

CHAPTER I

INTRODUCTION

A. The Background of the Study

An upcoming movie should basically be advertised and promoted with the help of a movie poster. As mentioned by Huafang (2018) he emphasizes the connection between the discourse function and a movie poster as the form of a visual object, it more quickly conveys information to the audience, attracting attention, which increases the desire to watch the movie—that's effective action in persuasion. In either case, Maiorani (2007) mentioned the usage of movie posters as a promotional tool by connecting the social function of the real life and virtual world. Furthermore, Peng (2022) describes the poster that contains images, color, text and other symbols complementing each other and participate together in the construction of the theme from the movie. Yin and Hassan (2021) in their research dealing with analysis of movie poster *Little Big Soldier*, recognize that the presence of movie poster related to propaganda purposes, construct its meaning with Visual mode to the truth or facts for the audience from the movie by the poster itself. In addition, they conclude that the movie-makers strategy is brilliant, very efficient to attract audience interest that brought the movie successfully publicized. Linh (2021) illustrate the Visual mode in a poster, is worth than a thousand words, without saying, the poster provide many features information about the movie, also the genre of the movies could be shown in poster's meaning making besides if thought of as promotional marketing.

Referring to the previous explanation, Cook (2005) addresses that advertisements as another form of discourse, arising from the advancement of technology, provides a diverse range of participant ties. Language, image, color, music, vector and other symbol systems are examples of modes of discourse considered to information receivers. All those multimodal resources are identified and labeled with the terms visual mode and verbal mode. Many multimodal discourse studies address visual grammar as a research perspective in terms of exploring the characteristics of social symbols in language. Kress and van Leeuwen (2006) introduce a Visual mode analysis that focuses on the structure or "grammar" of Visual mode—color, perspective, framing, and composition—that provides applicants with a "toolkit" suitable for exploring the visual arts, as parts of visual communication from the construct meaning media, and arts. The metafunction of their framework raises concern in many scholars to conduct the study by integrating the construction of meaning; Representational meaning, Interactive meaning, and Compositional meaning. Feng and Espindola (2013) tends to focus on the complementarities between systemic functional and cognitive approaches to multimodal discourse analysis. Furthermore, significant integration arises from both analytical theories, it provides better understanding of visual images. This study uses the movie poster "*Shang-Chi*" to analyze the meaning behind the poster movie, for example as



Figure 1. The Preliminary Data from Poster Movie

seen in the Figure 1. There were six Represented participants in the picture. From the poster, Wenwu and Shang-Chi are marked by having a bigger proportion, Marvel also states the fighting scene between them to highlight the major conflict for this movie, based on these illustrations we could understand that both of them are main characters for this movie. Behind Shang-Chi, flanking the Wenwu figures there are four participants as secondary characters. This poster contained many elements that could present the interpretation of meaning to tell about the theme of the movie, storyline and also to attract the audience to watch this movie. By using the visual grammar theory of multimodal discourse developed by Kress and van Leeuwen (2006). These metafunctions are suitable as creative extensions form multimodal discourse analysis of image

In the field of art, the movie industry is a vital source of information distribution. Meanwhile, the creation of movie posters, which serve as the foundation of movie publicity, is a critical task for the current movie industry.

This research is important to do based on the writer's experience when working in project film “Pomparan” a special project presented by English Literature 2019 for fulfilling the final project of Designing English Cinematography course to make a film and promote it to the public.

In addition, the movie *Shang-Chi* has won several awards; the first was the nomination for Best Visual Effect from 94th Academy Awards, second was Outstanding Achievement For Character Animation In A Live Action Production awardee from Annie Awards (2021), the third awards from People’s Choice Awards 2021 that is for nomination The Action Movie of 2021 and for Simu Liu that is winning nomination category The Action Movie Star of 2021, the fourth was from Unforgettable Gala-Asian America Awards (2021) for nominees Breakout Actor on Film to Simu Liu and for the Director awards to Destin Daniel Cretton and the last from Hollywood Critics (2022) for categories Best Stunt and Game Changer award. Moreover, from the Internet Movie Database (IMDb) source, this movie got a star rating of 7,4/10 with a popularity of 620. Another online movie review from Rotten Tomatoes got 91% tomato meter with an audience score get 98%.

Therefore, based on supporting data above the writer is interested in choosing the movie “Shang-Chi and the Legend of the Ten Rings” to analyze the poster for these following backgrounds: the movie *Shang-Chi* was premiered in cinemas in Autumn season, the second movie that was release in phase four Marvel Cinematic Universe after “Black Widow” even in the midst of the Covid-19 pandemic. Beside that, “Marvel Studio” also provide this movie streamed on

digital platform Disney+Hotstar to make this movie widely recognized throughout the world, earned much profit also can afford many awards at prestigious events and also never been used to other researchers.

The writer understands that one from many strategies for movie publicity through the poster. The design of the poster beside the intention of the film-making to portray the film, turns out had the reference from the theoretical framework of Kress & van Leeuwen (2006) for reading Visual Grammar, can be seen to propose the ideal design composition for understanding the poster design with the reasonable meaning behind it.

There are several previous studies about Multimodal Discourse that analyze Visual modes using Kress and van Leeuwen's theory of Visual Grammar. First, Ly and Jung (2015) conducted the research from advertising Korea Magazine CeCi. The analysis was to analyze the representational and interactive dimensions of two selected advertisements from the Korean fashion Magazine CeCi on September 2010 through Visual mode analysis of reading images by Kress and van Leeuwen. From the formulation of problem question the writer found out that 1) the represented participants seem to be represented as superior figures that possess desirable qualities 2) the social relations appear to support the identities represented and 3) the identities and relations in advertising can be used to promote the products of the advertiser.

Secondly, the research from Guo and Feng (2017) proposed three meanings of Visual Grammar that are demonstrated by many advertisement products on World Cup 2014. For Representational Meaning the writer used five data,

findings recognized that the brands are aware to leave a good impression for their product. Then in Interactive Meaning, they used six different advertisements to communicate the value of their brands to viewers from contact, social distance, and attitude features. The last in Compositional Meaning they provided five data advertisements, referring to notable signs in the picture thus expressing the significance value of the brand.

The last is the study from Sinaga (2022). The writer implemented two theoretical frameworks: Halliday (2014) for textual analysis of Systemic Functional Grammar and Multimodal Discourse analysis of Kress and van Leeuwen (2006). The data was taken from the front album cover and lyrics of main hit "Revival". In this study the writer applied quantitative study. The findings revealed that ideology of textual and visual discourse refuses the explicit purpose of revival because the participant could not put the meaning indicators of revival in her presentation, relation, feelings and personalities.

This research is different from previous research because in this study the writer uses the current framework theory of Kress and van Leeuwen (2006) from the 2nd edition book for reading visual images. The chosen movie suggests new, popular and quality films that aired in 2021 that would be suitable to use as the research data. The research objectives able to elaborate on how the Visual mode of a poster, in this case study from *Shang-Chi* movie poster with combination of semiotic element composition in it, is able to form Representation Meaning, Interactive Meaning, Compositional Meaning which further show the significance

benefits from visual communication in line as a media promotion and publication of movie to the audience that went brought the movie popular.

B. Problem of The Study

Given the explanation of the background study earlier, the writer composed the problems of the study as follows:

1. What are the representation modes of Multimodal resources found in the Poster Movie Shang-Chi and The Legend of the Ten Rings?
2. How are the meaning interpretations from the movie poster " Shang-Chi and the Legend of the Ten Rings" using visual grammar theory?

C. Objective of The Study

Emphasize from previous two formulation problems of the study, and this study has two main objectives:

1. To discover the modes of Multimodal resources found in the "Shang-Chi and the Legend of the Ten Rings" movie poster.
2. To describe the interpretation meaning from the movie poster "Shang-Chi and the Legend of the Ten Rings" by using Visual Grammar theory.

D. Scope of The Study

There is scope emphasized to solve the problems of the study. This study focus to explained and elaborate the modes of Multimodal resources that build meaning based on the theoretical framework of Kress & Van Leeuwen used in the movie poster "Shang-Chi and the Legend of the Ten Rings".

E. The Significance of The Study

The study deals with the significances, namely theoretical and practical significances:

Theoretically, this study enriches the knowledge of the theoretical framework of Visual Grammar, particularly on the analysis significance meaning from the poster movie.

Practically, this study can be useful information and references for the researchers, English teacher and English students who are interested to conduct further study about Multimodal Discourse using Visual Grammar theory of Kress and van Leeuwen.

