

**THE USE OF MULTIMODALITY TO COMMUNICATE
“MASCULINENESS” IDENTITY IN “AXE” TV COMMERCIALS**

A THESIS



By :

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**ENGLISH EDUCATION DEPARTMENT
GRADUATE SCHOOL
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA 2015**

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Advisor's Approval

This thesis entitled **The Use of Multimodality to Communicate “Masculineness” Identity in “AXE” TV Commercials**, prepared and submitted by Novita Magdalena Srikandiati, 8212712049, has been approved to be examined by the Thesis Board of Examiners.

A handwritten signature in black ink, consisting of a large, stylized 'P' with a horizontal line extending to the left and a vertical line extending upwards, crossing the top of the 'P'.

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Thesis Advisor

Thesis Examiners' Board's Approval

This thesis entitled **The Use of Multimodality to Communicate "Masculineness" Identity in "AXE" TV Commercials**, prepared and submitted by Novita Magdalena Srikandiati, 8212712049, has been approved and examined by the Thesis Board of Examiners.



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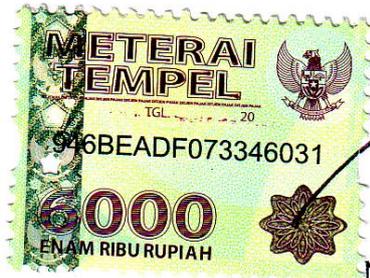


Prof. Anna Lie, MA, Ed. D

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Statement of Authenticity

I declare that this thesis is my own writing, and it is true and correct that I did not take any scholarly ideas or work from others dishonestly. That all the cited works were quoted in accordance with the ethical code of academic writing.



Surabaya, 25th June 2015

Novita Magdalena Srikandati

8212712049

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ABSTRACT

Novita Magdalena Srikandiati., 8212712049, The use of multimodality to communicate “Masculineness” Identity in “Axe” TV commercials, Advisor Dr. V. Luluk Prijambodo

Advertisements in the digital era creatively use writing, speech, images, and music (multimodality) to promote goods and services. Multimodality on the advertisement are uniquely integrated to communicate a set of discourse events to build a particularly discourse reality to design a creative advertisement (Belch, 2012; Fill, 2009; Wells at all, 2006; Duncan, 2005) and to support communicative interaction of the goods and services. A collection of discourse research products of multimodality on media had been established but those on advertisement areas were far from enough, especially in Indonesia. Importantly, advertisement as sample of short functional texts belongs to curriculum aspects of the English subject for the students of ninth grade in Indonesia (the Ministry of Education and Culture, 68, 2013). That was perfume product of “Axe” TV commercials had attracted the writer to conduct a research on multimodality. A set of multi-modes of perfume product “Axe” TV commercials of English version as a case study were hypothesized to contain a set of chronologically effective organization of multimodality represented through a set of “creative” orders of events of language, images and music to signify a unique discourse attribute of identity. “Axe” TV ads manifested the persuasive texts with multimodal features which possibly devoted to illustrate the masculineness identity as a common topical preference to promote the product. Thus, the discourse of masculineness identity was feasibly extracted by the uses of multimodality that represented into chronological written and spoken language, imaginary and musical events which had done as well by the chosen adult actors or actresses.

The masculineness “events” expressing the use of multimodal templates were construed as the main data. The main data of “Axe” TV commercials of English version from “YouTube” made by foreigners and visited by more than a half million visitors were the source of the main data and, thus, limit the study. The current study discusses data of the aspects of multimodality of verbal, non-verbal and audio-visual entities. The main data were collected from theoretical sampling of critical discourse analysis tools of the reflexive property of the context, and the sign systems and knowledge building of the events containing the elements of multimodality of the “Axe” TV commercial scenes to shape the discourse reality of the masculineness identity. The discourse tools were applicable to show the “unique” construction of the elements of multimodality through narrating a series of appropriately ordered events of the videos communicating the masculineness identity connected with the perfume use. The findings could benefit Indonesian advertisement industries as positive input to run the advertising industries, and the findings of this study hopefully served as model of effective English short functional text of persuasive which enriched with multimodality usefully for students and teachers in teaching learning at school.

Key words: Multimodality, Masculineness Identity, TV Commercial, Axe