

Abstract

Analysing discourse through visual units is certainly a very fascinating and interesting way of showing how propaganda posters regulate and shape the beliefs, values, and attitudes of social groups. Based on the theory of social constructionism, this research paper aims to explore and examine the use of verbal and nonverbal symbols between the propagandist and the audience in which the social positions of difference and authority are articulated. To accomplish this, I choose six propaganda posters that resonated strongly within the Chinese society to reflect how their symbolic messages and linguistic codes serve as transmitters of certain ideas. I incorporated testimonies of Anchee Min, Duo Duo, and Saul Yeung as a form of evidence in revealing the cultural significance, social practices, and power relations because they all have knowledge and experience in the cultural, social, and political discourse during the Cultural revolution. By applying a hermeneutic approach, this research paper deconstructs the symbolic meanings and linguistic codes of propaganda posters to reveal the notion of communication competence between the propagandist and the audience.

Key words:

China, propaganda, visual semiotics, symbols, discourse