

REFERENCES

- Ahmad, M., & Shah, S.K. (2019). A Critical Discourse Analysis of Gender Representations in the Content of 5th Grade English Language Textbook. *International and Multidisciplinary Journal of Social Sciences*, 8(1), 1-24. doi: 10.17583/rimcis.2019.3989
- Alba, B. (2018, March 7). To achieve gender equality, we must first tackle our unconscious biases. *The Conversation*. Retrieved from <http://theconversation.com>
- Alkan, N. (2016). New trends in the representation of women in contemporary media culture: a critical analysis of three women empowering advertising campaigns. *Galatasaray University Journal of Communication*, 24, 119-143.
- Amerian, M., & Esmaili, F. (2015). Language and gender: A critical discourse analysis on gender representation in a series of international ELT textbooks. *International Journal of Research Studies in Education*, 4(2), 3-12. doi: 10.5861/ijrse.2014.963
- Baxter, A (2015). Faux Activism in Recent Female Empowering Advertising. *The Elon Journal of Undergraduate Research in Communications*, Vol. 6, No. 1.
- Blommaert, J., & Bulcaen, C. (2000). Critical discourse analysis. *Annual Review of Anthropology*, 29(1), 447-466. doi: 10.1146/annurev.anthro.29.1.447
- Creswell, Julie, Kevin Draper, dan Rachel Abrams. 2018. *At Nike, Revolt Led by Women Leads to Exodus of Male Executives*. 28 April. Diakses 04 20, 2021.
<https://www.nytimes.com/2018/04/28/business/nike-women.html>.
- Diraisyah, Venina. "an Analysis of women's speech features used by the main character of "The Duchess" movie." PhD diss., Universitas Islam Negeri Maulana Malik Ibrahim, 2014.
- Fairclough, N. (2001). *Language and power* (2nd ed.). Harlow: Pearson Education.
- Fi'aunillah, TRISTY KARTIKA. "Sexist language in "The Lord of the Rings" film trilogy." *Language Horison* 3, no. 1 (2015): 143-149.
- Lawless, J. L., & Fox, R. L. (2013). *Girls just wanna not run: The gender gap in Young American s' political ambition*. Washington, DC: Women and Politics Institute. Retrieved from https://www.american.edu/spa/wpi/upload/girls-just-wanna-not-run_policy-report.pdf
- Mills, S. (2008). *Language and Sexism*. Cambridge University Press.
- Mills, S. (2008). Overt sexism. In *Language and Sexism* (pp. 35-76). Cambridge: Cambridge University Press. doi:10.1017/CBO9780511755033.002

- Nelmes, J. (Ed.). (2011). *Introduction to Film Studies* (5th ed.). Routledge. <https://doi.org/10.4324/9780203824139>
- Nike (2019, Feb 24th). *Nike: Dream Crazier*. Retrieved from <https://youtube.com/>
- Nudd, Tim (2019, Feb 24th). *Nike Takes the Oscars by Storm With 'Dream Crazier,' Narrated by Serena Williams Follow-up to last year's Colin Kaepernick spot*. Retrieved from <https://musebycl.io/>
- Shettar, Rajeshwari M (2015). A Study on Issues and Challenges of Women Empowerment in India. *IOSR Journal of Business and Management (IOSR-JBM)*, 17(4), 13-19. doi: 10.9790/487X-17411319
- Van Dijk, T. A. (1999). Critical discourse analysis and conversation analysis. *Discourse & Society*, 10(4), 459-460. doi: 10.1177/0957926599010004001