A SEMIOTIC ANALYSIS ON SEVERAL AMERICAN PROPAGANDA POSTERS ISSUED IN SECOND WORLDWAR

THESIS

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ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY
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A thesis presented to the English Department, Faculty of Letters, Jember University as one of requirements to obtain The Award of Sarjana Sastra Degree in English Study

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DEDICATION PAGE

With all regard, I dedicated this thesis to:

- My beloved parents, Bapak Rasjid Djais and Ibu Ginarsih
- My dearest brother and his wife; Sigit and Cicik, and my beloved sister and her husband; Lia and Johan.
- My five little angels; Anda, Wawat, Bintang, Prabu and Ghana.
MOTTO

There is seemed to be no good and evil, but thought makes it.

(Hamlet)
DECLARATION

I hereby state that this thesis entitled “A Semiotic Analysis on several American Propaganda Posters in Second World War” is an original piece of writing. I certify that the analysis and the result described in this thesis have not already been submitted for any other degree or any publications in this institution.

I certify to the best of my acknowledge, that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 2011
The Writer

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APPROVAL SHEET

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6. My big family in DKK – FSUJ for the brotherhood and strengthen me.
7. Everyone that I cannot mention one by one who have given me their support and favor in conducting this thesis.

May Allah endows his blessing to them all and cherish the happiness in the world and hereafter. Finally, I hope this thesis will be useful to the study of English Department.

Jember, January 2011

Ebhi Yunus Basri
SUMMARY

A Semiotic Analysis on Several American Propaganda Posters Issued In Second World War; Ebhi Yunus Basri; 030110101107; 2011; 42 pages; English Department, Faculty of Letters, Jember University.

Second World War was the greatest war ever happened. The world has divided into two groups, the axis power and the allies. Each nation which is joining the war performs propaganda as a tool of information and shaping the patriotism in each civilian. Propaganda is the manipulation of symbols.

In Second World War, poster becomes one of several media used in propaganda. The government of United States turns to poster to rally the public because it is less expensive than the other media. Poster becomes the most influenced propaganda. It combines the presence of slogan and picture to enforce its meaning. Poster is a mass communication model. Poster only has the ability of sending a message without receiving the feedback.

The focus of this thesis is on how readers understand a message which sends in a form of a poster. Discuss on how meaning is represented in a poster. Using Barthes dichotomy interpretation this thesis deals with the denotation and connotation.

From the first data, the sender of the poster tries to inform the civilian about the evilness of Japan, and the sender gives the readers a reason to join the war. In the second data, the senders want the civilian to join the army. In the third data, the senders expect the civilian in the home front to give contribution toward the war effort.
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