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MULTIMODAL DISCOURSE ANALYSIS OF “*PRIVACY THAT’S IPHONE*”
ADVERTISEMENT

Ni Made Dian Paramitha Sari¹, Ketut Artawa², I Nyoman Suparwa³

^[123]Faculty of Arts, Udayana University, Indonesia

¹[dianparasari@gmail.com], ²[tutartawa@gmail.com], ³[nym_suparwa@unud.ac.id]

Abstract

TV advertisements use verbal (spoken and written text) and nonverbal (visual) language to attract the viewers and helps explain all meaning in a short time. Therefore, it is a multimodal text. The advertisement used for this study is “Privacy. That’s Iphone” from Apple Company. This study used a descriptive qualitative method. This advertisement was analyzed with Systemic Functional Linguistics by Halliday (1985) and Visual Grammar by Kress and Leeuwen (2006). The result of verbal analysis shows there are 6 material processes, 5 relational processes, 2 mental processes and 1 existential processes; only one clause that has only residue without mood; there are 12 unmarked topical themes, 1 marked topical theme, 2 interpersonal theme, and 1 textual theme. The result of visual analysis shows that there are 8 narrative process and 5 symbolic processes of representation meaning. In interactive meaning, the advertiser uses the represented participants to show interaction and relationship to the viewers. In composition meaning, all the main characters of the scenes are made to be more focused than the other participants.

Keywords: Multimodal Discourse Analysis, Systemic Functional Grammar, Visual Grammar, Advertisement

Introduction

Electronic advertisement is a form of communication that develops along with the rapid advancement of science and technology. These days, many companies create advertisements that can be broadcasted by electronic media therefore the messages offered by them can reach listeners or viewers easily. Shimp (2003) defines advertising as an indirect persuasion process, which is based on information about the advantages of a product that is arranged in such a way

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as to create a pleasant feeling that will change people's minds to take action or purchase. Thus, advertising can be used effectively to build a long-term image of the product and company.

TV advertisement duration is usually less than a minute. It uses verbal like spoken and written text and nonverbal as visual to attract the viewers. In addition, the use of verbal and nonverbal as a means of communication is to help explaining all meaning in a short time. The use of nonverbal as image, sounds or gesture can show what is too long to read, and the use of verbal can show what is difficult to portray. From the explanation, this advertisement is included as multimodal text. In accordance with the statement from Liu (2013) that multimodal text conveys information through various modes such as visual images, written language, design elements, and other semiotic sources; multimodal text is more complex than written text.

The term multimodal was first introduced by Halliday (1985) in the study of Systemic Functional Linguistics (SFL). Systemic functional theory was applied to language, but the theory has been adapted and expanded to the study of multimodal texts, therefore, it can explain how the combination of verbal and nonverbal elements interact in the communication of meaning (O' Halloran, Tan and Wignell, 2019). SFL provides a foundational base for describing, explaining and interpreting multimodal discourses including language and other semiotic resources such as images, sound, gestures, colour, etc. (e.g., Kress & van Leeuwen, 2006; Jewitt, 2014). Halliday (1985) states that the term multimodal provides a framework for conceptualizing a complex arrangement of semiotic sources (language, visuals, gestures, sounds, music, three-dimensional objects and architecture) which are used to create detailed meanings and practices to analyze meanings arising from integrated use of these resources in communicative artifacts (ie. text) and events.

Hence, Systemic Functional Theory (SFT) and Multimodal Discourse Analysis (MDA) are combined as Systemic Functional Multimodal Discourse Analysis (SF-MDA) approach (e.g., O'Halloran & Lim-Fei, 2014). SF-MDA aims at applying practical methods for analyzing and understanding the meanings in written, printed and electronic text, three dimensional sites and other kinds of multimodal texts which uses a combination of semiotic resources (O'Halloran, 2008). SF-MDA explains that the systemic functional theory is used as a basic theory to analyze language elements in multimodal texts, while the function of multimodal discourse analysis is a tool to elaborate the relationship between meaning and semiotic manifestations of communication modes. This relationship is called intersemiosis which can be seen from the metafunctions of each language form. Met functions are the three main functions of language which are semantic systems that are interrelated in the structure or grammar of semiotic sources. Furthermore, the metafunction of each element need to be analyzed.

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A metafunction analysis of verbal and nonverbal elements of multimodal text is necessary to determine the meaning, message and their relationship in the advertisement. The advertisement used for this study is from a technological company named Apple. Apple is one of the most successful brands that uses an electronic advertisement. It has many advertisements for introducing their company and products such as IPod, iPhone, and iPad. iPhone which is their most successful product has revolutionized many of their respective markets. One of their advertisements that has most views on their YouTube Channel is “Privacy. That’s Iphone” which tells about the advantages of their products. This advertisement is in the form of electronic advertisement that conveys meaning through spoken text, written text, gesture and images. This study aims to determine the metafunction of verbal (spoken and written text) and nonverbal (visual) element of “Privacy. That’s Iphone” in order to find out the meanings behind each element of the advertisement.

Research Method

This study used a descriptive qualitative method. This study aims to describe how the Systemic Functional-Multimodal Discourse Analysis approach is used on an Apple advertisement. The data in this study were texts, images, sound and gestures that found in “*Privacy. That’s Iphone*” advertisement video. The visual data were in the form of the screenshot by capturing each scene of the advertisement video consisting of image, gesture, written text and logo brands. Meanwhile, the verbal data which is written text and transcription of spoken text. This advertisement was analyzed based on the theory of Systemic Functional Linguistics by Halliday (1985) in analyzing verbal (spoken, written text) metafunctions and Visual Grammar by Kress and Leeuwen (2006) in analyzing nonverbal (images, gesture) metafunctions.

Theoretical framework

Systemic functional linguistic is a theory that examines the function of language in its use and explains the syntactic structure of language (Halliday, 1985). Halliday considers the semiotic concept to obtain meaning because the language used in a text is adapted to the social and cultural context. In this SFL, metafunctions can help analyze text because it connects the internal forms of language and their functions in the social semiotic which are realized through semantics. In language, the three metafunctions are mapped on the structure of the clause by specifying the grammatical systems through which they are realized. Metafunctions of language are related to a choice of meanings, including ideational, interpersonal, and textual (Halliday, 1985). Ideational is language functions that can express human experience with language. It can be realized with a transitivity system consisting of a process, participant, and

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circumstance. There are six processes in ideational, such as material, mental, relational, behavioral, verbal, and existential process. Interpersonal is a language function that can show social relations from how language is used in social. It is explained by a modality system consisting of mood and residue. Textual relates to how a text is arranged in relation to its context. In analyzing textual functions, theme and rheme are analyzed.

Visual Grammar provides the systematic and comprehensive explanation of visual design grammar. The use of the term 'grammar' implies that this theory explains how elements or structures in an image can be combined and meaningful. They assume that visual modes consist of elements that can be analyzed just like language and that they can simultaneously fulfill and embody the three communicative metafunctions like language (Kress and Van Leeuwen, 2006). Therefore, visual grammar aims to present a social-based visual representation theory. Based on metafunctions by Halliday, Kress and Van Leeuwen (2006) use different terminology in discussing image metafunctions in visual communication. They use 'representation' rather than ideational; 'Interaction' rather than interpersonal; and 'composition' rather than textual.

Result and Discussion

In this advertisement, there are 13 scenes. Scene 1 to 8 show activities of the actors, scene 9 to 11 show written text, scene 12 and 13 show logo. In presenting the analyzing, the scenes were randomly selected as the sample data. The selected scenes are the odd numbered scene, such as scene 1, 3, 5, 7, 9, 11, and 13.

a. Linguistic Analysis

This advertisement contains spoken and written language as the linguistic elements. The linguistics elements tell different activities of people showing their privacy which is way different from the advantages of iPhone. The use of those elements is intended to show and offers the advantage of iPhone. This analysis focuses on the clause from both spoken and written language.

Scene 1

I	browsed	eight sites		for divorce attorneys	today
Pronoun	Verb	Noun phrase		Prepositional phrase	Adverb
Actor	Process: material	Goal		Circumstance: Cause	Circumstance: time
Subject	Finite	Predicator	Complement	Adj: Circumstance	Adj:Circumstance

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Mood		Residue
Theme	Rheme	

According to ideational meaning, ‘browsed’ in scene 1 is a process of doing and a transitive verb. As the result, it shows a material process with two participants. The first participant is ‘I’ as an actor since it does the process. The second process is ‘eight sites’ as goal because it is the thing that is affected by the action ‘browsed. There is a cause and time circumstance in the clause. It gives additional information of the process about what the purpose of the process is and when the process occur. This clause does tells that the actor acts bluntly. It intends to show that the way actor does the action is very different from what is offered by iPhone.

According to interpersonal meaning, the clause above is categorized as unmarked declarative mood since it has a usual structure of subject and finite. In this clause, residue elements are predicator, complement, and adjunct. This clause is a statement that is told by the advertiser to the audience. It has function to give information that iPhone will not share anything like the statement.

According to the textual meaning, the clause above is an unmarked topical theme since it startswith a subject. As the result, the focus of this clause is to inform about the subject ‘I’.

Scene 3

I	love	working	with you
Pronoun	Verb	Noun	PP
Senser	Process: Mental	Phenomenon	Circumstance: Accompaniment
Subject	Finite	Predicator	Complement
Mood		Residu	
Interpersonal Theme			
Unmarked theme	topical	Rheme	

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I	hate	Lee	though
pronoun	Verb	Noun	Adverb
Senser	Process: mental	Phenomenon	Circumstance: manner
Subject	Finite	Predicator	Complement
Mood	Residu		
Interpersonal Theme			
Unmarked topical theme	Rheme		

In scene 3, there are two clauses. According to ideational meaning, the clauses show a mental process from the verb ‘love’ and ‘hate. They represent the emotive type of the process. The sensors are ‘I’ in both clauses since they give the affection, meanwhile the phenomenon’s are ‘working’ and ‘Lee’ as they are targeted. There is an accompaniment circumstance which tells an additional participant of the process in the former clause. In addition, there is a manner circumstance that shows the quality of the clause in the latter clause. These clauses intend to tell the audience that they can directly show their feeling in every way and every time which shows what the iPhone can do.

According to interpersonal meaning, the clauses above are categorized as unmarked declarative mood since they have a common structure of subject and finite. In these clauses, residue elements are predicator, complement, and adjunct. These clauses are statements that are told by the advertiser to the audience. They have function to give information about what iPhone can do which is expressing someone’s feeling.

According to the textual meaning, the clauses above have two different themes. The first theme is an interpersonal theme as they are a mental process. The second theme is an unmarked topical theme since they start with a subject, which means the focus of this clause is to inform about the subject ‘I’.

Scene 5:

My home	is	in one thousand feet
NP	Be (verb)	PP
Existent	Process: existential	Circumstance: Location

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Subject	Finite	Adj: Circumstance
Mood		Residue
Theme	Rheme	

According to ideational meaning, the clause above shows an existential process because it shows the existence of something. In this process, there is only one participant which is existent represented by ‘my home’. There is a location circumstance that shows the distance of the presence of something. The clause represents the exact distance of someone’s house. Furthermore, the clause intends to show the audiences that iPhone will never share someone’s privacy.

According to interpersonal meaning, the clause above is categorized as unmarked declarative mood since it has a usual structure of subject and finite. In this clause, residue element is the complement. This clause is a statement that is told by the advertiser to the audience. It has function to give information that iPhone will not share anything like the statement.

According to the textual meaning, the clause above is an unmarked topical theme as it starts with a subject. It means the focus of this clause is to inform about the subject ‘my home’.

Scene 7:

On March fifteenth at 9:16 am	I	purchased		prenatal vitamins and four pregnancy tests.
PP	Pronoun	Verb		NP
Circumstance: Time	Actor	Process: Material		Goal
Adj: Circumstance	Subject	Finite	Predicator	Complement
Residue	Mood		Residue	
Theme	Rheme			

According to ideational meaning, ‘purchased’ is a process of doing and it is a transitive verb. As the result, this data represent a material process with two participants. ‘I’ is an actor since it does the process; meanwhile the NP is a goal as it is affected by the process. There is a time circumstance which gives information about when this process happens. This clause tells

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someone’s history purchase which is a detailed privacy to public and it intends that iPhone will never be like this. According to interpersonal meaning, the clause above is categorized as unmarked declarative mood since it has a usual structure of subject and finite. In this clause, the residue elements are predicator and complement. This clause is a statement that is told by the advertiser to the audience. It has a function to give information that i Phone will not share any privacy contained in the statement.

According to the textual meaning, the clause above is marked topical theme since it does not start with a subject. Therefore, the focus of this clause is to inform about the circumstance.

Scene 9

Some things	shouldn’t be shared	
NP	Verb Phrase	
Goal	Process: material	
Subject	Finite	Predicator
Mood	Residue	
Theme	Rheme	

According to the ideational meaning, the clause shows a material process with only one participant. ‘Shared’ is a transitive verb that shows a physical activity. ‘Some things’ is a goal since it is an affected participant. The actor is not written in the clause since it is a passive voice. The clause tells people that some things must not be known by everyone. It intends that they can share or not their things through the iPhone.

According to interpersonal meaning, the clause above is categorized as unmarked declarative mood since it has a usual structure of subject and finite. In this clause, the residue element is the predicator. This clause is a statement that is told by the advertiser to the audience. It has a function to give information that iPhone will not share any privacy contained in the statement.

According to the textual meaning, the clause above is an unmarked topical theme since it starts with a subject. Therefore, it means the focus of this clause is to inform about the subject ‘some things’.

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Scene 11

That	's	iPhone
Pronoun	Be (verb)	Noun
Token	Process: Relational: Identifying	Value
Subject	Finite	Complement
Mood	Residue	
Theme	Rheme	

According to ideational meaning, the clause above shows a relational process from 'is' as it is identifying something. 'that' is a token since it is identified as 'iPhone'. This clause intends to tell people that privacy is in the iPhone. According to interpersonal meaning, the clause above is categorized as unmarked declarative mood since it has a usual structure of subject and finite. In this clause, the residue element is the complement. This clause is a statement that is told by the advertiser to the audience. It has a function to give information that iPhone will not share any privacy contained in the statement. According to the textual meaning, the clause above is an unmarked topical theme since it starts with a subject. Therefore, it means the focus of this clause is to inform about the subject 'that'.

b. Visual Analysis

In analyzing the visual elements, the scenes are divided into three groups, such as: scenes contain an interaction between the actor and the other participants; scenes with no interaction between participants; scenes with written text. The interaction in here is an action when participants are represented as doing something to or for each other.

Scene 1



Scene 7



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The pictures above show there are interaction between the actor and the other participants. According to representational meaning, scene 1 and 7 are categorized as a narrative representational process. It is because they have obvious vector between actors and goals. In scene 1, the represented participants are the man in the center as the actor and the man who bring coffee on the left side as the goal. Furthermore, this scene shows an action process of speaking as the actor creates a vector to the goal and the goal is affected. The vector is the eye contact created by the actor to a goal and the actor's gesture that leans towards the goal. There are other people in the scene, but they have no vector relationship, so they are not involved in the process. As the circumstance background, the settings of this scene are on the bus because there are people, seats and grab handles; and at morning because it is bright outside the bus. Scene 1 shows that the conversation had by the represented participant is not private. In scene 7, the represented participants are the woman in the center as an actor and phenomenon, the woman on the left side as goal and the man on the right side as a reactor. There are two processes occur in this scene, such as action and reaction. The action process is a process of speaking from actor to goal. It can be seen from the vector that is created by the actor and the goal is affected. The reactional process in this scene can be seen from an eyeline which is given by the reactor to phenomenon but the phenomenon does not react. Therefore, it is categorized as a transactional relational process because both participants are present. As the circumstance background, the settings of this scene are in the restaurant as there are kitchen utensils on the table and people who enjoy their food; it is at night because the background is dark and the lamps are on. Scene 7 shows that the represented participants have a specific conversation in public.

Both scene 1 and scene 7 do not look directly to the viewer; they look at the other actors in the scenes. As the result, they are categorized as an offer in the gaze. The use of the offer is because the advertiser offers the represented participants as items of information to the viewer. The distance of the actors in both scenes is far personal distance because they are visible from head to waist. It means that the adviser gives the viewer the feeling of closeness since there is a personal relationship between the represented participants to the viewers. Both of the scenes are horizontal in angle which means the adviser wants the viewers to involve with the represented participant. The result of interactive meaning shows that the adviser uses the represented participants as an interaction with viewers.

The main information in both scenes is the man in the center from scene 1 and the woman in the center from scene 7. The other represented participants are in triptych or the left and side of the frame which is additional information. From salience indicators, the represented

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participants in scene 1 and 7 have a bigger size than other participants. In addition, they are more focus which makes them easier to see by the audiences. The position of the main character is in the center and they use darker clothes than the other participant on their left or right which makes them more stand out. The frame borders in both scenes can be seen from the participant on the left and right side of the main characters. It shows that the activities of the advertisement are between them.

Scene 3



Scene 5



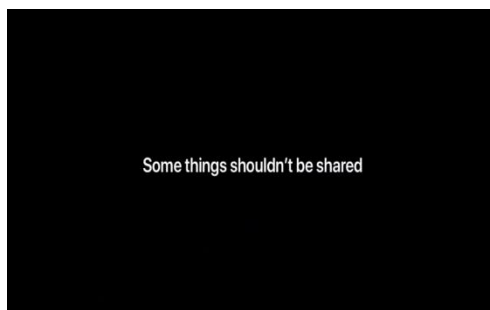
The pictures above show there are vectors which belong to the narrative representational process. Scene 3 and 5 have the reactional processes because both of them represent only reactors. The reactor is the participant who gives an eye line which is fit with the participant presented. Both of these scene are non-transactional because there is no phenomenon present. There are other people in the scenes, but they are not related to the process because there is no vector occur between them. The settings of scene 3 is in the office because the reactor looks busy and there are computers that show information related to a company; it is in the evening because the lamps are on and it is a bit dark in the background. Scene 7 has a setting in the road because there is a zebra cross, a stop sign and a street vendor; it is in the morning because it is bright and there are people who walk with their bags.

Both scene 3 and scene 5 do not look directly to the viewers, so they are categorized as an offer in the gaze. It means the advertiser uses the represented participants to give an information to viewers. The distance of the actors in both scenes is far personal distance because they are visible from head to waist. It means that the adviser gives the viewers the feeling of closeness. Both of the scenes are horizontal in angle which means the adviser wants the viewers to involve with the represented participant. The result of interactive meaning shows that the adviser represents the product information through represented participants.

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The main information on scene 3 and 5 are in the center and they are the only represented participants there. From salience indicators, the represented participants in scene 3 and 5 have a bigger size than other participants. In addition, they are more focus which makes them easier to see by the audiences. The position of the main character is in the center and they both use lighter clothes than the other participant on his left or right which makes them more stand out. There are no frame borders in both of the scene because they are the only focus of the scenes.

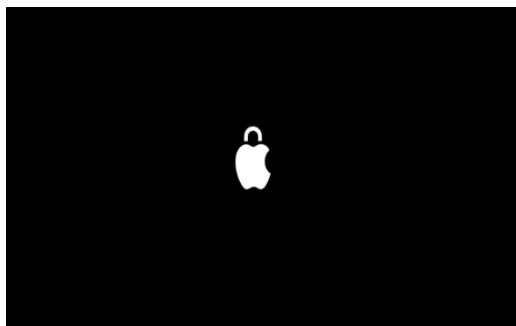
Scene 9



Scene 11



Scene 13



The pictures above have written text in it and no vector which is categorized as conceptual representational processes.

Scene 9 shows a black background and a white sentence. It is categorized as a symbolic conceptual process because it concerns with defining the identity. It is a symbolic suggestive as the white sentence is a carrier whose symbolic meaning can be determined by means of interpretation. The carrier refers to privacy. Scene 11 shows a white sentence and a background of a man who bring an iPhone in his hand. This scene shows each element is linked with others to make it compatible with one another, as the result it is categorized as an analytic conceptual process. The carrier is the iPhone that is brought by the man because it is in the center and it is

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visualized in a whole scene, meanwhile the possessive attribute is the white sentence because it is smaller and placed near the iPhone. This scene tells the advantage of the product in the written text, meanwhile the product is visualized. Scene 13 shows a black background and a white logo of Apple combine with a lock. It is categorized as a symbolic conceptual process because it concerned with defining the meaning. It is a symbolic suggestive as the white logo is a carrier whose symbolic meaning can be determined by means of interpretation. It intends to tell that privacy is a part of the iPhone.

Both scene 9 and scene 13 do not have a direct contact with the viewers, so they are categorized as an offer in the gaze. It means the advertiser uses the represented participants to give information to viewers. Scene 11 points at the viewers, so it is categorized as a power. It intends to grab the viewers' attention and the advertiser demands the viewer enter into some kind of imaginary relation with the represented participants or iPhone. Scene 9 and 13 show public distance social relation, since there are no human icons in the signs. Their relations are open to all people as strangers. On the other hand, scene 11 show close personal distance which means the adviser wants the viewer to have an intimate relationship with the represented participant. All of the scenes are horizontal in angle which means the adviser wants the viewers to involve with the represented participant. The result of interactive meaning shows that the adviser asks the viewers to get involved with the use of the represented participants.

The main information on scene 9, 11 and 13 are in the center and they are the only represented participants there. From salience indicators, the represented participants in scene 9 and 13 use white color in its information and black as the background, so they are more focus which makes them easier to see by the audiences. Scene 13 is also similar, it uses white color on the text and more faded color in the background, so it makes the text is more focused than the background. There is no frame border in all of the scenes because the represented participants are the only focus of the scenes.

Conclusion

There are 12 clauses in this advertisement. The result of linguistic analysis shows there are 6 material processes, 5 relational processes, 2 mental processes and 1 existential process. There is no verbal and behavioral process in this advertisement. Only one clause that has only residue without mood. There are 12 unmarked topical themes, 1 marked topical theme, 2 interpersonal themes, and 1 textual theme. There are 2 clauses that have 2 different themes occur on it. The result of visual analysis shows that there are 8 narrative processes and 5 symbolic processes of representation meaning. In interactive meaning, the advertiser uses the represented participants to show interaction and relationship to the viewers. In composition

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meaning, all the main characters of the scenes are made to be more focused than the other participants.

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