

## **CHAPTER I INTRODUCTION**

This chapter will be explaining several points of background of the study, research question, objectives of the study, significance of the study, and also scope and limitation of the study. Those sub chapters are important to be explaining because they describe this study generally.

### **1.1 Background of the Study**

Communication is the process of conveying messages or information from one party to another party, so that the message in question can be understood (Littlejohn & Foss, 2012). Communication can be done verbally or visually. One of the goals of communication is to achieve togetherness and build relationships between individuals or groups. Communication can be done using two kinds of forms, namely verbal and visual forms of communication. In the past, people tended to focus on verbal communication and ignored visual communication itself, even though it had the same important part, namely communication using language (Littlejohn & Foss, 2012) .

Language is a way of communication used by humans to convey thoughts, ideas, feelings and information to other people (Moats, 2020).It involves the use of words, symbols, and signs that have specific meanings agreed upon by a group or society. Language can also include the use of body gestures, facial expressions, and voice intonation as part of communication (Burridge & Stebbins, 2019). Language can be done using two kinds of forms, namely verbal language and visual language.

Verbal language is a form of communication that uses spoken words or speech to convey messages or information from one person to another (Astuti & Kunthara Anindita, 2022). This includes everyday conversations, speeches, interviews, lectures, and other forms of oral communication. In verbal language, words are spoken and heard, and messages can be conveyed through intonation, tone, and pronunciation of words (Schmitz, 2012). This differs from written language, where messages are conveyed through written text.

Visual language is a form of communication that uses visual elements, such as pictures, graphs, illustrations, colors and shapes, to convey messages or information (Erwig et al., 2017). A visual language is used to convey ideas, concepts, or narratives without words or written text. It is often used in art, graphic design, advertising, visual media, and various other forms of media (Li, 2016). A visual language has a close relationship with Multimodal Discourse Analysis in the context of multimodal communication analysis. A visual language refers to the use of visual elements, such as images, graphics, color, composition, and other visual elements, as a form of communication that can carry meaning (Astuti & Kunthara Anindita, 2022). Thus, a visual language, verbal language, and Multimodal Discourse Analysis work together to understand the way visual and verbal elements are used in multimodal communication, and how these elements contribute to the formation of meaning in such communication.

Multimodal Discourse Analysis is an analytical method used to understand communication that involves various visual, verbal and nonverbal modes or elements (Kress, 2010). Multimodal Discourse Analysis is a useful tool for analyzing, understanding how visual and verbal elements interact, and how meaning and messages are constructed in a communication medium. Posters are an example of communication media that are often explained using the Multimodal Discourse Analysis approach. This helps in exploring how posters function as a multimodal communication tool.

Poster is a short message in the form of an image with the aim of influencing someone to be interested in something, or influencing someone to act on something (Mammadova, 2021). Posters aim to remind and direct readers towards certain actions according to what the communicator wants. One type of poster is a movie poster, a movie poster is a promotional image or graphic designed to advertise and showcase a film. It typically includes key elements such as the movie title, tagline, images, of the main characters or scenes, and sometimes credits, or other relevant information (Mammadova, 2021). The following is an example of how to analyze a movie poster.



**Figure 1.1** Display of Movie Poster (Home Alone (1990))

The display shown on the poster from Home Alone movie is explicit, because the main character and supporting actors in the movie are included in the poster. In the movie poster there is also a little synopsis that there is a child who was left on vacation by his family, therefore everything is shown in real terms without any symbols.



**Figure 1.2** Lo.A of Movie Poster (Home Alone (1990))

On the Home Alone movie poster there are three participants, the front row is Harry Kevin (main character) as LoA (Locus of Attention). As well known, LoA functions as the main focus in an image, therefore Kevin, which is the main character, is printed in a larger size and is more prominent than the two participants behind him.



**Figure 1.3** Lo.A of Movie Poster (Home Alone (1990))

In addition to LoA, there is also Comp.LoA (complements to the locus of attention) which function is to complement the LoA. The two participants behind Kevin are Comp.LoA from the Home Alone movie poster. The attributes they use are almost

same with the background color, so viewer can only see their facial expressions. In contrast to Kevin as LoA which is shown almost to the waist with attributes that the color contrast with the background.



**Figure 1.4** Emblem of Movie Poster (Home Alone (1990))

Every advertisement poster must always have one or several emblems in it as a characteristic of the advertisement. The results of the analysis of the Home Alone 1990 movie poster show that there are four logos, with details: the logo contained in the movie title in the form of a blue funnel house located in the middle of the title, the production logo forms the letter 'H' representing the name of the producer, namely John Hughes, the studio logo that reads 20th Century Fox and the audio movie logo that reads Dolby Stereo.

Movie posters usually use different signs and styles to display interesting parts or ideas from the film. The function of a movie poster is not only to promote a film but also to reflect the film. In the multimodal discourse analysis of the “Inception” movie poster demonstrates how the integration of verbal and visual elements effectively communicates the film’s themes, and narrative elements to potential viewers. Usually, people know a movie only from its poster, one of which is the Harry Potter movie poster (Mammadova, 2021).

Harry Potter is a film series based on the eponymous novel by British author J.K. Rowling. The series is produced and distributed by Warner Bros. And consists of eight fantasy films, starting with Harry Potter and the Philosopher's Stone and ending with Harry Potter and the Deathly Hallows. Harry Potter was first released in 2001 with the title Harry Potter and the Sorcerer's Stone. Then followed by Harry Potter and the Chamber of Secrets (2002), Harry Potter and the Prisoner of Azkaban (2004), Harry Potter and the Goblet of Fire (2005), Harry Potter and the Order of the Phoenix (2007),

Harry Potter and the Half-Blood Prince, Harry Potter and the Deathly Hallows – Part 1 (2010), and the last is Harry Potter and the Deathly Hallows – Part 2 (2011).

The reason of Harry Potter movie posters is chosen in this study because the writer though this movie posters could bring some good moral lessons. Which one of some good morals is about how strong friendship of Harry Potter and his friends. In the story, the characters build up many emotions and actions that the readers could get some moral-values and experiences in the fantasy films. The purpose of this study is to find out the messages and to identify and explain meaning of the verbal and visual elements in the Harry Potter movie posters. In this research, the writer uses several theories, namely generic structure of potential (Cheong, 2004), Systemic Functional Linguistics (Halliday, 2004), and visual grammar (Kress and Van Leeuwen, 2006). The analysis can make a significant contribution to students studying academic, CCU, and literary works. Based on the explanation above, this study focuses on the verbal elements and visual elements in some Harry Potter movie posters. Apart from that, the multimodal phenomenon itself is familiar to society, but there are still many people who do not understand it, especially the messages conveyed through visual elements (Kress, 2010). Therefore, writer is interested in conducting multimodal analysis with the research object, namely Harry Potter movie posters.

## 1.2 Research Questions

Based on the background of study above, the research questions are:

1. What are the verbal elements in the movie posters of *Harry Potter*?
2. What are the visual elements in the movie posters of *Harry Potter*?
3. What are the meanings of the verbal elements in the movie posters of *Harry Potter*?
4. What are the meanings of the visual elements in the movie posters of *Harry Potter*?

## 1.3 Objectives of the Study

Based on the research question above, the objectives of the study are:

1. To identify verbal elements in the *Harry Potter* movie posters.
2. To identify visual elements in the *Harry Potter* movie posters.
3. To explain the meanings of the verbal elements in the *Harry Potter* movie posters.
4. To explain the meanings of the visual elements in the *Harry Potter* movie posters.

#### **1.4 Significance of the Study**

This study is conducted with theoretical and practical contributions. Theoretically, this work advances our comprehension of Cheong's general potential structure, Halliday's systemic functional linguistics image grammar, and Kress and van Leeuwen's picture grammar this research is expected to strengthen and enrich knowledge about the visual and verbal meanings of movie posters as a context and outcome of language development, especially in the field of multimodal discourse analysis for students.

Practically, this study aids readers in developing a better understanding of the language used in movie posters, both during the study phase and during the poster-making process, particularly English literature department students and poster installers. Future research and other academic researchers that tackle the same subject and theory as this study can use this study as a reference.

#### **1.5 Scope and Limitation of the Study**

The scope of this study is discourse analysis especially multimodal discourse analysis, while the limitations of the study are some movie posters of *Harry Potter* (*Harry Potter and the Chamber of Secrets* (2002), *Harry Potter and the Goblet of Fire* (2005), *Harry Potter and the Order of the Phoenix* (2007), *Harry Potter and the Deathly Hallows – Part 1* (2010), and the last is *Harry Potter and the Deathly Hallows – Part 2* (2011)). This study focuses on verbal and visual aspects, such as titles, tags, enhancers, announcements, images, objects, image locations, object distances, face expressions, and body language. The secondary announcement seen in the *Harry Potter*

movie posters is the main emphasis of the language elements' significance, though. This study uses theory by Cheong's (2004) generic structure of potential to identify the verbal and visual components, Kress and van Leeuwen's (2006) Visual Grammar, while the verbal elements use the Systemic Functional Linguistics theory by Halliday (2004).