

REFERENCES

- Cook, G. (2005). *The Discourse of Advertising*. London: Routledge.
- Dirgeyasa, Wy., I. (2019). *The Art of Scientific Writing- A Comprehensive and Practical Guide*. Medan : FBS Unimed Press.
- Feng, D., & Espindola, E. (2013). Integrating Systemic Functional and Cognitive Approaches to Multimodal Discourse Analysis. *Ilha do Desterro: A Journal of English Language, Literatures in English and Cultural Studies*, (64), 85-110. <https://www.redalyc.org/articulo.oa?id=478348613004>
- Chen, Y & Gao, X. (2014). Interpretation of the Representational Meaning of Movie Posters from the Perspective of Multimodal Discourse Analysis. Atlantis Press : Proceedings of the International Conference on Education, Language, Art and Intercultural Communication, 346-350. <https://dx.doi.org/10.2991/icelaic-14.2014.87>
- Chu, W. & Guo, H. (2017). Movie Genre Classification Based on Poster Images with Deep Neural Networks. MUSA2 '17: Proceedings of the Workshop on Multimodal Understanding of Social, Affective and Subjective Attributes. Association for Computing Machinery. New York <https://doi.org/10.1145/3132515.3132516>
- Guo, F. & Feng, X. (2017). A Multimodal Discourse Analysis of Advertisements Based on Visual Grammar, *Journal of Arts & Humanities*, 6(3), p.59-69, <https://doi.org/10.18533/journal.v6i3.1132>
- Fairclough, N.(1989). *Language and Power*. London: Longmans
- Fagerholm, C.(2009).*The Use of Colour in Movie Poster Design : An Analysis of Four Genres*. Finland : Metropolia University of Applied Sciences. Theses. <https://urn.fi/URN:NBN:fi:amk-200904242168>

- Hall, E. (1971). Environmental communication. In Springer *eBooks* (pp.247-256).
https://doi.org/10.1007/978-1-4684-1893-4_18
- Huafang, Hu. (2018). A Study on Multimodal Discourse Analysis of Movie Poster, 8th International Conference on Education, Management, Computer and Society (EMCS 2018), p.477-479,
<https://www.semanticscholar.org/paper/A-Study-on-Multimodal-Discourse-Analysis-of-Movie-Huafang/7082aadff5bb15356e744e3bba53efb1420bf58c>
- Ifthikar, S., Shahnaz, A., Masroor, F. (2019). Multimodal Discourse Analysis of the Poster Covers of Academy Award Winning Animated Feature Movies. PUTAJ Humanities and Social Science, 26(2), 49-80.
http://journals.uop.edu.pk/issue_detail.php?issue_id=160&journal_id=25
- Kress, G. (2010). Multimodality A Social Semiotic Approach to Contemporary Communication. Routledge.
- Kress G. R. & Van Leeuwen T. (2006). Reading Images : The Grammar of Visual mode (2nd ed.). Routledge.
- Leeuwen, V. T. (2005). Introducing Social Semiotics. Routledge
- Linh, N. (2021). A Multimodal Discourse Analysis of Romantic Comedy Movie Posters. VNU Journal of Foreign Studies, 37(3), 79–93.
<https://doi.org/10.25073/2525-2445/vnufs.4647>
- Ly, T. H., & Jung, C. D. (2015). Multimodal Discourse: A Visual mode Analysis of Two Advertising Images. International Journal of Contents, 11(2), 50–56. <https://doi.org/10.5392/ijoc.2015.11.2.050>
- Maiorani, A. (2007). ‘Reloading’ movies into commercial reality: A multimodal analysis of The Matrix trilogy’s promotional posters. , 2007(166), 45-67.
<https://doi.org/10.1515/SEM.2006.051>

- Parmelee, S. F. (2009). Remembrance of Films Past: Film Posters on Film. *Historical Journal of Film, Radio and Television*, 29(2), 181-195. <https://doi.org/10.1080/01439680902890662>
- Peng, Z. (2022). A Multimodal Discourse Analysis of Movie Posters From the Perspective of Visual Grammar — A Case Study of “Hi, Mom.” Theory and Practice in Language Studies, 12(3), 605–609. <https://doi.org/10.17507/tpls.1203.22>
- Rose, Gillian (2016). Visual Methodologies : An Introduction to Researching with Visual Materials (4th edition). Cambridge. Sage. <https://vdoc.pub/download/visual-methodologies-an-introduction-to-researching-with-visual-materials-4th-edition-5joedpgq68a0>
- Shang-Chi and the Legend of the Ten Rings - Rotten Tomatoes. (2021). Retrieved from https://www.rottentomatoes.com/m/shang_chi_and_the_legend_of_the_ten_rings
- Shang-Chi and the Legend of the Ten Rings (2021) - IMDb. (2021). Retrieved from : <https://www.imdb.com/title/tt9376612/>
- Sinaga, M. (2022). A Multimodal Discourse Analysis on Selena Gomez's Revival Album Cover and Main Hit: A Not-So-Revival. *Nivedana: Jurnal Komunikasi dan Bahasa*, 3(1), 12-21 [jurnal.radenwijaya.ac.id.](https://doi.org/10.53565/nivedana.v3i1.347) <https://doi.org/10.53565/nivedana.v3i1.347>
- The New London Group (1996). A Pedagogy of Multiliteracies: Designing Social Futures. *Harvard Educational Review*, 66(1), 60–93. <https://doi.org/10.17763/haer.66.1.17370n67v22j160u>
- Wiki, C. T. M. C. U. (n.d.). Shang-Chi and the Legend of the Ten Rings/Awards. *Marvel Cinematic Universe Wiki*. Retrieved from : https://marvelcinematicuniverse.fandom.com/wiki/ShangChi_and_the_Legend_of_the_Ten_Rings/Awards

- Yin, L & Hassan,H (2021). Multimodal Discourse Analysis of the Movie “Poster Little Big Soldier”. International Journal of Languages, Literature and Linguistics (IJLL), 7(3), 101-105.
[http://www.ijlll.org/index.php?m=content&c=index&a=show&catid=70&i
d=630](http://www.ijlll.org/index.php?m=content&c=index&a=show&catid=70&id=630)
- Yu, B. (2019). Multimodal Discourse Analysis of Posters. Proceedings of the 3rd International Conference on Art Studies: Science, Experience, Education (ICASSEE 2019), 407-411. Atlantis Press <https://doi.org/10.2991/icassee-19.2019.83>