

ABSTRACT

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This study examined the balance of using pictures, music, and speech, That could convey message in Nasional Demokrat political advertising. The writer used the “discourse of advertising” theory proposed by Guy Cook to analyze the data. The balance of picture, music, and speech gave impact in persuading and making claims in Nasional Demokrat political party advertising, ad language is the dominant of communication. Result of the study suggest that balancing use of picture, music, and speech is to make the advertising more communicative and attracting the sympathy of the audience, but in the use of picture is more dominant to convey the message of this Nasional Demokrat political ad.

Keywords: Discourse, political advertising, picture, music, speech and writing.

CHAPTER I

INTRODUCTION