

CHAPTER 5

CONCLUSION

The study used Roland Barthes' semiotic theory to examine the denotative and connotative meanings of the England National Football Team's Three Lions logo.

The study explored the denotative and connotative meanings of the logo of The Three Lions. The analysis shows that the logo is not just the official visual identity of The England National Football Team but also a cultural symbol. It reflects England's historical heritage, national identity and football tradition. The study analyses the visual components of the emblem using the concepts of denotation and connotation, showing that each of the visual components of the emblem conveys meanings beyond their literal appearance.

The England National Team's Logo at the denotative level consists of Three Blue Lions, a heraldic shield, ten Tudor roses, a gold star and the colours blue, white, red and gold. These elements are the official emblem of the England National Football Team and can be identified by their physical features and official use by The Football Association. But at the connotative level the same elements mean wider cultural meanings. The Three Lions represent courage, authority, determination and leadership and the heraldic shield represents protection, unity and continuity of the institution. The Tudor Roses are a symbol of reconciliation and national unity and The Gold Star is in celebration of England's win at the 1966 FIFA World Cup. Meanings are constructed through England's historical experience and cultural memory, not through the visual forms alone.

The results confirm the applicability of Barthes' semiotic theory as an analytical tool for exploring the cultural meanings of visual symbols. The link between denotative and connotative meanings shows how visual signs acquire a deeper meaning due to the historical context, the collective memory and the shared cultural knowledge. As such, The Three Lions Logo works as more than just a

sports mark, but also as a visual icon of England's national identity, institutional authority and historical continuity.

Moreover, the study was highlighted the significance of the historical context for understanding the messages conveyed by the logo. If the audiences do not have the knowledge of English heraldry, royal history and football tradition, they may perceive the emblem only at its literal level. This historical and cultural knowledge allows viewers to recognise the symbolic values attached to each visual feature and understand how these features, together, speak to England's identity in international football. The study also depicts the interplay between the visual elements that reinforce the overall meaning of the emblem. They don't exist in isolation, but together with the lions, shield, Tudor roses, colours and gold star, create a coherent visual identity that reflects England's rich cultural heritage and football tradition.

Their integration illustrates how disparate historical symbols can be synthesised into a consistent system of meaning, without losing their individual significance. This supports Barthes's contention that meaning is created by the relationship between signs in a larger cultural context. the research also reveals that the Three Lions Logo has retained its symbolic importance through social, political and sporting changes. The emblem has been consistently used across generations, helping to keep alive collective memory and strengthening public recognition of England's football identity. Therefore, the logo remains a potent cultural symbol, linking England's heritage to it's present in world football.

In conclusion, The Three Lions Logo is not simply the official badge of The England National Football Team, this investigation finds. It serves as a cultural sign that, through the play of denotative and connotative meanings, expresses historical continuity, national identity, institutional values and football tradition. Therefore, the application of Roland Barthes' semiotic theory effectively shows how visual symbols can maintain cultural heritage and express complicated meanings within the context of international