

## TABLE OF CONTENTS

<b>ABSTRACT .....</b>	i
<b>ACKNOWLEDGEMENT .....</b>	ii
<b>TABLE OF CONTENTS .....</b>	iv
<b>LIST OF APPENDICES .....</b>	vi
<b>LIST OF TABLES .....</b>	vii
<b>CHAPTER I: INTRODUCTION .....</b>	1
A. The Background of the Study .....	1
B. The Problem of the Study .....	3
C. The Objective of the Study .....	3
D. The Scope of the Study .....	3
E. The Significance of the Study .....	4
<b>CHAPTER II: REVIEW OF LITERATURE .....</b>	5
A. Theoretical Framework .....	5
1. Semiotics .....	5
2. The Semiotic Theories.....	6
a. Ferdinand De Saussure .....	6
b. Charles Sanders Pierce .....	7
1. Represantement .....	9
2. Object .....	10
3. Interpretant .....	10
3. Semiotic Fields.....	11
4. Semiotic in Visual Communication .....	12
a. History of Advertising .....	13
b. Television Advertisement .....	14
1. Range Abroad .....	14
2. Selectivity and Flexibility .....	14
3. Visual Effect and Creativity .....	15
5. The Relevant studies .....	17

<b>CHAPTER III: RESEARCH METHOD .....</b>	<b>19</b>
A. Research Design.....	19
B. Source of the Data .....	19
C. Research Instrument.....	19
D. Procedures of Analyzing Data .....	19
<b>CHAPTER IV: DATA AND DATA ANALYSIS .....</b>	<b>21</b>
A. Data.....	21
B. Data analysis .....	21
C. Research Findings .....	45
D. Discussions .....	46
<b>CHAPTER V: CONCLUSION AND SUGGESTION.....</b>	<b>49</b>
A. Conclusion.....	49
B. Suggestion .....	50
<b>REFERENCES.....</b>	<b>51</b>
<b>APPENDICES .....</b>	<b>53</b>