

# VERBAL AND NON-VERBAL SIGNS OF FOOTBALL TEAM'S LOGOS IN ENGLISH PREMIER LEAGUE.

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## ABSTRAK

*Liga Inggris merupakan salah satu liga yang ada dan sudah terkenal di dunia. Beberapa logo di liga Inggris mengandung tanda-tanda verbal dan non-verbal yang memiliki arti dan fungsi. Penelitian ini menggunakan beberapa logo dari liga Inggris yang menyampaikan beberapa pesan sejarah yang membuat orang lebih tertarik dengan sejarah. Pesan yang disampaikan dalam bentuk pernyataan yang menginformasikan pembaca yang biasanya dinyatakan dengan bentuk kata-kata dan gambar untuk membuatnya lebih menarik. Sebagian besar dari mereka menggunakan makna konotatif yang membuat orang lebih tertarik untuk tahu lebih banyak tentang pesan itu. Untuk menganalisis data ada beberapa teori yang di gunakan, untuk tanda-tanda verbal dan non-verbal menggunakan teori dari Pierce dan untuk makna dari warna menggunakan teori dari Eisemen.*

*Kata kunci: tim sepak bola, liga Inggris, verbal dan non-verbal.*

## 1. Background of the Study

According to *wikipedia.org* logo is a graphic mark commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognitions. Logo plays an important role as a characteristic of the company and competes to make a special one that is more extraordinary than others. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logo type or word mark). Typically, a logo's design is for immediate recognition, inspiring trust, admiration, loyalty and an implied superiority. The logo is one aspect of a company's commercial brand, or economic entity, and its shapes, colors, fonts, and images are usually different from others. One industry using a logo is football because that is important as part for a team.

Football is the biggest sport industry, especially in England or commonly we call English Premier League, we can find various kinds of team's logo. English

Premier League is an English professional league for association football clubs. At the top of the English football league system, it is the country's primary football competition. Contested by 20 clubs, it operates on a system of promotion and relegation with the Football League. The Premier League is a corporation in which the 20 member clubs act as shareholders. Seasons run from August to May, each teams playing 38 matches, totaling 380 matches in the season.

The teams with their representative logos are chosen as the subject of this study. Those teams are Manchester City, and Manchester United which are known as the good teams in Premier League. With the reference of those teams, a semiotic analysis of each Premier League team's logo is formulated.

## **2. Problems of the Study**

What are the verbal and non-verbal signs of Premier League team's logos?

## **3. Aims of the Study**

According to those problems, the aim of this study is to identify the verbal and non-verbal signs of Premier League team's logos.

## **4. Research Method**

To get the goals of the research and find the answer to the problems, the research method was used. In this study, the research method can be described as follows:

### **4.1 Data Source**

The data of this study were written data from official website of the Premier League teams. There were twenty teams in the Premier League to choose as the data. Because the data were signs that can be analyzed and also these clubs become popular among the football fans.

There are two clubs chosen in this case. Those clubs are Manchester United, and Manchester City In this case the logo and related information about the club were taken from the sources that related to the study such as <http://manutd.com/>, and <http://mcfc.com/>.

### **4.2 Method and Technique of Collecting Data**

Collecting data is the important part in every research. The collection of the data must be systematically done in order to get accurate data. The method used in collecting data in this study is library research.

Online research was used to collect the data which are getting information about their teams logos. Then the verbal and non-verbal signs of Premier Team's Logos were identified.

**4.3 Method and Technique of Analyzing Data**

The collected data were analyzed qualitatively based on the theories proposed by:

1. Peirce (1997:25) who explains the three modes of the relation between the signifier and the signified such as symbol, icon, and index
2. Eiseman (2000) who gives explanation about meaning of the color of the English Premier League team's logos.

**5. Analysis of Verbal and Non-Verbal Signs of English Premier League team's logos.**

**5.1 The Analysis of Picture 1**

Picture 1 is Manchester United. The picture can be accessed by clicking the link below:

<http://www.prolificnorth.co.uk/wp-content/uploads/2013/11/manchester-united-logo.png>

**5.1.1 Representation of Verbal Signs**

The verbal message of the picture 1 can be seen in the table as follows:

COMPONENT	SIGNS	
	SIGNIFIER	SIGNIFIED
Headline	Manchester	This statement state if this team was Manchester and this team was from Manchester, England.

Body copy	United	This word shows us if this team was combination between players from Manchester and others.
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### 5.1.2 Representation of Non-verbal Signs

The representation non-verbal signs of the picture 1 can be seen in the table as follows:

COMPONENT	SIGNS	
	SIGNIFIER	SIGNIFIED
Illustrations	Ship	This ship was recognizes the city's trading history via the Manchester ship canal.
	Red Devil	Sir Matt Busby introduced the nickname 'The Red Devils' during the 1960s.
	Balls on the either side.	Those balls mean if this was a football team.
	Represent in the yellow of the font and red background.	Some words associated with yellow: friendly, joyful, light, free, open, vigorous, sunny, stimulating, cheery, fun, luminous, and exuberant. Red was Commonly

		associated with energy therefore you can use it when promoting energy drinks, games, cars, and items related to sports and high physical activity.
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## 5.2 The Analysis of Picture 2

Picture 2 is Manchester City. The picture can be accessed by clicking the link below:

[http://goodlogo.com/download/manchester\\_city\\_logo\\_vector\\_3974](http://goodlogo.com/download/manchester_city_logo_vector_3974)

### 5.2.1 Representation of Verbal Signs

The representation verbal signs of picture 2 can be seen in the table as follows:

COMPONENT	SIGNS	
	SIGNIFIER	SIGNIFIED
Body Copy	M.C.F.C.	The designer makes name of this team looks simple and M.C.F.C. stands for Manchester City Football Club.
Signature line	<i>Superbia In Proelia</i>	This motto was from Latin's word and if we translate <i>Superbia In Proelia</i> in English that would be Pride in battle.

### 5.2.2 Representation of Non-verbal Signs

The representation non-verbal signs of picture 2 can be seen in the table below:

COMPONENT	SIGNS	
	SIGNIFIER	SIGNIFIED
Illustrations	3 stars on the top of logo	Those stars were just decorating.
	Golden Eagle.	The eagle was an old heraldic symbol of the city of Manchester; a golden eagle was added to the city's badge in 1958
	Shield.	Symbol power of defense.
	Ship.	This ship was recognizes the city's trading history via the Manchester ship canal.
Illustrations	Represent in the blue as background, and white as stripes.	Blue were the color of the sky and the promise of beyond. It was often associated with depth and stability. It was the color of no-frills, honest, working-class uniforms. The collective color of the spirit, blue invokes the qualities

		of rest. White was associated with light, goodness, innocence, and purity. It was considered to be the color of perfection.
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## 6. Conclusion

From the previous discussion, there are some conclusions which can be drawn as follow:

1. The four Team Logos convey their stories by represent it in verbal signs the form of statement or texts and non-verbal signs in the form of picture or using some attractive colors.
2. Most of Team Logos have informational functions which are intended to tell about history of their cities. For example, Ship on the logo was after Manchester has dock and canal, residents feel the prosperity because of Manchester docks and canal. In fact, since then also the symbol of Manchester city council changed, added to majestic sailing ship. Badge of Manchester United soccer club was decorated with four sailing ship was almost certainly inspired by the glory Manchester that turned into a city that developed from the opening of the canal and docks in the city.

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