

TABLE OF CONTENTS

TAGLINE ON WAR PROPAGANDA POSTERS IN CANVA.COM DESIGN INSPIRATION ARTICLES: SEMIOTIC ANALYSIS OF CHARLES SANDERS PEIRCE TRIADIC MODELS AN UNDERGRADUATE THESIS	1
APPROVAL PAGE	i
LEGALIZATION PAGE.....	ii
DECLARATION OF OWNERSHIP	iii
PREFACE	iv
ACKNOWLEDGMENT.....	v
MOTTO.....	vii
ABSTRACT.....	viii
ABSTRAK	ix
TABLE OF CONTENTS	x
CHAPTER I INTRODUCTION.....	1
1.1 Background of Research	1
1.2 Research Question.....	6
1.3 Research Objectives	6
1.4 Research Significance	6
1.5 Definition of Key Terms	8
CHAPTER II THEORETICAL FOUNDATION.....	9
2.1 Linguistics	9
2.2 Semiotics	10
2.3 Charles Sanders Peirce's triadic theory.....	13
2.4 Poster.....	18
2.5 War Propaganda Poster	19
2.6 Tagline.....	22
2.7 Visual Analysis.....	27
CHAPTER III RESEARCH METHOD	32
3.1 Research Design.....	32
3.2 Source of Data.....	34

3.3 Sample and Example of Data Analysis	34
3.4 Technique of Collecting Data.....	39
3.5 Technique of Analyzing Data.....	40
3.6 Organization of Writing	41
CHAPTER IV FINDINGS AND DISCUSSION.....	42
4.1 Analyzing the Taglines of the War Propaganda Posters on Canva.Com Design Inspiration Articles.....	42
4.1.1 I Want You for U.S. Army.....	43
4.1.2 What did You Do?.....	44
4.1.3 It's Our Flag	45
4.1.4 Don't Let that shadow touch them BUY WAR BONDS	46
4.1.5 TOGETHER.....	47
4.1.6 For your country's sake.....	48
4.1.7 He Volunteered for Submarine Service.....	49
4.1.8 VICTORY JOB	50
4.1.9 LIBERATORS.....	51
4.1.10 Our boys need SOX	52
4.1.11 Come into the factories	53
4.1.12 Wake up America!.....	54
4.1.13 The war is over.....	56
4.1.14 Someone Talked!.....	57
4.1.15 Talk Less You Never Know.....	58
4.1.16 Socialism.....	59
4.1.17 Food	60
4.1.18 This is Tomorrow	61
4.1.19 Silence means security	62
4.1.20 Be Careful What You Say	63
4.2 The Representamen, Object and Interpretant of The Tagline on War Propaganda Posters in Canva.Com Design Inspiration Articles	64
4.2.1 I Want You for U.S. Army.....	64
4.2.2 What Did You Do?	69
4.2.3 It's Our Flag	72
4.2.4 Don't Let that shadow touch them BUY WAR BONDS	75

4.2.5 TOGETHER.....	79
4.2.6 For Your Country’s sake.....	83
4.2.7 He Volunteered for Submarine Service.....	87
4.2.8 VICTORY JOB	90
4.2.9 LIBERATORS.....	93
4.2.10 Our boys need SOX	96
4.2.11 Come into the Factories.....	99
4.2.12 Wake Up America!	102
4.2.13 The War is Over	105
4.2.14 SOMEONE TALKED!	108
4.2.15 Talk Less You Never Know.....	111
4.2.16 Socialism.....	114
4.2.17 Food	117
4.2.18 This is Tomorrow	120
4.2.19 Silence Means Security.....	123
4.2.20 Be Careful What You Say	126
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	129
5.1 Conclusions.....	129
5.2 Suggestions	130
REFERENCES.....	131

