

TABLE OF CONTENTS

PAGE OF APPROVAL	i
STATEMENT OF AUTHORIZATION	ii
PREFACE	iii
ACKNOWLEDGMENTS	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
LIST OF FIGURES	x
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Formulation of Problems	3
1.3 Aims of the Study	3
1.4 Scope of the Study	4
1.5 Significance of the Study	4
1.6 Research Method.....	4
1.6.1 Research Design	4
1.6.2 Data Collection	5
1.6.3 Data Analysis.....	5
1.7 Clarification of the Terms	5
1.8 Organization of the Paper	6
CHAPTER II LITERATURE REVIEW	8
2.1 Description of Gender.....	8

2.1.1 Men and Women’s Stereotypes	9
2.2 Magazines	10
2.2.1 <i>Male Magazine</i>	11
2.3 Representation.....	13
2.4 Multimodality	14
2.4.1 Visual Grammar	15
2.4.1.1 Representational Meaning.....	16
2.4.1.2 Interactive Meaning.....	19
2.4.1.3 Compositional Meaning	22
2.4.2 Colors, Fashion, and Physical Appearance	24
2.4.3 Transitivity.....	27
2.4.3.1 Participants and Processes.....	28
2.4.3.2 Circumstances	30
2.5 Previous Studies.....	31
CHAPTER III RESEARCH METHODOLOGY	35
3.1 Research Design.....	35
3.2 Data Collection	36
3.3 Data Analysis	36
3.4 Data Presentation	37
CHAPTER IV FINDINGS AND DISCUSSION	41
4.1 Visual Representations.....	41
4.1.1 The Female Model’s Beautiful Physical Appearance	42
4.1.2 The Female Model’s Aggressiveness	44
4.1.3 The Female Model’s Personalities	46

4.1.3.1	Building Close Social Distance with the Viewers.....	47
4.1.3.2	Powerful	49
4.1.3.3	Independently Happy	50
4.1.4	The Female Model as the Object of Information	53
4.2	Verbal Representations	55
4.2.1	The Female Model as a Hard Worker	55
4.2.2	The Female Model as a Popular and Curious Woman	57
4.2.3	Using More Feelings	59
4.3	Signification of the Representations	61
	CHAPTER V CONCLUSION AND SUGGESTIONS.....	66
5.1	Conclusion	66
5.2	Suggestions	67
	REFERENCES.....	69
	APPENDICES	

LIST OF TABLES

Table 2.1 Summary of Interactive Meaning	21
Table 2.2 Summary of Compositional Meaning	24
Table 2.3 Meanings of Colors	25
Table 2.4 Meanings of Fashion.....	26
Table 2.5 Meanings of Physical Appearance	27
Table 3.1 Sample of Visual Analysis.....	38
Table 3.2 Sample of Verbal Analysis	40

LIST OF FIGURES

Figure 2.1 Main types of visual representational structures	17
Figure 2.2 Analytical Process	18
Figure 2.3 Symbolical Process.....	19
Figure 2.4 The ‘Demand’ Image.....	20
Figure 4.1 Page 2 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	43
Figure 4.2 Page 7 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	45
Figure 4.3 Page 8 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	46
Figure 4.4 Page 4 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	48
Figure 4.5 Page 3 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	49
Figure 4.6 Page 5 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	51
Figure 4.7 Page 1 in the ‘insight’ rubric of <i>Male</i> 147 th edition.....	53