

TABLE OF CONTENT

ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	vi
LIST OF APPENDICES	vii
CHAPTER I INTRODUCTION.....	1
1.1 The Background of the Study.....	1
1.2 The Problems of the Study	5
1.3 The Objectives of the Study	5
1.4 The Scope of the Study	6
1.5 The Significance of the Study	6
CHAPTER II LITERATURE REVIEW.....	7
2.1. Semiotic.....	7
2.2 Denotation, Connotation and Myth	12
2.3 The Nature of Interpretation	14
2.3.1 Interpretation as a Revelation	15
2.3.2 Interpretation as an Art	16
2.3.3 Interpretation as a Gift	17
2.4 Principles of Interpretation	17
2.5 Factors affecting Interpretation	20
2.6 Semiotic Analysis of Advertisement	22
2.7 Advertising	24

2.7. 1 Automotive Advertisement.....	29
2.8 Relevant Studies	30
2.9 Conceptual Framework	32
CHAPTER III RESEARCH METHODOLOGY.....	34
3.1 Research Design	34
3.2 Data and Data Sources	35
3.3 Technique of Data Collection.....	35
3.4 Technique of Data Analysis	35
3.5Trustworthiness of the Study.....	36
CHAPTER IV DATA ANALYSIS, FINDINGS AND DISCUSSIONS	38
4.1. Data Analysis	38
4.1.1. The people's Interpretation	38
4.1.2. Factors Affecting Interpretation	40
4.2. Findings.....	42
4.3. Discussions.....	43
CHAPTER V CONCLUSION AND SUGGESTION	45
5.1. Conclusion	45
5.2. Suggestion.....	46
REFERENCES	47
APPENDICES.....	51