



## Signifier and Signified

Signifier	Signified
PREMIER LEAGUE	A name of football league in England
PREMIER LEAGUE STARTING XI OVER VALUES: WINNER SINCE 2010/11	The eleven men champion of each clubs since 2010/11
2010/11 2011/12 2012/13 2013/14 2014/15 2015/16	The list of the season competition years
MANCHESTER UTD MANCHESTER CITY CHELSEA LEICESTER	Some England clubs which become the champion of the Premier League competition
[£141M] [£144M] [£167M] [£190M] [£175M] [£24M]	The price of the clubs spent in a season competition to be the champion
Some people who wear the combination blue and white cloth and there is a logo on the picture	They are the Leicester fans

Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning to be shared to other people about the cost that spent by the winner of Premier League in the last six seasons, started from the winner in 2010/2011 to 2015/2016.

## Denotation and Connotation







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Signifier	Signified
SIMEONE MOURINHO	The two great football coach names
DEFENSIVE AND VIOLENT	Strategy in football game
A GENIUS A CUNT	The appellation of the coach

Meme in datum 3 had a focus of interest, it was a man who dressed like a clown with a scary face. This man was Joker. He was one of the characters in Batman movie. He described as the bad character. Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning. This meme was talking about the bad character ascribed to someone.

## Denotation and Connotation

## ➤ Denotation

A picture which had Joker image as the background and had some sentences on the top and bottom of the picture. The texts were *SIMEONE PLAYS DEFENSIVE AND VIOLENT FOOTBALL AND EVERYONE CALLS HIM A GENIUS and MOURINHO USED TO DO THE SAME AND EVERYONE CALLED HIM A CUNT*. Jose Mourinho and Diego Simeone were two best football coaches in the world. They had similar



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SCORES	Putting the ball into the goal net
THE EURO	A football tournament which is held in Europe followed by some Europe countries as the participant
EUROPE	One of the continents in the world
DIES	Someone who is no longer alive
Someone who wears red shirt with number 10 on it	He is Aaron Ramsey, a football player

This meme had focus of interest on someone who appeared on the picture. It was a man who wore a red football shirt with number 10 on written on the shirt. He was Aaron Ramsey playing football for his Welsh national team in Euro 2016. Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning. This meme focused on Aaron Ramsey's playing during Euro cup.

## Denotation and Connotation

## ➤ Denotation

This meme consists of visual image and written text. The visual image is Aaron Ramsey doing a celebration as the background and the written text is *SCORES AT THE EURO, EUROPE DIES*.

## ➤ Connotation





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Signifier	Signified
EUROPE	One of the continents in the world
JANUARY	One of twelve months in a year
VOTING	Decision-making by majority vote
A smiling old man having style like a boss	Arsene Wenger, the Arsenal coach

This meme had two focus of interest. The first focus of interest was about Arsene Wenger. He was Arsenal's coach and he was one of the longest coach coaching a club in Premier League. The second focus of interest was about the written text. It was talking about voting in Europe. Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning. This meme was talking about Arsene Wenger and voting in Europe.

## Denotation and Connotation

## ➤ Denotation

The smiling old man wore a complete formal clothes with the suit and tie. A smiling old man in the picture was Arsene Wenger. He was and is still becoming the Arsenal coach. This meme had written text *I leave Europe every January without voting.*





























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Signifier	Signified
ABERDEEN	A football club name in Netherland
NORMAN GOLDIE	One of Aberdeen supporters' name
HOME GAME	A game which was held in the home ground
SANDALS	A couple of footwear made of rubber
TRIBUTE	Giving respect for someone
SEAT	A chair to be sat on it

The photo shooting angle of this meme was a normal angle or eye level which was taken in front of the object. The object were an old mand and a chair. Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning. This meme was talking about a football supporter who passed away.

## Denotation and Connotation

## ➤ Denotation

This meme had two pictures. The upper picture was an old man wearing football supporter accessories which were dominated by red colour and the lower picture was a chair which colored into a half red and other half white. This meme had some texts, like *ABREDEEN SUPPORTER NORMAN GOLDIE WALKED MILES TO EVERY HOME GAME WEARING SANDALS WITH ONE RED AND ONE WHITE*





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Signifier	Signified
INDIA	A country name
75 MILLION 300+ MILLION	The amount of money in the nominal
MARS	One of planets in the Milky Way galaxy
TOP OF THE TABLE	Top of standing
An long which can pull out the fire on the low part of it	A spacecraft
Eleven men who wear football costume having logo on the left part of the chest	Real Madrid squat

This meme had focus of interest on eleven men on the picture and the rocket. The eleven men were the football player. Through the help of signifier and signified theory from Ferdinand de Saussure, the writer could conclude that the meaning of verbal and non verbal sign in meme *Troll Football* above was given with text which was consist of signifier and signified until eventually form a meaning. This meme was talking about the financial comparison between India and Real Madrid.

## Denotation and Connotation

## ➤ Denotation

This meme had two pictures totally different from one another. The upper picture was a rocket and the lower picture was the eleven men took a picture together. This meme had written text *INDIA SPEND 75*











