

TABLE OF CONTENTS

	Page
PAGE OF APPROVAL	
STATEMENT OF AUTHORIZATION	
PREFACE	i
ACKNOWLEDGMENTS	ii
ABSTRACT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Problems	6
1.3 Aims of Study	6
1.4 Research Methodology	7
1.4.1 Research Design	7
1.4.2 Research Procedures	7
1.5 Clarification of Terms	8
1.6 Organization of Paper	10
CHAPTER II LITERATURE REVIEW	11
2.1 Representation	11
2.2 Gender	12
2.2.1 Gender Stereotype	14
2.2.2 Gender Representation in Discourse	16
2.3 Ideology and Discourse	19
2.4 Social Semiotics of Multimodality	21
2.5 Systemic Functional Linguistics (SFL)	27
2.6 Reading Images: the Grammar of Visual Design	30
2.6.1 Representational Meaning	31
2.6.2 Interactive Meaning	33
2.6.3 Compositional Meaning	35
2.7 Syntagmatic and Paradigmatic Structure in Image (Spatial Relation)	38
2.8 Barthes' Signification Order	39
2.9 Marketing	41
2.9.1 Product	42
2.9.2 Product Packaging	43
2.9.3 Product Packaging Design	44
2.10 Detergent Product	45
2.11 Previous Studies	46

CHAPTER III RESEARCH METHODOLOGY	51
3.1 Research Method	51
3.2 Research Procedures	52
3.2.1 Data Collection	52
3.2.2 Data Analysis	54
3.2.3 Data Presentation	56
3.2.3.1 Representational Meaning Analysis	57
3.2.3.2 Denotative and Connotative Meaning Analysis	58
CHAPTER IV FINDINGS AND DISCUSSIONS	60
4.1 Findings and Analysis of Data	60
4.1.1 The Woman Representation in Detergent Product Packaging Design	60
4.1.2 The Ideology behind Visual Representation	84
4.2 Discussions	90
4.2.1 The Way of the Women Represented	90
4.2.1.1 Representational Meaning Analysis	91
4.2.1.2 Interactive Meaning Analysis	97
4.2.2 The Femininity Ideology behind Visual Representations	99
4.2.2.1 Findings and Discussions	100
CHAPTER V CONCLUSIONS AND SUGGESTIONS	108
5.1 Conclusions	108
5.2 Suggestions	111
REFERENCES	112
APPENDICES	

LIST OF FIGURES

Figures:

Figure 2.1 Position of Woman	18
Figure 2.2 Position of Man	19
Figure 2.3 Saussure's Model of the Sign	23
Figure 2.4 Semiotic Triangle	23
Figure 2.5 Representational Structure	32
Figure 2.6 Interactive Structure	34
Figure 2.7 Compositional Structure	36
Figure 2.8 Kress and van Leeuwen's Spatial Map	37
Figure 2.9 Barthes' Signification Order	40
Figure 3.1 Stages of Analysis of Miles and Huberman (1994)	54
Figure 3.2 Barthes' Signification Order	55
Figure 4.1 Visual Representation of <i>Attack Softener</i> Packaging Design	85
Figure 4.2 Visual Representation of <i>Attack Clean-Max</i> Packaging Design	86
Figure 4.3 Visual Representation of <i>Attack Color</i> Packaging Design	88
Figure 4.4 Visual Representation of <i>Attack Easy</i> Packaging Design	89

LIST OF TABLES

Tables:

Table 2.1 Attributes of Male and Female Character	17
Table 2.2 Realizations of Interactive Meanings	35
Table 2.3 Visual Space in Western Semiotics	37
Table 3.1 The List of Data	52
Table 3.2 Example of Visual Illustration of <i>Attack Easy</i> Packaging Design	56
Table 3.3 Example of Symbolical Process	58
Table 3.4 Example of Barthes' Signification Order Analysis	59
Table 4.1 Visual Illustration of <i>Attack Softener</i> Packaging Design	61
Table 4.2 Symbolical Process of <i>Attack Softener</i> Packaging Design	63
Table 4.3 Interactive Meaning of <i>Attack Softener</i> Visual Image	67
Table 4.4 Visual Illustration of <i>Attack Clean-Maximizer</i> Packaging Design	68
Table 4.5 Symbolical Process of <i>Attack Clean-Maximizer</i> Packaging Design	70
Table 4.6 Interactive Meaning of <i>Attack Clean-Maximizer</i> Visual Image	73
Table 4.7 Visual Illustration of <i>Attack Color</i> Packaging Design	74
Table 4.8 Symbolical Process of <i>Attack Color</i> Packaging Design	75
Table 4.9 Interactive meaning of <i>Attack Color</i> Visual Image	78
Table 4.10 Visual Illustration of <i>Attack Easy</i> Packaging Design	79
Table 4.11 Symbolical Process of <i>Attack Easy</i> Packaging Design	81
Table 4.12 Interactive Meaning of <i>Attack Easy</i> Visual Image	84
Table 4.13 Signification Order of <i>Attack Softener</i>	85
Table 4.14 Signification Order of <i>Attack Clean-Maximizer</i>	86
Table 4.15 Signification Order of <i>Attack Color</i>	88
Table 4.16 Signification Order of <i>Attack Easy</i>	89
Table 4.17 Percentage of Actions Processes	92
Table 4.18 Percentage of Symbolical Processes	96
Table 4.19 Syntagmatic Structure of <i>Attack</i> Packaging Designs	100
Table 4.20 Paradigmatic Structure (Mass Media Codes)	102