TABLE OF CONTENTS

PAGE OF APPROVAL ................................................. Error! Bookmark not defined.
STATEMENT OF AUTHORIZATION ............................. Error! Bookmark not defined.
PREFACE ............................................................... Error! Bookmark not defined.
ACKNOWLEDGEMENTS ............................................. Error! Bookmark not defined.
ABSTRACT .............................................................. Error! Bookmark not defined.
TABLE OF CONTENTS ................................................ vii
LIST OF TABLES ...................................................... ix
LIST OF FIGURES ...................................................... x
CHAPTER I INTRODUCTION ......................................... Error! Bookmark not defined.
  1.1 Background of the Study ..................................... Error! Bookmark not defined.
  1.2 Formulation of Problems ..................................... Error! Bookmark not defined.
  1.3 Purposes of the Study ........................................ Error! Bookmark not defined.
  1.4 Scope of the Study ............................................ Error! Bookmark not defined.
  1.5 Significance of the Study ..................................... Error! Bookmark not defined.
  1.6 Research Methodology ....................................... Error! Bookmark not defined.
    1.6.1 Research Design ......................................... Error! Bookmark not defined.
    1.6.2 Data Collection ........................................... Error! Bookmark not defined.
    1.6.3 Data Analysis ............................................. Error! Bookmark not defined.
  1.7 Clarification of the Terms .................................. Error! Bookmark not defined.
  1.8 Organization of The Paper ................................. Error! Bookmark not defined.
CHAPTER II LITERATURE REVIEW .............................. Error! Bookmark not defined.
  2.1 Representation ................................................. Error! Bookmark not defined.
  2.2 Multimodal Discourse Analysis ......................... Error! Bookmark not defined.
    2.2.1 Visual Modes .............................................. Error! Bookmark not defined.
      2.2.1.1 Representational Meaning ......................... Error! Bookmark not defined.
      2.2.1.1.1 Narrative Process ................................. Error! Bookmark not defined.
      2.2.1.1.2 Conceptual Process ............................... Error! Bookmark not defined.
      2.2.1.2 Interactive Meaning ................................. Error! Bookmark not defined.
      2.2.1.3 Compositional Meaning ............................. Error! Bookmark not defined.
    2.2.2 Verbal Modes ............................................. Error! Bookmark not defined.
2.2.2.1 Ideational Metafunction
2.2.2.2 Interpersonal Metafunction
2.2.2.3 Textual Metafunction
2.2.3 Other Modes
2.3 Advertisements
2.4 Previous Studies

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Design
3.2 Data Collection
3.3 Data Analysis
3.4 Data Presentation

CHAPTER IV FINDINGS AND DISCUSSION

4.1 The Representation of Children
4.1.1 Visual Representations
4.1.1.1 Children as the Powerless
4.1.1.2 Children as the Objects Expressing Sadness
4.1.1.3 Children as the Core of Information
4.1.2 Verbal Representations
4.1.2.1 Children as the Victims
4.1.2.2 Children as the Objects Expressing Fear and Reclusiveness
4.1.2.3 Children as the Senser of the Phenomenon
4.2 Signification of the Representations

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion
5.2 Suggestion

REFERENCES
APPENDICES
LIST OF TABLES

Table 2.1 Size of Frame and Social Distance .........................................................19
Table 2.2 Facial Expressions and Emotions .........................................................22
Table 2.3 Speech Functions and Responses .......................................................30
Table 3.1 Sample of Visual Analysis .................................................................41
Table 3.2 Sample of Verbal Analysis .................................................................43
Table 4.1 The Visual Components of the Advertisements ...................................46
Table 4.2 The Verbal Components of the Advertisements ...................................56
LIST OF FIGURES

Figure 2.1 Types of Visual Representational Structures........................................12
Figure 2.2 New York, 1955 (Robert Frank)........................................................13
Figure 2.3 Vittel Advertisement (New Idea, 5 December 1987)............................14
Figure 2.4 Easy-wearing Cottons (Vogue, November 1987).................................16
Figure 2.5 Fun with Fungi (Sydney Morning Herald, 18 June 1992).....................17
Figure 2.6 Recruitment Poster (Alfred Leete, 1914) (Imperial War Museum)......18
Figure 2.7 Aboriginal Children at School (Oakley et.al., 1985)..............................21
Figure 2.8 The Dimensions of Visual Space.......................................................23
Figure 4.1 Image 1 of LPA Jatim Advertisements..............................................48
Figure 4.2 Image 2 of LPA Jatim Advertisements..............................................49
Figure 4.3 Image 3 of LPA Jatim Advertisements..............................................50
Figure 4.4 Image 4 of LPA Jatim Advertisements..............................................51
Figure 4.5 Image 5 of LPA Jatim Advertisements..............................................52
Figure 4.6 Image 6 of LPA Jatim Advertisements..............................................55