ABSTRACT

AFIFAH FAUZIYYAH. 2023. **"Scrutinizing the Contributions of Textual and Visual Resources in Campaign Posters Regarding the Promotion of Parents' Awareness of Children's Language Development: An SF-MDA"**. English Education Department, Faculty of Educational Sciences and Teachers' Training, Siliwangi University, Tasikmalaya.

This qualitative research aims to analyze the textual and visual resources used in four campaign posters regarding the promotion of parents' awareness of children's language development to reveal the contribution of each semiotic resource in representing the messages in the selected posters. The research data are four campaign posters regarding the promotion of parents' awareness of children's language development published by Worcestershire Speech & Language Therapy NHS Trust for the "We Need to Talk" Month campaign. The data was obtained from Worcestershire Speech & Language Therapy's official Twitter account, @SLT_Worcs. The research design used in this research was Multimodal Content Analysis (Serafini & Reid, 2019). This research employed the document analysis and purposive sampling technique to collect the data. Then the data were analyzed by employing SF-MDA analytical tools: Halliday and Matthiessen's ideational meaning of Systemic Functional Linguistics (2004) and Kress and van Leeuwen's representational meaning of Visual Grammar (2006). The findings showed that the textual resources mostly have material processes which indicate that the NHS Trust is trying to invite the viewers to take action and work together to overcome the issue being raised as well as raise the viewers' awareness of this issue. Meanwhile, all of the visual resources have transactional reaction processes which indicate that the NHS Trust is addressing the readers directly (by a means of a gaze) to respond and react to the represented participants' (depicted in the posters) gaze to work together to overcome the issue being raised in the four selected campaign posters.

Keywords: Campaign posters, parents' awareness of children's language development, Systemic Functional Multimodal Discourse Analysis, Systemic Functional Linguistics, Visual Grammar