



TABLE OF CONTENTS

LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF FORMULAS	xi
ABSTRACT	xii
<i>INTISARI</i>	xiii
CHAPTER I INTRODUCTION	1
1.1 Background of Choosing the Subject	1
1.2 Research Questions	5
1.3 Objectives of the Study	5
1.4 Focus and Scope of Study	5
1.5 Literature Review	6
1.6 Presentation	9
CHAPTER II THEORETICAL FRAMEWORK	11
2.1 Personal Pronouns	11
2.1.1 Grammatical Aspects	12
2.1.2 Noun Phrase as Personal Pronouns	12
2.1.3 Semantic Aspects	14
2.1.4 Pragmatic Aspects	15



2.2 Discourse Functions of Self-references	15
2.2.1 Anticipating Reader's Reaction	17
2.2.2 Clarifying	18
2.2.3 Aligning Perspectives	18
2.2.4 Imagining Scenarios	19
2.2.5 Hypothesising About Reader	19
2.2.6 Appealing to Reader	19
2.3 Corporate Discourse	20
2.3.1 Inner World of Corporation	20
2.3.2 Corporate and the Outside World	21
CHAPTER III METHODOLOGY	25
3.1 The Corpus	25
3.2 The Data	25
3.2.1 First-person self-references	26
3.2.2 Third-person self-references	27
3.3 Method of Data Collection	28
3.4 Method of Data Analysis	30
3.4.1 Quantitative Analysis	30
3.4.2 Qualitative Analysis	34
3.4.3 Data Codification	34



CHAPTER IV FORMS OF SELF-REFERENCES IN ENGLISH PRESS	
RELEASES OF ADARO AND BUMI	36
4.1 First-person self-references	39
4.2 Third-person self-references	45
CHAPTER V THE USE OF SELF-REFERENCES IN ENGLISH PRESS	
RELEASES OF ADARO AND BUMI	53
5.1 Anticipating Reader's Reaction	54
5.2 Clarifying	55
5.3 Aligning Perspectives	56
5.4 Imagining Scenarios	57
5.5 Hypothesising About Reader	58
5.6 Appealing to Reader	58
CHAPTER VI CONCLUSION.....	61
BIBLIOGRAPHY	66
APPENDIX.....	71