



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

Anna Wafiq Azizah¹, Andi Muhammad Irawan²

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: annaazizah2021@gmail.com

Abstract

Multimodal discourse analysis is an interdisciplinary approach that studies how different modes of communication work together to create meaning in social interactions. The author analyzes verbal and visual elements in *The Falcon and the Winter Soldier* in this study. This research used the descriptive qualitative method. The aim of this study is to determine the verbal and visual elements that represent black people and to find out the relationship between verbal and visual elements in this movie. To achieve these objectives, the researcher applied the theoretical framework from Halliday & Matthiessen (2014) on the language of metafunctions, Kress & van Leeuwen (2006) on visual grammar analysis, and the analysis of inter-mode relations from Leeuwen (2005) to obtain a detailed description of the relationship between verbal and visual elements. The results of the study show that in verbal language, the ideational metafunction is dominated by the material process. Interpersonal metafunction is dominated by statement speech acts which show that the text is mostly in the form of a declarative mood. The textual metafunction contains topical unmarked and multiple themes in this movie. In the visual image, ideational metafunction is realized mostly through the reactional process. Interactive metafunction is realized through the offer gaze and the medium shot. The medium size dominates the compositional metafunction. Visual and verbal elements have elaboration and extension relations. Through the elaboration of visual grammar analysis, some visuals are used to make the verbal elements more specific, and others are used to add information not included in the verbal elements. The verbal and visual modes clarify each other's meanings and display connected and not contradictory concepts so the audience can easily understand.

Key words: Multimodal discourse analysis, SFL, Visual Grammar, *The falcon and the winter soldier*

¹ English ELLSP of English Department of FBS Universitas Negeri Padang graduated on Juni 2023

² Lecturer of English Department of FBS Universitas Negeri Padang



A. INTRODUCTION

Multimodal discourse analysis is a technique for dissecting an ideology in a communication discourse that includes both visual and verbal elements. According to O'halloran (2011), MDA is a new paradigm in discourse studies that studies language in conjunction with other resources such as images, scientific symbolism, signs, actions, music, and sounds. It involves multiple forms of communication, including writing, speech, and other forms of mediated communication. The primary goal of MDA is to gain a better understanding of the interactions between multimodal formats in a given text or conversation. 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.

There are three points of interest in multimodal discourse analysis. First, multimodal discourse analysis aims to comprehend the meaning that resides behind a certain text as well as the semiotic resources accessible to express such meaning. Second, the theory seeks to investigate how specific semiotics are employed in different cultures to transmit meaning. Third, the theory of multimodality seeks to reveal the specific purpose of the implied meaning contained in certain texts (Kress and Van Leeuwen, 2001).

Since there is a relationship in more than one mode in multimodal discourse analysis, the analysis should employ Halliday's Multimodality theory and Systemic Functional Linguistics. In Systemic Functional Multimodal Discourse Analysis, there are three metafunction models. In multimodal discourse analysis, metafunctions have a function for analyzing modes. Ideational metafunction, interpersonal metafunction, and textual metafunction are the three types of metafunctions. Kress and Van Leeuwen (2006) established the concept of Systemic Functional Linguistics. Whereas Halliday's SFL concentrated on verbal element, Kress and Van Leeuwen focused on how visual modes contribute to the meaning-making process. Kress employs a variety of metafunction terminology, including representation rather than ideational, interactive rather than interpersonal, and compositional rather than textual.

One of the media that is being favoured by many audiences is movie. In many ways, the movie is one of 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. According to Alex Sobur, the movie is one of the media that has the ability and power to reach numerous social sectors and hence has the potential to affect the audience. Falcon And The Winter Soldier is an action series that depicts the lives of Sam Wilson as Falcon (Anthony Mackie) and Bucky Barnes as The Winter Soldier (Sebastian Stan), two side characters from the Captain America series, following the events of Avengers: Endgame (2019). However, the primary focus of this series is on Sam Wilson's character growth as a black hero facing racial concerns and self-doubt as the next generation of Captain America, who was formerly white American.

Racial concerns were tackled and skilfully presented, as demonstrated by the fact that Sam is a black American in this series.

Numerous previous studies have demonstrated that discrimination and racism can be present in various kinds of discourse, such as social media by Indrawati (2021). Related research on discrimination and racism 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 racism is experienced by African-Americans in discourse through the perspective of context of situations by using verbal and visual elements as data sources.

As a result of the preceding study, the researcher can see that the majority of researchers only focus on specific aspects of linguistic structure when analyzing functional grammar, and also on specific aspects of visual grammar when analyzing visual elements. Moreover, previous studies that raise the issue of racism and use functional grammar and visual grammar approaches in their research are limited. Besides that, no previous research has been conducted that connects the two elements presented in the movie using an inter-mode relation approach. The researcher discovers a gap to analyze verbal and visual elements in the series *The Falcon and the Winter Soldier*, as well as the inter-mode relationship between these two elements.

In this study, the researcher 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*. Then, the purpose of this research is to determine the verbal elements that convey a message, the visual elements that represent the black hero, and the relationship between verbal and visual elements in *The Falcon and the Winter Soldier Series*.

B. RESEARCH METHOD

The researchers used descriptive qualitative research in this study. Clauses and pictures are used to represent data. The series *the falcon and the winter soldier* is the source of the data. The research data consists of two components: the verbal and visual series *the falcon and the winter soldier* by each of the characters in the series that constructs racist messages, and the research data itself. The researcher collects data in the following order. The series *the falcon and the winter soldier* downloaded by researchers. Following that, the researchers look for and download transcription subtitles of the actor's conversation. Based on the visual element data, the researcher highlight and screen-shoot multiple scenarios. They categorized and identified verbal and visual features of black people. The

researcher analysed the dialogues of the characters in this series to find utterances or texts and images that portrayed black hero based on a systematic functional grammar approach by Halliday's (2004) and visual grammar by Kress and Van Leeuwen (2006).

C. RESULT AND DISCUSSION

1. Research Finding

The data in this study were obtained from a movie by Marvel Studio entitled "The Falcon and the Winter Soldier" The movies are then transcribed to facilitate the data analysis process. The data used in this study are in the form of utterances spoken by the characters in the film, which can be in the form of words, phrases, or sentences taken from the transcript, and body language, angle, gaze, and framing taken from screenshots of the movie.

In the movie, black characters face discrimination and discriminatory treatment. Data analysis revealed the prevalence of negative stereotypes and bias against black people perpetuated through the film's depiction. This study highlights the importance of media literacy and responsible representation in mass communication. In the transcript, it is known that there are 59 clauses and 25 scenes represent of black people. The clauses are then analyzed using the theory of systematic functional grammar by Halliday & Matthiessen (2014). The scenes will be analyzed using the theory of visual grammar by Kress and Leeuwen (2006). Then by using Leeuwen's theory of inter-mode relations (2005) to see the relationship between verbal and visual elements in the film to answer the three research questions in this study.

a. Verbal element

Halliday & Matthiessen (2014) was used to analyze this verbal analysis. The verbal analysis involves ideational, interpersonal, and textual components. The results of the study show that there are 59 clauses uttered by the actors in this film. Complete data findings are presented in the table below.

Variabel	Indicator	Sub indicator		
Verbal Elements	Ideational metafunction	Transitivity	Process	Quantity
			Material	23
			Mental	16
			Verbal	7
			Relational	12
			Existential	1
				59
	Interpersonal Metafunction	Mood System	Mood Types	Quantity
			Declarative	48
			Interrogative	9
Imperative			2	
			59	

			Types Of theme	Quantity
	Textual Metafunction	Theme and Rheme	Unmarked topical theme	51
			Interpersonal Theme	11
			Textual Theme	2

The table shows the number of processes, 59 clauses, discovered in the actor's line in the movie *The Falcon and the Winter Soldier*. According to the table, material processes are the most commonly used processes, accounting for 22 of the total. Following that, there are 15 clauses for mental processes, 11 clauses for relational processes, 7 clauses for linguistic processes, and 1 clause for existential processes. In short, understanding the process of generating a clause is critical since it is the essence of the clause that brings forth the meaning in the clause or discourse. This process can reveal the significance of and how African Americans deal with non-linguistic situations such as discrimination. Since, ideational Function uses language to express the experiences.

The interpersonal metafunction serves the aim of creating and maintaining social relationships through language. In other words, the interpersonal function is the act of utilizing language in exchanging linguistic experiences with the experiences of other individuals as interlocutors so that interaction is produced in the context of communication (Saragih, 2006). This part focuses on mood analysis which consists of declarative, interrogative, and imperative. The table depicts the number of mood types found in the 59 clauses of *The Falcon and the Winter Soldier*. According to the data, the declarative mood is the type of mood most often employed by the writer, there are 48 clauses that use this form of mood. This style of mood is often employed to make a statement or to offer information. Apart from that, it is also employed to indicate the speaker's attitude towards the statement that is being conveyed in the sentence. In other words, it is utilized to convey the speaker's belief, attitude, or position toward the information being conveyed. Other than that, there are 9 sentences defined as interrogative moods, and at last 2 imperative clauses.

In textual metafunction, unmarked topical themes are most typically seen in 59 clauses. Unmarked topical theme is a subject that refers to a nominal group or a nominal embedded phrase. There were 51 unmarked topical themes found in the 59 clauses. On the other hand, it was followed by interpersonal theme which had 11 occurrences and there were just 2 amounts of textual theme appearances from the 59 clauses collected. This happens because there are multiple themes in several sentences. Multiple themes consist of two or more aspects, including textual themes, interpersonal themes, and topical themes. The sequence of appearance of themes is textual, interpersonal, and topical. Topical themes are

absolutely present in themes, while textual themes and interpersons are arbitrary (Saragih, 2007).

b. Visual element

Text analysis of visual elements was carried out using visual grammar by Kress and Leeuwen (2006). In this study, researchers discovered three sub-indicators of discrimination in 25 scenes from the movie *The Falcon and the Winter Soldier*. Narrative process (representational metafunction), Gaze (interactive metafunction), and Salience (compositiona metafunction) are the three sub-indicators.

No.	Indicators	Quantity
1	Representational	
	Narrative Actional Transactional	4
	Narrative Reactional Transactional	6
	Narrative Reactional Non- Transactional	15
2	Interactional	
	Offer	18
	Demand	7
	Long Shot	5
	Medium Shot	9
	Close up shot	9
3	Compositional	
	Large size	9
	Medium size	13
	Small size	3

Reactional Non-Transactional is most commonly used in various situations in the film *The Falcon and the Winter Soldier*; there are 15 uses of Reactional Non-Transactional from 25 scenes gathered. Reactional visuals reflect feelings or reactions to a certain event or situation. These pictures are frequently utilized to provoke a specific emotional response in the spectator. Reactional visuals include facial expressions, body language, and color schemes that convey a specific emotion or experience based on the data collected. In this movie, the term reactional refers to the emotions and reactions of black actors to acts of discrimination, such as anger, disappointment, despair, or hatred. This visual can be used to call the audience's attention to incidences of discrimination and to encourage action or sympathy. For instance, a visual depicting Isaiah explains how he became the focus of illegal research and how the government cut him off from his family.

There were 18 contact offers and 7 contact demands identified in the Interactive Metafunction for contacts. When an element in a picture looks to be offering something to another element, this is referred to as offer contact. Demand

contact, on the other hand, happens when one element in a picture appears to make a demand or request of another element. Looking at the other aspects immediately demonstrates this. Both can be utilized to illustrate power dynamics and interactions between the image's many aspects. According to the findings of this study, demand, and offer interaction can be utilized to transmit racist messages or reinforce racial assumptions.

Close up and medium close shots are the most commonly employed in Interactive Metafunction for social distance. By catching part of the body from the head to the waist, a medium close shot serves to show the gesture that the participant makes in the scene. A medium close shot can be used to convey a character's facial responses when faced with discrimination, such as anger, grief, or fear. The medium close shot focuses on more than just facial expressions, but also on body language and gestures. The medium close shot aids in visualizing the participant's movement. The viewer can see what the participants are doing during the scenario as a result of this.

A close-up shot, on the other hand, concentrates on the character's faces and highlights their facial expressions, emotions, and physical attributes. A close-up shot can be used in the context to highlight the impact of discrimination on the character's psyche, such as the emotional toll it takes or the physical indications of stress and trauma. It can also be utilized to demonstrate the humanity of characters that are frequently dehumanized and stereotyped as a result of their race. The use of medium and close-up shots in depicting discrimination in the movie allows viewers to sympathize with the characters' feelings and comprehend the emotional and psychological impact of discrimination.

c. Relationships between Verbal and Visual element

The researcher points out the number of inter-mode relationships employed in the movie *The Falcon and the Winter Soldier*. According to Leeuwen (2005), images can affirm, counteract, ironically overshadow, or expand spoken comments, and vice versa

Inter-mode Relation	Quantity
Elaboration	12
Extension	13
Total	25

According to the table, the relationships used between image and text in the 25 scenes that express racist messages are four extensions and two elaborations. According to Leeuwen (2005), extension is a relationship between images and language in which the image's content adds information to the text being represented, or vice versa. By providing additional information, this relationship

is able to convey the message of discrimination. Elaboration, on the other hand, is a relationship that enhances or offers specific information on visuals or words. These two relationships assist the audience in comprehending the producer's message.

2. Discussion

By analyzed the multimodal discourse analysis on *The Black Falcon* and *The Winter Soldier* movie from both the perspective of Halliday and Matthiessen (2004) in three metafunction on Systemic Functional Linguistic and Kress and Leeuwen (2006) in visual grammar representation, this research eventually provided analyzed on what are the linguistic and visual elements represented to deliver a messages toward black people, also how these linguistic verbal and visual elements construct the potential message in the movie. In verbal, the ideational metafunction on transitivity, the interpersonal metafunction on mood systems, and the textual metafunction on a theme. Whereas in visual, representation metafunctions on participants, interactive metafunctions on gaze, and composition metafunctions on salience. Each representation and message in the movie *The Falcon* and the *Winter Soldier* has to be expressed verbally and visually in this sub-section, one by one. It is a description of how minorities, particularly black Americans, are treated. Furthermore, there are a number of stereotypes that tend to separate and classify minorities and black people.

The portrayal of discrimination in the ideational metafunction can be recognized in the utilization of material processes in the actors' spoken language. The process of carrying out an action, which can be regarded as a process that explains the actual action or actions carried out by the actor in a sentence, is referred to as process material. Material processes can be used to characterize discriminatory activities committed by individuals or groups against minority groups in the context of discriminatory treatment of minorities, particularly black people in America. Participants in the film *The Falcon* and the *Winter Soldier* utilize verbs like "experimented on me" to refer to the material process. The message provides extensive information about how black people have been exploited illegally for the advantage of American government leaders. Aside from that, there is a mental process that demonstrates how black people in America feel discrimination. According to one of the movie's terms, "only an American would assume a fashion forward black man looks like a pimp" This clause describes how white Americans identify black people for criminal behavior simply based on the clothes they wear.

The use of the mood system in the movie *The Falcon* and the *Winter Soldier* can be interpreted as a portrayal of discrimination against black people at the level of interpersonal metafunction. According to the data gathered, the declarative mood is the most commonly utilized type of mood. Declarative mood is a clause type that is used to convey a statement or provide information. The author demonstrates discrimination faced by black people through this emotion by presenting information and statements. Moreover, the use of declarative sentences can demonstrate how language can be used to promote and reinforce discriminatory behavior. Because the interpersonal metafunction explains how

discriminatory actions affect social interactions between people or groups, as well as how discrimination affects individual or group identity.

In textual metafunctions, unmarked topical themes are the most common themes. Aside from that, *The Falcon and the Winter Soldier* has interpersonal and textual themes. One of the roles of the textual metafunction is information packaging, which refers to how information is ordered and displayed in a text. The theme in theme and rheme refers to old information, while the rheme refers to new information that the speaker wishes to impart. The metafunctional text in this study describes the information and messages that the author wishes to transmit through the actors' dialogue. Researchers discovered that metafunction textual functions such as text structure and cohesiveness cannot be applied to spoken language after analyzing metafunction textual. According to Halliday and Matthiessen (2004), textual metafunction is bringing language together, making it cohesive and coherent, as shown by the presence of conjunction. Since the data is spoken language, it has different prototypes than written language.

For visual element, Several scenes in the movie *The Falcon and the Winter Soldier* show a lot of contrasting shots from several aspects of the lives of white people and black people. The contrast taken from several scenes indicates that there is economic inequality between the black race and the white race. In other words, the stereotype of the black or Afro-American race as a lower-middle-class race, you could say that the poor are still being portrayed in this movie.

To find the relationship between verbal and visual may be noticed from the clause and visual relationship in this movie. Researchers also observed that frequent repetitions or identical instructions said by different individuals might be used to establish perceptions. Also, there is body language that is utilized to clarify the intent or message the author wishes to convey, or vice versa, there are additional utterances that describe the action or visually of what is being done such as the expressions of the actors. Therefore, it can be stated that both language and visual aspects have intermodal relations in (1) elaboration relations and (2) extension relations.

From this analysis, the authors compared this study with other studies. This study is compared to others that are comparable but focus on different themes by the author. Several previous research on this topic has been conducted. In Ni Wayan Kasni's (2022) research on film as a discourse. She examines the *Aquaman* film's linguistic and visual elements in her investigation. This study shares some similarities and differences with this study. This study used the same methods and theory as the previous one; therefore, it is nearly identical. In contrast to prior studies, which primarily concentrated on the ideational metafunctions of the verbal elements in the movie, this study describes the verbal elements with three metafunctions in depth.

In addition, this research shares similarities with Narindrani's (2020) multimodal discourse analysis of the *Hunger Games* movie. The similarity depends on the employment of the same method and the specifics of the visual

aspects detailed in the study. However, this study focuses not just on visual elements but also on verbal elements. The findings in this previous study contrasted with the findings in this study, which concluded that visual elements in movies are a key aspect of conveying messages, in contrast to this study, which discovered that visual and verbal elements in films play an important complementary role in conveying messages to the audience.

D. CONCLUSION AND SUGGESTIONS

This research has already comprehensively answered the inclusive questions of the study regarding what are the linguistic and visual elements used in *The Black Falcon* and *The Winter Soldier* and how these elements construct the message to the viewers. This research was conducted using the theory of Halliday & Matthiessen (2014), Kress and Leeuwen (2006), and Leeuwen (2005). For verbal element, the movie utilized five types of processes: (1) material process, (2) mental process, (3) relational process, (4) verbal process, and (5) existential process. The way people represent their experiences is described by ideational meaning. One of the parts of functional grammar that conveys the author's experience of someone or what is happening is ideational meaning. Meanwhile, the movie used three types of mood in its phrases in the interpersonal metafunction: declarative mood, interrogative mood, and imperative mood. This metafunction specifies how to communicate assertions or information that may have an impact on social relationships between individuals or groups. While, visual element, it was discovered that the pictures met various criteria, including contact, participant, and distance.

The researcher also discovered that gaze reflected either offer or demand messages between the movie's participants and the viewers. The participant feature was employed in the photos of participants to mean the interaction and relationship between the movie's participants and viewers. Finally, the study discovered that images employed this feature insignificantly to transport messages, but in a few circumstances, images use a small distance to symbolize more personal space for delivering the message to the viewers. The inter-mode relationship between the movie's linguistic and visual elements helps us to derive meaning from it. The visual element can convey information that the linguistic element cannot, and vice versa. The visual element, for example, can convey information about the characters' facial expressions and body language, which can aid in understanding their emotions and thoughts. The visuals were discovered to have multiple relationships: (1) Elaboration and (2) Extension.

Based on the finding, the writer suggest to the linguistics students who are interested in doing the research in the same field. since this present study only investigates representation of black hero through one movie, the next studies can explore the representation black hero from more than one sample of data. Thus, they can get a wider representation of black community in movies.

BIBLIOGRAPHY

- Acosta, M. F. (2018). *A Multimodal Discourse Analysis of Childish Gambino's Music Video "This is America."* Belgrade, Serbia: Center for Open Access in Science (COAS).
<https://doi.org/https://doi.org/10.32591/coas.ojsl.0102.04057a>
- Bo, X. (2018). Multimodal Discourse Analysis of the Movie *Argo*. Canadian Center of Science and Education. <https://doi.org/10.5539/elt.v11n4p132>
- Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). *An Introduction to Functional Grammar*. London: Routledge.
- Indrawati, D. (2021). Critical Discourse Analysis on Representation of Racism and Solidarity in Adidas Tweets. <https://doi.org/https://doi.org/10.21512/lc.v15i1.7108>
- Kasni, Asrofil, & Asfar. (2022, April 20). Texts and Images in Aquaman Movie (A Multimodal Discourse Analysis). *International Journal of Systemic Functional Linguistics*, 5(1), 23–33.
<https://doi.org/10.55637/ijsl.5.1.4917.23-33>
- Kress, G., & Leeuwen, T. V. (2001). *Multimodal discourse : the modes and media of contemporary communication*. Hodder Education.
- Kress, G., & Leeuwen, T. V. (2006). *Reading Images*. London, : Routledge.
- Liliweri, A. (2018). *Prasangka, konflik, dan komunikasi antarbudaya*. Prenada Media.
- Mahbub, B. A., Purnama, A., & Hartono, Hartono . (2020). Anti-black racism in Kathryn Stockett's *The Help*: A critical discourse analysis. .
<https://doi.org/https://doi.org/10.53675/gist.v3i1.37>
- Margaretha, M. A., & Panjaitan, Y. A. (2020). *Black America: Multimodal Discourse Analysis of Childish Gambino's "This is America."* Faculty of Foreign Language and Culture.
<https://doi.org/https://doi.org/10.26714/lensa.10.2.2020.190-205>
- Tallapessy, A., Wahyuningsih, I., & Anjasari, R. A. (2020, January 31). Postcolonial Discourse in Coogler's *Black Panther*: A Multimodal Critical Discourse Analysis. *Jurnal Humaniora*, 32(1), 75.
<https://doi.org/10.22146/jh.47234>
- Theodorson, G. A., & Theodorson, A. G. (1970). *A Modern Dictionary of Sociology*. New York: Crowell.
- Van Leeuwen, T. (2005). *Introducing Social Semiotics*. London: Routledge