
Eyes on Media Framing: Study of the Representation on COVID-19 Vaccine News

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Abstract

This research aims to find out how media represent the vaccine news during pandemic. This is related to the use of intensifiers as a measure of the degree of neutrality of news writers. This research is qualitative research supported by the quantification method. The data used is online news about the covid-19 vaccination in January - July 2021. A total of 43.288 words token has been collected online. This research is a corpus-based critical discourse analysis research. Three-Dimensional model by Fairclough is the theory used and applied in this research. The results show that news has the power to control the interpretation of readers and has a direct impact on social conditions. Several strategies were used by the covid-19 vaccination news writers, including the use of amplification (+intensifiers), the use of adjective collocations, and also the use of booster intensifiers. Intensifiers are mostly used to highlight the quality and enhancement of the covid-19 vaccination. This is relevant to the current condition that people are enthusiastic about vaccination programs as a result of media framing, especially news.

Keywords: Corpus-Based Critical Discourse Analysis, Three-Dimensional Model, Power and the News Media, Intensifiers in Media

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1. Introduction

Humans are social creatures who are closely related to society. Society is formed from a combination of moral values, ideologies and diverse differences. Media is one aspect of life that is closely related to society. Our society in general can be seen from the reflection produced by the media. In other words, the media is a documented set of public voices. With the development of technology, it is very easy for people to access information with just one click. Printed, electronic and web media are just a medium used to inform, entertain, educate and provoke public interpretation (Nity & Singh, 2017).

Media has a symbolic and persuasive nature. Media by its role has a social power. Social power itself is related to powerful groups or institutions that control the thoughts or interpretations of less powerful groups. The control is an act of several goals such as: wealth, income, status and so on. Indirectly the media can insert plans, beliefs and opinions in it (Dijk, 1995). That is why, a study of media framing is very important so that the public can sort out information properly and wisely. Research about media framing has attracted several researchers' interest, such as Daniel Dor (2003), Angelo and Lombard (2008), and Utami (2018).

Daniel Dor (2003), analyzed the role of newspaper headlines as relevance optimizers. The media has many strategies to stimulate reader interpretation. Headlines allow readers to construct their interpretation directly. The results show that most of the readers' understanding is the result of "*scanning*" the headlines, not from reading the whole news. So, headlines are successful in triggering readers' understanding, expectations, and cognitive styles (Dor, 2003).

Angelo and Lombard (2008), investigated about power press frames in political campaigns. In this study, media containing political campaigns are linked to individual's media perceptions. This perception relates to the quality and negative aspects contained in the content. The results show that there are three ways of media framing by journalists, such as conduit, strategy and accountability. In the press frame strategy, participants tend to have negative individual's perceptions of other press frame methods. Meanwhile, participants with accountability believe that news is the only high-quality information (D'Angelo & Lombard, 2008).

Utami (2018), investigated the existence of Hoaxes in modern politics. This study has a background on the state of news and social media that contains the atmosphere of the presidential election in Indonesia. The results show that hoaxes in social media greatly affect political pressure. Hoaxes and the media can cause partiality between several groups according to their respective ideologies and interests (Utami, 2018).

Many researchers are interested in analyzing media framing. However, little information has been found regarding media framing in the case of the COVID-19 vaccine. Nevertheless,

these attempts to find out the media framing around the world are still incomplete. In this study, researchers want to analyze media framing around the world related to COVID-19 vaccine. This research aims to find out how media represent the vaccine news during pandemic. It is mainly related with how the writer influences the reader's perception on the vaccine news. This study is a Corpus study since the researchers collect a lot of news for analysis. This study is useful for the advancement of corpus linguistic studies, especially with regard to news analysis from various media and certain issues. Besides, we can find out the tendency of certain media to describe the Covid 19 vaccine that is being promoted by the government by analyzing news framing. Therefore, it is also beneficial for newsreaders. Because readers' interpretations can depend on news framing made by the media, this study can be a reference so that readers' interpretations are not affected by media framing.

The data used is news that contains information related to the covid-19 vaccine in online media such as CNN and BBC. Data with approximately more than 43,000 token words were collected for this study. AntConc is an application that plays an important role in data analysis in this research. The topic of COVID-19 was chosen because that situation is relevant and close to the community recently. To sharpen the focus of the study, researchers chose to analyze the government's new breakthrough to deal with the COVID-19 virus - the use of vaccines.

1.1. Research Questions:

1. What are the intensifiers used by the media in the COVID-19 vaccination news?
2. What are the functions of the use of Intensifiers by the media in the COVID-19 vaccination news?
3. What are the impacts of media framing regarding COVID-19 vaccination news?

1.2. Theoretical Framework

1.2.1. Corpus-Based Critical Discourse Analysis

Nowadays, there are many theoretical frameworks that work with corpus linguistics. One of them is a combination of corpus linguistics (CL) and critical discourse analysis (CDA). Corpus linguistics is an empirical method in linguistics that uses corpora (big data) as the main data. Corpus linguistics aims to find trends, probabilities, patterns and other things related to language phenomena. The results produced in this study can be in the form of measures of statistical significance. The method used in corpus linguistics is to search for elements such as word lists, collocates, concordances and so on (Cheng, 2013).

Critical discourse analysis (CDA) is generally defined as the study of the relationship between language and ideology (Fairclough, 1995). CDA has generally been criticized for weaknesses in its analytical methods. CDA uses a qualitative method that is considered to produce fragments or gaps in results. The lack of academic rigor is one of the reasons why

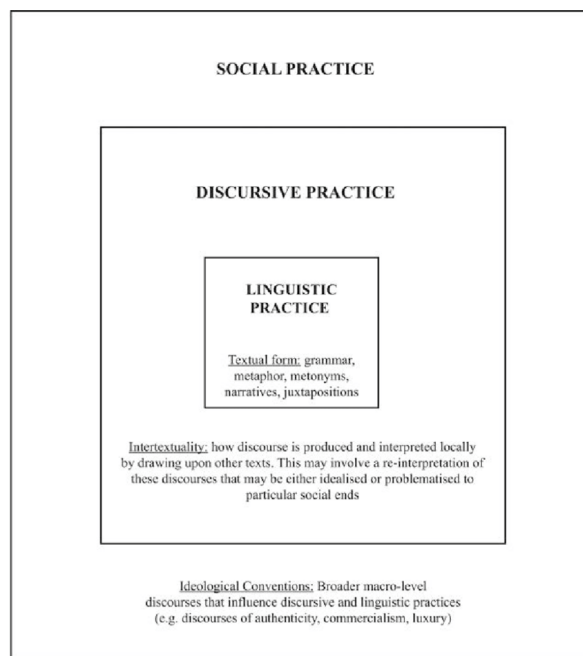
the results of the CDA analysis are questionable. Data analysis is considered to be merely the analyst's subjective prejudice (Cheng, 2013).

The collaboration between corpus linguistics and critical discourse analysis is considered to be a good combination. It is necessary to use random sampling to analyze big data related to the comparison of textual features. In combination, corpus linguistics with its quantitative method will investigate the lexicon grammatical patterns and lexical collocations. Furthermore, critical discourse analysis plays an important role in connecting textual, cognitive, and social phenomena in their social applications (Cheng, 2013).

1.2.2. Three-Dimensional Model

Three-dimensional model is one of the ideas put forward by Fairclough. This model connects three important elements in social life: discourse, reader's interpretation and social conditions. With this theory, it is possible to analyze the textual features contained in the discourse. Not only analyzing textual features, deeper, the analysis must be in-depth regarding the reader's interpretation caused by the discourse. The collection of the reader's interpretations is then searched for relevance in the real-life context (Fairclough, 1995).

There are three steps of analysis. First, find out the textual features in discourse. It contains all elements of text such as words, phrases and sentences (Fairclough, 1995). This process cannot be influenced by external factors, the results of the analysis are objective based on the phenomena contained in the text (Stilman, 1997).



Source: Adapted from Fairclough (1992)

Figure 1. Fairclough's Three-Dimensional Model

Second, discursive analysis. This level of analysis focuses on how discourse is consumed and interpreted by readers. In other words, this level depends on the reader's understanding towards the discourse. Of course, the reader's understanding is influenced by external factors, one of which is the reader's knowledge that they have previously obtained. Third, social analysis. This level focuses on the relationship between discourse and social conditions. How discourse contributes to the general view of society. On the other hand, discourse plays an important role in the reflection of social conditions (Fairclough, 1995).

1.2.3. Power and the News Media

There is debate about the influence of the media on the public. Media has the potential to control readers' mind indirectly. This is because the media are symbolic and persuasive. The media sometimes insert some personal aspects such as plans, intentions, beliefs and so on. Power media has an effect on broad aspects such as the social, cultural, political, or economic power structures of society if observed more deeply. Power media contains two important elements - social power and institutional power. Social power is defined on the control of a powerful group or institution over a lower party. This is caused by several interests such as wealth, income, status, and so on. If we connect more deeply between power media and mental representations, we will find two media effects - influence and manipulation (Dijk, 1995).

Power is generally strengthened by special access. "Ordinary people" who have narrow access such as with friends, family and colleagues, they do not have sufficient access to communicate with higher-ups. They also do not have a direct influence on new content. Meanwhile, elite groups or institutions have easy access to public, discourse, and communicative events. However, special access to the public's mind does not necessarily symbolize control. Rejection, disbelief and criticism are still widely found in society (Dijk, 1995).

1.2.4. Intensifiers in Media

Intensity is defined as a linguistics phenomenon that implies "grading" or comparison. In other words, intensifiers can be used to strengthen or weaken the elements that accompany them. Intensifiers usually come with various types of collocations such as adjectives, adverbs, verbs, or nouns (Pintarić & Frleta, 2014).

Intensity in the media, news, can act as a measure of the level of neutrality of the news. This is because intensity is a cognitive phenomenon whose value depends on the author's tendencies. Intensity in function and type is divided into two - elevation (negative intensity) and amplification (positive intensity). Each type can also be divided by degree – Maximizers (the greatest), boosters (the greater), moderators (the great) (Pintarić & Frleta, 2014).

Table 1. List of Intensifiers

Absolutely	Deeply	Violently
Completely	Extremely	Greatly
Perfectly	Furiously	Horribly
Thoroughly	Heartily	Immensely
Fully	Highly	Quite
Utterly	So	Madly
Perfectly	Really	Wildly
Awfully	Very	Too
Deadly	Grievously	Pretty

2. Methodology

This research is qualitative research. Qualitative method is used to analyze various kinds of behavior and phenomena that exist in the social environment. Qualitative research is research that focuses on an interpretative approach in order to identify and answer research questions (Palmer & Bolderston, 2006). This research is a corpus-based critical discourse analysis research. Three-Dimensional model by Fairclough is the theory used and applied in this research.

The data were taken from all text elements in the covid-19 vaccination news in CNN and BBC news. The data used is online news about the covid-19 vaccination in January - July 2021. A total of 43.288 words token has been collected online. The online news is first changed in Txt format, so that it can be processed using the AntConc.

The data were analyzed using the theory of Three-dimensional model by Fairclough. There are three stages of analysis including textual analysis, discursive analysis and social analysis. In the analysis phase, the researcher analyzed using the AntConc application. First, one by one the intensifiers are searched in the concordance feature.



Figure 2. Concordance

To find collocations, we can use the collocation feature or cluster/N-Grams

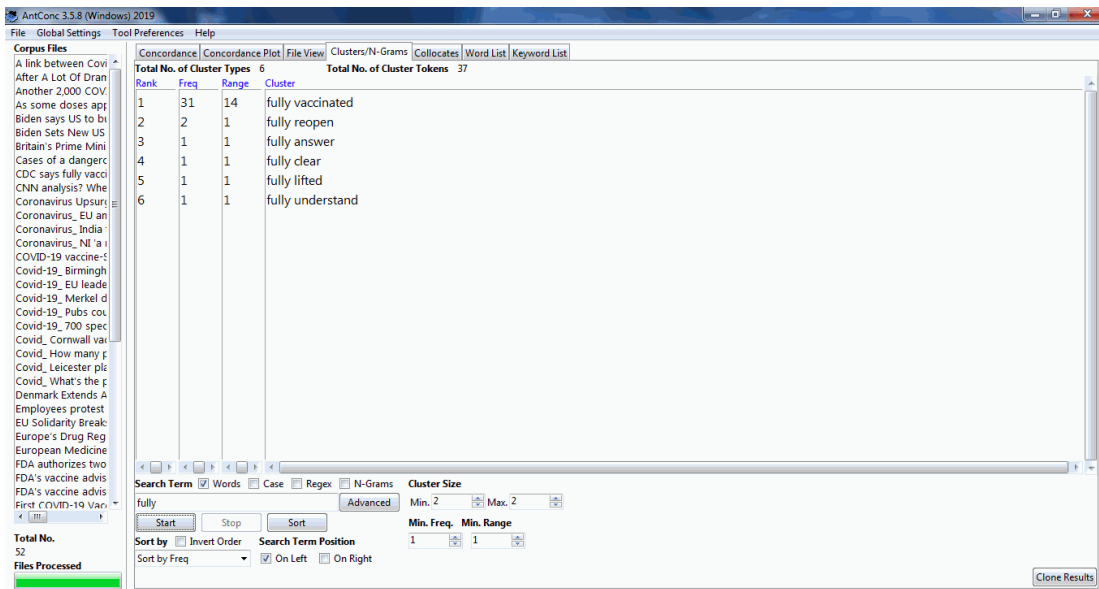


Figure 3. Cluster/N-Grams

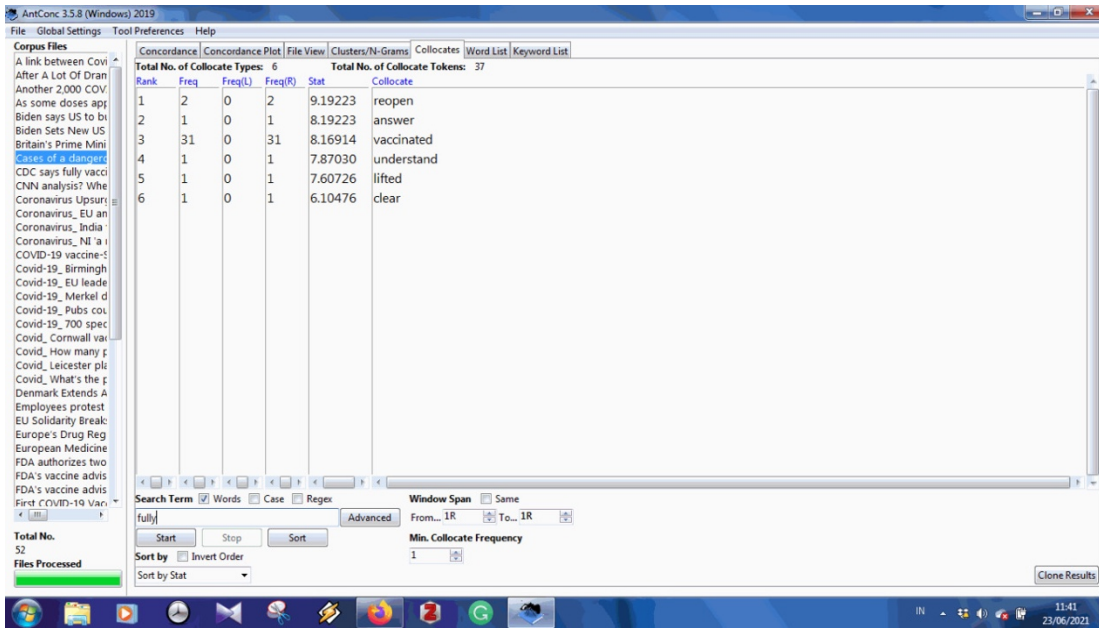


Figure 4. Collocates

To facilitate the analysis process, the data are then classified as follows:

Table 2. Data analysis

No	Intensifiers	Freq.	Collocations	Total	
				Elevation	Amplifications
1	Absolutely	2	Clear	1	
			Foolish		1
	So on...				

The data that has been classified is then analyzed using the Three-Dimensional Model theory. At the stage of discursive analysis and social analysis, the researcher is the only instrument that plays a role in data analysis and interpretation.

3. Findings and Discussions

3.1. Findings

3.1.1 Textual Analysis

3.1.1.1 Elevation (-) Vs. Amplification (+)

The results show that of the 27 types of intensifiers, only 12 were found. The intensifiers used are absolutely, completely, fully, deeply, extremely, highly, so, really, very, too, pretty, quite.

The following is the number of uses of intensifiers in each type:

Table 3. The use of Elevation and Amplification

	Freq.	+ Intensifiers	- Intensifiers
Absolutely	2	1	1
Completely	1	1	
Fully	37	33	4
Dedply	1		1
Extremely	5	3	2
Highly	7	5	2
So	37	23	14
Really	16	8	8
Very	50	34	16
Quite	3	2	1
Too	8	2	6
Pretty	4	3	1
Total	171	115	56

News writers related to COVID-19 tend to use positive intensifiers. Positive intensifiers are used to amplify related elements. "Fully" and "Very" are the types of positive intensifiers that most often used. Both are used as follows:

DATA 1

*“Nearly 64% of adults in the US have received at least one dose of the Covid-19 vaccine, and about 54% are **fully vaccinated**, according to CDC data.”*

DATA 2

*“The Pfizer-BioN-Tech vaccine is authorized for children 12 years of age and older. It's been found to be safe and **very effective**.”*

The data above are the examples of the use of amplification (+intensifiers). Data 1 represents the percentage of adults who have been vaccinated. Intensifiers "fully" in their function are used to reinforce the fact that 54% of 64% of adults have been vaccinated. This is one strategy to strengthen the data and to increase the reader's trust.

Data 2 also uses the same strategy. This sentence describes the level of safety and quality of the Pfizer-Bio-Tech vaccine for children aged 12 and over. This fact is then strengthened by an explanation of the quality of the vaccine. News writers write "very" intensifiers accompanied by the word "effective" so that readers understand that the vaccine is a vaccine that should be consumed.

On the other hand, news writers also use elevation (-intensifiers). Although it is used in small amounts, of course it can also have an impact on the interpretation of the reader. The following is an example of using elevation in covid-19 news:

DATA 3

*"I'm extremely worried because the Delta variant is **so aggressive** in terms of transmission," said Dr. Peter Hotez, director of the Texas Children's Hospital Center for Vaccine Development."*

As we know that covid-19 can mutate into several types. Delta variant is quite interesting. In this case, the news writer highlights how dangerous the Delta variant is by using the intensifier "so" accompanied by the word "aggressive". This expression can increase the reader's fear of covid-19, especially with the Delta variant.

3.1.1.2 Collocates

The term "Collocation" was first proposed by a linguist named J. R. Firth in 1957. Collocations are generally defined as a combination of several words that have meaning. The word combination is mainly based on the linear character of the language or a combination of word order in a syntagmatic relationship (Duan & Qin, 2012). Based on the data found various kinds of collocations including the following:

Table 4. List of Collocations

Absolutely	Clear, Foolish	So	Far, Forth, Long, Aggressive, Early, Essentially, Fast, Fortunate, Important, New, Severely, Small, Vehemently
Completely	Preventable	Really	Have, Close, Matters, Want, Fortunate, Good, Important, Important, Landed, Sick, Trust
Fully	Vaccinated, Reopen, Answer, Clear, Lifted, Understand	Quiet	Effective, High, Yet,
Deeply	Regretted	Pretty	Sure, Good, Low

Extremely	Safe, Rare, Vulnerable, Worried	Too	Young, Broadly, Confident, Early, Long, Optimistic, Soon
Highly	Effective, Unusual, Safe, Specialized	Very	Rare, High, Well, Safe, Small, Effective, Hard, Sick, Best, Careful, Clearly, Complex, Deeply, Difficult, Emotional, Few, Good, Happy, Helpful, Important, Insistently, Irresponsible, Likely, Long, Low, Promising, Serious, Significant, Strong, Systematic, Uncomfortable

Based on the word class, collocation is found in adjectives, adverbs and verbs. The adjective word class occupies the first position in the series of collocations contained in the covid-19 vaccination news. In use, intensifiers are found in all three degrees - Maximizers (the greatest extent), Boosters (a great extent) and Moderators (a considerable extent).

Table 5. Degree of intensifiers

	Maximizers	Boosters	Moderators
Adjective	Absolutely, Completely	Highly, So, Very, Too, Really, Extremely	Quite, Pretty
Adverb	-	So, Very, Too	Quite
Verb	Fully	Deeply, Really	-

Data shows that covid-19 vaccination news writers tend to use a variety of boosters intensifiers. This means that the news writer wants to emphasize an element but does not appear to be exaggerating. It aims to avoid the reader's suspicion which then creates a sense of distrust.

3.1.2 Discursive Analysis

This stage focuses on how news about the covid-19 vaccination is designed and then interpreted by readers.

3.1.2.1 Functions of the use of Intensifiers

The data show that intensifiers are used mostly to emphasize the quality of the COVID-19 vaccine. In addition, intensifiers are used to emphasize the situation related to the pandemic condition and the process of distributing the covid-19 vaccine around the world as displayed in table 6.

Table 6. The functions of Intensifiers

		Opinion	Progress	Situation	Evaluation	Self condition	Quality	Time	Emotion
Maxi mizers	Absolutely	√							
	Completely			√					
	Fully		√	√	√				
Boosters	Extremely					√	√		
	Highly						√		
	So		√	√				√	
	Really	√	√				√		√
	Very			√		√	√		√
Moderators	Too			√		√		√	
	Pretty	√					√		
	Quite						√		

The following are examples of the use of intensifiers in emphasizing the quality of the covid-19 vaccine and pandemic conditions:

DATA 4

““The good news is that when they looked at Pfizer vaccine, they found it was **quiet effective** after two doses at protecting against even the Delta variant.” Murthy told CNN.”

DATA 5

“Chicago became the largest US city to **fully reopen Friday**, Mayor Lori Lightfoot announced.”

The data above are the use of the two functions that appear the most in the news of covid-19 vaccination - situation and quality. Data 4 shows that intensifiers play an important role in highlighting the quality of Pfizer's vaccine which is effective enough to protect humans from COVID-19. Even the vaccine can protect against dangerous COVID-19 variants such as the Delta variant.

Meanwhile, Data 5 highlights the post-covid-19 large-scale attack. The news writer emphasized that Chicago is the largest US city with a "Fully" reopening. The word "Fully"

emphasizes the condition "Reopen". Intensifiers have many other functions, here are examples in each function using intensifiers:

Table 7. The functions of Intensifiers

Opinion	“ <u>Saving money on the vaccines was an <i>absolutely foolish way to economize</i></u> , said Scott Marcus, a senior analyst at Bruegel, who estimates the EU's strategy is costing the bloc billions of dollars weekly in lost growth.”
Progress	“For elderly care home residents, <u>more than 5,100 have been <i>fully vaccinated</i></u> across Wales - but this ranges from 175 in Merthyr (74.5%) and 485 in Rhondda Cynon Taf (62.4%) to just 11 in Ceredigion (3.2%).”
Evaluation	“Various medical societies, such as the American College of Rheumatology, the American Society of Transplantation, and the International Organization for the Study of Inflammatory Bowel Disease, essentially <u>say the antibody tests <i>won't fully answer patients' questions about whether their vaccinations worked.</i></u> ”
self-condition	“ <i>I'm extremely worried</i> because the Delta variant is so aggressive in terms of transmission, said Dr. Peter Hotez, director of the Texas Children's Hospital Center for Vaccine Development.”
Time	“ <u>Testimonials like this one have positive effects on people's behavior</u> . But it <i>came too early and</i> they advertised something that wasn't yet available, Trebbe said.”
Emotion	“ <i>I'm very happy</i> about it. I think as long as we're safe, it's great, San Francisco resident Jim Bloedau told CNN.”

3.1.3 Social Analysis

The COVID-19 pandemic has become a frightening specter for society. The spread of the virus over a long period of time clearly has an adverse effect on several aspects such as limited movement of students and workers, decreased income, high death rate. Vaccination is a preventive measure offered by governments in various countries to increase immunity to avoid Covid-19. Even so, there are pros and cons to the presence of a COVID-19 vaccination.

The news media, which has power in image building, have built a positive image for the use of COVID-19 vaccination. This is in line with current social conditions. Although there are many cons, people in the world on a large scale have been and will be vaccinated in the

near future. This is indicated by the public's interest in queuing to get the vaccination. For example, in the US, data show that *"As of today, we are nearly 100% compliant with our COVID-19 vaccine mandate with 24,947 of us being fully vaccinated"*. This enthusiasm is common among adults, as shown by data that *"Maryland has vaccinated 72.3% of its adult population with at least one dose so far, CDC data shows."*

This phenomenon shows that the strategy used by the covid-19 vaccination news writer is very effective in growing public confidence in the vaccination program. This is evidenced by the current social conditions, especially the enthusiasm of the citizens for the covid-19 vaccination.

3.2. Discussion

There are four points that become an important focus in the discursive analysis stage. First, news writers tend to use amplifications (+ intensifiers). This is one of the news writers' strategies to reduce public concerns about the Covid-19 virus attack that is around the world. They wrote down positive elements in order to highlight the benefits of using the COVID-19 vaccine as a means of self-protection. With the use of amplifications, readers will enter into positive interpretations that have an impact on their positive view of the covid-19 vaccination program.

Second, media framing uses adjective collocations. Adjectives are generally divided into two types - positive adjectives and negative adjectives (Hidayah & Milal, 2016). Positive adjectives are generally used to highlight the advantages of something. In addition, positive adjectives can be used to build a positive image of something. On the other hand, negative adjectives are intended to describe the consequences of something (Vai, 2006). Both types are found in the news of the covid-19 vaccination. Even though positive adjectives dominate, it should be understood that apart from explaining the benefits of covid-19 vaccination, the news writers also want to remind them of the consequences so that they can be taken into consideration. This is because apart from influencing interpretation, news is also informative.

Third, the selection of the use of boosters intensifiers. News writers tend to use the boosters intensifiers variant. This aims to foster a positive image of the covid-19 vaccination, but not in an excessive way. Excessive images tend to increase doubt and distrust of the elements being promoted. Fourth, highlight the quality of the covid-19 vaccination in the news. The data shows that the function of intensifiers as a highlight of the quality of the covid-19 vaccination is in the first position. This strategy is one way to build a positive image of vaccination so that there is no doubt for readers to participate in the vaccination program.

If it is related to social conditions, news has considerable power in building an image and controlling the interpretation of readers. In addition to news as a reflection of social conditions, news also has a direct effect on social conditions. This is evidenced by the

enthusiasm of citizens around the world for the covid vaccination program. News successfully builds and promotes a covid-19 vaccination program.

4. Conclusion

News has the power to control the interpretation of readers and has a direct impact on social conditions. Several strategies were used by the covid-19 vaccination news writers, including the use of amplification (+intensifiers), the use of adjective collocations, and also the use of booster intensifiers. Intensifiers are mostly used to highlight the quality and enhancement of the covid-19 vaccination. This is relevant to the current condition that people are enthusiastic about vaccination programs as a result of media framing, especially news.

This study is limited to analyzing the representation of the Covid vaccine in English on CNN and BBC news. The main data is related to the language strategy used. Thus, news about the increase and decrease in Covid cases is not included. The implications of the results of this study can be seen from the linguistic strategies used by certain media in presenting news objects. This is closely related to how the media plays language to control the readers' interpretation so they can agree with what the media wants to convey. This influence then makes the readers unable to have an interpretation based on their own point of view. therefore, the results of this study can help readers to be more critical in receiving information through the media, because they are also able to clearly see things such as trends (pros and cons).

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