

Konstruksi citra perempuan di media massa : analisis semiotik terhadap pencitraan perempuan dalam iklan di media massa

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20439716&lokasi=lokal>

Abstrak

The presence of mass media nowadays, including TV, has had a significant impact on the construction of women's image. The increase of private TV stations in Indonesia is consequence of globalization. Advertising, as one form of mass media, has become an especially powerful tool to construct social realities.