



**CONCEPTUAL AND LANGUAGE  
REPRESENTATIONS IN AMERICAN  
GOBBLEWONKER MONSTER AS LOCH-NESS  
MONSTER MYTHOLOGY IN HIRSCH'S ANIMATED  
SERIES *GRAVITY FALLS***

*In of the Requirements for Bachelor Degree in English Department  
Faculty of Humanities Diponegoro University*

**Written by:**

**Ahmad Azril Fadhilah**

**13020119130100**

**Faculty of Humanities**

**Diponegoro University**

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## **CHAPTER II: THEORY AND METHOD.**

### **2.1. Intrinsic Elements**

#### **2.1.1. Character and Characterization**

Bergstrand stated that characters are the tropes conveyed in the media of both fiction and non-fiction that pose familiarity to reader/viewer. They pose the narrative, ideology, frame, and rhetoric aspects to shape the understandings through the created characters (2018:230). There are two methods to convey the characterization; through showing (the character speaks and acts), and telling (author's intervention through indirect expositions) (Abrams, 1999:33-34). In the core of story, the character is identified by two types; protagonist and antagonist. Abrams defined the protagonist as the character of central interest in a plot of literature, meanwhile the antagonist is defined as the opponent character who stands against the protagonist (2009:265).

#### **2.1.2. Setting**

Setting is a literary intrinsic term to describe the establishment of story's place, time, and social environment which function as indicator of definite place, time, and social condition in which the story sets (Smith 1990:178). Setting is important for the plot progression and clarity, so the information flows elaborately and chronologically in the story.

## **2.2. Extrinsic Elements**

### **2.2.1. Cultural Study Theory**

According to Jamaican sociologist and cultural theorist Stuart Hall, cultural study is an interdisciplinary branch that behaves as interpretative and qualitative field of study that encompasses social science and humanities with cultural products as its central focus (1997:1). Hall introduces the 'circuit of cultures'; a framework consisting of five different sites of conceptual modes that work as analytical frameworks to view product of cultures; representation, identity, production, consumption, and regulation (Hall, 1997:3).

#### **2.2.1.1. Hall's Representation Theory**

According to Hall (1997:17), representation is defined as the activity in which meaning is produced, conveyed, and exchanged by using languages or signs whose purpose is to describe or to depict something it represents through the portrayal or imagination. Hall's representation theory is divided into two systems of representations. System of representations are individual concepts that are clustered and arranged in way of creating complex links between them. The systems consist of conceptual map and language, which consider three distinctive approaches; namely reflective approach, constructionist approach, and the intentional approach. In relation to this thesis, the writer uses reflective approach which fits to writer's representation analysis of Gobblewonker fiction as real Loch Ness myth.

### **2.2.1.1.1. Reflective Approach**

Reflective approach in Hall's representation theory proposes that language, as system of representation, reflects and shape the meaning that already exists in the external world as people, event, or object (Hall 1997:15).

### **2.2.1.1.2. System of Representations**

#### **2.2.1.1.2.1. Conceptual Maps**

The conceptual maps, according to Hall, refer to correlations between all sorts of things human sees to the concepts / 'the perceived' they carry in mind; such as concepts of war, friends, love, and dying (Hall, 1997:17). It interprets and perceives the world by using the combination of concepts and meanings; which work together in creating conceptual maps.

##### **2.2.1.1.2.1.1. Concept**

Concept is an abstract reasoning to make sense of the world human sees and perceives. It is the effort to understand something in the universe taking place internally in human mind (Hall, 1997:17). Human can differentiate between concepts by knowing its similarities and differences; for example, the concept of sea monster is an underwater, terrifying creature that lives in ocean, while the concept of fact represents something that is true and can be proven as opposed to myth.

##### **2.2.1.1.2.1.2. Meaning**

Meaning constructs correlations between things in concepts to something outside the world. Its existence depends on how conceptual system in human mind represents the world they intend to refer like people, objects, fiction, and reality

through conceptual maps (Hall 1997:17). The example is that a shark is linked with attributes such as being carnivore, swims fast, and occasionally attacks human, which leads human, through the concepts, to give the meaning that shark is dangerous.

#### **2.2.1.1.2.2. Language**

Language in system of representation functions as the carrier of meanings from conceptual maps. It translates conceptual maps into shared meanings, that is, collectively understood and fixated through codes (Hall, 1997:18-21). Hence, it works as signs (words, sounds, and images) without which, conceptual maps will have no medium to be linked, referred, or exchanged.

##### **2.2.1.1.2.2.1. Iconic Sign**

Iconic sign refers to 'visual sign.' It depicts the exact resemblance and reality of an object, an exact direct form of things it refers to (Hall 1997:20). Things such as photograph of physical appearances and behavioral traits depicted in actions are the examples of iconic signs.

##### **2.2.1.1.2.2.2. Indexical Sign**

Indexical sign is referred as written, spoken, and indirect signs that derive the meanings from contexts of an objects they refer to (Hall 1997:21). For example; the word 'monster' has no resemblance to actual monster for it is a combination of alphabets, but it refers to it. The monster footprints also do not resemble the actual monster, but it does refer to it indirectly. The words 'monster' and picture of footprint are indexical signs.

### **2.2.2. Animation**

Silvio (2010:425) defined animation in contemporary sense as a medium that refers to genre of film that is the opposite of 'live-action' and consists of cell shade animations and computer-generated animations taking forms in 3D or 2D films and video games.

#### **2.2.2.1. Gravity Falls**

*Gravity Falls* is an American animated TV series released in 2012. The animated series is created by Alex Hirsch as mystery adventure animation that follows the of two protagonists, Dipper and Mabel Pines, in discovering the mystery of Gravity Falls in Oregon outskirts, United States. The show aired in two seasons starting in June 15th 2012 in Disney Channel and Disney XD and (Hirsch, 2012). The *Gravity Falls* series fall in the category of 2D cell animation and computer-generated animation combined.

### **2.2.3. Monster**

Sauchelli (2014:40) stated that according to Carroll, monster is defined as creature that appears to trigger fear and disgust to audience through its features that violate normality; abnormal and threatening. He proposes two types of monsters; supernatural monster (possessing extraordinary power and unnatural physicality), and moral monster (possessing morally hideous and evil intentions trait) (2014:48). In relation to thesis, Gobblewonker is categorized as supernatural monster.

### **2.2.4. Mythology**

Douglas stated that myth is a synonym of illusion or false propaganda, and legendary tales to decorate and illustrate figures/story which is a representation of

fictional truth taken by common beliefs; believed by people that it tells the truth despite it is the lie as a truth and irrational belief by another individual or special group (1953:232-234).

There are several examples of mythology characters; Unicorn, Bigfoot, 'The Pied Piper,' native American coyote tale, 'Puss in Boots,' and Anansi from African origin are the examples of mythological figures (House, 1992:74).

#### **2.2.4.1. Loch Ness**

Loch Ness (locally referred to Nessie) is a myth about a legendary water creature said to be inhabiting large freshwater body called Loch in Scotland. It is depicted as ancient fifty-feet long dragon-like creature, long thin neck, humps on its back, four flippers, a head like sea horse, and a speed swimmer (Cray, 1959:258). It becomes the famous mythological creature that is featured in many pop-cultures notably American popular cultures after several investigations and sightings have been reported ever since 1933 up to this day.

### **2.3. Research Methods**

#### **2.3.1. Research Approach**

Based on the background of the research that reveals the Gobblewonker monster in fictional America of *Gravity Falls* as representation of actual myth of Loch Ness monster, the writer uses cultural approach by applying representation theory. Woods (2013:175) stated that cultural approach is an approach aims to understand social phenomenon that emphasize on the existence of norms and meanings in unconsciously structured behavior in society. One of the fields of cultural approaches is myth criticism. Myth criticism is a concentration of study

that myths, as cultural products, are distinguished and proposed as a structural part and unconscious aspect of the object which acknowledges and retells the myths to reveal its form and composition by analyzing the pattern structure given by the myth itself (Herd, 1969:70-73). The writer also complements this approach with representation theory of Stuart Hall.

### **2.3.2. Method of Collecting Data**

This thesis relies on of library research as method of data collection. The library research is defined as form of research inquiry that is structured in investigation from the start to finish with technique, rule, and tool specified by user (George, 2008:1).

The data is divided by two sources: primary source and secondary source. According to Kothari (1985:95), primary source refers to original data freshly acquired directly from original source of study, whereas secondary source refers to documents that are already collected and processed by other people which could interpret, provide elaboration, and create conclusion on primary data.

The primary data of this research thesis are taken from *Gravity Falls'* Gobblewonker monster, taken in frame screenshots and dialogues consisting of conceptual and language data from episode 2 of first season: *The Legend of the Gobblewonker*. The secondary data of this research thesis is taken from real-life Loch Ness mythology references, such as journal, article, newspaper, and old sketch which function as complementary data for primary data taken from *Gravity Falls*. Hence, the visual data (picture, screenshots, photographs) gathered in this thesis are varied in quality from colored screenshot frames to monochromatic photograph.