

CHAPTER I

INTRODUCTION

This chapter presents the introduction that consist of background of study, problems of the study, objectives of the study, significant of study, scope and limitation of study and definition of key terms.

A. Background of Study

The improvement of science, technology and also media take a lot of advertisements in people's life. People can easily find it on TV, radio, newspaper, website, etc. In order to attract viewer's attention, it formed interestingly in video, music, speech or printed text. Based on Abdelaal and Sase, advertisement have some purposes, for example persuading and selling or informing the viewers. These purposes relate to political propaganda, charity, education, etc.¹ Conference leaflets in university is one of the example of advertisement related to education.

Conference seems to become an important activity in the university. It is important because attending conferences, especially the international ones gives the students a chance to listen different points of view and learn new ideas and also trends in their field, in this case is language and education. Moreover, the students can present their work in those conferences. It helps them to improve their work by getting feedback from the experts and influencer. Furthermore, international conferences are great opportunities to connect and make new relationship with others

¹ Nouredin Mohamed Abdelaal and Amal Saleh Sase, "Advertisement Analysis: A Comparative Critical Study", *Advances in Language and Literary Studies*, 5 (2014), 254.

attendances. To inform this beneficial events, some university use leaflets. It is used because it can easily put on magazine wall or university website. Moreover, it is design interestingly to attract reader's attention.

The design on conference leaflets can be different each other's. It can be different from the placement of the elements on the leaflets. For example, it might use attractive pictures on the top, or use colourful font, or might put a big heading on the left side. The different placement of those components will give a different meaning. It is called as compositional meaning. Compositional meaning refers to the meaning of the composition on the multimodal text or document.² There are some approaches to analyse the compositional meaning. One of approaches to analyse the compositional meaning is using Kress and van Leeuwen approach. Kress and van Leeuwen believe there are three interrelated systems on the composition. Those are information value, salience and framing.³

There are some previous studies about the compositional meaning conducted by some researcher. First is from Lirola and Castejon in 2014. Their study is aimed to analyse the Intermon Oxfam magazine covers. It is focused on analyse the way NGOs represent the population in poor and rich countries and their own representation as NGOs development. In order to analyse it, Lirola and Castejon use Kress and van Leeuwen theory on compositional meaning analysis. Besides, they also compare with

² Gunther Kress and Theo van Leeuwen, *Reading Images: The Grammar of Visual Design* (New York: Routledge, 2006), 175.

³ Ibid.

critical discourse analysis theory from van Leeuwen. Lirola and Castejon found that NGO create a dichotomy between producers and consumers of raw materials and handicrafts.⁴

Second, there is study about Tmall's Double Eleven advertisement. It proposed by Hu and Luo. This study is aimed to analyse how the visual components of advertisement attract the viewer using perspective of visual grammar. They reveal that visual components give a huge attraction to the viewers and effectively justify the consumption behaviour by appealing to the cultural and social state.⁵

Furthermore, Guo and Feng (2017) examine how semiotics acts effectively realize the real business purpose to reflect the significance of the multimodal discourse analysis. By using Kress and van Leeuwen perspective of visual grammar including the compositional meaning, they analyse the 2014 Brazil World Cup advertisements. Simply this study concludes that different modes within an advertisement depend on each other and have an interdependent relationship which has different roles in different contexts.⁶

Based on the background above, the researcher is interested to take a research about compositional meaning, especially in the international conference leaflets. It is because the composition plays an important role

⁴ Maria Martinez Lirola and Laura Ibanez Castejon, "Multimodal Approach to the Image of Impoverished: A Visual Analysis of Covers in A Sample from Intermon Oxfam Magazines", *Fonseca (Journal of Communication)*, 8 (2014), 86.

⁵ Chunyu Hu and Mengxi Luo, "A Multimodal Discourse Analysis of Tmall's Double Eleven Advertisement", *English Language Teaching*, 9 (2016), 156.

⁶ Fang Guo and Xiawen Feng, "A Multimodal Discourse Analysis of Advertisement-Based on Visual Grammar", *Journal of Arts and Humanities*, 3 (2017), 59.

in delivering information. Moreover, based on the previous studies, research on the advertisement related to the education such as international conference leaflets seems under research. This thesis the researcher uses Kress and van Leeuwen theory of compositional meaning to analyze the international conference leaflets. The theory provides a detail analysis on compositional meaning through the information value, salience and framing on the leaflets. By then, the researcher takes analysis entitled **An Analysis on Compositional Meaning on International Conferences Leaflets**.

B. Research Questions

Based on what was described above, the researcher proposes two problems as follow:

1. What kind of compositional components are found on conference leaflets?
2. How are the compositional components represented the compositional meaning on the conference leaflets?

C. Objectives of Study

The objectives of the study can be specifying as follow:

1. To describe kind of compositional components on the conference leaflets.
2. To describe the compositional meaning on the conference leaflets.

D. Significant of Study

It is expected that the result from this study give a contribution on valuable information. By reading this study, the readers are expected to understand about the topic that discussed both theoretically and practically. Theoretically, the readers can improve their knowledge on the multimodal discourse analysis. Practically, this study might show different result of analysing advertisement.

E. Scope and Limitation

This study focuses on compositional meaning analysis of conference leaflets in a university website in Indonesia. The limitation of this study is first, describe the compositional meaning on conference leaflets using visual grammar theory by Kress and van Leeuwen. Second are the international conference leaflets on language and education published on August 2017 - July 2018.

F. Definition of Key Terms

Definitions of key terms is made to avoid the ambiguity in perception of some terms used in this study. The researcher will define the keys terms that related to the study, as follow:

1. **Compositional meaning** is a one of image meaning on multimodal text or documents. Compositional meaning is realized through three interrelated systems: information value (given or new, ideal or real,

important or less), salience (achieved through size, colour, tone, focus, perspective, overlap, repetition, etc.), and framing.⁷

2. **International Conference leaflet** is a sheet of paper that contain an information about conference event.
3. **Visual grammar** is one of multimodal discourse analysis approach by Kress and van Leeuwen used to analyse grammar of visual image on the multimodal text or documents.

⁷ Kress, *Reading.*, 176.