

**Multimodal Discourse Analysis on Representation of  
Black Hero in Malcolm Spellman *the Falcon and the Winter  
Soldier Series (2021)***

Undergraduate Thesis  
*Submitted in Partial Fulfillment for Bachelor Degree Requirement of English  
Department*



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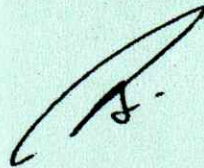
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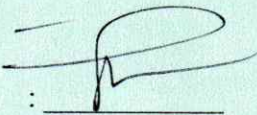
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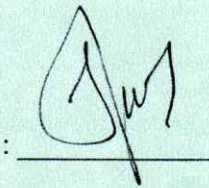
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## ABSTRACT

Azizah, Anna W. 2023. Multimodal Discourse Analysis on Representation of Black Hero in Malcolm Spellman *the Falcon and the Winter Soldier* Series (2021) Padang: English Department, Faculty of Language and Arts, Universitas Negeri Padang

Multimodal discourse analysis is an interdisciplinary method for examining how communication modalities combine to produce meaning in social interactions. The author analyzes verbal and visual elements in *The Falcon and the Winter Soldier* in this study. The descriptive qualitative method was employed in this study. The purpose of this study is to identify the verbal and visual components that depict black people and to ascertain how these components interact in the film. To get a thorough description of the relationship between verbal and visual elements, the researcher used the theoretical frameworks from Kress and van Leeuwen (2006) on visual grammar analysis, Halliday and Matthiessen (2014) on the language of metafunctions, and Leeuwen (2005) on inter-mode relations. According to the study's findings, the material process dominates the ideational metafunction in verbal language, which indicates that the text describes the forms of discrimination that black people are subjected to. Statement speech acts, which indicate that the text is primarily in the form of a declarative mood, predominate in interpersonal metafunction. The textual metafunction contains topical unmarked and multiple themes in this movie that refer to how information is ordered and displayed in a text. In the visual image, ideational metafunction is mostly realized through the reactionary narrative process. Interactive metafunction is realized through the offer gaze and the medium shot. The medium size dominates the compositional metafunction. Elaboration and extension interactions exist between verbal and visual aspects. Through the elaboration of visual grammar analysis, some visuals are utilized to add information not already present in the verbal elements while others are used to make the verbal elements more explicit. For the audience to grasp, the verbal and visual modalities explain one another's meanings and present related ideas rather than concepts that are at odds with one another.

**Keywords:** *Multimodal discourse analysis, SFL, Visual Grammar, The falcon and the winter soldier.*

## ABSTRAK

Azizah, Anna W. 2023. *Multimodal Discourse Analysis on Representation of Black Hero in Malcolm Spellman the Falcon and the Winter Soldier Series (2021)* Padang: English Department, Faculty of Language and Arts, Universitas Negeri Padang

Analisis wacana multimodal adalah pendekatan interdisipliner yang mempelajari bagaimana mode komunikasi yang berbeda bekerja sama untuk menciptakan makna dalam interaksi sosial. Penulis menganalisis unsur verbal dan visual dalam *The Falcon and the Winter Soldier* dalam penelitian ini. Metode kualitatif deskriptif digunakan dalam penelitian ini. Tujuan dari penelitian ini adalah untuk mengidentifikasi komponen verbal dan visual yang menggambarkan orang kulit hitam dan untuk memastikan bagaimana komponen tersebut berinteraksi dalam film. Untuk mendapatkan gambaran menyeluruh tentang hubungan antara elemen verbal dan visual, peneliti menggunakan kerangka teori dari Kress dan van Leeuwen (2006) tentang analisis tata bahasa visual, Halliday dan Matthiessen (2014) tentang metafungsi bahasa, dan Leeuwen (2005) pada hubungan antar mode. Menurut temuan penelitian, proses material mendominasi metafungsi ideasional dalam bahasa verbal, yang menunjukkan bahwa teks menggambarkan bentuk-bentuk diskriminasi yang dialami orang kulit hitam. Tindak tutur pernyataan, yang menunjukkan bahwa teks terutama dalam bentuk mood deklaratif, mendominasi dalam metafungsi interpersonal. Metafungsi tekstual berisi topikal tanpa markah dan multiple theme dalam film ini yang mengacu pada bagaimana informasi diurutkan dan ditampilkan dalam sebuah teks. Dalam citra visual, metafungsi ideasional sebagian besar diwujudkan melalui proses narasi reaksioner. Metafungsi interaktif diwujudkan melalui tatapan tawaran dan bidikan medium. Ukuran sedang mendominasi metafungsi komposisi. Interaksi elaborasi dan ekstensi ada antara aspek verbal dan visual. Melalui elaborasi analisis tata bahasa visual, beberapa visual digunakan untuk menambahkan informasi yang belum ada dalam elemen verbal sementara yang lain digunakan untuk membuat elemen verbal lebih eksplisit. Untuk dipahami oleh audiens, modalitas verbal dan visual menjelaskan makna satu sama lain dan menyajikan ide-ide terkait daripada konsep yang bertentangan satu sama lain..

**Keywords:** *Multimodal discourse analysis, SFL, Visual Grammar, The falcon and the winter soldier.*

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# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of Research Problem**

Multimodal discourse refers to the employment of multiple communication modalities in a single conversation or text to enhance and complete the goal of the meaning that is intended to be communicated. It can be expressed through gestures, physical objects, and pictures. Multimodal discourse analysis (henceforth MDA) is a technique for dissecting an ideology in a communication discourse that includes both visual and verbal elements, such as posters, movies, and videos. O'halloran (2011) defines MDA as a new paradigm in discourse studies that investigates language alongside various tools such as images, analytical symbolism, signs, actions, music, and noises. MDA is also a semiotic resource used to describe modes in the form of language, images, music, and signs that collectively integrate all sensory and kinesthetic modalities in multimodal texts, discourses, and events. This occurrence is known as the multimodal phenomenon. It involves multiple forms of communication, including writing, speech, and other forms of mediated communication. The multimodal phenomenon has changed the way people communicate and has expanded the range of ways people can express themselves.

In recent years, everyone has become familiar to multimodal discourse. Posters, movies, GIFs, and other types of multimedia have been utilized to emphasize text, communicate complex concepts, and tell stories. Multimodal discourse, on the other hand, is more than "text with pictures," and it has the potential to change the way we communicate. Understanding the interconnections across multimodal formats in a particular text or speech is the main objective of MDA. MDA provides researchers with important information about how texts and conversations function and can lead to a better understanding of multimodal language use by analyzing the various ways texts and conversations use multimodal formats. Emojis, for example, may appear insignificant in a text, but

when combined with other modes of language, they can provide important information about the intended meaning of a text.

MDA investigates the significance of the employment of verbal and visual images. This includes the study of linguistic and visual forms of semiotics as well as the development of cross-functional systems. The metafunctions provided by Systematically Functional Linguistics (SFL) theory, according to Hood (2007) offers a paradigm for considering meaning-making in diverse semiotic modalities. Those working on spoken discourse analysis, for example, briefly considered a metafunctional approach to understanding the function of gesture in relation to words. Using this metafunctional perspective, social semioticians have also investigated images and the link between images and language in written discourse. The basis for a thorough analysis of the photographs in this study was the framework for image analysis created by Kress and Leeuwen (1996) for interpreting images.

One of the media that is being favored by many audiences is movie. In many ways, the movie is the most powerful means of communicating ideas that we have. Movies, television shows, and other media expose us to the thoughts, feelings, and experiences of real people. The effective ways to learn about the world is to look at it through a camera lens. Movies are written and directed by human beings. They are made up of groups of images, sounds, music, and words that are organized into a timeline with a beginning, middle, and end. Multimodal discourse (Zhang, 2009, as cited in Bo, 2018) uses a visual, aural, and sensory multimodal symbol system to communicate using a range of ways and symbols such as character, image, audio, and action. This statement implies that movies can be viewed as a forum for discussion, a means of telling a story, and a means of exchanging ideas and opinions. The movie is an inherently multimodal medium: it is a medium for ideas, a medium for sharing opinions and feelings, and a platform for performance and expression. Researchers can analyze the multimodal features of movie using MDA, to investigate how the movie was created and for what purpose. According to Bo (2018), there are many methods for carrying out MDA, including analysis of content, analysis of conversations,

and social semiotic analysis, and these methods can be used from a variety of angles. This enables researchers to investigate how movies communicate ideas, emotions, and themes, as well as how the movie was created and who the intended audience is.

The relationship between critical discourse analysis (CDA) and MDA is one of the most exciting developments in the field of discourse. Both are a field of study that aims to comprehend and explain how power, race, and other social inequities are expressed in written and spoken discourse. CDA and MDA both utilize discourse analysis, the study of written and spoken language, to comprehend how power and social injustice are portrayed in written and spoken discourse. MDA goes further than CDA by assessing how writers employ multimodalities such as visuals, video, and audio to communicate meaning.

Numerous previous studies have demonstrated that discrimination can be present in various kinds of discourse, such as social media by Indrawati (2021). Related research on discrimination in music videos was conducted by Margaretha & Panjaitan (2020) and Acosta (2018). In addition, there are also several previous studies that use movies as discourse, such as research conducted by Tallapessy et (2020), Narindrani (2020), Qinfeng & Yulian (2020), and Kasni & Asfar (2022). Although these studies have provided extensive analysis of the various modes, there have been relatively limited studies on how discrimination is experienced by African-Americans in discourse through the perspective of context of situations by using verbal and visual elements as data sources.

It is not uncommon for movies or series to depict and use black actors as extras or even make them the villains in the movie. Movies have often perpetuated stereotypes, and have tended to marginalize and exclude people of color from the industry and the audiences. Even today, movies often portray people of color as victims or as background characters, when in reality, minorities make up a large portion of the population. This has led to a persistent perception among some people that people of color do not exist in the movies industry, and that if they are present in a movie, they are only there to serve the white characters. In addition, it has been used to create a perception that black people are weak or lazy, and that

they don't perform well because they are black. Such portrayals are often used to justify discrimination practices, such as the use of police brutality against black people. Such portrayals can also help to perpetuate negative stereotypes of black men, women, and children.

One of the movies that are being loved by many people is superhero movie which is a phenomenal genre that combines a blend of science-fiction, action, and fantasy genres. Every superhero movie, as is usual, has a common plot, such as a feud between the good and the bad, notably the story of the super character's heroism in removing the villains. Marvel Cinematic Universes is a collection of Marvel Studios films or superhero movie series. A Marvel Studios television series called Falcon and the Winter Soldier made its premiere on Disney+. After the events of Avengers: Endgame (2019), this film explores the adventures of Sam Wilson as Falcon (Anthony Mackie) and Bucky Barnes as the Winter Soldier (Sebastian Stan). Sam and Bucky are told to work together to complete a mission to combat the Flag Smashers, a group commanded by Karli Morgenthau, represented by actress Erin Kellyman, that exploits super-soldier serum. Additionally, Steve Rogers, alias Captain America, has given Sam a shield and urged him to be his successor as Captain America.

The series' uniqueness derives not from the plot itself, but from the themes discussed and the narrative that is constructed. Racial concerns were tackled and skillfully presented, as demonstrated by the fact that Sam is a black American in this series. After Sam handed over Captain America's shield to the government, a fairly serious issue gradually became the central theme of the story. His doubts about becoming Captain America, a representation of the country's symbol who carries a shield with the same color and pattern as the US flag. In addition, Isaiah Bradley, a black soldier who received the Super Soldier serum, makes an appearance. Instead of becoming a symbol and representation of the country like Captain America, he was imprisoned as an experimental sample for three decades. This series tells the story of how black people were subjected to discriminatory treatment.



This study tried to reveal the portrayal of black hero through the verbal and visual elements and explain how these two parts link to each other to show how the director frames black people in The Falcon and The Winter Soldier Series' Black Hero. To carry out the research, the researcher will use the Systemic Functional Linguistics (SFL) proposed by Halliday and Matthiessen (2014) to reveal the message behind in this series. Since Halliday believed that linguistics should explain actual sentences with various functions but no deep structure. Furthermore, he was concerned with the function of the sentence, or the writer's goal in creating the sentence (Matthiessen & Halliday 1997). As a result, functional grammar interprets language as a system of meaning accompanied by forms through which meaning can be achieved. SFL is focused on efforts to understand how language is utilized for various reasons and in various contexts in order to act as a communicative incentive in language understanding. While for evaluating images or actions in movies, researchers employ Kress and van Leeuwen's visual grammar theory (2006). Since, according to Kress and Van Leeuwen, image is a language and can be considered like verbal language in that it embodies the three metafunctions of language. Furthermore, language and visual communication reflect the more fundamental and far-reaching systems of meaning that create contemporary culture. According to this theory, every semiotic system can project social relations between the receiver and the speaker.

According to Kress and van Leeuwen's (2006) approach, visual design serves three metafunctions: representational metafunction, interactive metafunction, and compositional metafunction, to use Halliday's terminology. Bateman et al. (2013) state that "the ideational metafunction is responsible for the construction of worlds of actions, occurrences, individuals, and items, as well as features and amounts, and their many interconnections." with relation to the topic at hand The element linguistics in this study is a discussion between the characters in this movie. Interaction and evaluation, as well as appraisal, emotion expression, and emotional responses, are all part of the interpersonal metafunction. The interpersonal metafunction seeks to expose the social relationships that exist between participants. This is consistent with the concept of language as a tool for

connecting social interactions between people, which can be employed in assessing the relationship between actors in some ways. The textual metafunction, on the other hand, is used to determine how messages or meanings are communicated in spoken and written media.

## **1.2 Identification of Research Problem**

According to the background's general explanation, multimodality is a phenomenon that occurs across several media. A movie is among them. Movies have expanded rapidly in this period, and there is a close tie between culture, ideology, and the audience. The movie has become an integral aspect of global society, particularly as a form of entertainment. The researcher may tell from the previous study that most researchers only pay attention to particular components of linguistic structure when analyzing functional grammar and particular aspects of visual grammar when analyzing visual elements. Moreover, there is no previous research has been conducted that connects the two elements presented in the movie using an inter-mode relation approach. For example, in a previous study, the researcher only used visual grammar to analyze data from the Hunger Games. As a result, the researcher wanted to investigate and identify the message and interaction between visual and verbal elements in The Falcon and The Winter Soldier series. Furthermore, academics consider a variety of conceivable situations, including social circumstances. Context can assist researchers in understanding the messages conveyed by the movie.

## **1.3 Limitation and Scope Research Problem**

The focus of this study was to discover the utterances and representations of black superheroes in the Falcon and Winter Soldier series by using verbal and visual elements in multimodal discourse, using the theory of visual grammar proposed by Kress and Leeuwen (2006) and the theory of Systemic Functional Linguistics proposed by Halliday and Matthiessen (2014). Researchers will also focus on scenes in the Falcon and Winter Soldier series that feature a black hero.

## **1.4 Formulation of Research Problem**

The author formulated the research problem as follows in view of the context, problem identification, and problem limitation that have already been mentioned: What were the verbal element that uttered by black people and visual elements that represent Black People in Falcon and the Winter Soldier Series, and the relationship between these two elements?

## **1.5 Research Question**

1. What are the verbal elements in the Falcon and Winter Soldier Series that uttered by black hero?
2. What are the visual elements in the Falcon and the Winter Soldier Series that represent black hero?
3. What is the relationship between verbal and visual elements in The Falcon and the Winter Soldier Series?

## **1.6 Purposes of Research**

1. To find out the verbal elements that represent the black hero in the Falcon and The Winter Soldier Series
2. To find out the visual elements that represent the black hero in the Falcon and The Winter Soldier Series
3. To find out the relationship between verbal and visual elements in The Falcon and the Winter Soldier Series.

## **1.7 Significances of Research**

Theoretically, this study is anticipated to advance the study of multimodal discourse analysis in the discipline of linguistics. The study's findings should also serve as a guide and aid in understanding how multimodal discourse analysis theory can be used to evaluate multimodal meaning in films, particularly how the interplay between the visual and verbal components results in meaning. In practice, this research is likely to be useful for English Department students

interested in studying a comparable topic. Furthermore, it is envisaged that this research will supplement previous research for future possible research. Furthermore, the audience of the series *The Falcon and the Winter Soldier* will benefit from this research in grasping the message outside of the representation of the linguistic and visual elements that are exhibited. As a result, the findings of this study may be valuable in assisting viewers in deciphering the series' themes.

## **1.8 Definition of Key Terms**

### **a. Systemic Functional Linguistics (SFL)**

Systemic Functional Linguistics (SFL) is a social semiotic system highlighting language function rather than structure.

### **b. Multimodal Discourse**

A combination of multiple modes, such as language, visual images, gestures, movements, and sounds, contained in a one medium. The study of how diverse symbolic patterns in a communicative setting are blended to produce meaning is referred to as multimodal discourse analysis.

### **c. Movie**

A movie is a motion picture that has been made, that presents a story, and usually follows a narrative structure.

### **d. The Falcon And The Winter Soldier**

It is a Disney+ original television miniseries produced by Malcolm Spellman, which follows the narrative of a black American superhero in a time setting that is consistent with the franchise's movies and occurs after the events of *Avengers: Endgame* (2019).