

A CONSTRUCTION OF MASCULINITY IN *SLICKBOY DELUXE*

POMADE ADVERTISEMENTS: A SEMIOTIC ANALYSIS

A THESIS



By:

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

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Submitted as Partial Fulfillment of the Requirements

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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, 8th January 2015

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Aditya Nugroho

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This thesis is dedicated to My parents and family

Approved to be examined

Surabaya, 19th January 2015

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Aditya Nugroho



Ambition is a dream with V8 engine.

Elvis Presley