

Generic structure potential of rollingstone magazine cover february 9th, 2006 edition; critical multimodal discourse analysis

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ABSTRACT

Rollingstone; February 9th, 2006 edition was made because there is the meaning intended on it. The researcher uses critical multimodal discourse analysis from O'Halloran (2004), Kress and Van Leeuwen (2006), Halliday and Matthiessen (2014). The objectives of this study are to describe the generic structure potential, representational meaning, and the context of situation of Rollingstone; February 9th, 2006 edition. The approach of this study is qualitative research and the type is document research. The researcher uses document from the picture of Rollingstone; February 9th, 2006 edition which taken from Rollingstone's official website. Analysis techniques flow model of this study are collecting the data, displaying and concluding. The results of this study are (1) There are some generic structure potential elements found. They are Lead, LoA, Comp. LoA, Display, Emblem, Announcement, Enhancer, Call and Visit Information and missing one element that is Tag. (2) The representational meaning of this magazine cover by applying narrative process for action process and conceptual representation for symbolic process. (3) The context of situation divided into field, tenor and mode. Field consists of The College Dropout Album, Jesus Walks Songs, 47th Grammy Awards, Rollingstone; February 9th, 2006 edition. Tenor consists of Kanye West as Song Writers, Rollingstone as production house and the target market. The mode consists of the word "The Passion of Kanye West".

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1. INTRODUCTION

The most important and interesting part of magazine stand by the two combination of verbal and visual material that displayed in front of the magazine itself. The combination of visual and verbal materials persuade a lot of people out there to bought the magazine. In this case the researcher used magazine cover Rollingstone magazine, February 9th, 2006 edition. The magazine covers creates the meaning from their appearance. Meaning is an expressions that is expressed in communicating or delivering a message to the listeners or reader and infer from the context. Danesi states (2004: 100) "To study meaning, it is necessary to start by nothing that every word, phrase, or sentence is a sign-it is something that stands for something other than itself." It means that the deeper structure of every single word, phrase or a sentence has a sign and here goes to the what the meaning is.

At the first analysis, the researcher will applying O'Halloran (2004) especially on generic structure potential. This theory will usefull to identify the basic construction or what kind of the construction part to construct this magazine cover edition. The second theory, that the researcher will applying is Kress and Van Leeuwen (2006) focused on the representational meaning. This theory will usefull to identify the way how ideational concepts are deliverd. The third theory, that the researcher will applying is Halliday and Matthiessen (2014) especially on the context of situation. This kind of theory will usefull to identify why something is exist and available at that time. In the simple word, the context of situation is used to analyze the reason behind this magazine edition is produce.

From the theory above, that alreday mentioned by the researcher by applying O'Halloran (2004), Kress and Van Leeuwen (2006) and the last is by applying Halliday and Matthiessen (2014) the aims of this study are; first is describing the generic structure potential that appear in this front of magazine cover. Second is describing the representational meaning or ideational concepts is deliverd by this front of magazine cover. The third is describing the context of situation embedded in this front of magazine covers.

2. METHOD

The type of this research is qualitative research, according to Flick (2009: 12) states "Qualitative research is of spesific relevance to the study of social realtions, due to the fact of the pluralization of life worlds." It means that qualitative research is one of the most specific way to study the correlation between fact that already seen. The data collecting technique is documentation, Creswell (2009: 178) states "The data collection steps include setting the boundaries for the study, collecting information through unstructured or semistructured observations and interviews, documents and visual materials, as well as establishing the protocol for recording information." It means that there are some ways to collecting the data. They are: observation, interview, document, and visual materials. Here the researcher choose data document and visual as the data collecting technique, because the data is available in the document form, that is Rollingstone magazine cover of Kanye West, February 9th 2006 edition, and it also includes in visual materials because the data is the object in form of picture or images.

While data analysis technique that used by the researcher is Flow Model by Miles and Huberman (1994). That consist of three main points; data collection period, data reduction, data displays, and conclusion drawing/verification. Starting from data collection period, in this period the researcher collecting the main data as the object of this research by visiting www.stylist.co.uk/life/20-of-the-most-debated-discussed-magazine-covers-ever then collect the complete information regarding this data in the Rollingstone official website. The data reduction is not take or applied during the data analysis techniqe, it cause there is no part that reduce in the data for analyze this magazine cover. Then the researcher display it the data into verbal and visual material in order to analyze the generic structure potential, representational meaning and the context of the situation. In the end the researcher conclude the analyze data by approving the theory.

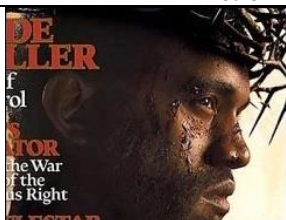
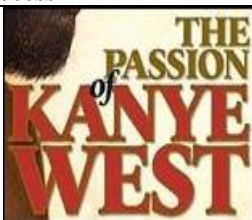
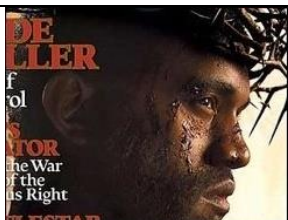
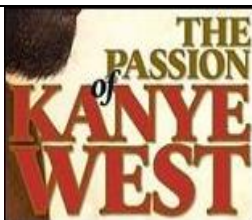
3. RESULTS AND DISCUSSION

Table 1. The Generic structure potential of Rollingstone magazine; February 9th 2006 edition

Visual elements		Verbal elements	
Lead	✓	Announcement	✓
LoA	✓	Enhancer	✓
Comp. LoA	✓	Tag	-
Display	✓	Call and visit	✓
Emblem	✓	information	

The generic structure potential of Rollingstone magazine; February 9th 2006 edition as can be seen in table 1. Generic structure potential divided into two elements, they are visual and verbal elements. The visual elements are completely occur in this magazine cover edition. Then verbal elements are missing one part that is tag.

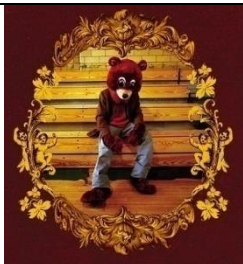
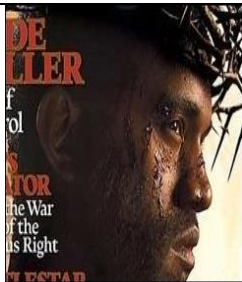
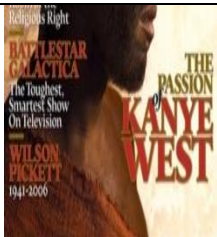
Table 2. The representational meaning of Rollingstone magazine; February 9th 2006 edition

Narrative Representation		Conceptual Representation Symbolic Process	
Action Process			
			
Figure 1.1 The Actor	Figure 1.2 The Goal	Figure 1.3 The Carrier	Figure 1.4 The Attribute

The first analysis is narrative representations focusing on action process. In action process the transactional structure consists of both actor and goal. It means that narrative process especially in action process there are two main factors, first one is actor, and the second one is the goal. Here “KANYE WEST” figure 1.1 directly stated as the actor presented by this magazine. While the goal of this action process of this magazine cover is located on the phrases “THE PASSION OF KANYE WEST” figure 1.2

The second analysis is by applying the conceptual representations focusing on symbolic process. Symbolic process are about what the participants means.either there are two participants, first participant is the participant whose meaning is established in the relation, the CARRIER, and another participant called as the SYMBOLIC ATTRIBUTE, or there is only one participant. The attribute on this magazine cover shows the phrase of “THE PASSION OF KANYE WEST”, figure 1.4. The carrier shows the picture of KANYE WEST figure 1.3

Table 3. The context of situation of Rollingstone magazine; February 9th 2006 edition

Field	Tenor	Mode
		
Figure 1.5	Figure 1.9	Figure 1.12

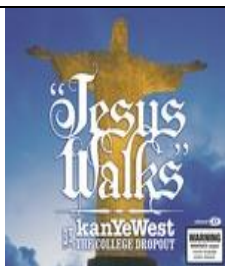


Figure 1.6

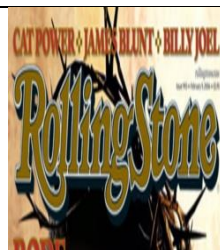


Figure 1.10



Figure 1.7

A barometer of the artistic tastes and political sensibilities of the student generation

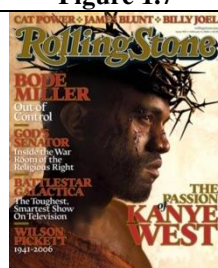


Figure 1.8

Figure 1.11
3rd Tenor

The complete explanation from field (Figure 1.5 – 17) is presented below; field is something happens in environment exactly society in case of situation. the college dropout album is the Kanye West album that was released on May 25th, 2004. One of song's inside this album is "Jesus Walks" February 13th, 2005 in the 47th Grammy awards that held on Staples Center Los Angeles February 13th, 2005, "Jesus Walks" win as the best rap song. Then Rollingstone saw this moment and to visualize this song into their cover on February 9th, 2006 edition.

It can be summarized that there are three tenor inside the Rollingstone magazine. The tenor involves Kanye West as "Jesus Walks" song writer, Rollingstone as the industries or production house which produce this magazine and last one is target or market share of this magazine, the first is barometer of the artistic tastes and the second is political sensibilities of the student generation. While the mode is the written communication created by composing the word of "THE PASSION OF KANYE WEST" located in bottom right side of this magazine cover. To help the researcher understand better about the missing part of the tag, here displays the previous research about generic structure potential analysis on advertisement which has a title "Construing Ideational Meaning in Electronics Device Advertisement in Jawa Pos; A Systemic Functional Linguistic Multimodal Discourse Analysis" by Ningsih, Tallapessy, and Setiarini (2014: 9-11) as presented in table 1.4





Table 1.4. The Generic structure potential of Samsung SmartTV and SHARP Aquos Quatron

Product	Visual elements		Verbal elements	
Samsung SmartTV	Lead	✓	Announcement	✓
	LoA	✓	Enhancer	-
	Comp. LoA	✓	Tag	-
	Display	✓	Call and visit	✓
	Emblem	✓	information	
Sharp Aquos Quatron	Lead	✓	Announcement	✓
	LoA	✓	Enhancer	✓
	Comp. LoA	✓	Tag	✓
	Display	✓	Call and visit	✓
	Emblem	✓	information	✓

As can be seen in table 1.1, the generic structure potential of this magazine cover is missing tag for the verbal elements. It also missing tag for the verbal elements that missing from the previous research. According to O'Halloran (2004: 164) mention "Based on this limited study of print advertisements, the Generic Structure Potential or GSP which' [expresses] the total range of optional and obligatory elements' (Halliday and Hassan, 1985: 64) for advertisements may capture as: **Lead^(Display)^Emblem^(AnnouncemenT)^(Enhancer)^(Tag)^(Call-and-visit information)"**.

It means that Lead and Emblem are the obligatory elements while the the element which is in brackets are optional. Here means tag, that is missing in this generic structure potential belongs to the optional element. To help the researcher understand better about representational meaning in advertisement, here displays the previous research about the representational meaning analysis on magazine cover which has a title "Visual Analysis of Magazine Covers" by Behshad and Ghaniabadi (2015: 25-31). In this previous research both of the researchers analyze eleven magazine covers categorize into three important elements, which are used to analyze the cover of magazines. These include of kind of documentary photos, portrait photos and manipulated photos. Here the researcher focused on the portrait photos categorized by the previous researchers.

Table 1.5. The action and symbolic process (by the previous research)


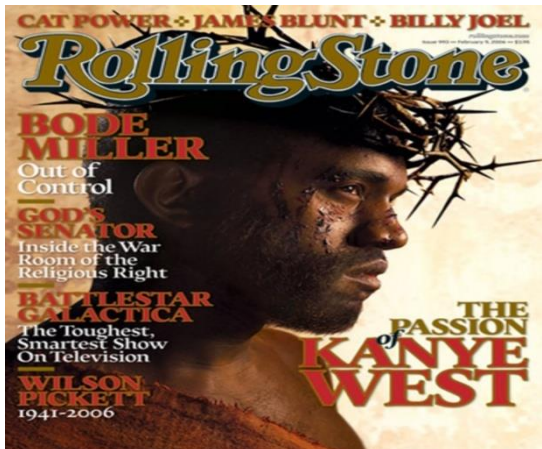
Narrative Representation Action Process		Conceptual Representation Symbolic Process	
			
Figure 1.12 The Actor	Figure 1.13 The Goal	Figure 1.14 The Carrier	Figure 1.15 The Attribute

This portrait photos shows about narrative and conceptual representations. The figure 1.12 and 1.14 is picture of the former president of America, George W. Bush. This picture tells about the killed soldiers of the US Army in Iraq and the pressure mounted by the president in war, not minding the casualties and protests of the American citizens. The magazine cover designer shows intimate relationship between him and the viewers, and his hostility to them. It's prove that action and symbolic process is used to represent the ideational concepts of this magazine cover.

To help the researcher understand better about the context of situation embedded in this magazine cover, here displays the previous research about the context of situation which has a title “Context, Genre and Multimodality: An Analysis of On-Line News Article” by Meurer and Machado (2010: 6 - 8). In this previous research both of the researchers analyze one of the article that appear on BBC news <http://news.bbc.co.uk> (2007). The following context of situation presented on table 1.6.

Field	President’s Bush response in a news conference to a report that Iran had ceased developing nuclear weapons. It also includes senators Hillary Clinton’s and Barack Obama’s opinions concerning Bush’s reaction to the report.
Tenor	The identities involved are the journalists who wrote the news article and any person who understands English and is interested in politics and wants to be informed about what is going on in other countries. The type of language used by the journalist of the news article is impersonal, neutral and formal, and it aims at offering to the reader a text that is not biased with other opinions, so the reader can draw his/her own conclusions about the article. This type of language also aims at showing the company’s (BBC) seriousness in relation to the service it provides (news) to the public.
Mode	The channel used is written language (formal style) and visual language (picture) through the internet.

The contradictive part located on tenor, especially on the way how Rollingstone visualize Kanye West song “Jesus Walk’s” song into their magazine cover. The previous research is visualize the participant based on the real photos without put any symbol. It can be seen the contradictive, presented on table 1.7.

“BBC News / Americas / Bush says Iran remains a threat”	Rollingstone Magazine Cover, February 9th 2006 Edition
	

The BBC authors choose to put it down the real photos of President Bush during his conference into their article. While Rollingstone also do the same thing, put it Kanye West picture as the “Jesus Walk’s” song writer as their magazine cover with adding symbolize thing. Symbolic thing here is thorn crown that worn by Kanye West.

4. CONCLUSIONS

The generic structure potential, completely consists of visual components and missing one verbal components. Visual components: Lead, LoA, Comp. LoA, Display, Emblem. Verbal components: Announcement, enhancer, tag (missing) , call and visit information. Representational meaning, The action

and symbolic process strategy is used for expressing the represent-tational meaning (image ideational concept) of this magazine cover. The context of situation; Rollingstone put it down and it serves as symbol which officially links what happend to their visualisation. In this case, adding thorn crwon is as representation of Jesus that wears the same thing.

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