

# **CHAPTER ONE**

## **INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Language is very crucial in our daily life. We use language to communicate our ideas, thoughts and feelings. There are two kinds of communication models: verbal and non-verbal communication. I would like to elaborate more about the verbal and non-verbal communication in the following paragraph.

Verbal communication refers to the words used to deliver a message appropriately with the situation and the person we are communicating (Jewell 110). The non-verbal communication can be divided into two kinds: the vocal and visual communication. The vocal communication is also referred to as 'para-language' (Jewell 110). It deals more with the voice rather than with the words (Jewell 110). As a result, it involves tone, pitch, fluency, volume, speed, pauses, accent (Jewell 110), whereas the visual communication is sometimes called 'body language' (Jewell, 111). It involves facial expressions, eye contact, physical proximity and contact, gestures, postures, appearance (Jewell 111).

In the cover of a novel, there is a combination of the verbal and non-verbal elements. The title in the cover must contain words to inform the reader about the main story. Therefore, the use of verbal communication can be seen in the choice of words in the title. In the pictures, we can see movement, body position and facial expression of the characters in a novel. Besides, the setting of place is also described by the pictures. The use of non-verbal communication can be observed in the pictures.

This thesis concerns with one of the ways people express ideas, which is through novel. In a novel, the writers try to express his or her ideas in the content of the novel. However, readers are usually attracted to read novels after they observe the covers of the novels. Thus, it would be better if a novel has a cover which describes the gist of the story. Yet, in reality, novel covers do not always give readers enough information about the content of the novel. Sometimes the readers find the covers of the novels have no relation at all with the content. Therefore, I would like to discuss the relationship between the titles and the meanings of the pictures in the cover which describes the content of the novel in this thesis by using semiotic theories. The title of my thesis is *Semiotic Analysis of the Covers of The Chronicles of Narnia*.

The significance of this topic is that it will enable readers in general to understand hidden messages from pictures. Specifically, for the novel readers, the analysis will help them to understand the main essence of the story briefly before deciding to read the novels. For the students in the English Department, especially those who specialize in literature, because

they are dealing with a lot of novels, this study will help them to understand the main story of the novels just by observing the cover. For novel publishers, the study will enable them to get some ideas to be more communicative with the readers in creating novel covers so as to inform the main story of the novels and hopefully it will affect the selling of their books.

The research in this thesis deals with semiotics, which is part of linguistics. Semiotics deals with signs. The covers of the novels contain a lot of signs, which are the pictures, the dominant colors and the titles. Thus, the use of semiotic theories is important in this research.

There are two prominent figures in Semiotics. They are Ferdinand de Saussure and Charles Sanders Peirce. The specific and main theories I use in this research are the theories by Charles Sanders Peirce. The reason why I use Peircian theory is because applying his theory enables me to analyze the data more deeply. Peircian theories include triadic model and relativity theory. Triadic model derives from **representamen** which is the sign vehicle; **interpretant**, which is the meaning; and **object**, which is the referent (Chandler 32). Relativity theory consists of icon, symbol, and index.

The data I use in this research are the covers of seven fantasy novels from The Chronicles of Narnia by C.S. Lewis, in which the titles are The Lion, the Witch and the Wardrobe, Prince Caspian, The Voyage of the Dawn Treader, The Silver Chair, The Horse and His Boy, The Magician's Nephew, and The Last Battle. The reason why I choose fantasy novel is because the covers of the novels contain various semiotic elements such as the pictures

which are the mixture between reality and imaginary world, the dominant colors and the titles which have special meaning related to the whole pictures in the covers.

Words : 759

## **1.2 STATEMENT OF THE PROBLEM**

1. What semiotic elements are found in the covers of the fantasy novels ?
2. How do the semiotic elements found in the covers relate to the stories?

## **1.3 PURPOSE OF THE STUDY**

1. To find semiotic elements in the covers of the fantasy novels.
2. To investigate the relationship between the semiotic elements found in the covers and the stories.

## **1.4 METHODS OF RESEARCH**

In doing this study, I did a library research and browsed the Internet to find the semiotic theories. The covers of the novels I use as the data in this thesis were acquired from Google. Having got the data, I began to analyze the covers of the novels. After analyzing it, I read the whole novels to match my analysis with the stories of the novels. In the end, I wrote the research report.

## **1.5 ORGANIZATION OF THE THESIS**

This thesis is divided into four chapters. Chapter One is the Introduction, which consists of the Background of the Study, Statement of

the Problems, Purpose of the Study, Methods of Research, and Organization of the Thesis. Chapter Two is the Theoretical Framework, which consists of the theories used to analyze the data. Chapter Three is the Semiotic Analysis of the Covers of The Chronicles of Narnia. The conclusion will be drawn in Chapter Four, in which give my opinion and comments on the findings. This thesis ends with the Bibliography and Appendix which consists of the pictures of the covers of