



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكرو فيلم

بسم الله الرحمن الرحيم



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جامعة عين شمس

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Gendered Racism of TV Commercials: A Semiotic Analysis with an Interdisciplinary Approach

MA Thesis

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Abstract

This study is a semiotic analysis of two selected TV commercials: Labels Against Women-Philippines Pantene commercial and CoverGirl: Women Empowerment. They are analysed within an interdisciplinary approach to display the positive and constructive role of multimodal contexts in exposing and correcting cultural attitudes that are related to discrimination and double standards against women. a) The targets the social role of language in TV commercials away from the marketing role; b) it displays and explains the various types of modes utilised by **copywriters** to send meaningful messages and affect the targeted audience and societies concerning gender discrimination as well. c) It clarifies the specific types of meanings used to communicate with viewers. Those objectives are accomplished through the application of a social semiotics theory, film theory, and Leech's semantic theory to the two, selected commercials, mentioned above. The key participants in this study are the representatives of both sexes in the advertisements. One of the arguments of this study is that multimodal contexts e.g., advertisements are rich and highly influential. In this study, data goes through three phases: deconstruction, interpretation and reconstruction. For example, the two commercials of this thesis are analysed through deconstructing, interpreting and reconstructing their main components which are the semiotic modes. This analysis reveals the significant role and direction of the advertisements' copywriters regarding pointing out discrimination against women and correcting such biased notions and attitudes through establishing a communication with the audience to encourage them to interact appropriately. The study recommends that linguists and specialists in making advertisements collaborate in creating more multimodal commercials that deal with severe social and cultural problems which influence individuals and societies e.g., gender discrimination in college education and job opportunities.

KEYWORDS: Semiotics, cultures, multimodality, semantics, media, advertisements, discrimination

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List of Abbreviations & Acronyms

Abbreviation & Acronyms	Expansion
CGWE	CoverGirl: Women Empowerment
DCT	Discourse Completion Test
ICC	Intercultural Communicative Competence
ISS	Intercultural Sensitivity Scale
LAW PP	Labels Against Women-Philippines Pantene
OC	Okanagan College
SSI	Semi-Structured Interviews

Introduction

0. 1. Introduction:

In this introductory chapter, the main topic of the study is introduced. The topic is about the social role and semiotic function of two selected commercials in rejection of discrimination against women, tackling underestimation of females' abilities and standing out against double standards, in favour of men and against women. Specific details about this study are displayed and elaborated such as the utilised approach, the process of data collection and selection, the tools, techniques and type of analysis and the implemented theories. The chosen commercials are Labels Against Women-Philippines Pantene commercial 2013 (LAW PP) (TRAIT-Erasmus, 2017) and CoverGirl: Women Empowerment (CGWE) (Cosmetic TV, 2014). The researcher picked them as data due to the suitability of their contents: semiotic components and semantic themes, with the perspective, objectives and approach of this study.

0. 2. Approach and Methodology:

The approach to this study is interdisciplinary connecting the disciplines of linguistics, media and communication. This unique link between these two areas of research shows the significance of implementing linguistics in the analysis of media contexts. It also displays the impacts and results of such an interdisciplinary approach to research on individuals' perceptions and cultures of societies. This link aspires to make the study an unprecedented contribution to media-semiotic research. Moreover, the approach is based on analysing two advertisements which are forms of media using a linguistic perspective. The semiotic analysis of data represents this linguistic perspective. Data are collected through surfing and browsing YouTube. Some keywords, e.g., discrimination against women and females in commercials are used to get relevant advertisements. The processes of search and check last for several days. Only two commercials are selected. Selection depends on the relevance and appropriateness of contents to the theoretical framework and semiotic analysis strategies utilised in conducting the study.

0. 3. Multimodal Framework:

In this study, the two chosen commercials are analysed using semiotic analysis within a multimodal framework. They are studied as multimodal contexts. This perspective is a different and new contribution to the two areas of research, i.e., linguistics and media. A **multimodal material** or **framework** is formed from several modes. Modes are also called semiotic resources, which means that they are sensory units that have meaning, function and influence on recipients. Different modes that compose the multimodal materials have major categories: visual and auditory, and minor subcategories like images, colours, gestures, verbal and musical. In a multimodal framework like