

## **CHAPTER 2**

### **THEORY AND METHOD**

#### **2.1 Intrinsic Elements**

According to Andrew Goodwin, music video consists of several aspects: lyrics, music, genre, camerawork, and editing (1956). According to the observation of the writer, the writer focuses his study by examining several elements of music video namely lyrics, and camerawork.

##### **2.1.1 Camerawork**

The way a picture is captured determines how a camera is used to make a music video. According to Goodwin (1956: 60), there are key procedures to take when filming a video to underline the significance of each action made by the performer (singer). Camera movement, fast editing, movement in the pro-filmic event, and postproduction computer effects are all employed to represent speed in the camerawork. The camera angle when taking a scene shot can give a certain scene can made a story based on placement of the camera. Bordwell and Thomson(2008) classified the angle of the camera in to three, straight-on angle where the camera is placed on the eye level, high angle is when recording of the video, the camera is placed high so the audience can see from above, low angle placement of the camera is under eye line to make the object a little bit bigger. Also the distance of the camera from the object such as medium close up shot which

show from chest to the head , long shot which show the whole object (Bordwell & Thomson, 2008)

### **2.1.2 Lyric**

In the making of music and video, there is another important part that are crucial in determining how the music will be shaped. According to Goodwin (1956: 65), It is sufficient to emphasize at this point in the discussion that lyrics can occasionally have a significant effect in determining the mood of a music. It is not required to assume that the meaning of songs is largely communicated through their lyrics in order to demonstrate the significance of overarching themes, catchy linguistic hooks, and repeated phrases. In the process of writing the writer adapt figurative language and imagery theories to analyze the song lyric.

#### **2.1.2.1 Figurative Language**

Perrine (1993:565) defined figurative language as language that cannot be taken literally (or should not be taken literally), expresses ideas differently than usual, or says one thing while implying another. In daily speech and writing, figurative language is frequently utilized, often in an imaginative rather than literal manner. There are several types of figurative language, the writer focuses on metaphor, allusion

### **2.1.2.2 Metaphor**

A metaphor is a type of analogy that briefly and immediately connects two unrelated concepts without the use of a connecting phrase to indicate comparison. For example: “he is sweating bullet”

### **2.1.1.3 Allusion**

allusion is a reference to a famous work of art, a person, a place, or an event, whether explicitly or implicitly. For example: “the tragic events of September eleventh.”

## **2.2 Extrinsic elements**

### **2.2.1 Discriminations**

Discrimination is a belief that a certain race has more advantages in superiority, intelligence, and based on physical appearances which make other races inferior. Ibram X. Kendi states that racism is a marriage of racist policies and racist ideas which produce and normalizes racial inequities(2019:13). It means that the thoughts of the superiority of certain races make a rule where the other races are below them and make a common assumption that they are greater than others. The concept of discrimination is fundamentally based on its emphasis on behavior. Various forms of discrimination, which may also be connected to racial disadvantage, include ethnic bias (attitudes), racial prejudice (beliefs), and bigotry

(ideologies) (see Quillian 2006). Although discrimination may be motivated by bias, prejudice, or bigotry, the term "discrimination" does not imply any particular underlying reason. According to Theodorson and Theodorson (1979: 258) discrimination divide into two; first, direct discrimination caused by individual attribute such as gender, race, and age which physically present. Second, indirect discrimination caused by the creation of rules and policy which restrict certain racial or group to communicate with the other group.

## **2.3 RESEARCH METHOD**

### **2.3.1 Method of Data Collection**

In order to support the writing, the writer adapt George W. Mary theory of library research which consist of searching information which needed, adding more to the information that we already obtained. In the process of the writing, George imply that there are three important steps which consist of ; to find (to discover or identify), source (the evidence to the idea), and tool (catalog, book, article, and journal)(2008:8). By using this method as collecting the data, the writer gathers the data and then incorporates it into the research document, and cites it for the research's references. In this case the writer uses "This is America" music video as the research primary source and other theory as secondary source.

### **2.3.2 Research Approach**

in writing the thesis research, an approach is needed to analyze the issues in “This is America”. The author discusses the movie's racial discrimination using sociological approach. According to Stryker (1980), To understand one's own identities, sociological approach is required. It indicates that it is crucial for a person to comprehend the society in which they live and act accordingly because they must always keep in mind that they are acting in a social community in which other individuals actually exist and have their own roles. That is why the writer adapt sociological approach in “This is America” since the issue occurs directly in society and has an impact on society in the music video.