

TABLE OF CONTENTS

	Pages
CHAPTER I. INTRODUCTION	
1.1 The Background of the Study.....	1
1.2 The Problems of the Study	5
1.3 The Objectives of the Study	6
1.4 The Scope of the Study.....	6
1.5 The Significance of the Study	7
CHAPTER II. REVIEW OF RELATED LITERATURE	
2. Theoretical Framework	8
2.1 Representation & Stereotype of Women in Media	8
2..2 The Depiction of Female Stereotypes in Advertising	12
2.3 The Role of Semiotics and Linguistics for the Analysis of Advertisements	15
2.3.1 Semiotics and Paralanguage in Advertisements	15
2.3.2 Semiotic Denotation and Connotation in Advertisements	17
2.3.3 The Relation of Advertisement with Semiotics and Ideology	21
2.3.4 Linguistic Devices Used in Advertising Language	23
2.3.4.1 Lexical Aspect	24
2.3.4.2 Syntactic Aspect	27
2.3.4.3 Semantic Aspect	30
2.3.4.4 Cohesion Aspect	37
2.4 The Role of Language & Image in Ads.....	35
2.5 The Relation between Language & Sexism.....	36
2.6 Relevant Studies	39
2.7 Conceptual Framework	40
CHAPTER III: RESEARCH METHODOLOGY	
3.1 Research Design	42
3.2 Data and Source of Data	42
3.3 Technique of Data Collection	43
3.4 Instrument of Data Collection	43
3.5 Technique of Data Analysis	43
3.6 Trustworthiness of the Study	44
CHAPTER IV: DATA ANALYSIS, RESEARCH FINDINGS AND CONCLUSIONS	
4.1 The Data.....	47
4.2 Data Analysis	48

4.3 Research Findings	88
4.4 Discussions	91
CHAPTER V: CONCLUSION & SUGGESTION	92
REFERENCES	94
APPENDIX	98

