



VISUAL TEXTS APPENDICES

No.	Representational Metafunction	Interpersonal Metafunction	Compositional Metafunction	Interpretation
1. Robyn Lawley (March, 2014)	<p>Conceptual Analytical: The represented participant looks directly at the viewers and the possibility of vectors is low. The RP using white and pink crop top that indicates her feminine and innocent side and also the outfit is to show her flat stomach. The way she wears her skirt made her look like that she has no “thigh gap” and the message from the article conveyed through this.</p>	<p>Demand: it acknowledges the viewers explicitly and the way Robyn Lawley’s gaze demands something from the viewer it makes the viewer enter into some kind of imaginary relation with her. Robyn Lawley’s direct looks and her small smirk strongly present the viewer to get to know her.</p> <p>Close social distance: the viewer able to see the whole figure of the RP from hair to thigh on the cover of Cosmopolitan, and makes the</p>	<p>Center: the RP becomes the center of information in which the other texts surrounded her are depended on (Kress and Van Leeuwen, 1996). Robyn Lawley is positioned on the center, which presented as Center/Margin. This makes Robyn Lawley the main focus of the viewer’s attention when they are looking at the cover of Cosmopolitan magazine.</p> <p>Saliency: The sharpness of focus is not out-off-focus, as well as the tonal contrast has a great contrast with the</p>	<p>The cover page focuses on representing Robyn Lawley as the plus-size model and portraying an ideal of beauty through her. The image conveys a message to the viewers that beauty is not always come with a size. Cosmopolitan magazine tries to redefining beauty through Robyn Lawley because she somehow has broken the beauty standard of Cosmopolitan magazine that one of requirements to be called</p>

		<p>viewer focus on the RP's body shape.</p> <p>Medium angle: The picture has been photographed with vertical medium angle since Robyn Lawley is looking directly at the viewer. Through this angle, viewers are positioned equal with Robyn Lawley as if they have the same power.</p>	<p>background. Even though the color contrast is not strongly saturated because the picture has soft colors and the position of represented participant in the background mean the picture do not have greater salience but the picture has the required elements of salience.</p> <p>Framing: The picture tries to visualize the calm and simple feminine woman. Due to the fact the used of dominant color in this picture is white and pink which represent calmness and purity, which in line with how Cosmopolitan presenting Robyn Lawley. The salience and framing in the picture show the importance of the represented participant.</p>	<p>beauty must be thin (Maslow, 2015).</p>
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<p>2. Ashley Graham (August, 2016)</p>	<p>Conceptual Analytical: This picture contains no vector to be considered as narrative image. Conceptual structure suits more to this picture, since the represented participant exists to present the concept to the viewers. The concept can be seen from elements that present in the picture, for example the bodysuit and lipstick Ashley Graham wore. In the picture, the represented participant acts as the carrier that using the attributes, the bodysuit. The represented participant is displayed in terms of a “part-whole” structure. The “whole” is a carrier who posses “parts” called attribute (Harrison, 2013).</p>	<p>Demand: the way RP looks directly at the viewer create an imaginary relation between them. It causes the viewer to feel a strong engagement with the represented participant. It suggesting that the producers wished to add beauty and body issues that not included in the coverline. The purpose of Ashley Graham’s picture is to be connected with the viewers rather than just to be admired.</p> <p>Far personal distance: the RP present from her waist and up to make the viewer look closely at the RP’s body. Due to the fact that the represented participant staring directly at the viewers and make them</p>	<p>Center: Ashley Graham’s image as an element that placed in the central of the cover page or it also called a margin. Her image acts as the nucleus of information what surrounding the other elements (Kress and Van Leeuwen, 1996). It can be mean that Ashley Graham’s image is the main focus of the cover page because it visualizes her as the beauty icon through the magazine cover page</p> <p>Saliency: It can be seen from the picture that Ashley Graham is the biggest represented participant for presenting Cosmopolitan’s beauty standard in the cover page. The picture focuses on the</p>	<p>The image of Ashley Graham on the cover page brings a message to the viewer that self-love is more important than size matter. Cosmopolitan magazine visually presents Ashley Graham as a brave and confident woman. It shows Ashley Graham’s body shape closely from the shoot Cosmopolitan magazine choose. The viewers are able to see her arms and waist which some people think are unacceptable for models to have. Supported by the statement on the coverline, it is written about “self-love”, and</p>
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		<p>have connection, Cosmopolitan wants to make her body the main focus, so the viewers only focus on her body shape.</p> <p>Medium angle: Through this angle, it enables Ashley Graham to look directly at the viewer and positioned herself equal with the viewers and creates an imaginary as if they have the same power. This position emphasizes the fact that the represented participant and the viewers' relationship are made because Cosmopolitan allows them.</p>	<p>background that makes the picture does not have high salience because Ashley Graham is placed in the background of the coverline. But, it still makes the viewers look at the central of the cover page.</p> <p>Framing: The color of blue as the background brings tranquility to the image (Kress and Van Leeuwen, 2002), it is highly saturated that will make the picture has a high salience. However, the foreground and the background is two different separated elements that indicates the strong framing.</p>	<p>Ashley Graham successfully posing on the cover page confidently showing her body shape</p>
3. Tess Holliday (October, 2018)	Conceptual Analysis: Tess Holliday exists to present the	Demand: The image of Tess Holliday in Cosmopolitan	Centre: Tess Holliday's image is placed in the central of the	The cover page brings a message to the viewers

	<p>concept from Cosmopolitan magazine to their viewers. The concept can be seen from the elements that present in the picture, for example the green bodysuit and the ear rings she wears, the background of the picture and other elements that present in the cover page. Tess Holliday, is the carrier that uses the attributes and that makes this picture is considered as having the analytical process because it gives a detail depiction of the advertised product (Kress and Van Leeuwen, 1996).</p>	<p>magazine cover is included in the demand process because she looks directly at the viewer. She poses with her hand gesturing sending love to the viewers and eyes directly looking at them. Through this eye contact, it causes a strong engagement between the viewers and the represented participant, like they are interacting with each other</p> <p>Close social distance: Tess Holliday's image is presented by the magazine almost her whole figure, as if Cosmopolitan magazine wants the viewers to focus on Tess Holliday's figure.</p>	<p>cover page, it makes the viewers' main focus is Tess Holliday when they are looking at the magazine cover. Cosmopolitan magazine is sending messages to the viewers through the represented participant.</p> <p>Saliency: Tess Holliday becomes the largest represented participant of Cosmopolitan magazine because she is the only one in it and she represent the ideal women's beauty. Also, the picture focuses on the foreground because the coverlines are not overlapping Tess Holliday's image and it will make a great saliency and makes the viewers' focus only</p>	<p>that the ideal of beauty featuring supermodel portrayed beautiful woman as thin has changed. It can be seen from the image of Tess Holliday on the cover page, a plus-size model with a size 22 has become the cover of Cosmopolitan magazine and also her body covered in tattoos. Tess Holliday has a different depiction compared to the other models who shown by Cosmopolitan magazine their femininity side</p>
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Medium angle: Within this angle, the viewers positioned are the same as the represented participant as if they have an equal power. The picture does not give an idea to the viewers that they have control of the represented participant, instead, it shows that the producer of the magazine who held the power. They decided which part of Tess Holliday's body that can be displayed to the viewers. Even the gesture Tess Holliday made point out her body shape.

at her because she is placed on the center of the cover page

Framing: the foreground and the background are considered as two different elements and it makes a strong framing. The blue color that dominating the background is promoting calmness to the viewers and supported by pink color from almost all of the texts written for the coverline as Naval Correctional Center in Seattle found relaxes hostile and aggressive individuals within 15 minutes, also the green color from Tess Holliday's bodysuit is useful if there is discord or disharmony as it is shooting (Kress and Van Leeuwen, 2002).

TRANSITIVITY

- Cosmopolitan magazine's cover March 2014

Material Process

Supermodel Robyn Lawley	ending	the "thigh gap" obsession
Actor	Process	Goal

Is	your ex	trying to out-happy	you?
Process	Actor	Process	Goal

She	had	unsafe sex	once
Actor	Process	Goal	Circumstance: Extent

50+ ways	to wear	your wardrobe	differently
Actor	Process	Goal	Circumstance: Manner

Plus!	the right way	to make	a sex tape
Circumstance: Extent	Actor	Process	Goal

Mental Process

and	you	won't believe	what happened next
Conjunction	Senser	Process	Phenomenon

Everything	you	need to know	to start your own business
Phenomenon	Senser	Process	Circumstance: Cause

- Cosmopolitan magazine's cover August 2016

Behavioral Process

Bros	behaving	badly
Behaver	Process	Circumstance: Manner

Mental Process

All the fixes	you	need	for a flawless face
Phenomenon	Senser	Process	Circumstance: Cause

Material Process

“what were we even fighting about?!”	Stop	the dumb arguments
Actor	Process	Goal

4 ways	to get	cash	fast
Actor	Process	Goal	Circumstance: Extent

- Cosmopolitan magazine's cover October 2018

Relational Identifying Process

Is	success	an illness?
Process	Identified	Identifier

Material Process

The high-flyers	killing	it	at work.
Actor	Process	Goal	Circumstance: Location

A Supermodel	roars
Actor	Process

Mental Process

Tess Holliday	wants	the haters	to kiss her ass.
Senser	Process	Phenomenon	Circumstance: Manner

They	turned on	me
Senser	Process	Phenomenon

