

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

There are so many things that people can do to entertain themselves. One of them is watching a film. It is fun to watch a film. There are things that make films entertaining. Films have stories, supporting visual effects, and music score. The stories attract the viewers to enjoy a part of other character's life. The visual effects make the viewers be able to imagine that what they see is real. It looks like the events in the film really happened, while the music score intensifies the feeling that the film wants to deliver.

The story is the most important part of the film. Without a good story, even if a film is started by some really great actors or actresses, the film will not be special. There are two ways or plot that a movie maker can use to deliver the story. The first way to deliver a story is a linear plot. The movie begins with the introduction of the characters. Everything seems normal. Then the problem appears and the movie finished when the characters can solve the problem. The second way is the flashback plot. In this plot, the story begins with the end. Then, a character tells the story from the beginning.

All things that the movie viewers want to see are actually represented by the genre of the films. There are many things that people can see from a film, like funny things that can be seen from a comedy film,

thrilling action that can be seen from an action film, or even scary thing that can be seen from a horror film.

There are several genres that a movie can be categorized into. They are Western, musical, war/ combat film, gangster film and science fiction (Langford, 2005). Each of the genres represents what a movie shows to its viewers, for instance, the Western film will show the cowboys, and the musical film will show the singing and dancing of the main characters.

There are ways to recognize whether a movie is a horror or comedy or other genres. One of them is from the title. Most movies will use the title that reflects their movie genre, such as *Interstellar* which is a science fiction movie, *Fight Club* which is an action movie, and *High School Musical* which is a musical movie. However, it does not always go that way. Some movies have the titles which do not really reflect either its genre or what the story is about. Some of the examples are *Spider-Man* which is an action movie, not science fiction and it does not tell anything about a man turning into a real spider, *American Made* which is an American biographical crime film and not a documentary and does not tell anything about any product made by America, and *It* which is a horror film.

The mismatch between the title and the story inside the film might be caused by the presence of ambiguity. Ambiguity appears when a word or a sentence has more than one meaning (Kreidler, 1998). It is like when there is a phrase which tells "go green". Some years ago when global warming had not been a serious issue, people might think that the sentence was absurd as the maker of the sentence tries to persuade the readers to have green bodies.

However, recently global warming has been a serious issue and global warming is connected with the people's bad behavior of producing so much pollutant in their lives from the use of AC and mechanic kind of transportation. It makes the phrase now mean to persuade the people to live wisely and produce fewer pollutants.

Not only in the common phrase like 'go green', but ambiguity also exist in a form of the movie title. An example of ambiguities which appears as a title of a movie *American Made*. It literally means any product that is made in America. However, when it is made as a movie title which was stated by a famous actor, Tom Cruise in 2017, the title means something else. *American Made* is a biographical film that was made based on Barry Seal's life. He was an American born pilot who worked for CIA and later tried to smuggle drugs for his own benefit. The title *American Made* is rather ambiguous because the movie did not tell anything about any American product. It told more about the life of Barry Seal who was an American.

As an interesting topic, ambiguity has actually been discussed by some researchers. One of them is Kinanti (Kinanti, 2014). She looked at the presence of ambiguity in *Suara Merdeka* newspaper. She found that among the ambiguous titles she collected, most of them fall into the lexical ambiguity category.

Another researcher who analysed the ambiguity was Mariane (Marieanne, 2011). She analyzed the presence of ambiguity on the taglines of some advertisements. She also found out that from the taglines she had collected, most of them also fall into the lexical ambiguity category.

The writer found out that it is interesting to write a paper about ambiguity. However, the writer did not analyze the ambiguity on the newspaper title nor advertisement tagline. She analyzed the ambiguous movie titles. The movie titles which were analyzed are the ones produced by Hollywood during 2016 – 2017 period of time.

The writer hopes that by knowing the ambiguity of the movie titles, it can add help the movie lovers to recheck if the movie they want to watch really matches with what they want. Not only that, but it will also help the readers to understand more about the ambiguity and their kinds.

### **1.2 Field of the Study**

This study is under Semantics field as it studies the ambiguity found in movie titles.

### **1.3 Scope of the Study**

In this study, the writer focused on the classification of the ambiguous movie titles produced in Hollywood. The writer used the ambiguous theory which was proposed by Kreidler (Kreidler, 1998).

### **1.4 Problem Formulation**

The writer formulates two main problems in this study as follows:

1. What are the classifications of the ambiguous titles produced in Hollywood?

2. What are the genres that mostly have ambiguous movie titles?

### **1.5 Objectives of the Study**

There are two main goals in her research related to the problem formulation. It is as follows.

1. To classify some ambiguous movie titles produced in Hollywood.
2. To examine the genres that mostly have ambiguous movie titles.

### **1.6 Significance of the Study**

This study is about the ambiguity of the movie titles. The writer hopes that this study not only can be useful for the readers to understand the ambiguities but also can give a reference to its readers about what kinds of ambiguity whether they are lexical, referential or syntactical which can be found in the movie titles.

### **1.7 Definition of Term**

#### **1.7.1 Ambiguity**

The condition when a word or a sentence may have more than one interpretation (Kreidler, 1998).

### 1.7.2 Movie Titles

The titles of the movies which are generally given as a way to show to their viewers the things or the particular events happened in the movies.

