

PERSUASIVE TECHNIQUES IN DIGITAL POSTER SLOGANS OF ENVIRONMENT AND ANIMAL CONSERVATION: A SEMANTIC STUDY

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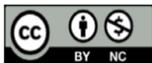
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Abstract:

This research aims to identify and analyze the persuasive technique and type of connotative meaning in slogans about animal and environmental digital posters retrieved through the Pinterest Platform. This research uses descriptive qualitative methods. As stated by Brett Lamb (2019) in Persuasive Language Teaching Resources, "Writers can use numerous strategies to convince you of their point-of-view." Based on Brett Lamb's theory, there are 25 persuasive techniques. Besides that, this research focuses on identifying and analyzing the various types of persuasive techniques that appear in slogans. In addition, the study analyzes the types of connotative meaning based on Parera (2004), "Connotative, which can be categorized into two types: positive and negative connotations." Through collecting, categorizing, classifying, and analyzing the data based on descriptive qualitative methods. The research found 12 persuasive techniques shown in 40 data, including, alliteration, appeal, assonance, emotive language, evidence, hyperbole, inclusive language, metaphor, pun, rhetorical question, repetition, and simile. The data are dominated by the repetition technique because it helps to strengthen memory and influence the perception of the message consistently. On the contrary, a negative connotation is a type of connotative meaning that is mostly used in the slogan. The study found that negative connotations can be more effective in persuading because negative connotations can give a stronger emotional reaction compared to positive ones



Keywords: Semantics; persuasive technique; types of connotative meaning; slogans

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INTRODUCTION

Each individual or community has their own goals in using the internet, both positive and negative. One of the positive goals of creating the Internet is to disseminate information about the importance of human awareness and concern for animal conservation and the environment. Many individuals and environmental communities such as WWF (World Wildlife Fund), Greenpeace International, Climate Science, and Climate Justice use the internet as their platform to campaign for their programs. One way to campaign for their programs is through

digital posters that contain slogan that has persuasive and connotative meanings that can enhance the importance of the message of this campaign. Persuasive techniques are described as written or oral communication to engage and convince readers or listeners to agree with certain opinions, ideas, or assumptions. This is in line with (Kubro & Suyitno, 2019) persuasive is the process of changing and affirming the attitudes, beliefs, values, or behaviors of others. Compelling communication is aimed at a wide audience and attracts their attention quickly. Persuasive technique is often used in political communication, marketing, and campaigns. There are five stages of the persuasive process in a campaign: Gaining attention, understanding, acceptance, retention, and action (Gischa & Novia, 2022). Persuasive technique is effective in promoting campaigns because it touches on human psychology, engages audiences on an emotional level, and provides compelling reasons to support the cause or initiative that has been promoted or disseminated.

Parera (2004) divided the type of connotative meaning into two types: positive and negative connotative. Positive connotative meanings are meanings that contain words with positive connotations. On the other hand, negative connotations contain vocabulary that also has negative connotations. In this research, connotative meaning is used to explore the messages conveyed in environment and animal conservation digital posters.

Digital environmental and animal posters on the Pinterest platform are used as research data because of the many persuasive techniques and connotative meanings that appeared. The selection of digital posters as research material is also based on accessibility. This accessibility allows to understand how messages about the importance of conservation empowerment are conveyed globally. Overall, research on digital posters related to environmental and animal conservation can provide a beneficial understanding of the function of language in raising awareness and promoting social change in the context of conservation and the environment.

Based on the background above, two problems will be studied in this research:

1. What persuasive techniques are used in animal and environmental conservation campaign posters shared through the Pinterest platform?
2. What types of connotative meanings are used in animal and environmental conservation campaign posters on Pinterest?

LITERATURE REVIEW

Semantics

The word semantics comes from the Greek, namely “sema” (noun), which means sign or symbol. According to (Azzahra & Heryono, 2023) “the triangle semantics theory of meaning demonstrates the connections between symbol, concept, and referent in the formation of a language.” In other words, semantics shows that symbols, concepts, and references to each other are interrelated or related in the formation of a language. Semantics in linguistics is the study of how signs or symbols were used by people or communities in certain situations and contexts (Costantia, 2022). One of the key ideas in modern linguistics is that language users possess a variety of linguistic knowledge, such as word pronunciation, sentence structure, and sentence meaning (Rorimpandey et al., 2021.) As mentioned, (Saeed, 2015), semantics is one of the linguistics branches that focuses on finding the meaning of the language. As stated by (Sidabutar & Zakrimal, 2020), “the goal of semantics is to provide precise definitions for words and phrase to eliminate ambiguity that could misleads readers into thinking a word has several possible meaning interpretations.” On the contrary, the link between semantics and persuasive language lies in how the appropriate use of

phrases, sentences, and words provides a precise meaning or message that can influence people to accept or consider the arguments, views, or actions.

Persuasive Technique

Persuasive technique is a form of communication and strategy that aims to persuade someone to believe or agree with an opinion or point of view. The accurate choice of vocabulary in semantic understanding can strengthen the point of view and message contained in persuading people. "Persuasion is the process of persuading someone else to adopt specific beliefs or ideas (Siregar, 2010)." Persuasiveness is not an easy thing because persuasiveness itself has an impersonal nature. Therefore, each type of persuasive technique is applied depending on the preference, context, and purpose for what and to whom. According to (Lamb, 2019) there are 25 persuasive techniques that can be applied:

1. Alliteration is a persuasive technique that uses words or letters that begin with similar consonant sounds.
2. Analogy is a comparison that highlights a point by comparing two different things.
3. An anecdote is a personal short story that can be applied as an illustration for the reader.
4. Appeals itself refers to the strategy or approach taken by the writer to influence the reader by engaging the reader's emotional side such as compassion, common sense, fairness, family values, etc.
5. Assonance is a repetition of a similar vowel sound to emphasize the message.
6. Attack is a persuasive technique that uses words or sentences that have a critical tone.
7. Cliché is a persuasive technique that uses familiar or well-known proverbs, phrase, and expressions.
8. Connotation refers to cultural and emotional that words or sentences carry beyond the literal meaning.
9. Emotive language is the use of vocabulary that carries a strong emotional response.
10. Euphemism is a kind of word or expression that is used in place of something harsher, more direct, or disagreeable.
11. Every day or colloquial language is a technique that uses informal language to establish a connection with the reader and create a sense of familiarity.
12. Evidence refers to the use of data and statistics to support the message.
13. Exaggeration or hyperbole is technique that exaggerates the message.
14. Expert opinion is a persuasive technique used by including expert opinion to influence readers.
15. Generalization is the use of broad statements about certain situations.
16. Inclusive language is a persuasive technique that involves exclusive words or phrases.
17. Imagery is a persuasive technique that uses descriptive language to influence the reader.
18. Jargon is a persuasive technique that applies specialized or technical language to a practical field, profession, or group.
19. Logic or reason is a persuasive technique that involves rational arguments and statements based on evidence.
20. Metaphor is a persuasive technique that directly compares two different things by stating that one thing is another.
21. Puns are persuasive techniques that use wordplay and usually include humor.
22. Repetition is a technique that uses repetition of words and phrases to emphasize certain ideas.

23. Rhetorical question is a question that is not required to receive an actual answer.
24. Sarcasm is a persuasive technique that involves ironic words or sentences to mock or convey contempt.
25. Simile is a persuasive technique that compares two different things by using the words “like” or “as.”

Connotative Meaning

According to Leech in (Umagandhi et al., 2017), connotation is the meaning suggested or implied using a particular word that goes beyond its literal meaning. Connotation refers to the meanings that we associate with the word-beyond the literal definition, the connotation of a word includes all of the emotions and feelings that go along with the use of the word. Connotative meaning is the ability to interpret a term based on someone's feelings or ideas (Gunawan & Simatupang, 2022). Connotative refers to values or expressions that are outside of the written context. As mentioned by Parera in (Jayanti & Afrilesa, 2019) connotative can be categorized into two types: positive and negative connotations. A term with a positive connotation is one that is comforting or has a pleasant feeling about it. On the other side, a word with a negative connotation can make someone feel afraid, depressed, or disappointed. Besides that, Chaer in (Rahmawati & Supri, 2022) stated that positive a word with a positive connotation elicits a positive response. For instance: "This place feels like home." The word home refers to something about family members, full of warmth, safety, and comfort. In other words, a word with a negative connotation elicits a negative response.

Table 1 Type of Connotative Meaning

Positive Connotation	Negative Connotation
Happy	Sad
Strong	Weak
Helpful	Selfish
Beautiful	Ugly

METHOD

The research method used in this research is descriptive qualitative. Qualitative research is a process of collecting and analyzing data in a non-numerical manner (Bhandari, 2020). In this research, the data collected are digital animal and environmental conservation posters. This research combines two methods, namely qualitative and descriptive where data is taken qualitatively, and analyzed or described descriptively. Qualitative research is a research method that focuses more on social understanding and emphasizes the whole picture rather than on more detailed meaning into interrelated variables (Adelina Tarigan & Simatupang, 2022.) On the other side, descriptive itself is a method in examining the case of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present (Simatupang & Adzani, 2019). In addition, descriptive research itself is a study that explains a condition that is being studied (Fikriansyah, 2023).

The research data are slogans from a digital poster about environment and animal conservation shared through the Pinterest platform. There are several steps that the writer in compiling the data: searching the data, collecting the data, classifying the data, analyzing the data, and drawing a conclusion related to the types of persuasive techniques and connotative meaning that is often used in slogans about the environment and animal conservation.

RESULT AND DISCUSSION

The process of evaluating the data gathered from pertinent sources comes next after selecting the research methodology. The purpose of this chapter is to offer an interpretation of the processed data to clarify the analysis's conclusions or outcomes.

Data 1 Alliteration



Picture 3 Alliteration Technique

The slogan 'Think good to wildlife, be good to wildlife, and do good to wildlife' is included in the alliteration technique because there is a repetition of the consonant sound 'g' in the word 'good'. This repetition occurs to provide a message that has a rhythmic pattern and can be easily remembered by readers. In addition, there is also a repetition of the consonant sound 't' derived from the word 'to' which accompanies the word 'good' itself.

The phrase "Think good to wildlife, be good to wildlife, and do good to wildlife" has strong positive connotations, evoking emotions of empathy, compassion, responsibility, and a call to positive action. This is seen in the phrase 'think good' which gives the view that as readers we need to have a positive mindset to have empathy and respect for wildlife. It also provides an understanding of the importance of appreciating the existence of wildlife by taking action to protect their existence.

Data 2 Appeal



Picture 4 Appeal Technique

The slogan "In one generation we have wiped out nearly half of the world's marine mammals, birds, reptiles, and fish." is classified as an appeal to fear because it highlights the dire and frightening consequences where this indicates the critical condition and impact that will occur if conservation of animals executed." This highlights the dire and frightening consequences where 'have wiped out' indicates the critical condition and dire impact that will occur if the conservation of animals is not done. 'In one generation' implies that the damage is very significant in a short period, which of course creates fear because if animals become extinct, humans they will eventually become extinct because they lose their source of producers.

In one generation, we have wiped out nearly half of the world's marine mammals, birds, reptiles, and fish." It has a negative connotation whereas the phrase "Wiped Out" indicates a great loss and difficulty to recover from this situation. The connotation in the sentence 'In one generation we have wiped out nearly half of the world's marine mammals, birds, reptiles, and fish' implies that nearly half of the wildlife population has become extinct. It also connotes the unbalanced environmental impact of this situation. The use of the word 'we' indirectly implies that human activities can disturb and destroy the balance of nature.

Data 3 Assonance

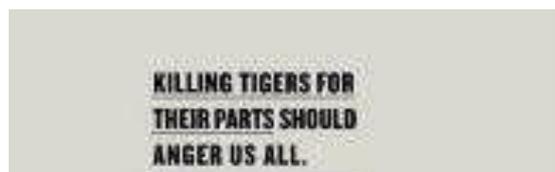


Picture 5 Assonance Technique

The slogan "Wildlife is a treasure, let's save with pleasure" is categorized as an assonance technique because there is a repetitive vowel sound "e" in the words "treasure," "let's," and "pleasure." Assonance is a technique of repeating vowels in adjacent words. Assonance can have a persuasive effect where the phrase will be more easily remembered by the reader.

The slogan is categorized as having a positive connotation. The meaning of the slogan itself is the existence of wildlife is as valuable and must be protected and treated well. This is shown in the word 'treasure' implies that wildlife is just as valuable as treasure and should be protected, cared for, valued, and treated well. 'Let's save with pleasure' implies that protecting wildlife can be a rewarding experience and can be valuable in the future. It also shows that protecting wildlife is not just a rigid obligation. Protecting wildlife can be a fun thing to do.

Data 4 Emotive Language



Picture 6 Emotive Language Technique

The slogan "killing tigers for their parts should anger us all" is categorized as emotive language. Emotive language is a technique that chooses strong words to influence the reader. As in the words "anger" and "killing" which can give strong emotions. Emotive language is a technique that selects strong vocabulary to influence the readers. The use of this technique in the slogan can be seen from the words 'anger' and 'killing' where the word evokes emotional feelings and anger over illegal tiger poaching.

The slogan "killing tigers for their parts should anger us all" can be categorized into the negative connotation. This is shown by the phrase "killing tigers for their parts" which connotes violence and exploitation of tigers. The connotative meaning of the sentence 'killing tigers for their parts should anger us all' evokes feelings of anger

towards this immoral. It implies that killing tigers for their parts is unacceptable. Killing tigers for their parts is a cruel act that wipes out their lives and shows disregard for their intrinsic value.

Data 5 Evidence



Picture 7 Evidence Technique

The slogan “Almost 50% of earth's original forest cover is gone much of it destroyed within the past three decades” is categorized as an evidence technique because there is a percentage of the number “50%” which describes a severe situation. In addition, a specific timeframe of ‘three decades’ is described for deforestation. This statement provides factual information through various scientific research, studies, and reports from reliable sources. This information is empirical data that is applied to support beliefs about the impacts of deforestation and its consequence.

The slogan can be categorized as a negative connotation. The word “gone” connotes the loss of a healthy forest. On the other hand, "Destroyed" indicates the destruction of forests caused by human activity. The connotation meaning "50% of earth's original forest cover is gone” connotes a severe situation of environmental degradation where half of the forests covering the earth have disappeared.

Data 6 Hyperbole



Picture 8 Hyperbole Technique

The slogan “2 million plastic bags are smothering our planet every minute” can be categorized as hyperbole, as the notion that two million plastic bags smother the Earth every minute is an exaggeration. Even though plastic pollution is a severe problem, it is unlikely that large amounts of plastic can accumulate at such a rate on Earth. This hyperbole shows the critical level of plastic bag pollution. It also emphasizes the speed at which plastic bags are thrown.

The slogan can be categorized as a negative connotation. It is shown in the word ‘Smothering’ connotes the harmful effects of environmental damage caused by the

increasing amount of plastic. The word 'smothering' here describes the issues of plastic pollution. It implies the destructive situation caused by plastic on earth, which is associated with the impact of plastic that can cause death.

Data 7 Inclusive Language



Picture 9 Inclusive Language Technique

The slogan "If the Earth suffers, we will suffer too" can be categorized as an inclusive language technique because it uses the pronoun "we" whose purpose includes the writer and the reader. To avoid singling out any particular group and emphasizing that this is a shared responsibility, it uses the word 'we' to describe our shared humanity and relationship with the Earth.

The slogan can be categorized as a negative connotation. The word 'suffer' in this context illustrates the environmental degradation that occurs on Earth. The lives of humans, animals, and plants depend on it. If the ecosystem and environment can be maintained, the Earth will always become a healthy place to live in.

Data 8 Metaphor



Picture 10 Metaphor Technique

The slogan "Consuming the earth is consuming the future" can be categorized into metaphorical persuasive techniques because there are two concepts compared in this phrase, namely "Consuming the earth" and "consuming the future" where the two things are not related to each other.

The slogan can be categorized as a negative connotation. The negative connotation can be seen from the phrase "Consuming the earth" which connotes the loss and depletion of resources on earth caused by human activities that use these resources greedily and do not think about the sustainable effects. The word "consume" connotes destruction and unsustainable use of resources, potentially leading to depletion and destruction of the environment. On the other hand, "Consuming the future" refers to the fact that the actions humans take today will make it difficult for future generations to fulfill their resources.

Data 9 Pun

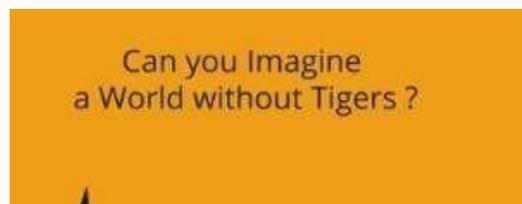


Picture 11 Pun Technique

The slogan 'wild shopping kills wild animals' is a sentence created using a persuasive technique known as wordplay. In this context, the word 'wild' has a double meaning: 'wild animals' means wild animals, and "wild spending" means excessive spending. The function of the sentence is to grab the attention so the message will be memorable. The repetition of the word 'wild' combines two different meanings. 'Wild animals' refers to creatures that live freely in their natural habitat, while "wild spending" indicates excessive or uncontrolled consumption.

The slogan 'wild shopping kills wild animals' can be categorized into negative connotations. The negative connotation can be found in the phrase 'kills wild animals' refers to the death of wildlife caused by human activities. The connotative meaning of the sentence 'wild shopping kills wild animals' connotes that wild shopping can hurt the sustainability of wild animals.

Data 10 Rhetorical Question

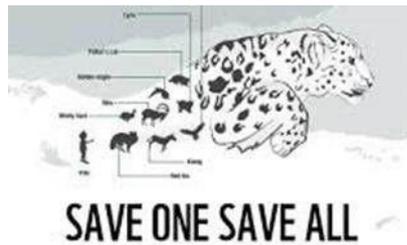


Picture 12 Rhetorical Question Technique

The slogan 'Can you imagine a world without tigers?' is a rhetorical question that does not require an answer. The author assumes that the reader can already imagine the answer. This technique is applied to give reflections to the reader regarding the issue of endangered tigers' existence. It aims to emphasize the negative consequences or impacts of the absence of tiger species in the future. The extinction of tigers can disrupt the balance of the ecosystem because tigers are the highest predators at the top of the food chain. Their absence will eventually endanger humans as well.

The slogan can be categorized as a negative connotation. The meaning of the question 'Can you imagine a world without tigers' is to evoke feelings of concern, sadness, and loss for the loss of tigers. It also serves to awaken the reader and encourage reflection on the importance of conservation. The extinction of tigers can disrupt the balance of the ecosystem because tigers are the highest predators at the top of the food chain. Their absence will eventually endanger humans as well.

Data 11 Repetition



Picture 11 Repetition Technique

The slogan “Save one save all” contains repetition where the word “save” is repeated twice in this phrase. The repetition of the word “save” is repeated to reinforce the action the reader should take. The repetition of the word in the phrase is done to emphasize how important it is to take action on this issue. It also draws attention to the fact that saving one species will impact another. The repetition of words in the message will be clear and straightforward, ensuring that readers can easily understand the connection between individual actions and collective outcomes.

The slogan can be categorized as a positive connotation. The positive connotations in the phrase can be seen from ‘save one’ and ‘save all’ which connotes that saving one species can save other species. and protect the entire ecosystem. The phrase suggests that individual actions can have positive effects beyond their immediate scope.

Data 12 Simile



Picture 12 Simile Technique

The slogan “Like humans, animals feel pain too!” can be categorized as a simile because it uses the word “like” or “as” to directly compare two things that are not the same. In this case, “like” provides an analogy that compares the perception of pain in animals and humans. In this case, ‘like’ provides an analogy comparing the pain between the animals and humans. his comparison does not imply that they perceive pain in the same way. It emphasizes how painful experiences are felt by each species.

The slogan can be categorized as a negative connotation. The negative connotation focuses on the word ‘pain’ which implies pain that no one wants to feel. This connotative meaning creates a feeling of empathy towards animals where animals can also feel pain like humans if treated harshly. In addition, the phrase suggests equality and balance where the pain received by animals should also be taken as seriously as the pain felt by humans. The slogan advocates that animals need to get better treatment from humans and that humans should not be abusive and arbitrary towards animals because animals are also the same living beings as humans.

CONCLUSION

From the data of 40 digital posters used as research material, 12 techniques appear from 25 persuasive techniques proposed in Brett Lamb's theory. The percentage of data from the 40 data is the alliteration technique of one data with a percentage (2.50%), the emotional appeal technique of four data with a percentage (10.00%), the assonance technique of two data with a percentage (5.00%), the emotive language technique of four data with a percentage (10.00%), the data or statistical technique of four data (10, 00%), hyperbole technique five data (12.50%), inclusive language technique two data (5.00%), metaphor technique two data with percentage (5.00%), pun technique three data, (7.50%) rhetorical question technique five data (12.50%), repetition technique six data (15.00%), and the last is figurative technique obtaining two data (5.00%). From these data, it can be concluded that the most widely used data is the repetition technique and the least used technique is the alliteration technique.

The data is dominated by negative connotations compared to positive connotations. Of the 40 digital posters on environmental and animal conservation that have been studied, an average of (80%) with a total of thirty-two data used negative connotations in their slogans compared to slogans with positive connotations with a percentage of (20%) with a total of eight data. Slogans with negative connotations are seen as more effective because they evoke emotional sides in readers; compared to positive connotations that only motivate readers to act.

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