

## REFERENCES

- “Document – PT Merdeka Copper Gold Tbk.” *PT Merdeka Copper Gold Tbk*, 17 Nov. 2022, merdekacoppergold.com/en/document/. Accessed 2 Oct. 2024.
- “Press Release.” *Journal of Thermal Analysis*, vol. 38, no. 10, Oct. 1992, pp. 2415–2415, <https://doi.org/10.1007/bf02123995>. Accessed 3 Oct. 2024.
- “Rhetoric – Aristotle on the Art of Persuasion and Why It Applies to Every Human – Elizabeth J. Peterson.” *Elizabethjpeterson.com*, 3 July 2019, elizabethjpeterson.com/2019/07/rhetoric-a-look-at-aristotles-treatise-on-the-art-of-persuasion-and-why-it-applies-to-every-human/. Accessed 11 Sept. 2024.
- “Rhetorical Devices.” *New Scientist*, vol. 231, no. 3090, Sept. 2016, p. 3, [https://doi.org/10.1016/s0262-4079\(16\)31622-0](https://doi.org/10.1016/s0262-4079(16)31622-0).
- Aisyah, Meidy. “ETHOS, PATHOS, LOGOS DAN KOMUNIKASI PUBLIK: A SYSTEMATIC LITERATURE REVIEW.” *Jurnal Darma Agung*, vol. 30, no. 3, 14 Nov. 2022, p. 442, <https://doi.org/10.46930/ojsuda.v30i3.2066>. Accessed 19 Nov. 2022.
- Akinwotu, Samuel Alaba. “A Pragma-Rhetorical Study of Selected Pentecostal Sermons in Nigeria.” *Crossroads. A Journal of English Studies*, no. 33(2), 2021, pp. 4–19, <https://doi.org/10.15290/cr.2021.33.2.01>.
- Aristotle, and John Henry Freese. *Aristotle, with an English Translation : The “Art” of Rhetoric*. Cambridge, Mass., Harvard University Press ; London, 1970.
- Aristotle. *Rhetoric*. Indianapolis ; Cambridge, Hackett Publishing Company, Inc, 2018.
- Cassell, Catherine, et al. *The SAGE Handbook of Qualitative Business and Management Research*.
- Choi, Jinbong. “A Content Analysis of BP’s Press Releases Dealing with Crisis.” *Public Relations Review*, vol. 38, no. 3, Sept. 2012, pp. 422–429, <https://doi.org/10.1016/j.pubrev.2012.03.003>. Accessed 25 Mar. 2020.
- Damon, Phillip, et al. *Language, Rhetoric, and Style*. 1966.
- Fahnestock, Jeanne. *Rhetorical Style : The Uses of Language in Persuasion*. Oxford ; New York, Oxford University Press, 2011.
- Fengjie, Li. “Analysis of the Rhetorical Devices in Obama’s Public Speeches.” *International Journal of Language and Linguistics*, vol. 4, no. 4, 2016, p. 141, [article.sciencepublishinggroup.com/html/10.11648/j.ijll.20160404.11.html](http://article.sciencepublishinggroup.com/html/10.11648/j.ijll.20160404.11.html), <https://doi.org/10.11648/j.ijll.20160404.11>. Accessed 6 Dec. 2019.
- Gspr BoJoy. “A Handbook of Rhetorical Devices.” *Scribd*, 2024, [id.scribd.com/document/320158655/A-Handbook-of-Rhetorical-Devices](https://id.scribd.com/document/320158655/A-Handbook-of-Rhetorical-Devices). Accessed 3 Oct. 2024.
- Hagan, John. “Modern Rhetoric and Marketing.” *SSRN Electronic Journal*, 2021, <https://doi.org/10.2139/ssrn.4109609>. Accessed 8 June 2022.
- Hajimia, Hafizah, et al. “The Rhetorical Structure of Newspaper Reports: A Synergy between Corpus, Genre and Discourse Analysis.” *Indonesian Journal of Applied Linguistics*, vol. 12, no. 1, 31 May 2022, pp. 86–99, <https://doi.org/10.17509/ijal.v12i1.46433>. Accessed 10 Mar. 2023.
- Henry, E. “Are Investors Influenced by How Earnings Press Releases Are Written?” *Journal of Business Communication*, vol. 45, no. 4, 1 Oct. 2008, pp. 363–407, <https://doi.org/10.1177/0021943608319388>. Accessed 11 Oct. 2019.
- Hyland, Ken. “Exploring Corporate Rhetoric: Metadiscourse in the CEO’s Letter.” *Journal of Business Communication*, vol. 35, no. 2, 1 Apr. 1998, pp. 224–244, <https://doi.org/10.1177/002194369803500203>.
- Iskandar, Denni. “RETORIKA SEBAGAI SENI BERBICARA.” *Mentari: Majalah Ilmiah Universitas Muhammadiyah Aceh*, vol. 13, no. 2, 1 Jan. 2010. Accessed 11 Sept. 2024.



- Kalindra, Rimantas. "Some Lexical, Morphological and Syntactical Similarities and Differences in Lithuanian, Italian and English Languages." *Studies about Languages*, vol. 0, no. 18, 17 June 2011, <https://doi.org/10.5755/j01.sal.0.18.406>. Accessed 30 Nov. 2019.
- Liu, Shuai, and Jingyuan Zhang. "Using Metadiscourse to Enhance Persuasiveness in Corporate Press Releases: A Corpus-Based Study." *SAGE Open*, vol. 11, no. 3, July 2021, p. 215824402110321, <https://doi.org/10.1177/21582440211032165>. Accessed 4 Aug. 2021.
- Luu, Tuan Trong. "Rhetorical Structures in the Language of Vietnamese Advertisements." *Asian Social Science*, vol. 6, no. 11, 18 Oct. 2010, <https://doi.org/10.5539/ass.v6n11p175>.
- Methods: Methods and Challenges*. 1 Oliver's Yard, 55 City Road London EC1Y 1SP, SAGE Publications Ltd, 2018.
- Park, Kyungho, and Seungho Cho. "Framing of Press Releases on Corporate Accounting Issue." *The Journal of Humanities and Social Sciences 21*, vol. 13, no. 04, 30 Aug. 2022, pp. 207–222, <https://doi.org/10.22143/hss21.13.5.15>. Accessed 1 Apr. 2023.
- Smit, David W. "The Uses of Defining Rhetoric." *Rhetoric Society Quarterly*, vol. 27, no. 2, 1997, pp. 39–50, [www.jstor.org/stable/3886359](http://www.jstor.org/stable/3886359).
- Taboada, M. "Applications of Rhetorical Structure Theory." *Discourse Studies*, vol. 8, no. 4, 1 Aug. 2006, pp. 567–588, <https://doi.org/10.1177/1461445606064836>. Accessed 22 May 2019.
- Tevi, Alexander, and Scott Koslow. "How Rhetoric Theory Informs the Creative Advertising Development Process." *Journal of Advertising Research*, vol. 58, no. 1, Mar. 2018, pp. 111–128, <https://doi.org/10.2501/jar-2018-012>.
- Tianli, Zhou, et al. "Examining Rhetorical Strategies in Humorous Discourses: A Systematic Review." *World Journal of English Language*, vol. 12, no. 5, 8 May 2022, p. 27, <https://doi.org/10.5430/wjel.v12n5p27>. Accessed 18 July 2022.
- Walzer, Arthur E. *Campbell on the Passions: A Rereading of Thephilosophy of Rhetoric*. 1 Feb. 1999, <https://doi.org/10.1080/00335639909384242>. Accessed 27 July 2023.
- Wickman, Chad. "Rhetorical Framing in Corporate Press Releases: The Case of British Petroleum and the Gulf Oil Spill." *Environmental Communication*, vol. 8, no. 1, 24 July 2013, pp. 3–20, <https://doi.org/10.1080/17524032.2013.816329>. Accessed 9 May 2019.