

CHAPTER 2

THEORY

2.1 Theoretical Framework

2.1.1 Intrinsic Elements

Abrams explains that intrinsic aspect is one of the components of narrative elements (Abrams, p.70 par.1, 2012). In correlation with Abrams' statement, Steffen explains that the intrinsic elements of music include things such as themes, settings, tones, diction, and messages (Steffen, p.2 par.3, 2019). This is spelled out as follows:

2.1.1.1 Theme

Theme is the main idea contained in a literary work that cannot be separated from literary works. It is because theme is the key concept that functions as the main idea of literary works. Theme is an abstract concept that is conveyed through the subjects that are being told. More specifically, Abrams explained that a theme is a motive, concept, and doctrine that the author wants to convey to anyone who enjoys the work (Abrams, p.239 par.2, 2012).

2.1.1.2 Setting

Setting is one of the important intrinsic elements used to generate the specific atmosphere of the works. Setting indicates things such as the time, place, or situation

of the related work of literature. The indicators shown by specific settings might give readers or viewers some ideas about the events inside the literary works (Abrams, p.374 par.1, 2012). For instance, when the literary works take time during the Vietnam war, its audiences would get the common sense that the theme of the literary works discuss the situation during the war. It is can also implicitly be said that setting has an inseparable bond with theme.

2.1.1.2.1 Setting of Time

The setting of time pertains to the timeframe in which the events described in a literary work unfold. It holds great significance within a story as it enables readers to establish a connection with the temporal context crafted by the author.

2.1.1.2.2 Setting of Place

The setting of a place refers to the portrayal of the specific location where an event takes place within a piece of literature.

2.1.1.2.3 Setting of Social Situation

The social setting encompasses the environment that revolves around the characters' social lives as depicted in the story. This setting frequently portrays the social aspects of the community, including a range of complex issues and challenges.

2.1.1.3 Message

Message is the concepts or ideas that are tried to be expressed by musicians toward their listeners. The messages contained in certain music are not limited by

racial, cultural, and social barriers. In other words, message refers to the purposes of certain songs. For instance, some music tells messages about the social experience, social change, and cultural purpose (Steffen, p.1 par.1, 2019). As explained in the previous discussion, the meaning that musicians want to convey to their listeners is closely related to the phenomena and events around the work being made. Indirectly, the message conveyed by the musician describes his condition and the environment around him. When a musician emphasizes drugs and alcohol, this indirectly implies that the musician's mental condition is bad (Ransom, p.17 par.2, 2015). Thus, it can be said that music has a message that the musician wants to convey to its audiences.

2.1.2 Extrinsic Elements

In order to gain an understanding of the lyrics of the song, the writer also applies extrinsic elements that could be used to examine the meaning of the lyrics that are tried to be conveyed by the writer. To achieve that goal, the writer applies social issues and semiotics theories in order to examine the meaning behind the song of this discussion. Social issues theory is used as a basis on analyzing the depiction of social issue in Black Eyed Peas' *Where is the Love* music video.

2.1.2.1 Social Issues

Social issues or social problems refer to the condition where an issue is giving a significant negative impact towards large numbers of people within a society (Barkan, p.1 par.1, 2012). In addition to that, the people must acknowledge that the

issues must be addressed accordingly. Social issues cannot be considered as a social issue if, academic researchers, government agencies, and other related institutions can solve the issue (“What Is a Social Problem?” p.1 par.2, 2016). Aside from that, from the perspective of the social constructionist view, social problems are considered as social problems unless they are recognized by large number of citizens within a society, segmented people of the society or policymakers. For instance, sexual assault, which happened before the 1970s in the US, was not recognized as a social problem by the government not until the women movement began during the early 1970s. As for the result, this issue got recognized by the government. Barkan (p.1 par.9, 2012) argues that here are four stages of the development of social problems as follows:

2.1.2.1.1 Emergence and Claims Making

Social problems occur when an element within a society starts to acknowledge that an issue is giving considerable amount of negative effect towards the society. During the process, the segmented element of the society tries to gain attention or recognition of perception from the public. If the issues could gain some attention from broader elements of the society, the chance of the issues getting recognized by the officials is bigger.

2.1.2.1.2 Legitimacy

Legitimacy is the step when some elements within a society try to gain public attention, including government or officials. The purpose of this stage is to persuade the government or officials to take specific action towards the social issue that occurs. The legitimacy process needs empirical claims in order to be considered by the officials as a social problem.

2.1.2.1.3 Renewed Claims Making

Renewed claims making is the stage when elements of a society believe that the policies established by the government fail to solve the current problem. As a response, the elements of the society will do acts based on their perspectives such as criticizing the government and demanding the government to take immediate action resulting in solutions for the issue. Renewed claims making usually involves tension between elements of the society and the officials.

2.1.2.1.4 Development of Alternative Strategies

Development of alternative strategies is the stage when the elements of society have done critics towards the government. Usually, the elements of the society try to seek for alternative solutions. The actions conducted by the elements of the society are the results of the government failure in solving the current problems. The movements from the elements of the society are done based on their own perceptions which sometimes lead to aggressive or riot acts.

2.1.2.2 Semiotics

Saussure explained that language is not just a language, but it represents or has a relationship with other things. He describes that the concept of semiotics rests on language. This is because, according to him, the linguistic system is a system that is so superior that it can construct reality. Saussure's theory of sign emphasizes the process of human thought in creating physical and intangible signs of their environments or surroundings. These things then serve as a tool for humans to communicate. Saussure also explained further that in his understanding of semiotics, he was in three essential things. First, he says that "Conventional and discursive language [langue] manifests itself against the background of the natural language [langage] of the faculties." It is interconnected with linguistic prerequisites to form a psychological operation. Secondly, Saussure explains that language and symbols should not be separate components but are interrelated and synthesized with the surrounding entities. Finally, Saussure states that "Langue, a set of predispositions acquired by individuals, should not be confused with language, which is language conditionally practiced by a person with this tendency" (p.51). According to Saussure, two essential elements in semiotics are signifier and signified (Yakin & Totu, p.7 par.1, 2014).

2.1.2.2.1 Signifier

The signifier, according to Saussure, refers to something that is material (physical) that can be felt or recognized by the five human senses. The concept of the signifier proposed by Saussure can be in the form of words. This is because

Saussure's semiotic theory rests heavily on the linguistic system. Saussure also explained that the word functions as a word and represents a specific meaning or concept following the concepts or ideas held by others (Yakin & Totu, p.7 par.2 2014).

2.1.2.2.2 Signified

Signified refers to everything that is literally or physically does not exist. In other words, signified is the abstraction that humans have in their minds. The function of this signified is to give meaning to the materials previously put forward by Saussure as everything that can be felt or seen using the five human senses. For example, when hearing or reading the word "blood," the abstraction that comes to a person's mind might refer to quarrels, bloodshed, or war (Yakin & Totu, p.7 par.2, 2014).

Saussure further explained that signification is closely related to the experiences or backgrounds of people around the world. Signs in linguistics are not abstract things that have nothing to do with social reality, but abstract signs become meaningful according to what people feel and think. In other words, Saussure wants to try to say that signs in linguistics are not something that is relative but is determined by society and the long history of a group of people. So, it will be possible if the meaning of a sign for each person and each group is different (Sanders, p.8 par.2, 2006).

From the brief explanation of Saussure's theory of semiotics, the writer will apply this theory by examining the lyrics that are contained in the song and later analyzed it by combining this theory with intrinsic elements that are previously mentioned before this paragraph. By doing so, the writer could find the social issues contained inside *Where Is the Love* song by making sure that the interpretations are not far deviated from the original messages of the author of the song.

2.2 Cinematography

Music video uses the same general techniques that is being used to produce movie, those techniques are called cinematography. David Bordwell and Kristin Thompson states that various aspects including angle and level belong to what is called as cinematic aspects. Shooting techniques play a crucial role in movie production, as they bring diversity and variety to the overall work. Shooting encompasses a broad range of variations, including angles, levels, heights, and distances (Bordwell & Thompson, p.218 par.1 2008). The writer's primary emphasis is on cinematic elements, particularly the angle and distance aspects.

2.2.1 Camera Angle

Camera angle refers to the specific position of the camera during the filming of a scene. The placement of the camera holds the power to convey or influence the narrative's significance. Bordwell and Thompson classified camera angles into three distinct categories: straight-on angle, high angle, and low angle (Bordwell & Thomson, p.190 par.2 2008).

2.2.1.1 Straight On-Angle

The straight-on angle is a commonly used camera position in films, where the camera is positioned at the same level as the object being filmed, typically at eye level.

2.2.1.2 High Angle

High angle shot is when the camera is positioned above the object in the film, allowing the viewer to look down at the object from an elevated perspective.

2.2.1.3 Low Angle

Low angle shot captures the object in the film from below its eye line, creating the impression of the object appearing larger in size.

2.2.2 Camera Distance

Camera distance refers to the separation or gap between the camera and the object being observed. The size of the object being captured can serve as a reference point for determining the distance from the camera (Bordwell & Thompson, p.190 par.5 2008).

2.2.2.1 Extreme Long Shot

Extreme long shot involves capturing images from a great distance, often to the extent that characters may appear nearly invisible. These shots are commonly utilized to depict urban landscapes, buildings, and similar elements.

2.2.2.2 Long Shot

In this shot, the entire body of the character is visible, providing a comprehensive view. Typically, a long shot is employed to portray both the character and the surrounding environment.

2.2.2.3 Medium Long Shot

In this shot, half of the characters' bodies are shown along with small details of the surrounding environment.

2.2.2.4 Medium Shot

The medium shot displays the object by capturing only half of its body, ranging from the top of the head to the middle of the body.

2.2.2.5 Medium Close-Up

The close-up medium shot focuses on capturing a specific portion of the object, typically from the chest up to the top of the head.

2.2.2.6 Close-Up

In this shot, only specific parts of the character's body, such as the hand, head, feet, or other small objects, are captured. A close-up shot is employed to emphasize and showcase facial expressions, detail gestures, or other significant objects.

2.2.2.7 Extreme Close-Up

Extreme close-up typically focuses on depicting only a specific facial feature, such as the lips, eyes, or other isolated parts of the face.

2.3 The Lyrics of *Where Is the Love*

What's wrong with the world, Mama?
People livin' like they ain't got no
mamas
I think the whole world's addicted to
the drama
Only attracted to things that'll bring
you trauma
Overseas, yeah, we tryna stop
terrorism
But we still got terrorists here livin'
In the USA, the big CIA
The Bloods and the Crips and the
KKK
But if you only have love for your own
race
Then you only leave space to
discriminate
And to discriminate only generates
hate
And when you hate, then you're bound
to get irate, yeah
Madness is what you demonstrate
And that's exactly how anger works
and operates
Man, you gotta have love just to set it
straight
Take control of your mind and
meditate
Let your soul gravitate to the love,
y'all, y'all
People killin', people dyin'
Children hurtin', hear them cryin'
Can you practice what you preach?
And would you turn the other cheek?
Father, father, father, help us
Send some guidance from above
'Cause people got me, got me
questioning
Where is the love?
(Love) Where is the love? (The love)

Where is the love? (The love)
Where is the love, the love, the love?
It just ain't the same, old ways have
changed
New days are strange, is the world
insane?
If love and peace is so strong
Why are there pieces of love that don't
belong?
Nations droppin' bombs
Chemical gases filling lungs of little
ones
With ongoing sufferin' as the youth die
young
So ask yourself, is the lovin' really
gone?
So I can ask myself, really, what is
going wrong
With this world that we livin' in?
People keep on givin' in
Makin' wrong decisions, only visions
of them dividends
Not respectin' each other, deny thy
brother
A war is goin' on, but the reason's
undercover
The truth is kept secret, and swept
under the rug
If you never know truth, then you
never know love
Where's the love, y'all? Come on (I
don't know)
And where's the truth, y'all? Come on
(I don't know)
And where's the love y'all?
People killin', people dyin'
Children hurtin', hear them cryin'
Can you practice what you preach?
And would you turn the other cheek?
Father, father, father, help us

Send some guidance from above
'Cause people got me, got me
questioning
Where is the love?
(Love) Where is the love? (The love)
Where is the love? (The love)
Where is the love? (The love)
Where is the love?
(Love) Where is the love? (The love)
Where is the love? (The love)
Where is the love, the love, the love?
I feel the weight of the world on my
shoulder
As I'm gettin' older, y'all people gets
colder
Most of us only care about money-
makin'
Selfishness got us followin' the wrong
direction
Wrong information always shown by
the media
Negative images is the main criteria
Infecting the young minds faster than
bacteria
Kids wanna act like what they see in
the cinema
Yo, whatever happened to the values
of humanity? (Yeah)
Whatever happened to the fairness and
equality? (Yeah)
Instead of spreading love, we
spreading animosity (Yeah)
Lack of understanding leading us away
from unity
That's the reason why sometimes I'm
feelin' under
That's the reason why sometimes I'm
feelin' down
It's no wonder why sometimes I'm
feelin' under
Gotta keep my faith alive 'til love is
found
Now ask yourself

[Post-Chorus: will.i.am]
Where is the love?
Where is the love?
Where is the love?
Where is the love?
Father, father, father, help us
Send some guidance from above
'Cause people got me, got me
questioning
Where is the love?
Now sing with me, y'all (One world,
one world)
We only got (One world, one world)
That's all we got (One world, one
world)
And something's wrong with it (*Yeah*)
Something's wrong with it (*Yeah*)
Something's wrong with the w-world,
world, yeah
We only got (One world, one world)
That's all we got (One world, one
world)

