

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Advertisement is a tool used by the advertisers to persuade the audience to buy the products. It occurs up everywhere. The audience cannot avoid to seeing the advertisements every day. The advertisers try to make an attractive way in displaying their products. The more the audiences see the advertising, the more the audiences remember the slogan and the use of the products. Unconsciously, the audiences are forced to remember the brand of products which are being advertised. According to Wright (1962:9), advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. While Brierley (1995:2) defined advertising as paid-for mass media communication. Advertising is a service or goods that the business is trying to promote. The advertiser used mass media to appeal messages to the audience. Wells (2000 : 6) said that messages is conveyed through many different kinds of mass media reaching a large audience of potential consumers. Wells (2000: 56) argued that there are several functions of advertising: 1. providing product and brand information. The advertiser provides a costumer with relevant information and it depends on target audience, 2. Providing incentives to take action. It provides customer to switch brands by presenting reason through copies or graphics. Convenience, high quality, lower price, warranties, or a celebrity endorser are all possibilities, 3. providing reminders. In *Cambridge Advanced*

Learner's Dictionary, advertising is the business of trying to persuade people to buy products or services. There are two kinds of advertisements; printed and electronic advertisement. Those kinds of advertisement can be seen every day in magazine, newspaper, television, billboard, tabloid and even internet. Wright (1962 : 156) states that there are two types of printed advertising, first is direct advertising and second is publication advertising. Direct advertising is the news can be transferred to directly to the readers. Publication advertising the messages and the content in mass media is transferred to the target readers. Wright (1962: 170) argued that magazine appeals to particular kinds of people in all kinds of communities. People can read magazine that they are interesting most. There are so many information provide to the readers. To Arens (1986 :418), magazines are the most selective of all media it offers flexibility in both readership and advertising, magazine color spreads spectrum of exciting visual pleasure before reader. It provides the advertiser with prestige for the product.

Basically, delivery service company offers a service to deliver things, such as letters, electronics, documents, foods and many more. There are so many well-known delivery service companies, some of them are FedEx, TNT, DHL, UPS and USPS. FedEx delivers all delivery problems such as documents and electronics in high speed.

This research wants to investigate the meanings of FedEx by analyzing the twelve images of FedEx advertising in *Time* magazines. The writer wants to analyze the meaning of the advertisements is because she can explore more about literature especially in media discourse. Meaning in the advertisements is the

surface of exploring more about literature. There are myths in different cultures and it has different meanings. The first reason of choosing FedEx advertising in magazine is because delivery service is booming in daily life, it is needed by communities and there is transformation of delivery service. Second, FedEx is never used before, although there are some researches have been conducted by using semiotics theory and most of them use magazine and advertisement as the corpora. Another reason of choosing FedEx advertising is because it is one of the largest transportation companies in the world which stands as a top five among the world's airlines and it was the pioneer of delivery service as cited in <http://www.fedex.com/gb/about/recognition.html>. Besides, The FedEx Company received some awards and recognitions from the *Wall Street Journal*, *Business Week*, *Computerworld*, *Wired*, *Logistics Management and Distribution*, *Information Week*, *Business Ethics*, *Forbes*, *Air Cargo World* and *Financial Times*. Internationally, FedEx has been recognizing as one of the best employers in Canada, Switzerland, Brazil, Latin America, Mexico, Chile, Hong Kong, Singapore, Korea, The Philippines, India and Argentina (Frock ; 2008).

As the largest news weekly magazine in the world, sold out every minute in the U.S. *Time* magazine advertised so many kinds of advertising such as delivery service (FedEx), bag, watch, gadgets, etc. From all of those advertisements, delivery service appears almost every week. FedEx is one of the delivery service companies which come up in *Time* magazine in routine.

To gain consumer awareness, FedEx chooses *Time* magazine as the medium to advertise the services worldwide because *Time* magazine has been famous around

the world. So, FedEx company expects that it would be as famous as *Time* magazine. As people know, *Time* will only advertised the best products in every editions, one of them is FedEx. *Time* magazine is the largest news weekly magazine in the world. It has 20 million readers in domestic and 25 million readers worldwide. It is an American news magazine. Briton Hadden and Henry Luce were former of *Time* news magazine in 1923. *Time* achieved first place in the "Best Concept" category at the 2007 *ASME Best Cover Contest*, with its October 16, 2006 cover, "The End of a Revolution." *Time* magazine won the top spot at the 2006 *National Magazine Awards*, placing first in the general excellence category among magazines with a circulation over two million, as well as the prize for best single-topic issue for its 52-page special report on Hurricane Katrina. *Time* magazine is also known by its signature red sign. It based in New York with company Time Warner as sited in [http://www.wikipedia.org/time_\(magazine\)](http://www.wikipedia.org/time_(magazine)).

1.2 . Research Question

Based on the background above, the research question in this study is:

- What are the meanings behind FedEx advertisements in *Time* magazines?

1.3. Scope of the Study

This study focuses on the figures, text and color shown in the FedEx advertisements in *Time* magazines.

1.4. Purpose of the Study

This study aims at analyzing meanings through the figures of FedEx advertisements in *Time* magazines.

1.5. Significance of the Study

By conducting this study, the writer hopes that it will broaden her knowledge and understanding about semiotic theory. This study is expected to be significant for readers and especially those who are interested in doing further research in the same area.

CHAPTER II

LITERATURE REVIEW

2.1. Advertising

There are some definitions of advertising. One of them comes from Wright. Advertising, according to Wright (1962:36), is the cheapest (most efficient) method of (1) communicating with consumers about the product's availability, and (2) obtaining retail distribution for that product. The advertiser tries to gain people awareness toward the products and it is promote through mass media. Economist books in Brierley (1995:3) explained that advertising is the business of persuading people to buy product through media. Advertising is business of information of some products as reflected in lay out to the consumers and it depends on the need of individual.

From the explanation above, advertising is a form of communication, in business company, between the advertiser and the reader in which the advertiser tried to persuade the reader to buy the product.

2.1.1 Parts of Advertising

Advertising in printed mass media, according to Arens (1986 : 262), have an order structure of prior lay out, they are:

1. Illustration: is information displayed (it can be letters, pictures, or symbols) produced as a representation of an object to create perception related to objects, places, or certain events. Photographs, graphics establishments are a key visual element of many types of advertising.

Caption is the visual things that come first to the readers. It is to grab people's attention.

2. **Headline:** It is the primary title in advertisements, although the place is not only in the beginning of writings. It also called titles. The strongest element to support the visual. It should be well-written.
3. **Body copy:** It is to emphasize the message of the body of advertising. Body copy is usually the further discussion about sentences in headline. Therefore, body copy is also called subhead line, body text, or copy writing.
4. **Signature line:** it is an identity of product or it can be called as a brand of a product. It is usually near the bottom. It consists of logo, advertiser name, address, phone number, map or driving directions, web site address.
5. **Slogan:** In advertising, is a set of sentences or expressions that usually try to show the useful of the products or service offered. Slogan is usually composed by using simple expressions, short and special with the hope it can be memorized in readers' or audiences' mind.

In the book of *Advertising*, Wright (1962) explained that advertising touches our lives in four significant ways: 1. through its persuasive abilities, 2. by its truthfulness or untruthfulness, 3. through its tastefulness or tastelessness, and 4. by its cultural impact on our values and lifestyles. In advertising context, there are factors that commonly employed to create favorable attitude, or to change an unfavorable one, toward the advertised brand; fear appeals, humor, source

credibility, conclusion drawing, one-sided versus two-sided messages and repetition. The image of the brand and the product has an important place to pay the consumer's attention. "The image of a product includes not only the picture the consumer has the intrinsic qualities of the product, but also all ideas relating to it—the sort of people who use it, the kind of stores that sell it, the 'personality' of the firms that make it" called product image. Consumer will select brand in buying the product. It also depends on what messages consumer get from the advertisers. According to Wright in 'Advertising' (1962; 240), There are three kinds of selectivity occur in the consumer's mind:

1. *Selective exposure*, is the consumer attempts to encounter only those media and messages that are important to him and consistent with his deeply held value and beliefs
2. *Selective perception*, is the consumer will 'see' or 'hear' certain signals and not see or hear others.
3. *Selective retention*, is the retention and forgetting rates will differ among incoming signals.

2.1.2 Symbol in Advertising

Symbol is a common representation of figure that considered to be well-known, either in any aspects (Acuan theory: 1). Symbols are culturally agreed conventions. According to Goddard (1996:115) symbols are very useful to advertisers. At the same time, symbols can be association for reader's sense of belonging and recognition. Symbolic representation, such as the image, can be a

powerful source of a meaning in texts of all kinds. Symbolic tend to have more about associations of ideas than any literal texts. On the other hand, symbols are the representation of hidden meaning, in advertising, in wide aspects to the reader's perception. It depends on the reader's knowledge.

2.2. Semiotic Theory

This research used semiotics analysis. Semiotics is the study of sign, which is way of thinking about visual image and text or word (Chandler 2002:1). This study of sign is a process of interpreting meaning of form of sign. Charles Sanders Pierce, American Philosophers in Cobley (2001:28) defined sign as something that relates to something else for someone in some respect or capacity. According to Barthes (in Lavers 1986:9), in semiotics, sign takes form of images, gestures, musical sounds, objects and the complex association of all these, which form the content of ritual, convention or public entertainment. Semiotics theory is concerned with the concept sign. The sign can be image, gesture, object, etc. According to Umberto Eco in Chandler (2002:2), 'semiotics is concerned with everything that can be taken as a sign'. Eco stated that semiotics is something to do with sign. Meanwhile, the Swiss linguist Ferdinand de Saussure stated that "semiology is a science which studies the *role of the signs as part of social life*." (2002:15). Semiology is the study of sign and how sign take part in social life. Charles Piercein Chandler (2002: 6) argued that semiotics is the study of sign which relates to logic. The basic classes of Pierce's signs are icon, index and symbol (Cobley 2001 : 28). The are three components of Pierce's sign,

representamen which is what usually goes for a sign in everyday life, *object* is to which the sign relates and *interpretant* is to what we would usually take as sign meaning (Cobley ; 31). Semiotic is a study of sign which concerned with the thing and the concept of everything in life.

From many semioticians, semiotics model by Roland Barthes is chosen in this research. Barthes early work on popular culture is concerned with the process of signification (Storey; 77). He concerns with imagistic as well as linguistic signs, particularly in the context of advertising, photography and audio-visual media (Chandler; 219). Barthes claimed that semiotics is study of sign in which every sign including images have their own concept behind it.

2.3 Semiotics by Roland Barthes

Semiology is a science of forms, since it studies signification apart from their content. Barthes (in Lavers 1991; 110) argued that semiotics is the study of sign which are concerned with the process of signification. Sign reflects meaning and it depends on our culture.

Saussure in Barthes (in Lavers 1991:112) argued that “signified is the concept, signifier is the acoustic images (which is mental) and the relation between concept and image is the sign which is the concrete entity”. Signification is the compound of signifier and signified. “Signified cannot distort anything at all because the signifier, being empty, arbitrary, offers no resistance to it.” (Barthes in Lavers, 1986; 122). Signifier absolutely cannot change the signified in all aspects.

Barthes (in Lavers 1986: 9) argued that semiology therefore aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds, objects and the complex association of it. In semiotics, signifier and signified has nature relationship. Signifier and signified are described as denotation and connotation. The sign is therefore a compound of a signifier and signified. Barthes in Lavers (1964; p. 42, 47) argued that signified is not a 'thing', but a concept behind 'the thing'. Signifier deals with material; sound, object, images.

2.3.1. Denotation Meaning

According to Kriedler (1996), denotation is the potential word to enter into such language expression. A denotation identifies the central aspect of word meaning, which everybody generally agrees about. Denotation is more than meaning.

Denotation is the messages in the text that the producer wants to convey to the consumer and it can be called as literal image. (Chandler; 2002)

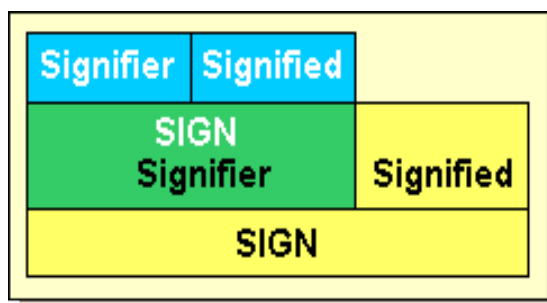
John Fiske in Storey (1993) declared that denotation is what is photographed.

In semiotics, the terms denotation and connotation is used to describe signified and signifier and analytical distinction is made between two types of signified; denotative signified and connotative signified. (Chandler; 2002:140).

There are two types of signified, denotative signified and connotative signified.

According to Barthes, there are two types of signification, denotative signified and connotative signified. Denotative signified is claimed as the first

level in the schema of Barthes. In *Elements of Semiology*, Denotation (first system) becomes the signifier in the second system (connotation). Denotation describes the expression. In level of secondary signification, connotation is made up of sign which are signifier and signified. To understand sign means to understand myth. Myth is a type of speech. It can be images, gestures, words, object, color, etc. sign is made up of signifier and signified. Signifier is what is photograph and signified is what is the meaning behind. Signified can be tracing through the signifier. But, signifier itself has different meaning in different cultures. Signifier is related to knowledge and culture. Because signifier is build up from association in certain culture and it can be conventional. This is the schema for the explanation above:



2.3.2 Connotation Meaning

According to Storey (1993:82), connotation is now experienced only as the process of naturalization of culture of the photograph. Connotation is the concept of what is photographed.

Connotation is the images (in the text) appear as the signifiers and it can be called as the symbolic image (Chandler 2002: 25). Connotation is what is in the images.

Connotation is how it is photographed in the text. (Fiske in Storey: 1993).

Connotation is what is the concept of the signifier.

“Connotation refers to the personal aspect of meaning, the emotional association that the word arouses. Connotations vary according to the experience of the individuals but, because people do have common experiences, some words have shared connotations.” (Kriedler: 1996)

Connotation is what comes to the readers’ mind when one sees the image or advertisements. It is about culture. The readers draw their own perception toward the visual images. What they got is what the message of the advertisements. As Barthes argued in Storey (1993) that knowledge and culture play important parts of the figure in advertising to get the meaning behind what photograph is. It is hard for the advertiser to make the images of the advertisement to the readers, because they need to make the readers get what is the exact meaning of the advertisement that they want to convey to the readers.

Connotation comprises signifier, signified and the process which unites the former to the latter (signification). The signifier of connotation made up of signs (signifier and signified) of the denoted system. Naturally, the units of connoted system do not necessarily have the same size as those of denoted system: large fragments of the denoted discourse can constitute a single unit of the connoted system (Barthes in Lavers 1986; 91). Denotation is built from connotation. Denotation described the concept of connotation.

Connotation is what captured in the text or advertisements. It signifies the meaning that the advertisers want to convey to the target audiences.

Storey (1993) declares that what makes the move from denotation to connotation possible is the store of social knowledge upon which the reader is able to draw when one reads the image. The interpretation of denotation depends on the knowledge of the readers. As Storey (1993: 83) points out that linguistic message works in two ways, first is it helps readers to identify denotative meaning of image and second is it limits on the connotative meaning of image. It is possible to get the meaning of image without any addition of linguistic text. Furthermore, it tries to show the reader that connotative meaning is actually present at the level of denotation. On the other hand, Connotation is the signifier. Connotation is how the advertising is photographed. Connotation can be as convention or association. It depends on culture.

2.4. FedEx Company Profile

2.4.1. History

As cited in http://about.van.fedex.com/our_company/company_information/fedex_express, FedEx is led by FedEx Corporation, which provide strategic direction and consolidated financial reporting for operating companies that compete collectively under the FedEx name worldwide : FedEx Express, FedEx Ground, FedEx Freight, FedEx Office, FedEx Custom Critical, FedEx Trade Networks, FedEx Supply Chain Solutions and FedEx Services.

Originally called FDX Corp., FedEx Corp. was formed in January 1998 with the acquisition of Caliber System Inc. Through this and future purchases, FedEx sought to build on the strength of its famous express delivery service and

create a more diversified company that included a portfolio of different but related businesses.

In January 2000, FedEx unleashed the power of its global brand. In a move to further integrate the company's portfolio of services, FDX Corp. was renamed FedEx Corporation. Over the next year, a number of acquisitions and realignments changed the size and scope of various FedEx operating companies.

FedEx Corp. acquired privately held Kinko's Inc. in February 2004. Two months later, Kinko's was rebranded as FedEx Kinko's (rebranded again as FedEx Office in 2008). In 2006, FedEx Corp. acquired ANC Holdings Limited, a United Kingdom domestic express transportation company. This transaction allowed FedEx Express to directly serve the entire UK domestic market. ANC was then rebranded FedEx UK. In 2007, FedEx Corp. acquired Tianjin Datian W. Group Co., Ltd.'s 50 percent share of the FedEx-DTW International Priority Express joint venture and DTW Group's domestic express network in China. FedEx then launched a domestic express service serving the Chinese market.

All the companies obtained through FedEx Corp. acquisitions, in addition to diversifying the FedEx services portfolio, also exhibited the same "absolutely, positively" spirit that FedEx is known for possessing—which made the companies a good fit.

Today, FedEx Corporation is the premier provider of shipping and information services worldwide, and its companies function under the motto of "operate independently, compete collectively and manage collaboratively." By operating independently, each company can focus exclusively on delivering the

best service for its specific market. Competing collectively under the trusted FedEx banner ensures that all of the companies benefit from one of the world's most recognized brand.

2.4.2. Some of FedEx's best-known ad campaigns:

1. "When it Absolutely, Positively has to be there overnight" – 1978–1983
2. "It's not Just a Package, It's Your Business" – 1987–1988
3. "Our Most Important Package is Yours" – 1991–1994
4. "Absolutely, Positively Anytime" – 1995
5. "The Way the World Works," 1996–1998
6. "Be Absolutely Sure," 1998–2000
7. "This is a Job for FedEx," 2001–2002
8. "Don't worry, there's a FedEx for that," 2002–2003
9. "Relax, it's FedEx," 2004–2008
10. "We Understand," 2009–present
11. "WeLiveToDeliver" 2009–present
12. "*Brown Bailout*" 2009–present
13. "The World On Time" 2009–present

There is slogan used in the data of the research. It helps the writer in describing the process of analyzing by identifying it into parts of advertising when doing an analysis.

2.5. *TIME* Magazine

Time magazine mostly contains of breaking news, news stories and top 100 people. It is the largest news weekly magazine in the world. As cited in [http://www.wikipedia.org/wiki/time_\(magazine\)](http://www.wikipedia.org/wiki/time_(magazine)), It has 20 million readers in domestic and 25 million readers worldwide. Briton Hadden and Henry Luce were former of *Time* news magazine in 1923. It based in New York with company Time Warner. It is an American news magazine. A European edition published from London. It covers Middle East, Africa and Latin America. An Asian edition published from Hong Kong. The South Pacific edition covers New Zealand, Australia and Pacific Island. It based in Sydney. *Time* magazine is also known its signature red sign. It has been changed into black shortly after the September 11 attacks. It is a symbol of mourning. However, it just for breaking news of the event. For the next publishing, it continued with red sign. *Time* was the first magazine on the iPad when the device launched and subsequent tablet app launches from Time Inc. *Time* took top honors as the Hottest Overall Magazine and the Hottest General Interest Magazine for Ad Week's annual Hot List. *TIME* magazine won the top spot at the 2006 *National Magazine Awards*, placing first in the general excellence category among magazines with a circulation over two million, as well as the prize for best single-topic issue for its 52-page special report on Hurricane Katrina.

2.6 Theoretical Framework

This study aims at analyzing meanings of FedEx advertisements in Time magazines. There are 12 FedEx advertisements will be using by the writer. The 12 advertisements consisting of images and texts will be analyzing by using semiotic approach by Roland Barthes through words, picture, color and text to find out meanings of FedEx.

Barthes argued that semiology therefore aims to take in any system of signs, whatever their substance and limits; images, gestures, musical sounds and object as process of signification. (Lavers 1986: 9)

Semiotic analysis by Roland Barthes consists of elements such as denotative and connotative level of meaning. In semiotics, signifier and signified has nature relationship. Signifier and signified are described as denotation and connotation. The two types are denotative signified and connotative signified, and the analytical distinction between them.

Semiotics theory by Roland Barthes is concerned with process of signification. Signifier and signified is made up sign. Signifier is described as denotation and signified is described as connotation. Connotation level of meaning deals with convention and association.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Method of the study

This study is conducted using descriptive analytical interpretative study. According to Ratna (2004:53), Descriptive analytical method is conducted by describing facts and followed by analysis. Besides elaborating facts, this method also gives a sufficient explanation and understanding. The collected data are described and analyzed using related theories and then interpreted.

3.2 Source of the data

The sources of the data are twelve FedEx advertisements taken from TIME magazines from 2003 to 2006 and 2010 as follows:

No	Date, month	Volume, number
1	October 20, 2003	Vol. 162 no.15
2	February 24, 2003	Vol.161 no.8
3	March 1, 2004	vol. 163 no.8
4	April 18, 2005	Vol. 165 no.15
5	March 21, 2005	Vol. 165 no.11
6	November 28, 2005	Vol. 166 no.22
7	December 12, 2005	Vol. 166 no.24
8	October 23, 2006	Vol. 168 no.17
9	November 6, 2006	Vol. 168 no. 19

10	November 20, 2006	Vol. 168 no.21
11	September 20, 2010	Vol. 176 no.12
12	November 8, 2010	Vol. 176 no. 19

The data are text, figure and color of the twelve FedEx advertisements above.

3.3 Data Collecting Procedures

The steps would be as follows:

- Finding twelve FedEx advertisements in Time magazines from various editions
- Selecting the twelve FedEx advertisements randomly
- Scanning the twelve FedEx advertisements
- Reading the twelve advertisements thoroughly

3.4 Data Analysis Techniques

The advertising is analyzed using semiotics theory and drawing conclusion based on the analysis. Therefore the steps would be as follows:

- Identifying signifier of the twelve FedEx advertisements
- Analyzing the figure of the twelve advertisements at denotative level
- Analyzing text of the twelve advertisements at denotative level
- Analyzing color of the twelve advertisements at denotative level

- Analyzing the figure of the twelve advertisements at connotative level
- Analyzing text of the twelve advertisements at connotative level
- Analyzing color of the twelve advertisements at connotative level
- Interpreted the meaning based on the processes
- Drawing a conclusion based on the analysis.

CHAPTER IV

DISCUSSION AND FINDINGS

This study used semiotic approach by Roland Barthes to get the meaning of the advertising chosen. The analysis will be on the denotative level first as the order of primary signification, then analyzing connotative level of secondary signification. It will be done by analyzing the visual images and the texts on the advertising. The sign which will be analyzed consists of signified and signifier table.

Figure 1.

4.1. Fedex Ad join in APEC's Summit



Denotation Level

The ad shows us a text of 'you don't have to carry the weight of the world on your shoulders' in black color. The background has white color. At the right bottom of the ad, there is an 'APEC' text and its symbol and followed by the sentence of 'FedEx. Official Partner of APEC CEO Summit 2003' in black color.

At the left bottom of the ad, there is ‘We live to deliver’ text with no space in purple and orange and ‘FedEx Express’ in purple, orange and blue color.

Connotation Level

The ad has white color. It is to emphasis on the text of the advertising. The text ‘Attention CEOs’ means that it is very important person. They have high position in the company. The important people are supposed to rely on the FedEx team to deliver their packages. The ‘*you don’t have to carry the weight of the world on your shoulders*’ text means that the important people are now can easily deliver their packages to everywhere worldwide with FedEx. The slogan of FedEx express is at the left bottom ‘*We live to deliver*’ in purple and orange. **Purple** associates with royalty because it is the representation of an award for customers’ satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means that the company could take over all-can-be-sent products of the customers to everywhere all day long. It represents the company was built to take care all the customer’s packages. The slogan ‘*we live to deliver*’ means the advertiser tries to emphasis that delivering is their main goal in the business. That slogan is made with no space but it can be read by differentiating the words based on the color. It means that FedEx delivers packages with high speed because there is no stop in the slogan of the ad. Obstacles cannot stop them to deliver packages on time to the customer’s hand. ‘*we*’ means the advertiser and the company. ‘*we*’ in *purple* represents royalty. FedEx gives their best quality to their loyal customer. ‘*live*’ is living, not dead. Live means the existence of FedEx

ad has main goal that is to deliver packages. ‘to’ is a direction. ‘to’ in *purple* represents royalty. deliver’ is a process of transferring thing from one place to another. ‘deliver’ in *orange* represents energy. It indicates that this company has energy to deliver the packages wherever on-time with their best services. The extra line titles ‘FedEx Official Event Partner of APEC CEO Summit 2003.

The line of FedEx Official Event Partner of APEC CEO Summit 2003 is an additional description that the advertising has joined the APEC CEO in Summit 2003 to advertise this brand in *Time* magazine. The sentences explained that this advertising is published from the APEC CEO in Summit 2003 supports.

It is a special edition of FedEx advertising. An APEC’s symbol is nutmeg in gold and followed by word ‘APEC 2003 Summit Thailand’ above the description of the company in small size. Nutmeg is used as a symbol of APEC to emphasis that APEC is in Asia with tropical climate.

Figure 2.

4.2. Is It Us Or Are These Contagious



Denotation Level

There is 'Is it us or are these contagious?' text in capital letters and it has blue color. The background has white color. There are three awards of Fedex from J.D Power and Associates. The first award is for FedEx Express. It has purple Fed, orange Ex and blue Express. The second award is for FedEx Ground. It has purple Fed, green Ex and blue Ground. The third award is for FedEx Express International Service with purple Fed, orange Ex and blue International Service. then, it followed by sentences that stating 'Highest in Customer Satisfaction with Small-Package Air Delivery Services, Highest in Customer Satisfaction with Small-Package Ground Delivery Service and Highest in Customer Satisfaction with Small-Package International Delivery Services' in black color. And the text saying 'Thanks to J.D Power and Associations. And thanks to all of our FedEx Express, FedEx Ground and FedEx Express International Services customers. You've shown that quality and reliability of FedEx can be found in everything we do.' in blue color.

Connotation Level

The background has white color. It is to emphasis on the text of the advertising. The headline is 'is it us or are there contagious?' in blue color. The expressive value is contained in the text '*is it us or are this contagious?*'. Contagious represents the influence of the FedEx company to the customer's needs. *Blue* associates with trust. It is because the customer can rely on FedEx company to deliver their packages to everywhere. The question is a brainstorm to

the reader. The advertiser tries to make the reader curious. The use of ‘*contagious*’ word is chosen to emphasize the influence of this advertising. The question is trying to make sure the reader that this advertising has been spread all over the world quickly. Three images of J.D Power awarded to three different brand names of FedEx; FedEx Express, FedEx Ground, FedEx Express International Services. J.D Power and Associates awarded to the three different brand names of FedEx companies. The first award of J.D Power and Associates is given to FedEx Express company. *Fed* in *purple* and *Ex* is in orange. **Purple** associates with royalty because it is the representation of an award for customers’ satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. *Express* in **blue**, associates with trust. It means the customer can rely on FedEx company to deliver their packages to everywhere. The packages are granted will arrive on time and safe because the FedEx company use ‘*express*’ to emphasis on the delivery way. The second award of J.D Power and Associates is given to FedEx Ground. *Fed* in *purple*, *Ex* in *orange* and *Ground* in *green*. According to convention of Western culture, **green** represents nature (Cirlot 2001:56). In this context, the delivery works on the ground, they handle all delivery problems to the reachable places near them. FedEx Ground means the package is delivering via bus. It indicates that this company focuses on the delivery service through the ground access. FedEx Express International is delivery service with fast time of all over the world. The J.D Power and Associates surveyed that there are three brand companies of FedEx

has successes their goal. The body copy explained each FedEx brand names: ‘Highest in customer satisfaction with small package air delivery services’, ‘Highest in customer satisfaction with small package ground delivery services’, and ‘Highest in customer satisfaction with small package international delivery services’. There is a text of ‘Thanks to J.D. Power and Associates. And thanks to all of our FedEx Express, FedEx Ground and FedEx Express International Services customers. You’ve shown that the quality and reliability of FedEx can be found in everything we do’ in blue color. **Blue color** associates with trust. The customer can rely on FedEx company to deliver their packages.

Figure 3.

4.3. FedEx : Whatever It Takes



Denotation Level

There is a figure of a man wears FedEx costume holding small package with stamps of FedEx Express. It has purple Fed, orange Ex and blue Express. The background is in sepia. The condition is raining. His right hand holds

umbrella to safe the package. Then, a ‘Whatever it takes’ text in black color. There is a ‘At FedEx you’ll find over 138.000 people with a single purpose; delivering on time, around the world and against any obstacle – large or small. So when a lot depends on your package, you can depend on us. Contact your local FedEx office or see www.fedex.com’ text in black color. There is also a ‘We live to deliver’ text with no space and it has purple We, orange live, purple to and orange deliver. ‘FedEx Express’ text with purple Fed, orange Ex and blue Express.

Connotation Level

The illustration of a man wearing hat of FedEx holding large box with covers of FedEx Express. A **man** symbolizes strong. A man is culturally represents masculinity. He could bring loads of packages to the customers and keeps them safe. FedEx Express is written in purple, orange and blue. **Purple** associates with royalty because it is the representation of an award for customers’ satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. The customer can rely on the FedEx company to deliver their packages. FedEx Express means the package is delivering on time and fast and safe to the consumer. The company does it to give their best services to the consumers, because their main goal is delivering services. The expressive value is contained in the ‘*umbrella’s* image’. According to convention of Western culture, **umbrella**

represents protection. The packages are safe in the company's hand. The employee can handle every single obstacle and make sure the packages are arrived safe and on time. There are two people in blurred holding umbrella because it rains. Two people indicate that there are crowded in the rain. People still do their activities. Those people are in blurred show that it is not the focus of the object. It is just to compare with a FedEx employee. Two people in blurred holding umbrella because it is raining shows that the advertising is trying to give a comparison between those people with a FedEx company. There is wall. The wall indicates the space of the ads. The wall shows the readers that the ad cannot limit by the space. The illustration is in sepia. There is a transformation of this delivery service company. The picture shows that it used to delivering package by manual. The illustration pictures the readers that the ad is changing time by time. Not only the ad, but the quality and the services are improved well. The picture is on the year of 2004. The expressive value is contained in the text of '*whatever it takes*' in black color. The company delivers all-can-be-sent products to everywhere.

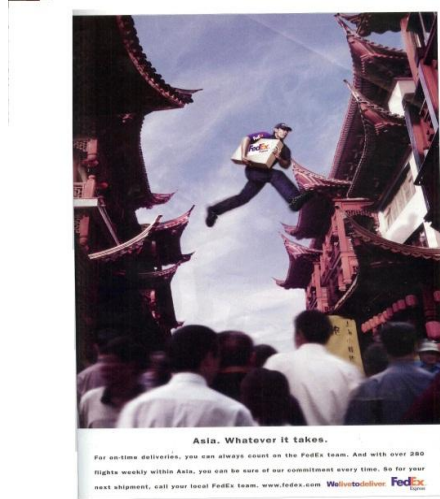
The FedEx company has power to deliver packages across the sea. The sentence '*whatever it takes*' means that all packages can be sent in whatever the condition and situations. The package will arrive on time and safe to the consumers. The body copy is 'at FedEx you'll find over 138.000 people with a single purpose; delivering on time, around the world and against any obstacle – large or small. So when a lot depends on your package, you can depend on us. Contact your local FedEx office or see www.fedex.com in black color smaller than the headline. As it puts in the FedEx official site, that FedEx company has so

many consumers all over the world, the services are the best. They get the consumer's trust in delivering the packages across the world without late reason to get to consumer's hands. The company provides the information to contact them in case the readers are starting to be their consumers.

The slogan is at left bottom '*We live to deliver*' FedEx Express. The expressive value is contained in the text of '*we live to deliver*'. It represents the purpose of the company, they deliver packages to everywhere. *We* is in purple, *live* is in orange, *to* is in purple and *deliver* is in orange. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in *purple* represents royalty. 'live' is living, not dead. *Orange* in that word represents energy. 'to' is a direction. 'to' in *purple* represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in *orange* represents energy. The packages are granted will arrive on time and safe. The slogan 'We live to deliver' in two different colors at each word. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. It means the customer can rely on the FedEx company to deliver their packages to everywhere. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 4.

4.4. FedEx : Asia. Whatever It Takes



Denotation Level

The background is in Rapongi Hills, Japan. The sky is blue. There is a man holds FedEx package with purple Fed and orange Ex. He jumps high from second floor of a house to another house. He wears FedEx costume. There are people looking at him. There is text saying 'Asia. Whatever it takes'. And followed by a text saying 'For on-time deliveries, you can always count on the FedEx team. And with over 280 flights weekly within Asia, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com' in black color. The 'we live to deliver' text with purple we, orange live, purple to, orange deliver. It is written with no space. The last is, 'FedEx Express' text and it has purple Fed, orange Ex and blue Express.

Connotation Level

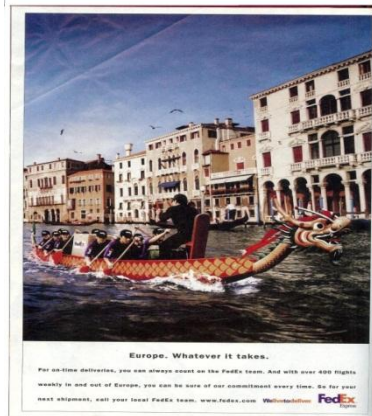
A man with purple costumes wearing blue hat of FedEx company holding small package of FedEx jumps high among two houses from second floor, the sky

is blue. A **man** signifies strong. A man culturally represents masculinity. He is able to handle the delivery business and make sure the packages are safe. *Jump* is a fast moving as a symbol of very fast action. According to convention of most cultures, **jump** represents the speed. The customer need to make sure that their packages arrive safe and on time. FedEx company has high speed in delivering packages as it shown in the word '*express*'. There is Japanese language in yellow at ground floor. Japanese language indicates that this ad is in Roppongi Hills, Japan, one of the famous places in Japan. The ad is in Asia, Japan. It means that the FedEx company is expanding their business to some countries in Asia. They are developing their services. Their main goal is delivering packages on time to the consumers. It is recognized internationally (as seen in their official site of the awards they got). There are people on the ground wearing blue and white shirts seeing to a man. People on the ground is looking to a man that jumps from second floor indicates that people in Japan paid attention to his action. The headline is 'Asia. Whatever it takes' in black color. Asia connotes the FedEx company in Asia. The expressive value is contained in the text of '***Whatever it takes***'. It means that the company can deliver all-can-be-sent products. The FedEx company get through all the obstacles during the delivering packages. The body copy is 'For on-time deliveries, you can always count on the FedEx team. And with over 280 flights weekly within Asia, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com' is in black color. The sentences means that FedEx company can be trust for the best services in delivering goods. There are 280 flights of business of FedEx company

in Asia to deliver packages and it's all arrives with no obstacles and on time to the consumers. The information of company is provided to have their new consumers. The consumer can rely on them and receive their packages on time and safe. The slogan is at left bottom '*We live to deliver*' FedEx Express. *We* is in purple, *live* is in orange, *to* is in purple and *deliver* is in orange. *Express* is in blue color. The expressive value is contained in the text of '*we live to deliver*'. It represents the existence of the company to deliver all kinds of packages. The slogan means the advertiser tries to emphasis that delivering is their main goal in the business. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in *purple* represents royalty. 'live' is living, not dead. orange represents energy. 'to' is a direction. 'to' in *purple* represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in *orange* represents energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. The slogan 'We live to deliver' in two different colors at each word. It means that the advertiser give their best to get their reader's trust. *Orange* represents energy. It indicates that this company has energy to deliver the goods wherever on-time with their best services. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 5.

4.5. FedEx : Europe. Whatever It Takes



Denotation Level

The background is in Italy. The sky is blue. There are buildings. There are boats on the sea. There is also dragon ship on the sea. There are people on dragon ship. Those people is wearing FedEx costume. One of them holds FedEx package with purple Fed and orange Ex. The others are paddling the ship very fast. Then, 'Europe, whatever it takes' text in black color and followed by 'for on time deliveries, you can always count on the FedEx team. And with over 400 flights weekly in and out of Europe, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com' text in black color. 'We live to deliver' text and it has purple we, orange live, purple to and orange deliver. It is written with no space. And text saying 'FedEx Express' with purple Fed, orange Ex and blue Express.

Connotation Level

The background is in Italy, the sky is blue and there are birds and old buildings. At the sea, there are two ships. Italy is located in European. It is known as one of the most romantic places in the world. Blue sky means that people can make a trip through the sea and enjoy the views. It is safe to have some activities in this weather. Ships are their public transportation. In convention of Western culture, *ship* associates with life. Some of the FedEx company's activities are on the sea. The employee needs to use ship to get to the customer's place. The distance cannot stop their customer's business.

The old buildings with the sea as the view show the characteristics of Italy. Italy as background shows that this advertising is in European. The birds there are to support the weather. Moreover, the sea and the two ships are the public transportation used by people to do their activity or just sightseeing. There are people wearing complete costumes of FedEx on dragon ship, one of them is holding small package with FedEx Express' stamp outside; *Fed* is in purple color and *Ex* is in orange color and *Express* is in blue color, another one is the commander, the rest are paddling the ship. *paddling* associates with time. The more they add the speed is the more they can arrive to the destination. FedEx delivers packages on time to the customer's hand. The FedEx teams work with time-infinite to prove that they're the best at delivering packages. The expressive value is contained in the *dragon's* image. According to convention of Western culture, **dragon** represents struggle (Cirlot 2001:87). The FedEx teams make a struggle to keep the packages safe till the customer receive their stuff. The head

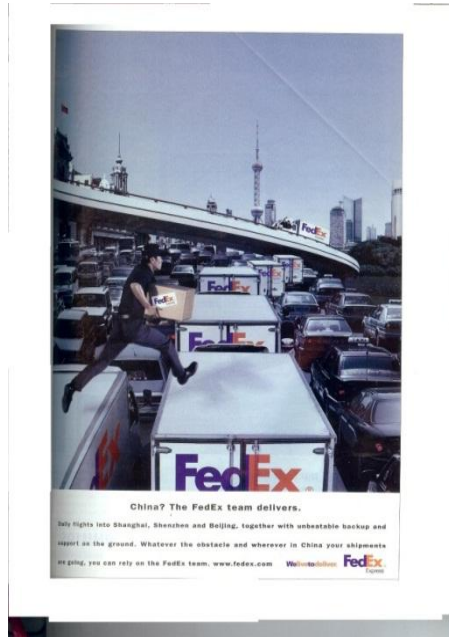
dragon with mouth open widely means that it is the signal that the journey is fast and the package will come on time. *Purple color* associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. *Orange* associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. FedEx Express means that this company can be trusted with their royal to consumer and their energy in delivering all packages. The illustration represents the shipment package of delivery service. FedEx has also provided the shipping delivery. The quality of time and the package is granted to the consumers. FedEx Express represents the quality of the company. Their main goal is giving best services in delivering packages. The package can be delivered via ground, sea and air and will arrives on time and in fast time. The shipment package is providing to ensure the consumers that this company works in all kind of transportations. The headline is 'Europe. Whatever it takes.' is in black color. Europe connotes the FedEx company in Europe. The expressive value is contained in the text of '*whatever it takes*'. It represents that the company could deliver all-can-be-sent products to everywhere. The body copy saying 'For on-time deliveries, you can always count on the FedEx team. And with over 400 flights weekly in and out of Europe, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com is in black color. The sentences mean that FedEx company can be trusted for the best services in delivering goods. There are

more than 400 flights of business of FedEx company in Europe to deliver packages and it's all arrives with no obstacles and on time to the consumers. The information of company is provided to have their new consumers. The sentences of body copy emphasis on the business work of this company. They offer delivery services for all kinds of goods on time. The consumer can rely on them and receive their packages on time and safe. The slogan is at left bottom '*We live to deliver*' FedEx Express. *We* is in purple, *live* is in orange, *to* is in purple and *deliver* is in orange. *Express* is in blue color. The expressive value is contained in the text of '*we live to deliver*'. It represents the existence of FedEx company to satisfy their customer by delivering stuff on time with high speed. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in purple represents royalty. 'live' is living, not dead. Orange in that word represents energy. 'to' is a direction. 'to' in purple represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in orange represents energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. The slogan 'We live to deliver' in two different colors at each word. It means that the advertiser give their best to get their reader's trust. It also indicates that this company has energy to deliver the goods wherever on-time with their best services. FedEx Express means

this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 6.

4.6. FedEx: China? The FedEx Team Delivers



Denotation Level

The background is on the road. There are FedEx car-box. There is flyover. FedEx car box is at flyover there. The sky is blue. And there are also buildings. There is a man wearing FedEx costume jumps high among the car-box. He holds FedEx package with purple Fed and orange Ex. Then, there is a sentence saying 'China? The FedEx team delivers' in black color. It followed by 'Daily flights into Shanghai, Shenshen and Beijing together with unbeatable back up and support on the ground. Whatever the obstacle and wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com.' text in black color. And the 'we live to deliver' text with no space. It has purple we,

orange live, purple to, orange deliver. 'FedEx Express' is written in purple Fed, orange Ex and blue Express.

Connotation Level

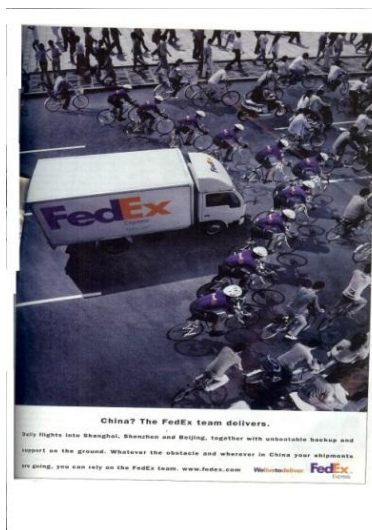
There are six car-box of FedEx and cars are fulfilling the road. The six car box of FedEx company shows the company develops increasingly at the level of ground. The focus of this company is delivering packages on time to the place, traffic jam is not a mean obstacle to the company. There are so many activities on the ground of FedEx company. They are all working on the regular way and also simple way in delivering packages to the consumers. *A man* signifies strong. A man culturally represents masculinity because they can keep packages safe no matter how heavy it is. According to convention of most cultures, *jump* represents speed. The FedEx teams work with high speed to deliver their customer's packages. A FedEx car box is on fly over shows that this company works at all ways to make the packages arrive on time. According to convention of Western culture, *car* connotes freedom. Customers are freely to order their packages to FedEx company because FedEx company works with time infinite. It is simple way to deliver all packages and avoid the obstacles. The FedEx company is always delivering packages on time to the consumers. The headline is 'China? The FedEx team delivers.' The headline means that the company has expanding themselves to China. FedEx team can deliver packages in China. The body copy is saying 'Daily flights into Shanghai, Shenzhen and Beijing together with unbeatable back up and support on the ground. Whatever the obstacle and

wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com. The companies are in Shanghai, Shenzhen and Beijing. The company also provides the ground services of delivery package. One can trust their goods to the company to deliver it on time to the right person and safe. The company has been through the obstacles on the way of delivering packages, and their services are still the best in China. The slogan is at left bottom '*We live to deliver*' FedEx Express. *We* is in purple, *live* is in orange, *to* is in purple and *deliver* is in orange. *Express* is in blue color. The expressive value is contained in the text of '**we live to deliver**'. It represents the existence of the FedEx company to take over their customer's delivery things. The slogan means the advertiser tries to emphasis that delivering is their main goal in the business. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in purple represents royalty. 'live' is living, not dead. Orange in that word represents energy. 'to' is a direction. 'to' in purple represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in orange represents energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. The customer can rely on FedEx to deliver their packages. The slogan 'We live to deliver' in two different colors at each word. It means that the advertiser give their best to get their reader's trust. It also indicates that this company has energy to deliver the

goods wherever on-time with their best services. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 7.

4.7. FedEx : China? The FedEx Team Delivers



Denotation Level

The background is on the road. There are pedestrians. There are also bicycle users. There are FedEx employees use bicycle to accompany FedEx car box. It has purple Fed and orange Ex. Then, the sentence is saying 'China? The FedEx team delivers' in black color. And the details say 'Daily flights into Shanghai, Shenzhen and Beijing together with unbeatable back up and support on the ground. Whatever the obstacle and wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com' black color. It also followed by 'we live to deliver' text. It is written with no space. It has purple we,

orange live, purple to, and orange deliver. 'FedEx Express' text with purple Fed, orange Ex and blue Express.

Connotation Level

There are pedestrians, bicycle users, the FedEx team wearing FedEx costumes in purple is accompanying a FedEx's car-box in the street with FedEx at outside the box. The expressive value is contained in the *car*'s image. According to convention of Western culture, **car** associates with freedom. The customers are freely to order their delivery problems to the company because they work with time-infinite. The word *Fed* is in purple and *Ex* is in orange. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. The bicycle users of FedEx team indicate that they are all faster than the pedestrians. But, they still focus on the safety of the packages that they want to deliver. The headline is 'China? The FedEx team delivers.' The headline means that the company has expanding themselves to China. FedEx team can deliver packages in China. The body copy is stating 'Daily flights into Shanghai, Shenzhen and Beijing together with unbeatable back up and support on the ground. Whatever the obstacle and wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com in black color. The companies are in Shanghai, Shenzhen and Beijing. The company also provides the ground services of delivery package. One

can trust their packages to the company to deliver it on time to the right person and safe. The company has been through the obstacles on the way of delivering packages, and their services are still the best in China. The slogan is at left bottom 'Weligetodeliver' FedEx Express. The slogan means the advertiser tries to emphasis that delivering is their main goal in the business. The expressive value is contained in the text of '*we live to deliver*'. It represents the purpose of the company, they deliver packages to everywhere. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in purple represents royalty. 'live' is living, not dead. Orange in that word represents energy. 'to' is a direction. 'to' in purple represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in orange represents energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 8.

4.8. China Theme; Xuzhou. Suzhou



TIME, OCTOBER 23 2006

Denotation Level

The background has white color. There is text in large font saying 'Xuzhou. Suzhou. One letter and 470kms apart'. It has purple Xuzhou, orange Suzhou, orange one, purple letter, orange and, purple 470, orange kms and purple apart. The text 'one letter and 470kms apart' is written with no space. Then, 'make sure there's no mix up. Trust the FedEx team in China' text in blue color. At the bottom of the ad, there is slogan of FedEx, that is, 'we live to deliver' with no space. It has purple we, orange live, purple to and orange deliver. And 'FedEx Express' text with purple Fed, orange Ex and blue Express.

Connotation Level

A column of FedEx advertising with the headline 'Xuzhou. Suzhou. One letter and 47 kms apart.' **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company

could take over all-can-be-sent products of the customers to everywhere all day long. The distance of Xuzhou and Suzhou is 47kms apart, whereas the name of these places is different at initial letter. The company can both deliver the packages into the two places on time. Xuzhou and Suzhou is different at initial letter only. Because spelling the wrong letter can caused wrong direction to deliver packages, the distance of these two places are 47kms apart. The FedEx company delivers to everywhere no matter what. The body copy is 'make sure there's no mix up. Trust the FedEx team in China.' in blue color. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. The FedEx company can make sure that the packages is safe during delivery time. The sentence of body copy indicates that people need to choose their best partner to help them do their business that is delivering packages. The FedEx team in China has been recognized for its on time delivery. The slogan is at left bottom 'Welivetodeliver' FedEx Express. The expressive value is contained in the text of '*we live to deliver*'. It represents the purpose of the company, they deliver packages to everywhere. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in purple represents royalty. 'live' is living, not dead. Orange in that word represents energy. 'to' is a direction. 'to' in purple represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in orange represents energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company

could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. The slogan ‘We live to deliver’ in two different colors at each word. FedEx Express means this company can deliver the consumer’s packages fast. Express shows the fastest way.

Figure 9.

4.9. FedEx Express in China



Denotation Level

The background has white color. The text is in large font. It is ‘Late deliveries make people angry. China has over 1.3 billion people’. It is written with no space. It has purple late, orange deliveries, orange make, purple people, orange angry, purple China, orange has, purple over, orange 1.3, purple billion, orange people. It followed by ‘make sure it arrives on time. trust the FedEx team in China’ text in blue color. At the left bottom of the ad, there is ‘www.fedex.com’ site, in the middle is slogan of FedEx ‘we live to deliver’ with no space. It has

purple we, orange live, purple to, orange deliver. 'FedEx Express text with purple Fed, orange Ex and blue Express.

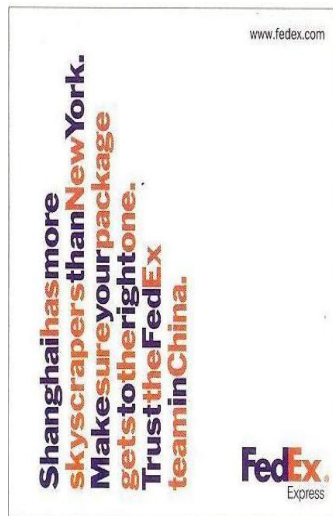
Connotation Level

The column of FedEx advertising with headline 'Late deliveries make people angry. China has over 1.3 billion people'. The headline means that FedEx never be late on delivering their consumer's packages. FedEx team in China can handle all delivery services of their consumers well. It is not easy. But FedEx showed it to the world. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. The body copy is 'Make sure it arrives on time. Trust the FedEx team in China.' in blue color. The sentence of body copy means that the readers can trust the FedEx team in China in delivering their packages on time. **Blue** associates with trust. The customer can rely on FedEx company to deliver their packages. This company can be trusted by the consumers to deliver their packages safe. FedEx team in China gets the consumers' trust to deliver the packages on time and safely. This company offers the highest quality of delivery service to the consumers. The signature line at the bottom start from right bottom page is the site www.fedex.com. The FedEx company offers their services to the readers, so they put the site to make sure if people is interested in the service offered, they can go on the site to get further information. The signature line is put to let people

know what is FedEx company. Signature line is usually added at the bottom of the ads because it is not the main purpose the ad. The slogan at central bottom is 'Wlivetodeliver'. The expressive value is contained in the text of '*we live to deliver*'. It represents the purpose of the company, they deliver packages to everywhere. The slogan means the advertiser tries to emphasis that delivering is their main goal in the business. The slogan is made with no space but it can be read by differentiating the words based on the color. 'we' means the advertiser and the company. 'we' in purple represents royalty. 'live' is living, not dead. Orange in that word represents energy. 'to' is a direction. 'to' in purple represents royalty. 'deliver' is a process of transferring thing from one place to another. 'deliver' in orange represents energy. The slogan 'Wlivetodeliver' in two different colors at each word represents the royalty and energy. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. The FedEx Express is at the left bottom. The packages are granted will arrive on time and safe. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way.

Figure 10.

4.10. FedEx Team in China; Shanghai



Denotation Level

The background has white color. The text is saying ‘Shanghai has more skyscrapers than New York. Make sure your package gets to the right one. Trust the FedEx team in China’ in vertical line. It has purple Shanghai, orange has, purple more, orange skyscrapers, purple than, orange New, purple York, purple make, orange sure, purple your, orange package, orange gets, purple to, orange the, purple right, orange one, purple trust, orange the, purple Fed, orange Ex, orange team, purple in, orange China. At the left top of the ad, there is a site of FedEx ‘www.fedex.com’ in black color. At the left bottom of the ad, there is ‘FedEx Express’ text. It has purple Fed, orange Ex and blue Express.

Connotation Level

The column of FedEx advertising with headline ‘Shanghai has more skyscrapers than New York make sure your package gets to the right one. Trust the FedEx team in China.’ The value is contained in the word ‘skyscrapers’. It means that FedEx company delivers packages to growing countries. They are able

to take over the customer's packages to every place worldwide. The sentences means that the FedEx company is trying to give an on time delivery service in Shanghai, China because Shanghai is the most populated place in China. There are so many activities. It is to help people do their business easier. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange color** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. FedEx means that this company has energy to deliver packages on time to the target consumers and they have royalty at their works. To get consumer's satisfaction, FedEx company tries to deliver packages on time and fast and safely. The sentences mean that FedEx team in China has the quality of delivering packages to all places in China on time and safe. Shanghai has more skyscrapers than New York means it is developed countries in the world. The company gives their best services to smart people only because according to FedEx official site, FedEx is recognized internationally for their best services to the consumer's satisfaction. At the top left of column, there is a site of FedEx ; www.fedex.com in small format, then, at the left bottom, there is a FedEx brand name, FedEx Express. The FedEx company offers their services to the readers, so they put the site to make sure if people is interested in the service offered, they can go on the site to get further information. The signature line is put to let people know what is FedEx company. Signature line is usually added at the bottom of the ads because it is not the main purpose the ads. FedEx Express means this company can deliver the consumer's packages fast. Express

shows the fastest way. The rest is white blank column. It is to emphasis on the text of the advertising.

Figure 11.

4.11. FedEx Express : Markets Are Expanding. So Are The Way You Can Reach Them



Denotation Level

The background is in England. There are old buildings. The sky is blue. There is an aeroplane of FedEx. There are people wearing FedEx costume on the ground. They hold FedEx package. It has purple Fed and orange Ex. There is FedEx car-box. There is a man troling a FedEx package. There is also a man holding FedEx package. The text is saying 'Markets are expanding. So are the ways you can reach them.' in black color. A 'Whether it's urgent or not. A small box or heavy freight. Imports or exports. You can rely on FedEx for a range of

business solutions. So whichever service you choose, you can be sure your business is moving in the right direction.’ text in black color. The slogan of FedEx, ‘FedEx delivers to a changing world.’ in black color and ‘Experience.fedex.com/services’ text in black color. Then, ‘FedEx Express’ text with purple Fed, orange Ex and blue Express.

Connotation Level

The background is in England. The employees are delivering all packages of people there. The activity is not only on the ground, but also in the air. The FedEx’s planes are flying in the sky in England with FedEx names to emphasis that there is a delivery services of FedEx through air. It is also to show consumers that packages arrive safely. By seeing the old buildings in this ad, people can know that it is in England. FedEx teams make sure by themselves that the packages are received by the consumers. A car-box of FedEx parks in front of a building and a man is ready to drop off the packages. According to convention of most cultures, **car** associates with freedom. The customers are freely to order their packages to the company whenever they need to deliver their packages. A car box FedEx company is bringing their consumer’s packages to the location on the ground. According to convention of most cultures, a **man** represents masculinity. It means that he can bring loads of packages to the customers. A man is dropping off the packages from a car. It shows how the way they are working. It is fast but carefully. The packages are on the circulation to the owner. A man is making sure that the packages are safe. There are two man focused on the picture, the first is

pushing the packages through the troll, and another one is bringing the package in his hand with complete costumes of FedEx. Each employee has their own job in delivering packages. And all is making sure that the package is in a good condition to receive by the consumers. There are two processes of delivering packages to the consumers on the ground. Each employee has their own parts to handle package when they are on the way delivering it. The package needs to check by the employee that it is safe and on time when the consumer receive that package. The headline is written 'Markets are expanding. So are the ways you can reach them.' The sentences mean that there are now so many companies of FedEx in the world. It is to make us easy to find out this delivery service wherever we are. This company is improving their service due to the needs of the consumer. The sentences describes that the company is spreading wider and larger place in the world to reach the consumer. And it is one of the ways to make the consumer feel comfort to use FedEx delivery service wherever they are. The body copy with sentences "whether it's urgent or not. A small box or heavy freight. Imports or exports. You can rely on FedEx for a range of business solutions. So whichever service you choose, you can be sure your business is moving in the right direction." in black. The sentences of body copy explain that in whatever the conditions, the consumer can trust FedEx to do their business in delivering packages across the places. FedEx is sure that people will not use another delivery service to deliver their packages. This company is the best and getting a recognition. The sentence shows us that FedEx is doing all kinds of delivering products or goods. People should trust FedEx for their best services to the

consumers. FedEx can make sure the packages arrive fast and on time. At the right bottom of the page is written a FedEx slogan 'FedEx deliver to changing a world.' And followed by a site of FedEx in small letters ; experience.fedex.com/services, the left bottom of the page is written 'FedEx Express'. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. This company gives their services to the consumer. The consumer satisfaction is their first main goal. **Orange color** of *Ex* associates with energy It means the company could take over all-can-be-sent products of the customers to everywhere all day long. *Express* in **blue**, associates with trust. It means the customer can rely on the FedEx company to deliver their packages to everywhere. The packages are granted will arrive on time and safely. The FedEx company offers their services to the readers, so they put the site to make sure if people is interested in the service offered, they can go on the site to get further information. FedEx Express means this company can deliver the consumer's packages fast. Express shows the fastest way. The signature line is put to let people know what is FedEx company. Signature line is usually added at the bottom of the ads because it is not the main purpose the ad. The headline and the body copy are written in the white page. It is to emphasis on the text of the advertising.

Figure 12.

4.12. FedEx : We've Put The World Inside The Box



Denotation Level

The background had white color. There is a FedEx box. It has picture of globe at the top of the box. It also has purple Fed and orange Ex. The sentence is 'We've put the world inside the box' in black color. There is 'We deliver to over 220 countries and territories worldwide. Now we're delivering them to you. Use the marker on the box to unlock an augmented reality experience of the globe, and the information that affects it.' text in black color. At the bottom of the ad, there is an illustration of transferring things; a computer and a hand holding a piece of paper with a circle of arrows around them, and followed by a text of 'simply go to experience.fedex.com/3D, click the 'start' button, hold this page in front of your webcam, as shown in the diagram.' in black color. At the very bottom right of the ad, there is the slogan of FedEx, 'FedEx delivers to a changing world' in black color. Then, at the bottom left of the ad, there is 'FedEx Express' text with purple Fed, orange Ex, and blue Express.

Connotation Level

A white page with the small-packages of FedEx. It is to emphasis on the text of the advertising. The FedEx company is now in almost all countries in the world. The recognition of FedEx company makes them expanding their company in some countries in the world. The headline is '*We've put the world inside this box*' in black color. The sentences mean that the company can bring all packages in their box to everywhere. The FedEx company is strong enough to deliver packages on time to the world which is symbolized by the image of a globe covering the box. The FedEx company has the power of delivering packages through the world with no obstacles and on time to the consumers' hand. The body copy is stating 'we deliver to over 220 countries and territories worldwide. Now we're delivering them to you. Use the marker on the box to unlock. An augmented reality experience of the globe, and the information that affects it.' in black color. The FedEx company has the power of delivering packages through the world. The company offers the services to the consumers. Consumers can deliver all goods to everywhere around the world because now it is spreading worldwide. There is a signature line of the advertising that is a diagram of a hand is holding a piece of paper picturing globe and the symbol of transferring to the picture of screen of computer with the details that 'simply go to experience.fedex.com/services, click the 'start' button, hold this page in front of your webcam, as shown in the diagram.' According to convention of Western culture, **hand** symbolizes power. Hand is the central of power. They can take control the activity of FedEx company to deliver packages everywhere. The globe

on the box indicates that box carries the world. At the right bottom of the page is campaign of FedEx 'FedEx delivers to a changing world.' At the left bottom of the page is the 'FedEx Express'. Fed is in purple, Ex is in orange and Express is in blue. **Purple** associates with royalty because it is the representation of an award for customers' satisfaction of delivering packages to everywhere and every time. **Orange** associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere all day long. **Blue** associates with trust. It means the customer can rely on the FedEx company to deliver their packages to everywhere. FedEx Express means this company can deliver the consumer's packages fast.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Conclusion

In this study, the FedEx advertisements are already analyzed by semiotics. From the twelve of FedEx ads, it can be concluded that the FedEx ads are showing the meaning that;

The first ad, FedEx joins APEC Summer 2003, indicates that the text ‘you don’t have to carry the weight of world on your shoulders’ means that the customers can rely on FedEx company to deliver their packages to everywhere. White color as the background is to emphasis on the useful of the text. The text ‘Attention CEOs’ means that it is referring to the important person, they can rely on FedEx to deliver their packages. FedEx company was built to take care their customer’s packages which is symbolized by the use of the ‘*we live to deliver*’s slogan. It delivers packages in fastest way which shown in that text with no space. FedEx got recognition from customers as one of the best delivery service companies which is symbolized by the use of purple color because it is the representation of an award for customers’ satisfaction of delivering packages to everywhere and every time. Orange in ‘Ex’ means that FedEx gives services all day long to their customers. FedEx got their customer’s trust for delivering their packages which is symbolized by the use of blue color.

The second ad, Is It Us or Are These Contagious, means the FedEx company is so proud for the awards, shown by the text of ‘is it us or are these

contagious' which means that FedEx team is working-hard in giving their services to the customers. FedEx works on the ground which is symbolized by the use of green color.

The third ad, FedEx; Whatever It Takes, indicates that FedEx team are men because they could handle the packages as it shown in the image of a man. FedEx team can make sure that their customer's packages are safe it shown in the image of umbrella covering the box. The 'whatever it takes' text represents the ability of delivering all kind of packages of the customers.

The ad of FedEx; Asia. Whatever It Takes means that FedEx team are the men because they could handle the packages as it shown in the image of a man. FedEx is a fast delivery service company which is symbolized in the action of a jump man.

Then, the ad of FedEx; Europe. Whatever It Takes shows that FedEx company make a struggle to keep the packages safe which is symbolized in the image of a dragon. FedEx delivers through sea as it shown in the image of the ship. FedEx company is a fast delivery service company which is symbolized in the image of paddle.

The sixth ad is FedEx; China? FedEx Team Delivers indicates that FedEx team are the men because they could handle the packages as it shown in the image of a man. The customers are freely to order their packages to FedEx company every time as it shown in the image of a car.

Again, the ad is FedEx; China? FedEx Team Delivers means that the customers are freely to order their packages to FedEx company every time as it shown in the image of a car.

The next ad is about China Theme; Xuzhou. Suzhou shows that FedEx got recognition from customers as one of the best delivery service companies which shown in the purple color of 'Fed'. Orange in 'Ex' means that FedEx gives services all day long to their customers. FedEx delivers packages to every place in China no matter what.

The following ad is FedEx Express in China means that FedEx got recognition from customers as one of the best delivery service companies which shown in the purple color of 'Fed'. Orange in 'Ex' means that FedEx gives services all day long to their customers.

The tenth ad is FedEx Team in China; Shanghai means that FedEx delivers packages to growing countries in the world. The word '*skyscrapers*' represents the big country in the world which means that FedEx is a big delivery service company worldwide.

Then, the ad of FedEx Express; Markets are expanding. So are the way you can reach them, it shows that FedEx got recognition from customers as one of the best delivery services companies.

The last, the ad is FedEx: We've Put The World Inside The Box means that FedEx got recognition from customers as one of the best delivery service

companies. FedEx company is able to take over all delivery services which is symbolized in the image of a hand.

5.2. Suggestion

This research is suggested for those who want to do further research using semiotics theory proposed by Roland Barthes in printed media of different aspects, for example; myth in printed media of advertisement. Readers can find out mythology of certain cultures in printed advertisements and meaning of certain images, icon and symbol in advertisement. It is also can be analyzing by using semiotics theory of Charles Sanders Peirce.

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Table.1
FedEx Ad Join in APEC Summit

Signifier	Signified/denotation	Connotation	Interpretation
'Attention CEOs. You don't have to carry the weight of the world on your shoulders.' text in black color and a white background.	<p>CEO ; chief executive officer</p> <p>Weight: how heavy something is, which can be measured in.</p> <p>World: the earth, with all its countries, people and natural features.</p> <p>Black: the very darkest color, like night or coal.</p> <p>White: the color of fresh snow or of milk.</p>	<p>CEO : very important person</p> <p>Weight of the world is the takeover all-can-be-sent by the delivery service company</p> <p>White color represents prestigious.</p> <p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>The expressive value are contained in the '<i>you don't have to carry the weight of the world of your shoulders</i>' text. The meaning changes from denotative to connotative is because the word "<i>weight</i>" is used to represent goodies that can be sent to everywhere by delivery service company. This text is representation of taking over the packages of delivery problems by delivery service company. The text represents power of the company to deliver packages. CEOs mean that this ad is for very important person. They can rely on FedEx to deliver their packages.</p>
'Welivetodeliver' text with no space and has two color; purple and orange	<p>Orange: bright reddish-yellow in color</p> <p>Purple: having the color of blue and red mixed together</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>According to FedEx official site, <i>Purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>Orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. The</p>

			expressive value is contained in the 'we live to deliver' text. It represents the company was built to take care all the customer's packages. The text with no space represents the fastest way of delivering packages.
'FedEx Express' text which has purple Fed and orange Ex and blue Express.	<p>Purple: having the color of blue and red mixed together</p> <p>Orange: bright reddish-yellow in color</p> <p>Blue: having the color of a clear sky or the sea/ ocean on a clear day.</p>	<p>In connotation level, Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards. FedEx Express is delivering packages over-night with time-infinite to almost all countries.</p>	<p>The expressive values are contained in the colors of the 'FedEx Express' text. According to FedEx official site, <i>Purple</i> associates with royalty, because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>Orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>Blue</i> associates with trust. It is proved by the awards they got. The customers can rely on the company to deliver their needs.</p>

Table 2
Is It Us or Are These Contagious

Signifier	Signified/denotation	Connotation	Interpretation
A text of 'IS IT US OR ARE THESE CONTAGIOUS?' in blue color and capital letter	<p>Contagious: a contagious disease spreads by people touching each other.</p> <p>Blue: having the color of a clear sky or the sea/ocean on a clear day.</p>	<p>Contagious indicates the growing of the FedEx company</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>The expressive value are contained in the text 'is it us or are these contagious?'. It represents the influence of hard-working of FedEx. In convention of most cultures, <i>contagious</i> represents the effect of something to people. According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages to everywhere.</p>
The three awards from J.D.Power to FedEx Express, FedEx Ground and FedEx Express International Services and has purple Fed, orange Ex, blue Express, green Ex.	<p>Purple: having the color of blue and red mixed together</p> <p>Orange: bright reddish-yellow in color</p> <p>Blue: having the color of a clear sky or the sea/ ocean on a clear day.</p> <p>Green: having the color of grass or the leaves of most plants and trees.</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p> <p>Green represents earth, land.</p>	<p>According to FedEx official site, <i>purple</i> associates royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>Orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>blue</i> associates with trust because the customer can rely on FedEx</p>

			<p>company to deliver their packages to everywhere.</p> <p>According to Cirlot (2001:56), green represents nature. It symbolizes nature, earth. It is because FedEx Ground works on the ground. They deliver packages by bus of the company.</p>
<p>The sentences in 'Highest in Customer Satisfaction with Small-Package Air Delivery Services', 'Highest in Customer Satisfaction with Small-Package Ground Delivery Services', 'Highest in Customer Satisfaction with Small-Package International Delivery Services' in black color</p>	<p>Black: the very darkest color, like night or coal</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> color represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>
<p>'Thanks to J.D.Power and Associations. And thanks to all of our FedEx Express, FedEx Ground and FedEx Express International Services customers. You've shown that quality and reliability of FedEx can be found in everything we do.' text in blue color and a white background.</p>	<p>Blue: having the color of a clear sky or the sea/ocean on a clear day</p>	<p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>blue</i> color associates with trust. Customers can rely on FedEx to deliver their needs every time.</p>

Table 3
FedEx; Whatever It Takes

Signifier	Signified/denotation	Connotation	Interpretation
A figure of a man wearing hat of FedEx holding small package with cover of FedEx Express; purple Fed and orange Ex and blue Express.	<p>A man: an adult male person</p> <p>Purple: any color having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>A man indicates strong.</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p><i>A man</i> symbolizes the power. In convention of most cultures, man represents masculinity. They could bring loads of packages to the customer's hand. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, blue associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
A man holds an umbrella to safe the package with his right hand and left hand is for holding the package	<p>A man: an adult male person</p> <p>Umbrella: a light, small, portable, usually circular cover for protection from rain or sun, consisting of a fabric held on a collapsible frame of thin ribs radiating from the top of a carrying</p>	<p>A man indicates strong.</p> <p>Umbrella is the protector to make sure the package arrives safely.</p>	<p><i>A man</i> symbolizes power. In convention of most cultures, man represents masculinity. In convention of most cultures, <i>umbrella</i> represents protection. It could safe people from</p>

	stick or handle		distraction.
'Whatever It Takes' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	The expressive value are contained in the text ' <i>whatever it takes</i> '. It represents the ability of FedEx company to take over all delivery packages. According to convention of Western culture, <i>black color</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'At FedEx you'll find over 138.000 people with a single purpose; delivering on time, around the world and against any obstacle – large or small. So when a lot depends on your package, you can depend on us. Contact your local FedEx office or see www.fedex.com ' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it.	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	According to convention of Western culture, <i>black color</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'Welivetodeliver' text with no space and has two colors; purple and orange	Purple: any color of having components of both red and blue Orange: reddish-yellow in color	Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the	The expressive value is contained in the text ' <i>we live to deliver</i> '. It represents the company was built to take care all the customer's packages. The text with no space represents the fastest way of delivering

		customer.	packages. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.
'FedEx Express' text with purple Fed, orange Ex and blue Express.	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>

Table 4
FedEx; Asia. Whatever It Takes

Signifier	Signified/denotation	Connotation	Interpretation
A figure of a man with purple costumes wearing blue hat of FedEx holding small-package with cover of FedEx; purple Fed and orange Ex jumps high among two houses from second floor and the blue sky as a background	<p>A man: an adult male person</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in a color</p> <p>Jump: to rise suddenly or quickly</p> <p>Blue: the pure color of a clear sky</p>	<p>A man signifies strong. He holds package of FedEx indicates he is an employee of FedEx.</p> <p>Jump indicates that it is a very fast movement. The package can arrive on time to the intended recipient.</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p><i>A man</i> symbolizes power. In convention of most cultures, man represents masculinity. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>blue</i> associates with trust. The customer can rely of FedEx company to deliver their packages.</p> <p>According to convention of most cultures, <i>jump</i> represents speed. It has a fast movement. The packages are arrived on time and safely.</p>
'Asia. Whatever It Takes.' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's	The expressive value is contained in the ' <i>whatever it takes</i> ' text. It represents the

		airlines of delivery service.	ability of the company to deliver all-can-be-sent products. According to convention of Western culture, <i>black</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'For on-time deliveries, you can always count on the FedEx team. And with over 280 flights weekly within Asia, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it.	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	According to convention of Western culture, <i>black</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'Welivetodeliver' text with no space and has two colors; purple Fed and orange Ex	Purple: any color of having components of both red and blue Orange: reddish-yellow in color	Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.	The expressive value is contained in the text of ' <i>we live to deliver</i> '. It represents the company was built to take care all their customer's packages. The text with no space represents the fastest way of delivering packages. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to

			<p>everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p>
<p>'FedEx Express' text with purple Fed and orange Ex and blue Express.</p>	<p>Purple: any color of having components of both red and blue Orange: reddish-yellow in color Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer. Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx to deliver their packages.</p>

Table 5
FedEx; Europe. Whatever It Takes

Signifier	Signified/denotation	Connotation	Interpretation
A figure of dragon ship on the sea with people in it, those people are wearing purple costumes and paddling the ship	<p>Dragon: a mythical monster generally represented as a huge, winged reptile with crested head and enormous claws and teeth, and often spouting fire.</p> <p>Ship: a vessel, especially a large oceangoing one propelled by sails or engines</p> <p>Paddling: a short, flat bladed oar for propelling and steering a canoe or small boat usually held by both hands and moved more or less through a vertical arc.</p>	<p>Dragon signifies strong. FedEx can get through the obstacles to deliver packages. People are paddling the ship emphasis that it works in high speed.</p>	<p>According to convention of Western culture, <i>dragon</i> represents struggle (Cirlot 2001:87). To face all troubles in delivering packages, the employee needs to make a struggle to keep the packages safe.</p> <p>In convention of Western culture, <i>ship</i> associates with life. It represents one of the main purposes of FedEx company that is delivering packages to everywhere. <i>paddling</i> associates with time. It means FedEx concerns with delivering packages on time to the customer's hand.</p>
There is a man holding small package with cover of FedEx; purple Fed and orange Ex and there are buildings and blue sky as background	<p>A man: an adult male person</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>A man signifies strong</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their</p>	<p><i>A man</i> symbolizes power. In convention of most cultures, man represents masculinity.</p> <p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site,</p>

		work to the customers by their awards.	<i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, blue associates with trust. The customer can rely on FedEx to deliver their packages.
'Europe. Whatever It Takes' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it.	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	The expressive value are contained in the text of ' <i>whatever it takes</i> '. It represents the ability of the company to deliver all-can-be-sent products. According to convention of Western culture, <i>black</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'For on-time deliveries, you can always count on the FedEx team. And with over 400 flights weekly in and out of Europe, you can be sure of our commitment every time. So for your next shipment, call your local FedEx team. www.fedex.com' text in black color.	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	According to convention of Western culture, <i>black</i> represents power. Because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.

<p>'Wlivetodeliver' text with no space and has two colors; purple and orange</p>	<p>Purple: any color of having components of both red and blue Orange: reddish- yellow in color</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>The expressive value is contained in the 'we live to deliver' text. It is the representation of the existence of the company to take over all delivery packages. The text with no space represents the fastest way of delivering packages. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can- be-sent products of the customers to everywhere.</p>
<p>'FedEx Express' text with purple Fed and orange Ex and blue Express.</p>	<p>Purple: any color of having components of both red and blue Orange: reddish- yellow in color Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer. Blue represents trust because FedEx company has proved their</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could</p>

		work to the customers by their awards.	take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on the FedEx to deliver their packages.
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Table 6
FedEx; China? FedEx Team Delivers

Signifier	Signified/denotation	Connotation	Interpretation
A figure of a man wearing purple costume and holding package with cover of FedEx; purple Fed and orange Ex jumps from one car to another car of FedEx and the background is in blue sky	<p>A man: an adult male person</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Car: a vehicle running on rails, as a streetcar or railroad car</p> <p>Blue: the pure color of a clear sky</p>	<p>A man indicates strong</p> <p>Jumps indicate a very fast movement.</p> <p>Car connotes freedom.</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p><i>A man</i> symbolizes power. In convention of most cultures, man represents masculinity. In convention of Western culture, <i>car</i> associates with freedom. The customers are freely to order the delivery problems with time-infinite.</p> <p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p>

			According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx to deliver their package.
'China? The FedEx team delivers.' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'Daily flights into Shanghai, Shenshen and Beijing together with unbeatable back up and support on the ground. Whatever the obstacle and wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com.' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'Welivetodeliver' text with no space and has two colors; purple and orange.	Purple: any color of having components of both red and blue Orange: reddish-yellow in color	Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.	The expressive value is contained in the text of 'we live to deliver'. It represents the company was built to deliver all-can-be-sent products of the customer's to all over the world. The text with no space represents the fastest way of delivering packages. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for

			customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.
'FedEx Express' text with purple Fed and orange Ex and blue Express	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>

Table 7
FedEx; China? FedEx Team Delivers

Signifier	Signified/denotation	Connotation	Interpretation
<p>A figure of FedEx car box with cover of FedEx; purple Fed and orange Ex and bicycle users wear FedEx costumes and the background is on the road.</p>	<p>Car: a vehicle running on rails, as a streetcar or railroad car Purple: any color of having components of both red and blue Orange: reddish-yellow in color</p>	<p>Car associates with freedom. Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>The expressive value is contained in the car's image. According to convention of Western culture, a <i>car</i> associates with freedom. The customers are freely to order the delivery problems with time-infinite. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p>
<p>'China? The FedEx team delivers' text in black color</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black color</i> represents power. It shows the ability of the company to handle the delivery problems.</p>
<p>'Daily flights into Shanghai, Shenshen and Beijing together with unbeatable back up and support on the ground. Whatever</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> represents power. Because as it puts in the FedEx official site, FedEx</p>

<p>the obstacle and wherever in China your shipments are going, you can rely on the FedEx team. www.fedex.com' text in black color</p>			<p>has power as the top five best delivery service companies worldwide.</p>
<p>'Welivetodeliver' text with no space and has two colors; purple and orange</p>	<p>Purple: any color of having components of both red and blue Orange: reddish-yellow in color</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>The expressive value is contained in the text of 'we live to deliver'. It is the representation of the existence of FedEx company to solve delivery packages. The text with no space represents the fastest way of delivering packages. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p>
<p>'FedEx Express' text with purple Fed and orange Ex and blue Express</p>	<p>Purple: any color of having components of both red and blue Orange: reddish-yellow in color Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and</p>

		<p>takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
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Table 8
China Theme; Xuzhou. Suzhou

Signifier	Signified/denotation	Connotation	Interpretation
<p>'Xuzhou. Suzhou. Oneletterand470kmsapart.'</p> <p>Text with no space and has two colors; purple and orange and a white background.</p>	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty. Because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>The expressive value is contained in the text with no space which means that the company</p>

			delivers packages in fastest way.
'Make sure there's no mix up. Trust the FedEx team in China' text in purple color	Purple: any color of having components of both red and blue	Purple represents royalty because they have their own loyal customers to take care their business.	According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time..
'Welivetodeliver' text with no space and has two colors; purple and orange	Purple: any color of having components of both red and blue Orange: reddish-yellow in color	Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.	According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. The expressive value is contained in the 'we live to deliver' text. It represents the company was built to deliver all-can-be-sent products of the customer's to all over the world. The text with no space represents the

			fastest way of delivering packages.
'FedEx Express' text with purple Fed, orange Ex and blue Express	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p>

Table 9
FedEx Express in China

Signifier	Signified/denotation	Connotation	Interpretation
'Late deliveries make people angry. China has over 1.3 billion people.' text with no space and has two colors; purple and orange and a white background	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers</p>

			<p>to everywhere.</p> <p>The expressive value is contained in the text with no space which means that the company delivers packages in fastest way.</p>
<p>'Make sure it arrives on time. Trust the FedEx team in China.' text in purple</p>	<p>Purple: any color of having components of both red and blue</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p>
<p>A text of 'www.fedex.com' in black color and 'We live to deliver' text with no space and has two colors; purple and orange and 'FedEx Express' text with purple Fed, orange Ex and blue Express</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it Purple: any color of having components of both red and blue Orange: reddish-yellow in color Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer. Blue represents trust because FedEx company has proved their work to the customers by their awards. Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>The expressive value is contained in the 'we live to deliver' text. It represents the company was built to deliver all-can-be-sent products of the customer's</p>

			<p>to all over the world</p> <p>According to FedEx official site, blue associates with trust. The customer can rely on FedEx company to deliver their packages.</p> <p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>
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Table 10
FedEx Team in China; Shanghai

Signifier	Signified/denotation	Connotation	Interpretation
<p>A text of 'Shanghai has more skyscrapers than New York. Make sure your package gets to the right one. Trust the FedEx team in China' written with no space and has two colors; purple and orange, a text is in vertical line and white background</p>	<p>Skyscrapers : a very tall building in a city</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p>	<p>Skyscrapers: it means that the FedEx team delivers to growing countries because it could make their customer's businesses easily.</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>The expressive value is contained in the text which has no space and written in vertical</p>

			line, it means that the company delivers packages in fastest way and it is increasing well.
A text of 'www.fedex.com' in black color and 'FedEx Express' text with purple Fed, orange Ex and blue Express	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Black represents power because FedEx stands as a top five among world's airlines of delivery service.</p> <p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p> <p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>

Table 11

FedEx Express; Markets are expanding. So are the way you can reach them

Signifier	Signified/denotation	Connotation	Interpretation
A figure of people wear FedEx costumes holding package with cover of FedEx; purple Fed and orange Ex on the road and buildings and the background is blue sky	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
A car box with cover of FedEx; purple Fed and orange Ex.	<p>A car: a vehicle running on rails, as a streetcar or railroad car</p> <p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p>	<p>A car box of FedEx associates with delivery service on the ground.</p> <p>Purple represents royalty because they have their own loyal customers to take care</p>	<p>The expressive value is contained in the car's image.</p> <p>According to convention of Western culture, car associates with freedom. The customers are freely to</p>

		<p>their business. Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p>	<p>order the delivery problems with time-infinite. According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p>
<p>"Markets are expanding. So are the ways you can reach them." text in black color</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>

<p>'Whether it's urgent or not. A small box or heavy freight. Imports or exports. You can rely on FedEx for a range of business solutions. So whichever service you choose, you can be sure your business is moving in the right direction.'</p> <p>text in black color</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>
<p>'FedEx delivers to a changing world. Experience.fedex.com/services'</p> <p>text in black color</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>The expressive value is contained in the '<i>FedEx delivers to changing world</i>' text. It means that FedEx can make your businesses easier. According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>
<p>'FedEx Express' text with purple Fed, orange Ex and blue Express.</p>	<p>Purple: any color of having components of both red and blue Orange: reddish-yellow in color Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care</p>	<p>According to FedEx official site, purple associates with royalty because FedEx got the awards for</p>

		<p>their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
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Table 12
FedEx: We've Put The World Inside The Box

Signifier	Signified/denotation	Connotation	Interpretation
<p>There is a box with cover of globe and FedEx Express; purple Fed, orange Ex and blue Express and a white background</p>	<p>Purple: any color of having components of both red and blue</p> <p>Orange: reddish-yellow in color</p> <p>Blue: the pure color of a clear sky</p>	<p>Purple represents royalty because they have their own loyal customers to take care their business.</p> <p>Orange represents energy because FedEx company is able to takeover delivery</p>	<p>According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It</p>

		<p>matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>means the company could take over all-can-be-sent products of the customers to everywhere. According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
<p>'We deliver to over 220 countries and territories worldwide. Now we're delivering them to you. Use the marker on the box to unlock. An augmented reality experience of the globe, and the information that affects it.' text in black color</p>	<p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.</p>
<p>There is a diagram of a hand is holding a piece of paper picturing globe and the symbol of transferring to the picture of screen of computer with the details that 'simply go to experience.fedex.com/services, click the 'start' button, hold this page in front of your webcam, as shown in the diagram.' in black color</p>	<p>Hand: the terminal, prehensile part of the upper limb in humans and other primates, consisting of the wrist, metacarpal area, fingers and thumb</p> <p>Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it</p>	<p>Hand symbolizes power.</p> <p>Black color represents power because FedEx stands as a top five among world's airlines of delivery service.</p>	<p>According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide. The expressive value is contained in</p>

			the hand's image. According to convention of Western culture, <i>hand</i> symbolizes power. It is the ability to take over all delivery services.
'FedEx delivers to a changing world.' text in black color	Black: lacking hue and brightness; absorbing light without reflecting any of the rays composing it	Black color represents power because FedEx stands as a top five among world's airlines of delivery service.	The expressive value is contained in the 'FedEx delivers to changing world' text. It means that FedEx can make your businesses easier. According to convention of Western culture, <i>black</i> represents power because as it puts in the FedEx official site, FedEx has power as the top five best delivery service companies worldwide.
'FedEx Express' text in purple Fed, orange Ex and blue Express.	Purple: any color of having components of both red and blue Orange: reddish-yellow in color Blue: the pure color of a clear sky	Purple represents royalty because they have their own loyal customers to take care their business. Orange represents energy	According to FedEx official site, <i>purple</i> associates with royalty because FedEx got the awards for customers' satisfaction of delivering packages to everywhere

		<p>because FedEx company is able to takeover delivery matters of the customer.</p> <p>Blue represents trust because FedEx company has proved their work to the customers by their awards.</p>	<p>and every time.</p> <p>According to FedEx official site, <i>orange</i> associates with energy. It means the company could take over all-can-be-sent products of the customers to everywhere.</p> <p>According to FedEx official site, <i>blue</i> associates with trust. The customer can rely on FedEx company to deliver their packages.</p>
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