

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 Background of the Study**

Humans are the most unique creatures of all. They cannot live without others. They need to share their ideas, feelings, etc. with others. People communicate their ideas through language. Language “includes any methods of expressing or communicating meaning” (Oxford Student’s Dictionary 575). Communication can be delivered through a number of methods; we can use hand gestures, facial expressions, words, pictures, etc. to communicate our ideas or feelings to others. However, each way has its own advantages and disadvantages in delivering ideas, meanings, and feelings. The misuse of each way may result in misunderstanding or miscommunication.

In talking about language, we deal with Linguistics as the study of language. As communicating ideas is the function of language and sign can be used as a tool in communicating our ideas, we talk about linguistic signs. In my thesis, I use the theory of Semiotics as the study of sign, concerning the basic linguistic signs according to Peirce’s theory. I choose Peirce’s theory of signs

because his description of the basic linguistic signs is clear and more widely-used by other semioticians.

According to Peirce, humans are *homo significans*, which means meaning-makers and they make meaning through their creation and interpretation of the so-called 'sign'. Signs may take the form of words, images, sounds, odors, flavours, acts or objects, and they become signs only when we put meaning to them. Anything can become a sign as long as one can interpret it as a thing that has other meanings (Chandler 17). So, a sign should stand for anything else.

Nowadays, there are so many pictures seen everywhere and they can be in the forms of posters, paintings, drawings, and etc. Each picture has its own meaning. When one makes a picture, he or she is trying to communicate his or her ideas through it. However, they may fail to present their intention in their pictures. Their pictures should reflect the maker's meaning, ideas, or feeling; yet, there are some pictures which do not reflect the maker's ideas at all. One of the reasons for their failure is their lack of knowledge about linguistic signs; therefore, learning linguistic signs is important.

As the world of entertainment is getting bigger, more movies are produced. To introduce the movie to the public, the production houses make posters. The poster consists of pictures, a title, a tagline, names of the characters, etc. The picture that is used in a movie poster is categorised into linguistic signs because it is used to deliver the idea of what the movie is about, through the triadic model of signs, which is representamen, interpretant, and object. A tagline is "a line attached or stuck to something to identify it or give information about it"

(Oxford Student's Dictionary 1074). In a movie poster, the tagline is a brief summary of the movie. Thus, I do not discuss further about the movie or else the information will be doubled. The taglines will be analysed using George Yule and Stephen C. Levinson's theory of presupposition of Pragmatics as the study of speaker's meaning. I analyse the taglines using their theory and relate it with the three basic linguistic signs to show how the taglines and the pictures are connected with each other. The picture in a poster has to be appropriate and it has to support the tagline or vice versa. However, there are some movie pictures and taglines which do not support each other.

The genre of the movies that I choose is fantasy. Fantasy means "imaginary or fantastic" (Oxford Student's Dictionary 368). Imaginary is "only in the human imagination, not real" (Oxford Student's Dictionary 509). I also include superhero movie posters because superheroes are also fantasy characters that have more power than ordinary people such as flying, being invisible, lifting a car or a building, and running as fast as the thunder. I limit my data to fantasy movies which have human characters in them; not the full- animated fantasy movies. I choose fantasy movies because it is not easy to present something which is imaginary or unreal so that they can be understood easily by the viewers. Fantasy movie posters and taglines are interesting to analyse because they are not monotonous like those of romance movies which is always about love or horror movies which is always about murdering.

The data are taken from the Internet especially from IMDb (Internet Movie Database) because it shows detailed information about movies and the posters can

be easily browsed, searched, and copied. The posters and the taglines of the movies that I get from the Internet are more general and original because they spread world-wide or, at least, are well-known to the public, not only in Indonesia. The production house may produce several poster versions and taglines of a movie and spread it through the Internet. Although there are some posters and taglines available for a movie, one of them usually becomes the most popular, appropriate, and general poster and tagline for the movie.

## **1.2 Statement of the Problems**

I find some questions to solve in this thesis:

1. What are the presupposing sentences implied within the taglines of the movie posters?
2. How does the picture support the taglines in terms of linguistic signs?

## **1.3 Purpose of the Study**

In this thesis, I would like:

1. to find out what presupposing sentences are implied within the taglines of the movie posters.
2. to find out how the picture supports the taglines in terms of linguistic signs.

#### **1.4 Method of Research**

First, I gather the movie posters and their taglines from the Internet. Then I make the presuppositions of the taglines and define the three basic linguistic signs from the pictures. Next I analyse the data and finally I make a conclusion based on the analysis.

#### **1.5 Organisation of Thesis**

This thesis consists of four chapters, preceded by Preface, Table of Contents, and Abstract. Chapter One is Introduction, containing Background of the Study, Statement of the Problem, Method of Research, and Organisation of the Thesis. Chapter Two contains the theoretical framework in analysing the pictures and the taglines of the movie posters. Chapter Three contains the analysis of the relation of the pictures and the taglines of the movie posters. Chapter Four is the conclusion. It contains my comments and opinion, as well as my suggestion for further research. At the end of this thesis are Bibliography and Appendix, which includes the movie posters that are used in this thesis analysis.