

ABSTRACT

Clarissa, Maria Suzana, NIM : 2191220008, Interpretation of Movie Poster *Shang-Chi and the Legend of the Ten Rings*: A Visual Grammar Approach. A Thesis. English and Literature Department, Faculty of Language and Arts. Universitas Negeri Medan. 2023.

Behind the successful journey of movie screenings in cinemas, various promotional techniques exist to attract audience enthusiasm. Movie posters are one of them. The poster design illustrates the movie and provides various information, such as the release date, movie cast, theme, setting, and genre of the movie. Official movie poster of *Shang-Chi and the Legend of the Ten Rings* was used as research data. The method of this study was visual research methodology. This research analyzed what source of semiotic modes are represents and the meaning describe from the design of poster. Pedagogy of Multiliteracies (1996) was used to classify what arrangement of Multimodal consist in the poster design. While Kress and van Leeuwen's Visual Grammar theory (2006) was applied to read and interpret Representational Meaning, Interactive Meaning and Compositional Meaning. The researcher was found that Multimodal Discourse Analysis consists of Visual Mode and Linguistic mode on the poster, also found 33 data collections related to three meanings from Visual Grammar analysis. The significance of this study was to extend references for appreciate movie poster.

Keywords: Visual Grammar, Kress And Van Leeuwen's Theory, Modes, Pedagogy Of Multiliteracies, Movie Posters