LIST OF FIGURES

Figure 1.1 An Instance of the Front Homepage Portrayal of
Universitas Muhammadiyah Sumatera Utara
Figure 2.1 Photo of a Dog Representing Visual Mode
Figure 2.2 A Student's Digital Text that Emphasizes the Linguistic Mode 2.
Figure 2.3 Infographic Emphasizing the Spatial Mode
Figure 2.4 Picture was Taken of Michelle Obama while Giving a Speech
that Captures the Gestural Mode
Figure 2.5 A Screenshot of a Student's Podcast and Shows the Audio Lines
and Length of the Text, Entitled "New Podcast Project
Figure 2.6 Ferdinand de Saussure's Model of Semiotics
Figure 2.7 Peirce's Semiotic Triad Model
Figure 2.8 Conceptual Framework 85
Figure 3.1 Coding System for Data Analysis Adapted from Saldana's
T (2013) Coding Model
Figure 4.1 The representation of the linguistic dataset
Figure 4.2 A Hero Image (a) 125
Figure 4.3 A Hero Image (b)
Figure 4.4 Image of an Event in the News Gallery
Figure 4.5 A Visual Representation of the Audio-Visual Element
Figure 4.6 Gestural Expression Represented in the Audio-Visual Element 172
Figure 4.7 Image Capture from the Video