

THESIS

**BODY IMAGE AWARENESS RAISED THROUGH #BODYHERO
CAMPAIGN VIDEO OF GLOSSIER FEATURING THE WNBA: A
CRITICAL DISCOURSE ANALYSIS**



By

SYIFA NADANAZIHAH

J1A020022

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF HUMANITIES
ENGLISH LANGUAGE AND LITERATURE DEPARTMENT
ENGLISH LITERATURE STUDY PROGRAM
PURWOKERTO
2024**

THESIS

**BODY IMAGE AWARENESS RAISED THROUGH #BODYHERO
CAMPAIGN VIDEO OF GLOSSIER FEATURING THE WNBA: A
CRITICAL DISCOURSE ANALYSIS**

Submitted in Fulfillment for the Degree of Bachelor of Arts



By

SYIFA NADANAZIHAH

J1A020022

**MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND
TECHNOLOGY
UNIVERSITAS JENDERAL SOEDIRMAN
FACULTY OF HUMANITIES
ENGLISH LANGUAGE AND LITERATURE DEPARTMENT
ENGLISH LITERATURE STUDY PROGRAM
PURWOKERTO
2024**