

LIST OF FIGURES

Figure 1.1	An Instance of the Front Homepage Portrayal of Universitas Muhammadiyah Sumatera Utara	6
Figure 2.1	Photo of a Dog Representing Visual Mode	21
Figure 2.2	A Student's Digital Text that Emphasizes the Linguistic Mode	22
Figure 2.3	Infographic Emphasizing the Spatial Mode	22
Figure 2.4	Picture was Taken of Michelle Obama while Giving a Speech that Captures the Gestural Mode	23
Figure 2.5	A Screenshot of a Student's Podcast and Shows the Audio Lines and Length of the Text, Entitled "New Podcast Project	24
Figure 2.6	Ferdinand de Saussure's Model of Semiotics	29
Figure 2.7	Peirce's Semiotic Triad Model	30
Figure 2.8	Conceptual Framework.....	85
Figure 3.1	Coding System for Data Analysis Adapted from Saldana's (2013) Coding Model	94
Figure 4.1	The representation of the linguistic dataset	105
Figure 4.2	A Hero Image (a)	125
Figure 4.3	A Hero Image (b).....	125
Figure 4.4	Image of an Event in the News Gallery	144
Figure 4.5	A Visual Representation of the Audio-Visual Element.....	153
Figure 4.6	Gestural Expression Represented in the Audio-Visual Element	172
Figure 4.7	Image Capture from the Video	170