

TABLE OF CONTENTS

ABSTRACT	i
ABSTRAK.....	ii
ACKNOWLEDGEMENTS.....	iii
TABLE OF CONTENTS	vi
LIST OF TABLE.....	x
LIST OF FIGURES	xi
LIST OF APPENDICES.....	xii
CHAPTER I INTRODUCTION	1
1.1 The Background of the Study	1
1.2 The Focus of the Study	9
1.3 The Problems of the Study.....	9
1.4 The Objectives of the Study	10
1.5 The Significance of the Study	10
CHAPTER II REVIEW OF LITERATURE	13
2.1 Multimodality and Its Research Foci	13
2.2 Multimodal Analysis through the Lens of Social Semiotics.....	17
2.3 Semiotics as Communication Instruments	26
2.3.1 Sign	32
2.3.2 Types of Signs	34
2.3.3 Forms of Signs	37
2.3.3.1 Signs and Advertising	37

2.3.3.2 Material Culture	38
2.3.3.3 Activities and Performances	38
2.3.3.4 Music and Sound Effects	38
2.4 Multi-Semiotics Via Webpage-Based Digital Communication.....	49
2.5 5 Ideological Construal as Reflected through the Prism of Language ...	45
2.6 Unmasking Ideology through Semiotics	50
2.8 Ideology as a Foundational Belief of Institution	57
2.8 The Theoretical Structures of Ideology.....	59
2.9 Discourse Analysis as a Tool for Analyzing Ideologies.....	63
2.9.1 Surface Structure	63
2.9.2 Syntax.....	64
2.9.3 Lexicon.....	65
2.9.4 Local Semantics	67
2.9.5 Global Semantics: Topics.....	68
2.9.6 Schematic Structures	69
2.9.7 Rhetoric	70
2.9.8 Pragmatics	72
2.9.9 Dialogical Interaction.....	72
2.10 University Website Homepage	74
2.11 Prior Relevant Studies	77
2.12 Conceptual Framework	84
CHAPTER III RESEARCH METHODOLOGY	89
3.1 Research Design	89

3.2 Research Setting	90
3.3 The Subject and Object of Research.....	91
3.4 Instrument and Technique of Collecting Data	92
3.5 Technique of Analyzing Data.....	93
3.6 Trustworthiness of Study	95
3.6.1 Credibility	95
3.6.2 Transferability.....	97
3.6.1 Dependability	97
3.6.1 Confirmability.....	98
CHAPTER IV FINDINGS AND DISCUSSION	100
4.1 Findings	100
4.1.1 Linguistically-Based Inquiry into Ideological Construal	100
4.1.1.1 Meaning Unveiled from Semantic Aspects	105
4.1.1.2 Meaning Depicted through Lexicon.....	114
4.1.1.3 Meaning Realized through Syntax	117
4.1.1.4 Meaning Deciphered from Rhetorical Structure's Perspective.....	119
4.1.2 Ideological Values Looked at from the Combined Textual and Visual Elements.....	125
4.1.2.1 Preservation of First Impression and Reactions	126
4.1.2.2 In-depth Analysis of Content and Formal Choices	130
4.1.3 Ideological Weight Manifested through News Reporting.....	143
4.1.3.1 Spatial Organization	144

4.1.3.2 Gestures	145
4.1.3.3 Symbols	146
4.1.3.4 Word Choices.....	146
4.1.3.5 Syntactical or Structural Aspects.....	147
4.1.4 Ideological Values Portrayed from Audio-Visual Elements....	149
4.1.4.1 A Delve into Linguistic and Verbal Facets	151
4.1.4.2 Going over Visual Mode.....	153
4.1.4.3 Insight from Gestural Expression	156
4.1.4.4 An Extract from the Audio Component.....	158
4.2 Discussion.....	162
CHAPTER V CONCLUSION, IMPLICATION, AND SUGGESTION	179
5.1 Conclusion	179
5.2 Implication	181
5.3 Suggestion.....	184
REFERENCES	186

