CHAPTER II

REVIEW OF LITERATURE

This chapter discusses some literatures related to the study. It begins with the explanation about the quote of Instagram. Then, it is continued by understanding of theory.

A. Concepts

1. Quote

Terraschke (2013) states that the term 'quotatives' is used to refer to reported direct speech elements that convey what someone said or thought at a different moment in time. Such elements tend to be phonologically and grammatically marked to distinguish them from the main part of the contribution and they are often introduced by quotative verbs such as say, think, go, or be like. Quotatives commonly occur in everyday social interactions, where they can serve as enactments of dialogues that are either imagined or recounts of real events, and they can be used as performed representations of thoughts, feelings or attitudes.

Speakers use these strategies to create a sense of immediacy, which can serve to heighten the performance value of their contribution, mark the relative importance of a point or render the tone of a conversation more personal and intimate. In this sense, the use of quotatives can be regarded as a stylistic choice that also functions as an interpersonal device.

Longobardi, Settanni, Fabris, and Marengo (2020) also adds that quotatives, including examinations of their forms, frequencies of use and analyses of quotative content, have been the object of inquiry by studies in the fields of language variation and discourse analysis. However, while such studies provide valuable information on the broad patterns of use in different varieties of English or on the scope of quotative functions and their sequential constructions in various discourse settings respectively, neither of these approaches have offered a comprehensive framework that captures the use of quotatives as a stylistic feature. The current study presents the first attempt at creating such a comprehensive approach.

2. Instagram

According to Carpenter, Morison, Craft, and Lee (2020), Instagram is a photo- and video-sharing social networking service that is created in 2010. Users access the service via an app or a feature limited web interface and can edit content with various filters. Up to 2200 text characters can accompany individual posts. Instagram offers private messaging, the option to tag content with searchable hashtags, the ability to include multiple images or videos in a single post, and a stories feature, which allows users to post content to a feed that is accessible to others for 24 hours.

They also explain that messages, posts, and stories in Instagram allow individuals to communicate with other users in ways that vary in

privacy and formality. For example, Instagram posts tend to feature carefully curated and positive images while stories can be more informal or vulnerable.

B. Theory

1. Visual Grammar Analysis

The term of visual grammar is not related about the rule grammar on written text or others. Here, the word of visual is point out to something like graphic. It could be picture, diagram, or piece of film and so on. Kress and Leeuwen (2006:1) on their book entitled *Reading Images: The Grammar of Visual Design* state their visual grammar is represent the rules of visual design and how thee component combined in one frame and make a meaning. In short if the grammar represents how words combine in clauses, sentences and text, so visual grammar will represent the way each component such as people, places, and things combined in visual statements then values their complexity.

The theory of visual grammar developed from Halliday theory called systemic functional grammar. According to Halliday and Matthiessen (2004:3), state that systemic functional grammar generally has been used in the form of discourse analysis.

a. Representational Meta-funtion

According to Kress and Leeuwen (2006:42), representational meaning is to seek the relationship between participants and others

semiotic mode. Representational meaning divided into two, narrative representation and conceptual representation. Narrative representation refers to inanimate participant action, whether conceptual representation refers to animate participant. Generally, in representational meaning they called actor. An analysis of the action could by asses from the participants' position, size, color, contrast, and distance (Ananda et al, 2018). Narrative analysis is divided into several process, they are actionable process and non-actional process. Conceptual analysis is divided into 3 classificational processes, analytical process, and symbolic processes.

1) **Narrative Representation**

Narrative representation explains the action of participant. (Kress and Leeuwen, 2006:59). The analysis looks at inanimate participant action. Narrative patterns observe on going action (e.g. a man takes a picture on smart phone advertisement). Furthermore, Narrative analysis structure has vector and goal. From the example above it can be amplified that the man is the participant, smartphone as a vector, and the outcome picture is the goal. The various kinds of narrative process could be distinguished by the variety of vector and the number of participants involved.

a) Action Process

The most significant points of actional process are actor, vector, and goal. The participant usually the most salient on the image considering trough size, place in the composition, contrast against background, colors and Focus (Kress and Leeuwen, 2006:63). Forward, action process divided into transactional and non-transactional.

Transactional process includes actor and goal, while the non-transactional the actor does an action but the goal is unknown. The goal is "the participant at whom or which the vector is directed" (Kress and Leeuwen, 2006:64)
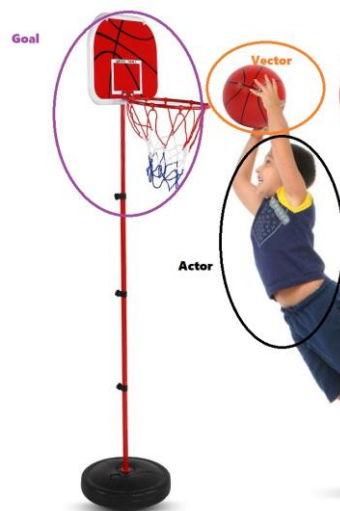

Figure 1. Actional process (transactional)

Figure 2. Actional process (Non-transactional)

b) Reactional, speech and mental Process

Simply reactional process has two elements, reactor and phenomena. Reactor is the participant who does the action (looking behavior). The reactor is a human or human-like animal – a creature with visible eyes (distinct pupils) and able to shows facial expression. However, the phenomenon is where the reactor looking at (Kress and Leeuwen, 2006:67). Reactional process could be transactional and non-transactional.

Mental process and speech process are same but has different elements. Speech process has done when a vector formed by a thought bubble connected two participants, the senser and phenomenon. Whereas the mental process formed by the arrow-like projection of a dialog balloon connected two participants, a sayer and an utterance (Kress and Leeuwen, 2006:68).
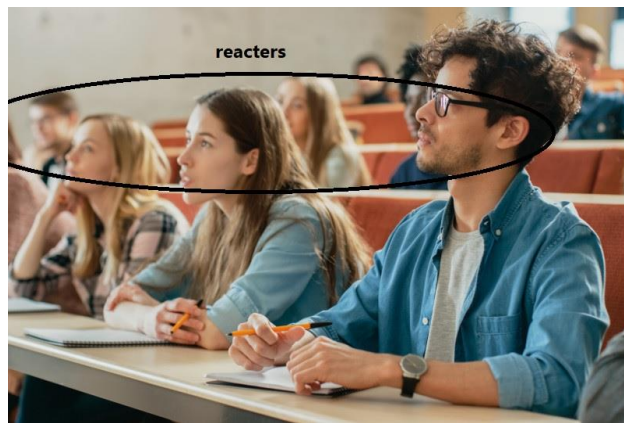
Figure 3. Reactional process (Non-transactional)

Figure 4. Reactional process (Non-transactional)

Figure 5. Speech process

Figure 6. Mental process

2) Conceptual Representation

A Conceptual analysis is a process analysis of inanimate (stable) participants. Conceptual analysis is generally used to analyze inanimate participants such as diagram and graphic. Conceptual analysis is divided into 3 classificational process, analytical process, and symbolic processes.

a) Classificational Process

A classificational process is a sequence of relationships between each participant in one frame. The example is in one frame there are participants who act as super ordinates and subordinates. This kind of relation is called taxonomy relationship. The relation between them could be covert taxonomy and overt taxonomy.

The structure of covert taxonomy is when the participant relationship realized by the distance and size between them. The kinds of structures usually appear a lot at advertisement such as KFC billboard. In contrast, in overt taxonomy the relationship between participants could be understood explicitly.

Figure 7. Covert taxonomy

Figure 8. Overt taxonomy

b) Analytical Process

The analytical process looks at the part-whole structure of the participants. It involves two kinds of participant; they are 'carrier' (the whole) which is the main focus of an image, and 'possessive attributes' (the parts) which support the carrier in the image to be the primary focus (Kress & Leeuwen, 2006:87).

MEROKOK DAPAT MENYEBABKAN KANKER, SERANGAN JANTUNG, IMPOTENSI DAN GANGGUAN KEHAMILAN DAN JANIN

Figure 10. Analytical process

c) Symbolic Process

Symbolic process deals about what the participant means or what they are. There are two elements of symbolic process, they are attributes and suggestive. If there are 2 participants in one frame, the one act as carrier and symbolic attribute.
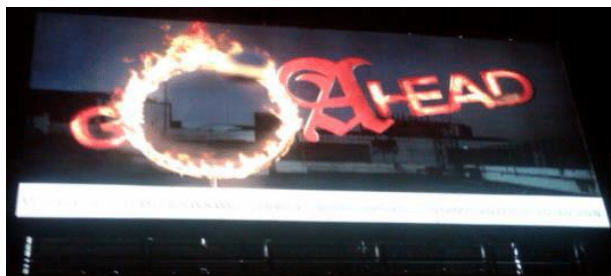

Figure 11. Symbolic process

b. **Interactive Meta-funtion**

Interactive meaning deals about the interaction between what the writer or producer convey to the viewers. According to Kress & Leeuween (2006:114) visually, producers encode social meanings into an image through the participant's expression, the participant's distance from the camera, and the viewer's point of view.

There are four criteria of interactive meaning they are contact, social distance, and attitude. Contact generally talked about the gaze to the viewer. Social distance manages the camera shot such as close shot, medium shot, and long shot. Attitude talked about the cameras angle. Finally, modality is related to how viewers judge realism of images.

Figure 12. Contact

Figure 13.
Social distance: Close shot

Figure 14.
Social distance: medium shot

Figure 15.
Social distance: long shot

Figure 16.
Attitude: high angle

Figure 17.
Attitude: low angle

Figure 18
Attitude: eye level

Modality marker	Maximum scale value	Minimum scale value
Color saturation	Full color saturation	Black and white
Color differentiation	Fully diverse range of colors	Monochrome
Color modulation	Fully modulated color (many shades of a color)	Plain, unmodulated color
Contextualization	Detailed background	Absence of background
Representation	Maximal representation of detail of participants	Minimal detail of participants (e.g. soft focus)
Depth	Deep perspective, strong convergence of vertical lines (e.g. fish-eye perspective)	bsence of depth
Illumination	Full representation of light and shade	Absence of light and shade
Brightness	Maximal degrees of brightness	Two brightness values of the same color (e.g. dark grey and lighter grey)

Tabel 1. Modality

c. Compositional Meta-funtion

Composition is the textual meaning or the meaning of the element placement (participants that refer to each other and to the viewer) and provides them with specific information values connected to the various 'zones' of the images, namely left and right, top and bottom, center and margin (Kress & Leeuween, 2006:116).

Composition meaning divided into three, they are information value, salience, and framing. Information value is about the placement of the participant. Salience was the degree to which an element with most attention or eye-catching. While framing talked about how each element interacts with others in through similarities of color, visual, shape, size, etc.
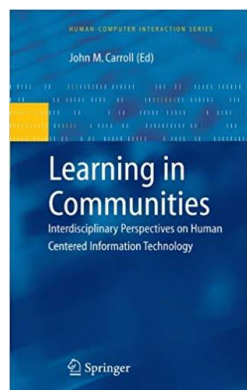
Figure 19.
Information value:
Centered

Figure 20.
Salience

2. **Systemic Functional Grammar**

Systemic functional grammar is a study of language that by Michael Halliday. It is contribution of social semiotic approach called systemic linguistic. According to Halliday and Matthiessen (2004:21), systemic functional grammar aims to describe and explain how "meaning-making" is constructed through organization. Forward, writing system has compositional hierarchies which each of them owns the motif.

Halliday and Matthiessen (2004:29) explained language as communication network has three meta-functions wherever it is used. Three of them are ideational meta-function (clause as representation), interpersonal meta-function (clause as exchange), and textual meta-function (clause as message).

a. **Ideational Meta-function**

The Ideational meta-function deals with human experience towards the world. It is a potential how language construct through human being sense their experienced of what goes around them (Halliday and Matthiessen, 2004: 169). Simple way ideational meta-function is a study of content (what people doing) which discussed who, when, where, why, and how it is happens.

The grammatical system of ideational meta-function is called "transitivity". There are three main elements in transitivity; participants, process, and circumstances. Participants could be human

or non-human who participating in the process. The process is represented by verbs and verbal group. Last, circumstances which adverbial group or prepositional places. Ideational meta-function focus on how the process does something. There are six types of process: material processes, mental processes, verbal processes, relational processes, behavioral processes, and existential processes (Halliday and Matthiessen, 2004: 171).

1) Material processes

Material processes are process of doing and happening. Process of doing something physically, it is referring to physical action may be done to another. The elements consist of participants: actor and goal, process, and circumstances.

My brother	Kicked	The ball
Actor	Process: material	goal

2) Mental processes

Mental processes are a process of sensing, feeling, thinking (sensing verbs). There are four types of sensing cognitive and deserative (higher), perceptive and emotive (lower). Mental process has two participant sense and phenomenon.

He	Saw	The car
Senser	Process: mental(perceptive)	Phenomenon

The gift	pleased	Thalia
Phenomenon	Process: mental(emotive)	Senser

3) Verbal processes

Verbal processes are used verbs of saying. This type of clause has four elements they are sayer, receiver, verbiage (correspond to what is said, and target (the object targeted by the process of saying.

She	Asked	Some question
Sayer	Process: verbal	Verbiage

4) Relational processes

Relational processes are the process of being, possessing, and becoming. They used to characterize and identify. There are three kinds of them intensive, circumstantial, and possessive. There are two distinct modes, attribute and identifying.

Intensive	circumstantial	possessive
X is A	X is at A	X has A

Attribute	A is an attribute of X
Identifying	A is the identity of X

	attribute	Identifying
Intensive	Thalia is smart	The leader is Thalia
Possessive	Thalia has a piano	The piano is Thalia's
Circumstantial	The exam is on Monday	Tomorrow is the exam

5) Existential processes

Existential process is a clause that represents something exists or happens. The clause is indicating the existence of somethings. The elements of the clause are neither participant nor circumstance.

There	was	a storm
	Process: existential	Existent

b. Interpersonal Meta-function

Interpersonal function focuses on the interaction between speakers and what they address. The clauses used to establish speaker's role in the speech situation and their relationship with others. It is function as clause as exchange. There are seven elements of interpersonal meta-function; subject and finite, predicator, complement, residue, adjunct, mood types and polarity. Grammatical systems of interpersonal meta-function are mood and modality.

Mood was the basic elements of interpersonal meta-function. There are two domain mood; imperative mood and indicative mood. Besides, modality has a function as a resource for indicating judgments and evaluation. It was a resource which use to staking claims to knowledge (assertions, opinions, hypotheses, speculations). There are two types of modality: modulization as epistemic mood and modulation as deontic mood.

I	Have	Nothing
Subject	Finite	Complement
Mood - Declarative		Residue

c. Textual Meta-function

Textual meta-function concerned about the creation of the clause. The organization of clauses has a character and contributes of the whole text. This meta-function called clause as a message. The grammatical systems of textual meta-function are theme and rheme. Theme functions as the starting point for the message and rheme is the rest of them (additional information).

It	Was his teacher
Theme	Rheme