

Wacana yang tersembunyi dalam tiga korpus penelitian yang berslogan Wissen ist Macht

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Abstrak

Wissen ist Macht (knowledge is power) is a popular quotation in german society. We find many forms of use this quotation in german daily life and therefore I will analyze some of them. This thesis aims to look for the hidden discourse in three research corpus, which have slogan Wissen ist Macht . The three research corpus are : a Brouchure from Der Spiegel magazine, Unicards postcard serie from Kettcards, and a picture from website www.ostseeruhe.co.in. This research will use the theory from Roland Barthes as he explained in his book *Mythologies* . In this attempt I will show you how the slogan Wissen ist Macht become a connector between the picture and the hidden discourse, so that the quotation has other meaning of Wissen ist Macht.