

**A MULTIMODALITY ANALYSIS APPROACH IN NIKE "ORDINARY  
PEOPLE" AND PUMA "SOCIAL SURFING" VIDEO ADVERTISEMENT**

**A THESIS**



**By:**

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**ENGLISH DEPARTMENT  
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**Submitted As Partial Fulfillment of the Requirement for the Sarjana Degree  
of English Department, Faculty of Humanities,**

**Airlangga Surabaya**

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## DECLARATION

This thesis contains no material which has been accepted for the award of any other degree or diploma in any university. And to the best of this candidate's knowledge and belief, it contains no material previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, January 6 2015

Writer,

Angga Roeswanuari Priyadi

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*Dedicated to:  
My Mother, My Father, My Brother,  
My Sister, My Chagiiya who always  
supported me, and My Friends*

Approved to be examined

Surabaya, January 2015

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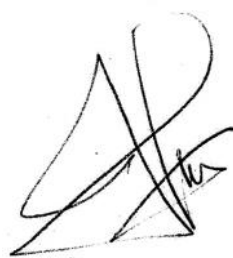
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The more you think you see, the easier it'll be to fool you. You're looking, but what you're really doing is filtering, interpreting, searching for meaning.

**Because the closer you look, the less you see.**

-Daniel Atlas-