

VISUAL AND VERBAL COMMUNICATION ELEMENTS IN THE CELINE DION'S VIDEO CLIPS

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Abstrak:

Tulisan ini berjudul unsur - unsur komunikasi visual dan verba dalam video clip Celine Dion. Analisis ini menggunakan unsur – unsur komunikasi verba dan visual serta menemukan hubungan antara unsur – unsur visual, penyajian verba dan arti lagu dalam video clip Celine Dion. Hasil analisis menemukan bahwa penggunaan unsur – unsur komunikasi visual dan verba dalam musik video clip tergantung pada isi dari video clip itu sendiri. Video clip yang mempunyai cerita di dalamnya, menggunakan lebih banyak unsur – unsur komunikasi visual dan verba dari pada clip yang tidak mempunyai cerita. Ditemukan juga bahwa hubungan antara tanda visual, penyajian verba, dan arti dari lirik lagu dalam video clip memainkan peran penting dalam menyampaikan pesan dari lagu tersebut kepada penonton.

Kata Kunci: *visual, verba, komunikasi, arti, lagu, video clip*

1. Background

Communication becomes one of the basic elements in the social interaction since the beginning of human culture. In addition to the verbal sign, one of the key elements of communication is the visual sign, because it can convey lots of values through its representation. The understanding of visual sign cannot be achieved through the understanding of its definition only, because it also contains some important points, they are principles of visual communication and its basic elements.

For many years, live music becomes one of the most popular entertainment events used by the musicians to express their musical talent in front of the public. As technology grows, people not only watch the music live but the music industry provides music in video clip. For people to watch it in television or in VCD and DVD packages as well as on the internet through www.youtube.com. It is usually called music video clip. The music Video clip of the musician can be one of the best ways for the fans from all over the world to watch the show.

2. Problems of the Study

Based on the background above, the problems can be formulated as follows:

- 1.) What kinds of visual and verbal communication elements are used in the Celine Dion's video clips?
- 2.) What is the meaning of lyrics based on each verbal communication in video clip?

3. Aims of the Study

- 1.) To observe the use of visual and verbal communication elements in the Celine Dion's video clips.
- 2.) To find out the song messages related to the representation of visual and verbal communication elements in the Celine Dion's video clips.

4. Research Method

The research method adopted to conduct this study is divided into three, namely the determination of data source, method of collecting data and data analysis.

4.1 Data Source

The data sources were taken from two music video clips from pop singer named Celine Dion. The titles and the singers as follows :

- 1.) Celine Dion's video clips "My Heart will go on "
- 2.) Celine Dion's video clips " All by my Self "

Those music video clips were chosen because the Celine Dion's video clips entitled *My Heart will go on* and *All by my Self* are very interesting to analyze and *My Heart will go on* was theme of soundtrack of Titanic movie, these lyric songs to make touch of someone's heart and fillings. These video clips use lot of visual and verbal communication elements that are related to this study.

4.2 Method and Technique of Collecting Data

In collecting the data, both library and online research were applied. This is in further elaborated below

Library Research

Library research was used to obtain information about visual communications elements and verbal representation. It is relevant to be used in the Celine Dion's video clips for revealing the lyrics meaning.

Online research was used to collect the data that were relevant to the visual communication elements used in the Celine Dion's video clips. The data were collected from the music clips of the Celine Dion and through note taking to get information on the use of visual communications elements in Celine Dion's video clips.

4.3 Method and Technique of Analyzing Data

First, the theories of Dyer about the classification of the visual communications elements is used in the Celine Dion' video clip and analysis of the conceptual meaning of lyric on each Celine Dion's video clips is based on Leech's theory.

Then, the analysis is continued with the relation between the lyrics meaning and the visual communication elements in the Celine Dion's video clips.

5. Analysis : Opening statement

5.1 The Visual Communication Elements Used in "My heart will go on" Video Clip

1.) Appearance can be related to the following :

- a. Age : the age of people is crucially the focus of identification and an important factor in how we view the visual representation.
- b. Gender : the display of characters' gender refers to conventionalized portrayals of culturally established correlated sex.
- c. National and racial : These characteristics are usually related to, stereotypical views of other people.
- d. Hair : The colour, length, texture and style of a person hair are important qualifiers of their overall appearance. This is a potential symbol in cultural communication.
- e. Body and size : The body and size may be presented in such a way to convey exhibitionism, narcissism, power and superior status.
- f. Looks : looks are related to overall class, age, style, and impression created by a character.

4.) Manner is a behavior of emotion at any one time and can be divided into the following:

- a. Expression : the face and facial expression are particular focus of attention in visual representation.

- b. Eye Contact : the attention of the actor is significant whether it will be directed towards audience / camera.
- c. Pose : it can be static or active and sometimes corresponds to expression.
- d. Clothes : These are obviously extremely important carrier of the meaning in the clips based on their uniform.

5.) Activity

Body gestures, movement and posture can be related to what the actor is doing.

- a. Touch : it can be illustrated by the finger brought to the mouth or face, grasping, finger to the finger with actors.
- b. Body Movements : It is related to what the actor is doing. It can be playing guitar or piano, searching the ring in the garden, etc.
- c. Positional Communication : the relationship between actors and actors, actors and subjects are extremely significant and are shown by their position within the frame of picture.

6.) Props : Props can be selected because they help in presenting visual communication elements in visual sign. Some props occur so frequently that they have gained a conventionalized or symbolic value.

7.) Setting can be divided into :

- a. Outdoor : Generally looks real
- b. Indoor : Can vary from looking extremely natural to highly contrived or even surreal.

8.) Analyzing Photographs or images consists of the following :

- a. Focus and depth of Vision : these two elements can clear and crisp, misty, to emphasize picture and fade way.
- b. Close up : to show the object larger than life appearance.
- c. Lighting and Colour : for making a dramatic or mysterious atmosphere.
- d. Cropping : cutting up a picture to have an attention into certain part of object.
- e. Camera angle : to produce a different moods and unusual effect for control of the connotation.
- f. Special effect or montage : to give the picture the impression of dynamism and excitement.

5.2 The Meaning of the “My Heart will go on” Song Lyric

First Stanza:

“Every night in my dreams”

Meaning: Every night when I’m sleeping I have dreams.

“I see you, I feel you”

Meaning: It looks like that I can see you and feel you”

“That is how I know you go on”

Meaning: It is the way I know that you are here with me.

With it is describing love story in the cruise Ship, when the woman met a man and was falling in love each other. The singer sings her song in the beginning, she looks calm, she is not sad because she always dreams him every night, in her dreams she always sees him and feels him that he always beside her, that is why she knows that his heart is for her.

Second Stanza:

“Far across the distance”

Meaning: Even it is far away.

“And spaces between us”

Meaning: And there is a distance between you and me.

“You have come to show you go on”

Meaning: You still come and tell me that you are still here beside me.

Although spaces and the long distance separated them, meaning that they are from different classes, the woman upper class and the man lower class, he always comes and wants to see her.

5.3 The Meaning of the ”All By My Self” Song Lyric

First Stanza:

“When I was young”

Meaning: It was long time before I am today.

“I never needed anyone”

Meaning: I could live by myself.

“And making love was just for fun”

Meaning: I am never serious loving someone.

“Those days are gone”

Meaning: But those times are in the past and wasting time

“Livin’ alone”

Meaning: I live without any companions now.

“I think of all the friends I’ve known”

Meaning: I am thinking all of my friends that I’ve known before.

“When I dial the phone”

Meaning: I try to contact them by phone.

“Nobody’s home”

Meaning: There was nobody at home.

The first stanza, is describing situation a long time ago in indoor place, when the woman was still young, she never cared with other people, she did not need other and she was thinking that she could live without others, then she make up her face in her room, her activity and love was just for fun, and nothing to do for her future life. She realized and regretted that it was wasting time during her life. Now she was alone in living room, she is lonely even she has

friends but her friends also did not care of her, because she never need anyone, so she feels loneliness.

Conclusion

This study discussed the visual and verbal communication elements used in the Celine Dion's video clips. Specifically, it was intended to analyze the lyric meaning related to the visual sign representation in the Celine Dion's video clips. The visual communication elements were classified into five categories such as: appearance, manner, activity, props and setting, and analyzing visual picture or images. And the analysis of the lyric meaning, It can be concluded that visual communication and verbal presentation have important role in conveying the song message. It will be easier to understand what the clip wants to convey if the visual sign and verbal presentation are supported with the text.

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