



THE THEMATIC CHANGES IN THE OLD AND NEW COCA COLA ADVERTISEMENTS

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by

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ABSTRACT

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This study deals with language analysis used to deliver message. It analyzes old and new Coca Cola commercial-printed advertisements from the perspective of textual analysis especially dealing with the Theme on each clause or clause complex found in the text and the interaction between text and its context. In other words, this study is about the textual meaning of the advertisement text which can be used to infer messages behind the clauses and the analysis of the interaction between text and its visual context.

In conducting this study, I had two objectives to achieve. First, this study analyzes the message distribution of the old and new *Coca Cola* advertisements through thematic and visual context interpretations. The second objective is to analyze how the old Coca Cola advertisements differ from the new ones in terms of the flow of information, thematic development, and the interaction between text and context.

The approach applied in this study is qualitative. Under this approach, interpretation of the findings of textual and visual analyses will be presented through analytical explanation using critical thinking based on the expert. The problem of the study is analyzed under three frameworks. Those are textual analysis to identify the information flow, thematic development, and visual analysis.

The findings in this study show that the messages delivered by both advertisements are different. The old ones draw messages through sales stories that employ unmarked textual, interpersonal, and topical Themes in the texts that create cohesion between the clauses or clauses complexes. Moreover, the pictures that interact with the text construct readers' schema about the product by putting the visual context of the subject matters that close to their real life. However, the new advertisements share messages through the use of slogans that employ topical Themes. The pictures in the new ones do not only visualize messages of the slogans but also give broader explanation about the product. The visuals are used to recall people's memories that have had knowledge about the advertized product.

Based on this study, finally I come to an understanding that it's important to understand the meaning behind the clause of an advertisement text and how the text interacts with its visual context. Hopefully, this study can be useful for readers, especially teachers who can apply this study in writing section in order to teach their students to create a cohesive text.