CHAPTER II
REVIEW OF LITERATURES, CONCEPTS AND
THEORETICAL FRAMEWORK

2.1 Review of Literature

This writing reviews three undergraduate theses concerning the visual and verbal communication, written by the previous students from English Department, Faculty of Letters and Culture, Udayana University. One article of visual and verbal is searched from internet. All papers and journal will give the benefits for supporting this study.

Elok (2013) Semiotic Analysis of Love Album Cover by Angels & Airwaves band. The analysis in her studies shows the use of semantic theory proposed by Pierce (1958:56) and Dyer (1993). By using these theories, she describes the visual and verbal communication elements used in the Angel & Airwaves album cover and investigating the message that imply behind the symbol related to the visual and verbal communication. The similarity between this study and recent study is both apply the theory of visual communication by Dyer (1993). The different is about the data source and the theory of verbal communication. The weakness of this undergraduate study is in the concept because too many explanations in the concept that makes confused and the strength is the discussion in chapter three is very clear and easy to understand this undergraduate paper.
Suliani (2012) “Visual and Verbal Communication Elements in The Celine Dion’s Video Clip” analyses songs messages related to the representation of visual communication elements in Celine Dion’s video clips and she finds the use of visual and verbal communication in those clips using Dyer (1993) and Leech (1974) theories. The difference of this undergraduate study and recent study is about method and technique of collecting data and the similarity is about the theory that used in this study and the data source. The weakness of this undergraduate study is in analyzing the data, in chapter three the words and sentence that used is monotone and the explanation is not clear.

Wulan (2010) “The Analysis Of visual and Verbal Sign in Male-Perfume Advertisement”. The analyzed is focused on the messages in the visual and verbal signs of male-perfume advertisement using theory proposed by Dyer (1982), Leech (1996) and Halliday (1985). The method applied in this study is documentation method and qualitative method. The difference between this study and recent study is the method and techniques in collecting data, the data source and the theory by Halliday (1985) does not used in the recent study. The similarity is the theory that used in this study, Dyer (1982) and Leech (1996) and the method in analyzing data. The strength of this study is the explanation about the theoretical framework is very clear.
From the three undergraduate thesis reviews above, it can be seen they have similar topic in this writing. The similarity is in terms of the analysis of the visual and verbal communication elements. However, what makes this writing differ from those three undergraduate theses is that the current study discusses about the visual and verbal communication elements in Michael Jackson’s video clip entitled “Black or White”. The data absolutely differ from the other music video clips and the message of the Michael Jackson’s video clip entitled “Black or White” was analyzed to see the correlation between the video clips with the song lyrics.

Brent (2009) in his article entitled “The Journal of the Semiotic Society of America” from The American Journal of Semiotics focused on the general subject of signs system. He explores all communication and culture experienced. There are no methodological restrictions but all contributions must combine a rigorous standard of scholarly research with the appropriate application of a semiotic theory and method relevant to the author’s chosen subject matter.

From the journal reviewed above, the semiotics will have a point to describe the visual communication elements on this thesis. Michael Jackson’s video clip entitled “Black or White” that is used as the sample in this study, definitely, have a different story based on the lyric or the visual elements already included in the music video clip. By knowing the semiotic system that is already searched on this journal, the messages of this Michael Jackson’s video clip entitled “Black or White”.
2.2 Concept

There are two concepts that need to be considered in analyzing the data related to the title of this writing “Visual and Verbal Communication Elements in the Michael Jackson’s video clip entitled “Black or White”. The key concepts are needed in describing the relations to this study include Concept of Sign and Concept of Meaning:

2.2.1 Sign

According to Lester (2002:20) visual communication is an exploration into the idea that memorable visual message with text have the greatest power to inform, educate and persuade an individual. This paper focused on the relationship between the visual communications elements which are used in Michael Jackson’s video clip entitled “Black or White” and the meaning of its lyrics based on verbal sign. The signifier is the form of which the sign takes. Example the lyrics and the visual communication elements in the form of the story as the background of the music video clip and the relation with the lyrics.

2.2.2 Visual Sign

Visual signs become apparent at the time of visual communication and its elements are clearly shown. Chandler (2000) defines visual sign as pictures which
present the point of products, logo of company, etc. in the matter of visual sign. He explains the three modes of the relation between the signifier and signified as presented below:

a. Symbol / Symbolic

A mode in which the signifier does not resemble the signified but which is fundamentally arbitrary or purely conventional, and therefore the relationship must be learnt. Examples can include punctuation marks, words, phrases and sentences, numbers, traffic light, etc.

b. Icon

Mode in which the signified is perceived as resembling or imitating the signified being similar in possessing some of its qualities. Examples can include portrait, a cartoon, metaphors, realistic sound in program music sound effect in radio drama, etc.

c. Index / Indexical

A mode in which the signifier is not arbitrary but is directly connected to the signified, and this link can be observed or inferred. Examples include natural sign (smoke, thunder), signal (a phone ringing), pointer (signpost), recording (a film, video, and photograph) personal trade marker (handwriting, catchphrase). Symbol, icon, and index are modes which can inform something in the public through pictures or images in medium like newspaper television and magazine.
2.2.3 Verbal Sign

Proposed by Dyer (1993: 34), Visual sign representation in medium of audio-visual tools concerns the principle of visual communication means by which people communicate. Meanwhile the verbal sign is the lyric in the form of text and word. Goodwin (1994) states that the verbal sign of music video clip are about song lyric which is performed as a text. It is about the content of a song which is sometimes hard to understand because between one person with another are different. Chandler (2000: 27) Mates that verbal sign is something that deals with text and word. The analysis of verbal sign will reveal a song message reflected in the song lyrics in Michael Jackson's video clips entitled “Black or White”.

2.2.4 Concept of Meaning

Based on Webster Dictionary, lyrics mean form and general a fleet of the song. It contains connotative meaning. By knowing and understanding the connotative meaning, it must be possible to reveal the meaning of a song. Analyzed from connotative meaning which is term used to refer to meaning which lies beyond conceptual, meaning, which is stated as the logical meaning (Leech, 1974:14).
2.3 Theoretical Framework


2.3.1 Theory of Visual Communication Element

There are five main components of visual communication elements Dyer (1993:97-105). There are Appearance, Manner, Activity, Props, and Setting and Analyzing Photographs or Images.

1) Appearance can be related to the following
a. Age: the age of people is crucially the focus of identification and an important factor in how we view the visual representation
b. Gender: the display of characters’ gender refer to conventionalized portrayals of culturally established correlated sex
c. National and racial: These characteristics are usually related to stereotypical views of other people.
d. Hair: The colour, length, texture and style of person hair important qualifiers of their overall appearance. This is a potential symbol in cultural communication.
e. Body and size: The body and size may be presented in such a way to convey exhibitionism, narcissism, power and superior status.
f. Looks: looks are related to overall class, age, style, and impression created by a character.

Related to the explanation above, there are the categorizations of the people in five continents in the world, the description of the categorizations is presented as follows:

<table>
<thead>
<tr>
<th>Continents</th>
<th>Skin Colour</th>
<th>Eye Colour</th>
<th>Hair Colour</th>
<th>Body</th>
<th>Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>Yellow, Dark Brown</td>
<td>Black</td>
<td>Straight, Black</td>
<td>Short, Small, Shape</td>
<td>Mongoloid, Malay, Indonesian, etc.</td>
</tr>
<tr>
<td>Australia</td>
<td>White, Black Brown</td>
<td>Blue, Brown</td>
<td>Straight, Curly, Brown, Blond</td>
<td>High, Big, Shape</td>
<td>Aborigine, Australia, etc.</td>
</tr>
<tr>
<td>America</td>
<td>White, Dark, Brown Brown</td>
<td>Blue, Brown</td>
<td>Straight, Curly, Brown</td>
<td>High, Big, Shape</td>
<td>Indian, Eskimo, American, etc.</td>
</tr>
</tbody>
</table>
2.) Manner is a behavior of emoticon at any one time and can be divided into the following:

a. Expression: the face and facial expression are particular focus of attention in visual representation

b. Eye Contact: the attention of the actor is significant whether it will be directed towards audience/camera

c. Pose: it can be static or active and sometimes corresponds to expression.

d. Clothes: These are obviously extremely important earner of the meaning in the clips based on their uniform.

3.) Activity

Body gestures, movement and posture can be related to what the actor is doing.

a. Touch: it can be illustrated by the finger brought to the mouth or face, grasping, finger to the finger with actors.
b. Body Movements: It is related to what the actor is doing. It can be playing guitar or piano, searching the ring in the garden, etc.

c. Positional Communication: the relationship between actors and actors, actors and subjects are extremely significant and are shown by their position within the frame of picture.

4.) Props: Props can be selected because they help in presenting visual communication elements in visual sign. Some props occur so frequently that they have gained a conventionalized or symbolic value.

5.) Setting can be divided into:

a. Outdoor: Generally looks real

b. Indoor: Can vary from looking extremely natural to highly contrived or even surreal.

6.) Analyzing Photographs or images consists of the following:

a. Focus and depth of Vision: these two elements can clear and crisp, misty, to emphasize picture and fade way.

b. Close up: to show the object larger than life appearance.

c. Lighting and color: for making a dramatic or mysterious atmosphere.

d. Cropping: cutting up a picture to have an attention into certain part of object.

e. Camera angle: to produce a different moods and unusual effect for control of the connotation.

f. Special effect or montage: to give the picture the impression of dynamism and excitement.
2.3.2 Theory of Verbal Representation

Dyer (1986: 86) states that different people 'read' or interpret text in different ways, and it is possible to ask different groups how they interpret or understand text in specific ways.

For understanding the text, first, it should be divided into two types, namely the non-textual and the textual:

1. Non-Textual analysis: The person asks someone (the writer of the song) about the meaning of that song.

2. Textual analysis: The interpreter or the analyst discovers the meaning of the song without asking the writer of the song itself.

Related to the analysis, the method used to analyze the meaning of the song lyric or the text is textual analysis.

2.3.3 Theory of Meaning

The study used the theory of meaning which proposed by Leech (1974:10-23) as the main guidance for the verbal sign analysis.
1. Conceptual Meaning

Conceptual meaning is also called denotative meaning or cognitive meaning. It is logical and widely assumed to be the central factor in linguistic communication. The denotative of word is its agreed-upon sense what it refers to, stands for, or designates, apart from the feelings it may call up. Leech (1974:13) claims that the aim of the denotative meaning is to provide, for any given interpretation of a sentence, a configuration of abstract symbols, which shows exactly what we need to know if we are distinguish that meaning from all other possible sentence meanings in the language.

2. Connotative Meaning

According to Leech (1974:14-15), connotative meaning is the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual content. Connotative meanings are indeterminate and open in the same sense as our knowledge and believe about the universe that is opened-ended. Connotations play a major role in the language of literature, of politics, of advertising, of music. Leech says that connotative meaning is not specific to language, but it is shared with other communicative system, such as that in music and the visual art.
3. Stylistic Meaning

Stylistic Meaning is that which a piece of language conveys about the circumstances if its use. A recent account of English has recognized some main dimension of stylistic variation.

4. Affective Meaning

Affective Meaning is a short of meaning which can reflect the personal feeling of the speakers, including his attitude to the listeners or to something he is talking about.

5. Reflective Meaning

Reflective meaning involves an interconnection on the lexical level of language. It is the meaning, which arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense.

6. Collocative Meaning

Collocative meaning consists of the associations a word acquires on accounts the meaning of words which tends to occur in its environment.

7. Thematic Meaning

Thematic meaning is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus, and emphasis.