

APPENDICES

Representational Meaning

Advertisem ent	Narrative		Conceptual			Interpretation
	Action	Reactional	Classificatory	Analytical	Symbolic	
Odell Beckham Junior's edition	✓	✓	-	✓	✓	<ul style="list-style-type: none"> - The represented participants are the man and the ball. - This campaign edition has action, reaction, analytical, and symbolic process. - This campaign edition shows their narrative structure by showing how the man strives hard to achieve his goals which is to catch the ball. - This campaign has a transactional reactional process formed by the glance that depart from the man towards something identified as the phenomenon, the ball. - In terms of analytical process, his burst fade Mohawk hair, his beard, the gloves, sleeveless top, shorts, and the football boots are the Possessive Attribute whilst the man himself, acts as the Carrier. - The trees placed far beyond him is the Possesive Attribute of the Carrier which is the setting of place.

						<ul style="list-style-type: none"> - The gesture formed by the RP as well the training kits attached to him represent the idea of perseverance.
Shaquem Griffin's edition	✓	✓	-	✓	✓	<ul style="list-style-type: none"> - The represented participants are the man and the ball placed foregrounded. - This one campaign is more vivid in portraying the idea of perseverance. rather than the previous one. - This campaign edition has action, reaction, analytical and symbolic process. - This campaign edition consider to have a unidirectional transactional process due to the vector formed is departed from the RP towards the goal. - This campaign then found to have a similar kind of reactional process with the previous edition which is transactional reactional process since the RP's eyeline emanates to the phenomenon, and in this case, it is the ball. - For the analytical process, the RP acts as the Carrier whilst all equipment and jersey he wore are functioned as Possessive Attribute. - In terms of symbolic process, the RP himself along with the way he is posed, the equipment he wore, and the illustration of a canine tooth on his chin strap are the symbolic attribute that represent the idea of

						perseverance.
Serena Williams' edition	✓	-	-	✓	✓	<ul style="list-style-type: none"> - Different with two previous campaign edition, this one is represented by female athlete. - The represented participants in this campaign edition are the woman and the ball that she just tossed. - This campaign edition has action, analytical, and symbolic process which works jointly in portraying. - For the action process, this campaign belongs to the unidirectional action process. - Moreover, in the analytical process, the woman herself assigned to be the Carrier of the racquet that she holds, as well the shirts attached to her which are classified as the Possessive Attributes. - In the case of symbolic process, the gesture formed by the RP, the circumstance occurred are the symbolic attribute of the carrier which is the idea of perseverance. Besides, the blackout background pointed to be the symbolic attribute of part of her identity which is an African-American.
Ibtihaj	✓	-	-		✓	<ul style="list-style-type: none"> - The last campaign edition has only action and symbolic process.

Muhammad 's edition						<ul style="list-style-type: none"> - The represented participant of this campaign is the woman herself. - From the perspective of action process, this campaign tend to be non-transactional action process since the represented participant is in an ongoing event and she is not directed/ or is not involving another participant. - And for the symbolic process, the hijab she wears and the illustration of USA flag illustrated in her helmet act as the symbolic attributes that represent her true identity as a Muslim and American.
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Interpersonal Meaning

Advertisem ent	Image Act and Gaze		Social distance and Intimacy			Point of View and Perspective (Horizontal Angle and Involvement & Vertical Angle)					Interpretation
	Demand	Offer	Close Distance	Medium Distance	Long Distance	Frontal angle	Oblique angle	High angle	Eye- level angle	Low angle	
Odell Beckham Junior's edition	-	✓	-	✓	-	✓	-	-	✓	-	<ul style="list-style-type: none"> - The RP does not directed his gaze to the viewers, but to another participant within the image - The RP is visible for most part of his body - The social distance of the RP and the viewers is in a medium distance which indicates a

											<p>familiar but not too close relation</p> <ul style="list-style-type: none"> - At the same time, this campaign edition is photographed using low angle shot which indicates the power that the RP possessed and is related to the ability of the RP to achieve his goals.
Shaquem Griffin's edition	-	✓	-	✓	-	-	-	-	✓	-	<ul style="list-style-type: none"> - This campaign seems to have an offer act since the eyeline of the RP does not directed to the viewers but to another participant labelled as Goal, the ball. - The social distance and the intimacy that exist between the

											<p>RP and the viewers is in a medium distance.</p> <ul style="list-style-type: none"> - It also shows the circumstances in which Nike, as the advertiser, has authority over the relationship created between the RP and the viewers. - The RP is photographed using a vertical angle, eye-level shot intends to create an involvement for the viewers.
Serena Williams' edition	-	✓	-	✓	-	✓	-	-	-	✓	<ul style="list-style-type: none"> - Serena does not look to the viewers, hence, the image act of this campaign edition is offer act. - The RP put in a medium close relationship with the viewers.

											<ul style="list-style-type: none"> - Consequently, the RP and the viewers are at the same level in terms of the possession of power. - For the point of view and perspective, this campaign edition is photographed vertically and is shot in a low angle shot.
Ibtihaj Muhammad 's edition	-	✓	-	✓	-	-	-	-	-	✓	<ul style="list-style-type: none"> - The image act established in an offer act since the RP does not look to the viewers. - The visual relation between the RP and the viewers constructed through a medium shot which makes the RP and the viewers seem as if both are connected.

											<ul style="list-style-type: none">- The image is shot in a vertical, point of view and the perspective created in a low angles.- The way the RP shot indicates that the RP has the power needed to pursue her dreams.
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Compositional Meaning

Advertisement	Information value			Salience					Framing	Interpretation
	Left/right	Top/ bottom	Center/Margin	size	Sharpness	Tonal contrast	Color contrast	Fore ground		
Odell Beckham Jr's edition	-	-	✓	The represented participant	The represented participant	-		The sentence	-	- This campaign edition has the RP placed at the center of the image indicates its function as a source of information of the whole narration about

										<p>the idea of perseverance.</p> <p>- The image has a high salience due to the availability of salient elements in the image which are the represented participant himself, and the sentence.</p>
Shaquem Griffin's edition	-	-	✓	The represented participant	-	-	-	The sentence	-	- This campaign edition has the RP positioned

										<p>at the center to help the viewers to notice the portrayal of perseverance within the image.</p> <p>- The salience in this campaign edition is on a high level since there are two salient elements which indicates by</p>
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										the size of the element and the placing in the visual field, and they are the represented participant which displayed in a bigger size than the other elements, and the sentence which placed overlapped the RP and is
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										foregrounded.
Serena Williams' edition	-	✓	-	The represented participant	-	-	-	The sentence	-	- From this campaign edition, the advertiser created this campaign to have a vertical axis arrangement which the top side is filled with the ball and is consider to represent the idea that the creator

										wants to convey, whilst at the bottom side, the represented participant and the logo of the brand are overlapping each other show realness of the information that both the RP and Nike are responsible for the idea
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										<p>that soon will be conveyed.</p> <p>- Meanwhile for the salient elements, it's the same with the other campaign editions, the RP become the most prominent element due to its size, and the sentence that written in white placed</p>
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										<p>foregrounded of the blackout background and is overlapped the RP making it salience in terms of placing in visual field.</p>
<p>Ibtihaj Muhammad's edition</p>	-	-	✓	<p>The represented participant</p>	-	-	<p>Her uniform</p>	<p>The sentence</p>	-	<p>- The last campaign edition constructed to be a centre/margin information</p>

										<p>value since the RP fills the center part of the image and is telling to the viewers that the appearance of the RP is the key point of the whole narration about the idea of perseverance.</p> <p>- In line with the previous statement, the RP as well</p>
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										<p>becomes the salient elements due to its size which almost occupy bigger space of the image.</p> <ul style="list-style-type: none">- After that, another salient elements are found in the uniform she wore, and the sentence.- The uniform is in a white
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										<p>color whilst this image has as well a blackout background, therefore the salience is measured through the color contrast.</p> <p>- The last one is, the sentence. It is similar with the last three photos which is placed at the center of the</p>
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										image, overlapped the RP and is foregrounded.
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Transitivity

Odell Beckham Junior's Campaign Edition

Actor 1	Process: Material	Circumstance of Contingency	Goal
You (omitted)	Don't wait	Until you've won a ring	To play like it

Participant	Process	Circumstance of Matter
You (omitted)	Just Do	It

Shaquem Griffin's Campaign Edition

Senser	Process: Mental	Phenomenon	Circumstance of Role
Who, me	Ever think	Would go pro	A kid like me

Participant	Process	Circumstance of Matter
You (omitted)	Just Do	It

Serena Williams' Campaign Edition

Participant: Actor	Process: Material	Goal	Circumstance of Place
Girls	Don't play	Tennis	From Compton

Participant: Token	Process: Relational	Value
They	Own	It

Participant	Process	Circumstance of Matter
You (omitted)	Just Do	It

Ibtihaj Muhammad's Campaign Edition

Participant: Token	Process: Relational Identifying	Value	Circumstance of Contingency
You (omitted)	Be	The Hero	You didn't have

Participant	Process	Circumstance of Matter
You (omitted)	Just Do	It