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Multimodal Approach for Functional Systemic Linguistic Studies

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ABSTRACT

This study aims to introduce and explain multimodal as an approach that should be used in a comprehensive study of functional systemic linguistics. The method used in this study refers to a qualitative descriptive method with a literature study technique, namely exploring various theories related to multimodal and functional systemic linguistics. The information that has been obtained becomes data which is then analyzed and presented descriptively. The results showed that functional systemic linguistics is a study that considers language as a social semiotic system. Language is a variety of signs that can be verbal or nonverbal. The forms of verbal and nonverbal signs with the meanings contained can be understood thoroughly and intact through a multimodal approach; see the meaning or message in the text on the interrelation of words, phrases, sentences, sounds, music, colors, images, gestural, and existing spatial.

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I. INTRODUCTION

Functional systemic linguistics places the function of language at its center (what is the nature of language itself and how does it work). Functional systemic linguistics begins in social contexts and looks at how language acts and is constrained by social contexts. This study also focuses on language as a social phenomenon, namely language tends to be a tool for doing rather

than knowing something. [Eggins \(2004\)](#) adds that the functional systemic linguistic approach as a semantic-functional study of language. This is based on four main aspects of language use in social life, namely functional, semantic, contextual, and semiotic.

Thus, the study of functional systemic linguistics does not only examine the grammar of a language, but also the entire semiotic system of language contained in social and cultural contexts.

Language semiotics refers to social semiotics which consists of elements of meaning, form, and expression. Semiotics includes the delivery (production) and understanding (interpretation) of meaning by using signs. These signs can lead to verbal language and nonverbal language. The interrelation of signs in semiotics produces an approach known as multimodal.

Multimodal is the way people communicate using different modes at the same time ([Kress and van Leeuwen, 1996](#)). The presence of these various modes can help interpret the complex meanings contained in spoken and written texts. Multimodal shows that the meaning that has been carried out so far uses a variety of semiotics ([Iedema, 2003](#)). Meanwhile, multimodal as an approach to understand how semiotic verbal and nonverbal sources can be used to realize the types and levels of dialogical involvement in a text.

Fashion is understood as a socially and culturally constituted resource for communicating meaning. This source is not limited to language only as a source that is familiar and commonly

used, but can also be referred to images, sounds, spaces, and even spaces where people convey messages and offer meaning. The multimodal approach to functional systemic linguistic analysis is concerned with the theory and practice of analyzing the meanings arising from the use of various semiotic sources in spoken or written texts or discourses in print, electronic, digital, and other media.

Multimodal in functional systemic linguistics refers to the principle of metafunction ([Halliday, 1978](#)). This principle emphasizes that semiotic sources simultaneously provide tools for constructing ideational meanings (experiential meanings and logical relationships) as well as for enforcing social relationships (interpersonal meanings). This metafunction principle also provides a basis for examining the functionality of semiotic resources and analyzing how these semiotic resources interact in a text or discourse to fulfill certain goals, for example persuading consumers to buy a product, building knowledge insights, and others.

II. METHOD

This study uses a qualitative descriptive method with library techniques. The research begins by reading various literatures or theories related to the multimodal approach and functional systemic linguistics. Furthermore, the information contained in the literature or theory is reviewed and then recorded. Information or data that has been recorded and then poured descriptively using a series of sentences.

III. RESULT AND DISCUSSION

Based on the literature review that has been carried out, several facts or information were found related to the principles of the multimodal approach and the multimodal approach in functional systemic linguistics.

3.1 Principles of Multimodal Approach

Multimodal can be used as an alternative approach that looks at the text as a whole, namely how verbal and nonverbal texts convey certain meanings and how the relationship between the two forms meaning in texts or discourses. The use of several semiotic modes in linguistic events or phenomena simultaneously and in a certain way, these modes are combined to strengthen or even complement (Kress and Leewuen, 1996).

Messages conveyed in different semiotic modes simultaneously in a text or discourse cannot be analyzed only with linguistic elements, but require other elements that support each other towards a more comprehensive understanding of meaning. The unity of verbal and nonverbal language elements is multimodal (Hermawan, 2013). Multimodal includes a combination of semiotic systems such as visual, linguistic, gestural, audio, and spatial (Bull & Anstey, 2009) Linguistic elements refer to printed prose found in texts that are described with words, phrases, and sentences. Audio refers to the content and information in the text that the reader receives aurally, such as volume, tone, rhythm, silence, and pause. Spatial is how space as described in the text can affect the reader's understanding of the world and its context, setting, and environment. Spatial elements include proximity,

direction, position in space. Then, visual elements refer to still or moving images depicted in the form of people, objects, and places. Gesture is a physical movement that describes various aspects of human nature as described in the text. Gesture elements include movement, facial expressions, and body position. The elements that make up the multimodal construct are also described in a specific set of questions relating to a particular aspect of each identified semiotic mode. The description of these specific questions can be seen in the table below.

Table 1.1 Multimodal Specific Description by Anstey and Bull (2009)

Semiotic Modes	Questions
Linguistics	<ol style="list-style-type: none"> 1. Does vocabulary, general structure, punctuation, grammar, or paragraphing appear in a certain way? 2. Where are the words, letters, phrases, sentences, or paragraphs located? 3. Is there any interaction with other semiotic modes?
Audio	<ol style="list-style-type: none"> 1. What kind of audio is used? 2. What is the rhythm and speed of the audio used? 3. Does audio interact with other semiotic modes? 4. Is the integration between semiotic modes going well?
Spatial	<ol style="list-style-type: none"> 1. How is the object or person placed? 2. Is there distance between objects, places, or people?
Visual	<ol style="list-style-type: none"> 1. Is there any use of visual objects? 2. Which part of the visual catches your eye? 3. What types of visuals are used?
Gestural	<ol style="list-style-type: none"> 1. What facial expressions do you see?

	<ol style="list-style-type: none"> 2. Is there any eye movement that catches your eye? 3. Are there other movements such as head shift, eyebrow twitch, finger movement, body position described? 4. Does the gestural element appear excessively or not?
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[Kress and Leewuen \(2002\)](#) suggest that color is also a semiotic mode because the meaning of a color can be different in different contexts, and from other colors. Color is referred to as a semiotic source; a fashion that is multifunctional in its use in sign making and is part of culture. Color contains 'meaning'. Red means danger and green means hope. The color black can symbolize feelings of mourning or it can also mean happiness. In China and other parts of East Asia, white stands for mourning, but in much of Europe, white is purity because white is used in wedding dresses. This kind of contrast shakes the belief in the meaning of color and the term color. On the one hand, the relationship of meaning and color is clear, almost natural; on the other hand, it looks special and unexpected. Color is very powerful and can reduce or increase stress levels. The bright red color is energizing and great for a banking or entertainment office. Green is useful in case of discord or disharmony as it is calming. Blue is rated as the best color for promoting calm and pastel orange is good for gently encouraging activity. The meaning of a color depends on association and any color can be clearly attributed to a different source or carrier of a color. Green, for example can be associated with fields where cows 'eat' or someone who is sick and of course with many other things too. Such associations are then absolutized into a green 'meaning' in a decontextualized universal system.

3.2 Multimodal Approach in Functional Systemic Linguistics

Language meta-functions are the internal forms of language that make up grammar. By observing the meta-function of language, we can see the relationship between language and the

world outside of language, namely the social environment of language and how language is used in social interactions. The language metafunction consists of three components: (1) an ideational component consisting of experiential and logical functions, (2) an interpersonal component, and (3) a textual component (Halliday, 1994). The ideational component serves to encode experiences that bring a picture of reality that is realized through the transitivity system and the taxi system. The interpersonal component serves to code interactions and shows how experiences are exchanged which is realized through the mode system. The textual component functions to organize messages according to their context which is realized through a system of themes.

[Kress and van Leeuwen \(2006\)](#) developed the three components of Halliday's metafunction above for semiotic systems in a multimodal text. As previously stated, the semiotic system in multimodal text means that it does not specifically relate to language only as a semiotic system, but also to other systems such as visuals. The ideational metafunction, that is, every semiotic system has the ability to represent aspects of the experience of the world outside the sign system either directly or indirectly. In other words, a semiotic system must be able to represent objects and their relationship to the world outside the representation system. This world may and often is another sign system. In this case, the semiotic system provides options for representing objects in different ways, where these ways can relate to each other. This metafunction is a representation of a narrative in an image or visual, namely about an object that is in the image or visual and then a relationship from one object to another object that is in the image. At this stage, an image or visual is represented both from the existence of an object and the relationship of the object to other objects in the same image.

Interpersonal meta-function: a representation to know a social relationship either from the producer or maker, the audience (the viewer), and the object; contained in the image or visual. This meta-function describes the social relationship

between the producer or maker, the audience and the object or image. The meta-function section explains how the position of the object with the audience is when the object in the image makes eye contact with the audience explaining that the object has a message to the audience but if the object does not make direct contact with the audience then the object does not give any message but wants the audience to see the activities being carried out. object in an image or visual. The following elements are contained in the interpersonal meta-function.

1. Image Act and Gaze is a representation of an object in the image through a gaze and posture. There are two types of gaze or gaze; direct gaze and indirect gaze. If his eyes are not looking at the camera, or an indirect gaze, then the meaning conveyed is in the form of giving a statement containing information that does not concern himself personally. If the eye on the image object stares at the camera, then the meaning conveyed will be different. The meaning conveyed is in the form of a demanding or a request or invitation so that the viewer (audience who sees an image) establishes a communication with the object in the image in detail.
2. Size of Frame is the second dimension for how you can see an interaction in an image that ends up giving meaning. Size of Frame consists of three types in general; close-up, medium shot and long shot. Close-up shot showing the head and shoulders. Medium shot is divided into two, namely medium close shot and medium long shot. In a medium close shot, the image is taken more or less above the feet, from the head to the waist. While the medium long shot takes pictures from head to toe. Long shot gives an image appearance with the whole body visible and the background shown.
3. Perspective and the subjective image contain the 'point of view' of an image. One that provides an image regarding the relationship between the object of the image and the viewer who sees the image) is perspective. perspective will bring an introduction to which angle is seen and the point of view in order to find an expression that belongs to the image object.

Textual refers to every semiotic system that must have the ability to form a text, a complex of signs that are attached to one another, both internally and with the context in which the signs are produced. Textual meta-function is a function which identifies a message from an object in an image or visual. This means that the location or position of an object in the image affects a message that is conveyed. A location or position of an object in an image will give a different message and meaning.

IV. CONCLUSION

The study of functional systemic linguistics is the study of texts or discourses that contain three language meta-functions, namely ideational, interpersonal, and textual. These three meta-functions imply that the language in the text or discourse contains complex meanings or messages. The complexity of the meaning can be understood by looking at the multimodal aspects, namely verbal, visual, audio, gestural, spatial. A multimodal approach to functional systemic linguistic studies helps understand the meaning or messages implied and expressed in the text as a whole.

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