

B. STATEMENT OF THE PROBLEM

1. What interpretations were created as viewers watch the advertisement focusing;
 - Actor's intent
 - Content of advertisement
2. What hidden meanings can be formulated based on the viewers interpretation?
3. How McDonald's advertisement does influence the viewer's action towards the product?

C. OBJECTIVES OF THE STUDY

- To determine how the McDonald's advertisement influences the action of the viewers towards the product
- To know the viewers interpretations in the
 - a. Content of advertisement
 - b. actor's intent
- To find out the hidden messages in the McDonalds advertisement this is based from the viewer's interpretation.

In this study, Fairclough's concept of ideological analysis of texts would be combined with analyzing the semiotic aspects of these ads and their inter-discursal features according to the Social Semiotic theory proposed by Kress and van Leeuwen (2006). Fairclough (2003) states that textual analysis is a resource for social research which can enhance it provided that it is used in conjunction with other methods of analysis. 'Discourse' is associated with a particular way of conceptualizing and researching language, as well as other semiotic forms such as visual images. According to Williamson (1978, p.12), "ads are message systems designed to organize perceptions and create structures of meaning." Hence, CDA allows us to incorporate textual analysis within social analysis of advertising.

Goldman (1992) states that:

Advertising involves a commercially viable language of appearances and images in which commodity relations systematically penetrate and organize cultural meaning. Not only are commodities joined to signs, commodities get produced as sign and signs become produced as commodities.

This study would critically examine the conventions of persuasive text, using textual devices as well as social semiotic resources as paradigms to make up a rubric that advertisers can use in their own work. Knowing how to unmask and reveal implicit and hidden meanings behind ads seems to be useful for increasing critical language awareness. Use of proper features in print ads may also add the trustability of ads. And, deliberate interplay of lexical items that are collocationally related or even just boldly repeated, can be created another ideological level of meaning that supersedes the