising to produce the high quality and the good service for the buyer:

*If you want to know how to wear a hat with the hijab you must take a look if you know what to look for, find the right styling and maybe a talented tailor.. you will definitely love your new look!*

*A big pair of statement earrings, preferably something sparkly will make your outfit.*

*Also, layering necklaces would be a cool idea and never*

*Nabilah styles the hijab with hats, she will really surprise you with how differently she interprets her hijab under a hat!..the heavy leather texture, **it will** keep you warm,*

#### d. Assertives

Assertives typically include utterances formed with the following: *suggestion, allegations, statements, claims, telling*, and so on. The advertisers commonly tell their customers about the new trends, latest fashion, and suggesting new collections of products, and latest styles ,as illustrated in the following examples:

*we went to some of our favorite hijabi fashion bloggers to see what they're rewearing and how let's show you how to wear your hijab with turtlenecks in a couple of different ways...*

*We've seen a lot of Abaya trends before that caught our attention and bloggers' attention as well. Abaya trends 2020 are all about pleated Abayas and ruffled Abayas and they're just as exciting as, if not more than, previous trends*

*you don't even have to think about how to make them work for your modest style*

*you will not believe how many different styles of hats she wears with so many different hijab wraps*

#### e. Directives

Data Analysis shows that most of frequently occurring of speech acts in fashion advertising are directives. In this type of speech act the speaker or the seller wants the hearer or the buyer to buy the product. This actions that represented by using the imperative sentences as a *request, and offer* by using such verbs as: *ask, pull, look for, take a look ...etc.* this type of speech act is very clear in the following examples:

*Ask a Stylist and you'll never wonder what to.. wear again. pull out your sparkly heels....*

*Take a look below and start screen*

*Look for long coats....*

*Buy some hooded scarf and experience the exotic sense, Try them on and pick what looks best*

*you must take a look and get inspired by Nabilah styles You can't go wrong with a suit and a turtleneck underneath*

## CONCLUSION

According to the findings above, hijab fashion advertisements can be considered one of the printed discourses that have recently flourished as a result of new technologies and the use of the internet. The study reveals that the basic idea behind hijab fashion is typically conveyed through titles and subtitles. Cohesive techniques are used in fashion design to align clauses and sentences.



The majority of cohesive devices are found in adverts for clothing. Conjunctions and references are frequently utilized in fashion discourse. The most frequently used references are personal ones like "you," "we," and "and." Additive and adversative conjunctions are used by fashion designers to create logical connections in their writing and to get the audience to assume an interpretation by going back to the initial sentence. Lexical devices as repetition that commonly used by advertisers to attract the customers to the products and enhance the company reputation. As for speech act, declaratives are not found in this data. Other type of speech act including commissives is frequently used in ads to offer the products and promise the customers to buy the goods and ask them to choose the best one. Other speech act like assertives and directives are also found in this data which indicate that fashion designers promote their shops, tell and suggest the customers about the good quality of services.

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