

## TABLE OF CONTENTS

<b>STATEMENT OF AUTHORIZATION</b>	<b>i</b>
<b>PREFACE</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>TABLE OF CONTENTS</b>	<b>v</b>
<b>LIST OF FIGURES</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Background of the study	1
1.2 Statement of problems	3
1.3 Aims of the study	3
1.4 Scope of the study	4
1.5 Research design	4
1.6 Organization of the paper	5
<b>CHAPTER II THEORETICAL FRAMEWORKS</b>	<b>6</b>
2.1 Communication as the basic issue of Semiotics	6
2.2 Models of Semiotics	8
2.2.1 Saussure's Model	8
2.2.2 Pierce's Model	10
2.3 Representation	12
2.4 Barthes' Orders of signification (1972)	14
2.4.1 Denotation	14
2.4.2 Connotation	15
2.4.3 Myth	16
2.5 Motives, Motivation, and Motivational Values	17

2.5.1 Motives	18
2.5.2 Motivation	22
2.5.3 Motivational Values	23
2.6 About <i>Pinterest</i>	24
2.7 Previous studies	26
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>28</b>
3.1 Research method	28
3.2 Research procedures	29
3.2.1 Data collection	29
3.2.2 Data analysis	29
3.2.3 Data presentation	30
3.3 Clarification of key terms	31
<b>CHAPTER IV FINDINGS AND DISCUSSION</b>	<b>33</b>
4.1 The representation of motivational values from pictures containing issue of motivation in <i>Pinterest</i>	33
4.1.1 Motivational values in general context	34
4.1.2 Motivational values in the context of health	50
4.1.3 Motivational value in the context of sport	55
4.2 The myths underlying the representation of motivational values from pictures containing issue of motivation on <i>Pinterest</i> website	57
4.3 Discussion	58
4.3.1 Motivational Values	58
4.3.2 The motives as the myths	61
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS</b>	<b>64</b>
5.1 Conclusions	64
5.2 Suggestions	65

<b>REFERENCES</b>	<b>66</b>
<b>APPENDICES</b>	<b>70</b>
PICTURE 1: Don't quit (Do it)	71
PICTURE 2: You can't stop the waves but you can learn to surf	72
PICTURE 3: Never discourage anyone who makes continual progress, no matter how slow.	73
PICTURE 4: Believe in yourself (Be you)	74
PICTURE 5: Ships in harbour are safe, but that's not what ships are built for.	75
PICTURE 6: The body is meant to be seen, not all covered up.	76
PICTURE 7: When you walk up to opportunities door, don't knock it.. kick that b*tch in, smile and introduce yourself	77
PICTURE 8: Dreams don't work unless you do!	78
PICTURE 9: Suffer the pain of discipline or suffer the pain of regret	79
PICTURE 10: Only those who dare to fail greatly, can achieve greatly.	80

## LIST OF FIGURES

Figure 2.1. Jakobson's model of communication (1960) adapted from Fiske (2002: 35)	7
Figure 2.2. Saussure's Model of Sign adapted from Chandler (2007)	9
Figure 2.3. The picture of Marilyn Monroe as a sign taken from <i>Pinterest.com</i>	9
Figure 2.4. Example of analysis using Saussure's (1983) signified and signifier	10
Figure 2.4. Pierce's Model of Sign adapted from Chandler (2007)	11
Figure 2.5. The analysis of the sign Marilyn Monroe using Pierce's model of semiotics	12
Figure 2.6. Orders of Signification adapted from Barthes (1972: 113)	14
Figure 2.7. Motivational cycle adapted from Walgito (2010: 242)	22
Figure 2.8. <i>Pinterest</i> site	25
Figure 2.9. The statistic illustration of <i>Pinterest</i> users in June 2013	25

## **LIST OF TABLES**

Table 2.1. List of Confederation Cup and World Cup Winners from 1992 to 2013	17
Table 2.2. The list of motives taken from Murray (2009)	19