

Paper Ads Herman NEW

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Submission date: 26-Jun-2022 10:48PM (UTC+0900)

Submission ID: 1781855411

File name: Paper_Herman_Ads_to_SMC_NEW.doc (1.77M)

Word count: 4964

Character count: 28382

The Structures of Visual Components on a Print Advertisement: A Case on Multimodal Analysis

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Abstract

The goal of this study is to undertake a multimodal analysis of a print advertisement for the Samsung Galaxy S5. According to Cheong (2004), the general structure of print advertisements is as follows: Capture-Focus-Justification. This structure encompasses both the verbal and visual aspects of advertising. The goal of this study is to describe the structure of multimodal analysis observed in a print advertisement for the Samsung Galaxy S5. To achieve the research's goal, descriptive qualitative research was used. The information, which is a print advertisement, was gathered via Google image results. As a result, some data analysis procedures include searching for and printing the Samsung Galaxy S5 print advertisement from a google image result, reading the text and attempting to analyze the advertisement, classifying and analyzing the data (advertisement) according to the verbal and visual components as presented by Cheong (2004), and finally drawing a conclusion. Finally, the researchers discovered that the structure of verbal (Announcement, Enhancer, Emblem, Tag, Call-and-visit information) and visual (Lead, Display, and Emblem) components are included in the advertisement.

Keywords: multimodal analysis, structure, visual component, advertisement, systemic functional linguistics

1. Introduction

Language plays a crucial role in our life, particularly when it comes to communication. Language is used as a means of connecting people in order to share their feelings, desires, emotions, ideas, and so on. Sapir (1921:8) describes language as a wholly human and non-instinctive manner of transmitting thoughts, feelings, and wishes through a system of constructed symbols, as cited in Hutabarat, et al (2020:142). As a result, Hutajulu and Herman (2019:29) claim that language is a communication tool that plays an important role in communication. Because language plays such a vital part in communication, there is a separate study dedicated to it. It is apparent from the assertions that humans will never be without language.

Communication is crucial in our daily lives, according to Thao et al (2021:93), because we require it to share ideas and learn new things. As a result, communication is a means by which humans interact with one another. The interaction might take two forms: oral and written. The biggest challenge for humans in interacting or communicating in the past was distance because they used to communicate orally (Herman et. al., 2022). A letter is the finest way to communicate over long distances (written). Nowadays, communication can be done not only orally (face to face), but also through technology. Communication may now be done regardless of distance thanks to technological advancements. Radio, television, and newspapers are the most popular forms of media communication in our daily lives, and the telephone, of course, plays a significant role in communication. Nowadays, we can see advertisements on television, which are intended to be used as one of the communication tools, particularly in telling others about a product or service. Marketing communications include advertising. It's a broad phrase that encompasses all forms of communication used by marketers to reach out to their clients and communicate their message (Moriarty, Mitchell, and Wells, 2011 in Muslimah, 2015). Furthermore, Goddard (1998:3) stated that when advertising is used to market ideas or materials, a cumulative effect is created over time. It suggests that the goal of making an advertisement is to persuade people to buy the things being advertised.

The advertisement of the Samsung Galaxy S5 was chosen as the subject of this study because, as we all know, Samsung Galaxy cell phones are quite popular in Indonesia and are used by a large number of Indonesians. The goal of this study is to describe the multimodal analysis structure identified in a print advertisement for the Samsung Galaxy S5. As a result, the researchers plan to use Cheong's (2004) Multimodal analysis theory to the verbal and visual components of the study in order to investigate the structure in a print advertisement.

1.1 Texts and Multimodal Texts

Text is derived from the Latin words *texer* and *textum*, which imply "woven" (Carter, et al., 2006:166 in Febrianti, 2013). We can deduce from this definition that text refers to any strand of language usage that is 'woven' together into a single unit. Because the meanings within text can vary between conditions of use and function, a text's ability to serve a certain goal is context dependent. Because the circumstances in which texts are encountered might vastly differ, it is useful to recall Halliday and Hasan's (1985) argument in Butt (2000:3) that while discussing text, we are talking about 'language that is functional in its context.'

It is important to highlight that the use of spoken and written language can be better understood if we evaluate how frequently both forms are integrated with other modalities. Writing, illustration, layout, music, gesture, voice,

moving image, and soundtrack are examples of common strategies used in representation and communication that are socially and culturally shaped (Kress, 2009:54). A multimodal text is a text that uses more than one mode of communication. In written language, the multimodality feature is expressed in a variety of ways, including visual images, design elements, and other semiotic resources (Jewitt and Kress, 2003 in Serafini, 2010).

This research focuses on understanding multimodal texts, particularly those that include both verbal and visual elements (for instance the form of print advertisement). The most prevalent mode for semiotic resources is thought to be verbal text (Kress, 2009:55). A visual image as a semiotic resource is a form of mode that is generally exhibited in a frame on a surface "space" and presents as a significant method of meaning making when its elements are ordered in accordance with each other (Ibid, 55-56). Both verbal text and visual images work together as a single semiotic resource to produce meaning when employed together in one unit in this example print advertisements.

1.2 Multimodal Discourse Analysis

Systemic functional linguistics (known as SFL), initially developed by Halliday since the 1950/1960s, is a semantic theory of language. Systemic functional linguistics (SFL) is a language hypothesis that is the same as an idea utilized to establish meaning in the setting of cultural contexts (Herman et al., 2020:465-466). SFL considers language to be a tri-stratal system in which language functions as a full unit in making meaning with the notion of register, which includes field, tenor, and mode (Ngongo et al., 2022). Within the SFL approach, language is viewed as emerging from situational contexts and different situations give a way for the use of different features of death (Delin, 2000:3). SFL develops a theory of language as social process applicable to use as an analytical tool which allows a systemic and detailed description of language pattern. (Egins, 1994:23)

The emergence of multimodal semiotic resources as common communication has inspired linguists to find a framework to analyze multimodal texts. It has been observed that within SFL, the production of image is more widely accounted for and it has resulted in the emergence of multimodal discourse analysis within SFL as an exciting new research strand. (Martin and Rose, 2003:255).

According to Hu and Luo (2016:32), as mentioned in Herman et al (2019:36), multimodal analysis is a relatively new field for social semiotic study. Systemic functional multimodal discourse analysis is a valuable application of SFL in studying multimodal texts (SF-MDA). Michael O'Toole invented it in his work. The Language of Displayed Art (1994), in which he employed SFL to evaluate art forums such as painting, sculpture, and architecture. The result was a paradigm for viewing paintings based on register variables, which he dubbed the representational, modal, and compositional functions (O'Toole, 1994:20). The employment of a rank system in understanding the unified meanings in multimodal texts is a key feature of SF-MDA, just as SFL uses a stratified system to understand spoken texts. In multimodal writings, each modality helps to transmit the message. As a result, a purely linguistic or monomodal analysis "misses much of how texts create meaning." (Machin, 2009:181)

O'Halloran then used this framework to construct a method for examining multimodal discourses at a micro-textual level, which led to the study of mathematical symbols, images, and mathematical symbolism in mathematical writings, as well as visual semiosis in films (Jewitt, 2009:31-32). SF-MDA proposes to use practical approaches to analyzing and comprehending meanings in written, printed, and electronic texts, three-dimensional locations, and other types of multimodal texts (O'Halloran, 2008:444). SF-MDA was utilized as a foundation to analyze print advertisements in the next iteration. Cheong (2004) stated that Hasan's generic structure for an advertisement, "Capture Focus Justification," does not specify if it takes into account all components in a print commercial. Following Hasan's approach, Cheong (2004:164) suggested that a more complete analysis of generic structure for advertisement is required. The intricacies of the interaction between visual pictures and linguistic content in advertising are not explicitly addressed in Hasan's (1996) approach.

In this development, Cheong (2004:165) offers a framework to analyze print advertisement by looking at both the visual and linguistic components that work together in making meanings. She proposes a methodology of advertisement analysis based on a tool that examines two primary components of print advertisements: visual components (Lead and Display) and verbal components (Announcement, Enhancer, and Call-and-Visit Information). With this technique, print advertising is treated as a single, unified commodity that is broken down into its constituent parts and examined.

Beyond developing an approach to analyze how verbal language and visual images work in making unified meanings in multimodal texts, linguists have also tried to develop a way of understanding the notion of intersemiosis. The definition of intersemiotic (semantic) relationship or intersemiosis given in the glossary of *The Routledge Handbook of Multimodal Analysis* is "meaning relations between the different semiotic system such as writing and images that constitute a multimodal text" (p. 209). For this study, we refer to intersemiosis as the relationship between verbal texts and visual image in print advertisement. In 1998, Royce developed a method called *Intersemiotic Complementarity* based on Halliday and Hasan's work on cohesion (1976) (in Liu and O'Halloran, 2009:370). He offers a comprehensive model of understanding the synergistic interaction between visual images and

verbal texts by looking at the Repetition, Synonym, Antonym, Meronymy, Hyponymy, and Collocation between the visual and verbal elements in a multimodal text.

Discourse is linked to a greater social and cultural context within which texts are produced because it alludes to the broader reach of language beyond semiotic resources. Paltridge characterized Zellig's Harris' work in *Discourse Analysis* (2006), saying that the term discourse refers to a specific use of language in a certain setting that must be paired with other non-linguistic aspects in order to understand the meaning (p.2). The term "discourse analysis" refers to an investigation into the relationship between the language used in diverse texts and the circumstances in which it is employed (Paltridge, 2006:2)

Janks (1997) shows how Discourse Analysis works in a print advertisement in a very simple yet straightforward way. She recommends starting the analysis with a text, such as an advertising, and then reviewing the historical, political, social, and cultural environment in which the advertisement occurred in order to analyze and explain the variables that inspired its creation. Furthermore, according to Bortoluzzi (2010), both visual and linguistic aspects in print advertisements not only serve as micro-textual elements, but also have social and cultural influence that can inform readers about the context's values, principles, and views. As a result, the research should begin with a comprehensive and extensive examination of multisemiotic aspects at the microlevel, as well as their interpretation and evaluation within the socio-cultural framework of production contexts.

1.3 Multimodal Analysis in Advertisement

Advertising (advertising) serves a number of functions, including "marketing" products in the form of ideas and materials, among others. Advertising has evolved into a form of multimodal communication (Purba and Herman, 2020:23). As a result, Goddard (1998: 3) asserted that in the long run, a cumulative effect will be formed in the process of selling ideas or goods. This effect is created by blending sounds, words, phrases, clauses, sentences, and other effects with verbal and visual language displayed in visuals, graphics, layouts, and colors.

The linguistic component is important. The meaning produced from the interplay between Lead and Announcement is constructed or modified by the Enhancer. Enhancers are parts of the advertisement that are typically communicated in paragraphs. The linguistic component is important. Call – and – Visit Information is information that the user community can contact in order to acquire the advertised items, and it is typically placed in small characters in specific parts of the advertisement product.

Cheong (2004: 165) categorizes the components of Lead as Locus of Attention (LoA) and Complement to the Locus of Attention (LoA) (Comp. LoA). Comp. LoA acts as a liaison and draws public attention to specific aspects of LoA. LoA is the heart of advertising messaging, shown in a size and color that is different from other visual components, whereas Comp. LoA acts as a liaison and draws public attention to specific aspects of LoA. In order to attract society's attention and interest to this reality, the advertiser creates the ideational function that LoA serves in describing reality. This is a deception method. The interpersonal function is to capture the attention of the audience, whereas the textual function is to act as a springboard for elaborating key messages.

The visual aspect is important. The advertised product logos in the linguistic form of a brand name or trademark serve as visual representations of the emblem. Emblems provide the product its identity or status, and they can be placed on either side to change the proportion of the promotional wording.

1.4 Advertisement

Hasan (1996: 41) describes the general structure of print advertisements as Capture Focus Justification in Cheong (2004: 164). This structure strives to include all aspects of advertising, both verbal and visual. Because the relationship between the component of visual and verbal is valued uncertain in the following evolution, Cheong (2004: 165–174) presents a more detailed explanation of the structure of printed advertisement in Table 1 below:

Table 1. The Printed Advertisement's General Structure

Verbal Component	Visual Component
Announcement: Primary, Secondary	Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Comp. LoA)
Enhancer	Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)
Emblem	Emblem
Tag	
Call – and – visit information	

Ads is the most significant language component in an advertisement copy. Primary Announcement has three meanings: 1. it is the only advertisement message, 2. it is an important aspect of interpersonal communication between other messages in a text, and 3. it is a catchphrase. Secondary Announcement has an interpersonal connotation that isn't as important in a text advertisement (Cheong, 2004: 173).

The single component of an enhancer is the linguistics component, which is usually in the form of a paragraph. The purpose of the Enhancer is to develop or modify the meaning that results from the interaction between the Lead and the Announcement. Enhancer's purpose is to demonstrate the product's potency so that it is worthy of being consumed. Enhancer's interpersonal role is to influence the public. As a result, Enhancer has words that are emotionally and culturally significant, as well as words that convey values in a social structure. Enhancer logically explains the relationships between clauses (Cheong, 2004: 173).

There are a few elements that aren't in Tag. Tags are frequently printed in a small font that is not grammatically correct and is usually regarded as non-finite. It's the same with Tag, Call – and Visit Information, which is also displayed in a little handwritten font that is not visible. This section contains contact details for the public to acquire or obtain the advertised product (Cheong, 2004: 174).

Because of its size, position, and/or color, lead appears to be a part of the primary point. Lead has the greatest potential for preserving significance in the form of LoA and Comp. LoA (Cheong, 2004:165). LoA is a visual component that is cleaned up in size and color with varying quality to create the advertisement message (Cheong, 2004: 165). Imaginative ability The goal of LoA is to explain a reality that the advertiser creates and that the audience views as a "manipulation". The literary function is to develop the core message while the interpersonal function is to attract the public (Cheong, 2004: 165 – 166). Comp LoA, on the other hand, serves as a relator and draws attention to the special portions of LoA. (Cheong, 2004: 169).

Display serves to clearly display the product in a realistic manner; implicitly, it works to transform an intangible product or service into a tangible one through another medium. While display congruent serves to materialize a product without the use of a sign, display incongruent does so with the use of a symbol (Cheong, 2004: 171). Emblems are achieved both visually and linguistically through the sign of the promoted items and the brand name or product mark. Emblems serve to establish a product's status, and their placement in the promotional text might be anywhere (Cheong, 2004: 171 – 173).

Printed mass media, in particular, may create advertisements with any advanced color scheme. Color requirements that are really suitable for an advertisement product, notably for food advertisements, travel, make-up, fashion, and physics performance requirements (Lee and Jhonson, 2007: 240).

2. Method

This section goes about the method and procedure that were employed to tackle the research challenge. In the preceding chapter, the researchers wrote some hypotheses to characterize the research design, data collection method, and data analysis method

2.1 Research Design

This research article used a descriptive qualitative research design. According to Strauss (2003:7), a descriptive qualitative approach is a research that explains the analysis or hypothesis of a study. As a result, according to Creswell (2014:4), qualitative research is a study of the meaning that individuals or groups ascribe to social or human problems (Munte et al, 2021; Purba et. al., 2022)

2.2 Data Collecting Method

This study's data was gathered via the internet. The researchers chose the Samsung Galaxy S5 advertising as the data to be studied, which was obtained from the Google Image Results page, https://www.google.com/imgres?imgurl=https%3A%2F%2Fmir-s3-cdn-cf.behance.net%2Fproject_modules%2Fdisplay%2Ffa6438e11637191560fb0f00897a.jpg&imgrefurl=https%3A%2F%2Fwww.behance.net%2Fgallery%2F11637191%2FSAMSUNG-GALAXY-MEGA&docid=7RtRy0oaJFLtM&tbnid=AQAr1lxpn_7oQM%3A&w=600&h=854&client=firefox-b&bih=639&biw=1366&ved=0ahUKEwiHnq-ixLTPAhXHtY8KHayaAHMQMwggKAQwBA&iact=mrc&uact=8#h=854&imgdii=AQAr1lxpn_7oQM%3A%3BAQAr1lxpn_7oQM%3A%3BU78TkzyC8ryPEM%3A&w=600

Below is the image of the print advertisement taken from google



Figure 1. Samsung Galaxy S5 Advertisement

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2.3 Data Analyzing Method

The descriptive method is used to analyze the data. This method is utilized to have a problem-solving procedure that is researched by describing the research issue or item based on current facts. To conduct this Multimodal analysis on the print advertisement of the Samsung Galaxy S5, the following approaches were used:

- a) Obtaining a print advertisement for the Samsung Galaxy S5 from a Google image result.
- b) Reading the content and attempting to evaluate the advertisement
- c) Classifying and analyzing the data (advertisement) using Cheong's theory of verbal and visual components (2004)
- d) Finally, formulating a conclusion

3. Results

All structures of verbal components such as Announcement, Enhancer, Emblem, Tag, Call-and-visit information along with the visual components like Lead, Display, and Emblem were discovered by the researchers after analysis and all of them were put in the advertisement after evaluating the data using Cheong's (2004) theory. This conclusion highlights the importance of Cheong's idea regarding the Generic Structure of Potential in Print Advertising. The following section contains a detailed overview of the data analysis

4. Discussion

The general structure of print advertisements, according to Cheong (2004: 164) is CaptureFocusJustification. This structure encompasses both the verbal and visual aspects of advertising. The data analysis of the Samsung Galaxy S5 advertising is presented here

A. Visual Components

Visually, lead is a part of the main point due to its size, position, and/or color. Lead has the greatest potential for meaning preservation. The Locus of Attention (LoA) is divided into two parts: the Locus of Attention (LoA) and the Complement to the Locus of Attention (Comp.LoA) (Cheong, 2004: 165). LoA: exhibition of demand is depicted in the advertising above. It means that the model in the photograph appears to be looking directly at the viewers/audience. We will feel that the model is always looking at us if we are in that position, and we will be able to develop an intimate relationship between the audience and the object in the image/picture if we are in that position. The model in the advertising is likewise delighted, as evidenced by her smiling face, which reveals her teeth. This refers to drawing the audience's attention viewer's on a unique feature of the advertisement, such as a camera with fast auto focus that can capture better and brighter photos even in low-light situations. The advertisement's color scheme is really fashionable. The gold color was chosen to convey to viewers that whatever images are shot with this camera, the end result will be amazing, just like real gold. This advertisement shows additional display in order to attract the attention of the viewers, as evidenced by the various color alternatives provided, so that the viewer/customer has a variety of possibilities in selecting their favorite color



Figure 2. The Lead: Display



Figure 3. Display1: Explicit/Congruent

B. Verbal Components

17 The linguistic components of print advertisement structure, according to Cheong (2004), include announcement, enhancer, emblem, tag, and call-and-visit information. The following is a breakdown of the spoken components of the Samsung Galaxy S5 print commercial

1) Announcement

Announcement is the most significant language component in an advertisement copy. The major announcement "GO GRACEFULLY GOLD" is written in uppercase in this commercial, which signifies that the viewer/customer will be focused on the fundamental meaning of the advertisement. As a result of reading this news, viewers/customers will believe that owning a Samsung Galaxy S5 makes them look like a wealthy (or "high-class") individual



Figure 4. The Primary Announcement

2) Linguistics Emblem

Emblem is achieved through the sign of the advertised goods, and it is realized verbally through the brand name or product merk. Cheong (2004), pp. 171–173. The linguistic logo in this advertising depicts the product's brand name slogan. This advertisement's slogan is not a visual emblem, but a linguistics emblem, which is followed by several linguistic emblems



Figure 5. Linguistics Emblems

3) Enhancer

Enhancer is a linguistic component that is usually presented in the form of a paragraph. The purpose of the Enhancer is to create meaning from the relationship between the Lead and the Announcement. Enhancer's purpose is to demonstrate the product's potency so that it is worthy of being consumed. Enhancer serves to affect the public on a personal level (Cheong, 2004:173). The enhancer is put under the languages insignia in this advertising to highlight the product's unique ability, photographic quality. Figure 6 shows the three sentences in the enhancer that describe the advantages of utilizing this product

- Take better and brighter photos with HDR (Rich Tone) even in dark places
- Never miss a moment with the advanced camera and Fast Auto Focus
- Stay in style with the special Gold edition, perfect for the festive season

Figure 6. The Enhancer

The other enhancer is also found in the advertisement. It is placed under the linguistic emblem. The position is under the emblem means to let the viewers know about the information because the viewers will give more attention first to the emblem, and then the enhancer can be read clearly. Below is the other enhancer given in the advertisement

Ensure your e-warranty is registered
by your dealer.

4) Tag

Tags are frequently printed in a small font that is not grammatically correct and is usually regarded as non-finite. A tag has been put into the Samsung Galaxy S5 advertising. It's in the centre of the commercial, just next to the Lead. The tag "HDR on" is used to inform viewers about the effectiveness of this advertisement. HDR (Rich Tone) allows it to take better and brighter photos even in low-light situations



Figure 7. Tag

5) Call-and-visit Information

Call-and-Visit Information refers to a point of contact where the public can buy or obtain the advertised product (Cheong, 2004: 174). This section of the advertising, Samsung Galaxy S5, is located at the bottom of the page, where viewers may learn more about the Samsung Galaxy S5 product

Samsung Mobile Services 1800-88-9999
www.samsung.com/my

facebook.com/samsungmobilemalaysia

Samsung Careline: 1800-88-9999 Mon-Sun: 9AM - 7PM (except public holiday)

Figure 8. The Call-and-visit Information

After having the analysis of the data above, the complete analysis of the advertisement of Samsung Galaxy S5 on Cheong's theory (2004) can be seen in figure 9 below



Figure 9. Verbal and Visual Component of Samsung Galaxy S5 Advertisement

5. Conclusion

Following Cheong's (2004) description of Multimodal Analysis theory, and then classifying and analyzing them in the Samsung Galaxy S5 advertisement, it can be concluded that visual components cover Lead, Display, and Emblem; and verbal components cover Announcement, Enhancer, Emblem, Tag, and Call-and-visit information. This research is far from being excellent because the researchers recognize that it is carried out in a very basic manner. More research on Multimodal Analysis is needed, according to the researchers, in order to make further analyses in other fields and gain a deeper grasp of Multimodal analysis for meeting human

requirements in the linguistics sector

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