

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Mass media is a communication tool which can be used by people to communicate and interact, to share information and to enjoy entertainment. Mass media and entertainment always run side by side. However, in addition to their use for entertainment, mass media also remain to be an effective way to communicate such as to advertise and market things and to express, feelings, share views, opinions and ideas.

We all agree that mass media is an inseparable part of our lives and have become a daily need and reference in our lives these days. Nonetheless, there are positive and negative impacts of mass media. We have to be more aware of all sorts of mass media, especially the Internet and social media, because the social media seem to have become a trigger for the current generation to be more narcissistic and focus on themselves and become individualistic people that lack care.

Magazines are another type of popular print mass media that are usually intended for certain people who are looking for information based on a particular subject.

A magazine cover contains information about what is inside a particular issue, plenty of topics like current affairs, business, finance, lifestyle, fashion, entertainment or travel. "The cover of a magazine provides significant cultural cues about social or political issues" (Incrediblearts.org) The cover of a magazine is made to get the attention from the viewers through its colors, text and images, so people will have the desire to buy the magazine. Through a magazine cover we can also see the message from the text and the images that appear. We can interpret and recognize what the magazine is trying to inform.

When we look at the images, realizing or not, we identify the signs of the cover magazine. In trying to make sense of what is there in the magazine cover, actually we are using the tools of semiotics to understand its signification.

Semiotics, developed by Ferdinand de Saussure, is the study of signs which is used to analyze a variety of media including images and text. Using this theory of semiotics, I will analyze the cover of *Time* magazine Millennial Generation 2013 to answer the question, what images really say and representation refers to the use of language and images to create meaning about the world around us.

“*Time* magazine is the largest publisher in the United States. *Time* magazine was created in 1923 by Briton Hadden and Henry Luce” (Timeinc.com). The millennial generation issue appeared in *Time* cover magazine published in May 2013. The cover of the *Time* magazine millennial generation 2013 edition contains images and text that can be analyzed using the Saussurean semiotic theory.

The reason why I take the data from the cover of *Time* “Millennial Generation 2013” edition is because millennial generations have become a controversial issue in some articles and books. Many experts are concerned about their representation. Dr. Jean Twenge is one of the psychologists who write about the Millennial Generation on her book entitled *Generation Me*. According to Dr. Twenge the Millennial Generation has the traits of confidence but identified a sense of narcissism. Some people say they are positive and others say they are self-centered people and only focus on their virtual world. The representation of the current young generation then becomes associated with the narcissistic personality. It is said that “The Millennial generation is a generation where technology and social media become their influences and give them negative impacts” (Millennial influx).

The use of electronic mass media like the Internet is increasing across all ages particularly among young people. Research indicates increases in narcissistic personality and the use of social media by young people, which makes them self-centered and only focus on their own virtual world” (Time). Thus, it can be said that the narcissistic personality is closely related to the millennial generation.

My discussion will cover the first order of semiotic analysis. In analyzing the elements of visual designs, I use Gunter Kress and Theo van Leeuwen's theory. To support my analysis, I will use a narcissistic personality theory and millennial generation proposed by some experts on the theory. It is divided into two parts. The first part is about the Millennial Generation in relation to the narcissistic personality which I get from articles and Internet. The second part is about millennial generation characteristics.

After reading this research, hopefully the reader will be wiser and more careful in using mass media. The readers also will have a better understanding about denotative meanings that exist in all elements contained on a magazine cover, such as images, colors, text, including other studies about visual designs, psychology, and social experience.

(767 words)

1.2 STATEMENT OF THE PROBLEM

Based on the topic that I choose, I would like to discuss the following problems:

1. What are the signifiers and signifieds occurs in the *Time* cover magazine millennial generation 2013?
2. How does the *Time* magazine cover represent the millennial generation?

1.3 PURPOSE OF THE STUDY

In thesis, I would like to show:

1. The signifiers and signifieds occurs in the *Time* cover magazine millennial generation 2013.

2. The *Time* magazine cover representing millennial generation.

1.4 METHOD OF RESEARCH

The method that I use in writing this thesis is divided into three steps. First step I begin the research by finding and reading some article that are relevant to the topic that I am going to discuss, so that I can find the theory which I can use to support my analysis. Second I chose the *Time* magazine cover millennial generation 2013 to analyze the denotative meaning. Finally I write the research report.

1.5 ORGANIZATION OF THE THESIS

I divide this thesis into four chapters. The first chapter is Introduction which consists of Background of the Study, Statement of the Problem, Purpose of the Study, Method of the Research, and Organization of the Thesis. Chapter Two contains Theoretical Framework. Chapter Three is the analysis of the cover magazine. The last chapter, Chapter Four is Conclusion from all those analyses. At the end of the thesis, I put Bibliography and Appendix.