

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusions

This study is concerned with the type of multimodal resources which are found in film trailers. It is aimed at describing how the multimodal resources enhance the promotional purpose of a film. In order to explain how the ways in which the promotional purpose of the film is achieved, the analysis of the moving images in the trailer is based on Rick Iedema's representation, orientation, and organization metafunctions. The findings of the analysis reveal that the multimodal resources in the film trailers are the verbal, visual, and aural elements that exist in the trailer itself. These elements are known as the conventions of film trailers and they are used to communicate key messages to the audience. Moreover, these three elements are regarded as multimodal resources because they make meaning through a powerful combination of different modes of communication, such as the written text on screen, spoken language, moving images, voiceover, music, and sound effects.

Visually, the promotional purpose is achieved through the combination of communicative means specific to film texts, such as close-up shots, camera movement, captions, transitions, and special effects. This promotional purpose is also achieved through the intersection of all three semiotic modes namely the visual, verbal, and aural modes. Music and sound effects can also strengthen the promotional purpose of a trailer.

The multimodal resources are used differently in all action film trailers because different film producers will have different ways in promoting their coming film.

## **5.2 Suggestions**

Firstly, it is suggested that the three multimodal resources can be further explored in other genre besides action genre. Secondly, it is suggested that ways in which multimodal resource communicating promotional purpose can be explored in addition to using the combination of the three multimodal resources. Thirdly, the reasons why different trailers use different multimodal resources in action film trailers, can be further investigated in other genre of film.