

CHAPTER 4

DATA ANALYSIS

This chapter is used by the writer to answer the problem formulation which has been presented previously.

4.1 Overlook of the Data

Table 4.1

The relation between the type of ambiguity and the genre

Ambiguity \ Genre	Lexical Ambiguity	Referential Ambiguity	Syntactic Ambiguity	<u>Genre</u> <u>Total</u>
Western	1	2	-	3
Musical	-	1	-	1
War	-	1	1	2
Gangsters	1	-	-	1
Horrors	-	2	-	2
Science Fiction	-	-	-	-
Noir	2	1	-	3
Action	2	4	-	6
Blockbuster				
<u>Ambiguity Total</u>	6	11	1	

The Action Blockbuster genre is the most genre that its titles have ambiguity and The Science Fiction genre is the genre that the writer does not find any ambiguity in the movie title between 2016 and 2017 in

Hollywood. The most frequent type of ambiguity found in the movie titles is referential ambiguity.

4.2 The Lexical Ambiguity

In any languages, it is not impossible to have more than one meanings for some of the words used. English is not different from that situation too. Therefore, it is possible that a movie title can have a sort of lexical ambiguity. Lexical ambiguity is the ambiguity which happens because a word might have more than one meaning. It is defined by Bucaria as a word with more than one possible meaning in a context (Bucaria, 2004). There are some movies which might have this ambiguity. They are as follows.

Table 4.2

The number of the each movie genre which contains lexical ambiguity

No	Genres	Lexical
1	The Western	1
2	The Musical	-
3	The War	-
4	The Gangsters	1
5	The Horrors	-
6	The Science Fiction	-
7	The Noir	2
8	The Action Blockbuster	2
	Total	6

4.1.1 Jane Got a Gun

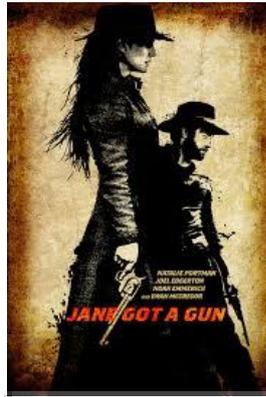


Figure 1. Jane Got a Gun

It was a western movie starred by Natalie Portman. The movie was about Jane Hammond and her husband Bill Hammond who was injured by an outlaw gang named Bishop Boys. Jane could not really help her husband, so one thing that she could do was asking for a help from her ex-fiance Dan Frost.

The title contains lexical ambiguity because when people read the title, it might mislead them. They might assume that the story will be about a girl's effort in getting her own gun. The girl may not deserve to hold a gun at the beginning as she is weak and she cannot fight in a gunshot. But, eventually, she then gets her own gun. However, it is not what the movie is about. It can be read from the plot summary that it is actually a movie about revenge and crime. The girl named Jane does not have the power to do it by herself. So, the word 'gun' there does not mean that she got a gun and does all the attacks to the villains all by herself. It means more like she got someone's help to attack the villains.

4.1.2 Money Monster



Figure 2. Money Monster

This movie is an action blockbuster movie starred by George Clooney and Julia Roberts. It talks about Gates, a host of a TV show titled Money Monster. It is a live TV show which talks about stocks recommendation and avoidance. It is a successful TV show. Gates does not stand alone in that show. Behind him, there is Fenn, the producer of the show and also Gates' friend. One day when Gates is discussing a company called Ibis Clear Capital, a man named Kyle came to the TV show. He threatens to explode the bomb if his request is not fulfilled. He reveals that he has invested his money to Ibis Clear Capital and along with the other investors have been the victims of them. He required everyone to keep the show being aired and asked Gates and Fenn to get the answer of how the company could just lose Kyle's money and the other investors.

This title contains lexical ambiguities. Lexically the words *Money Monster* would mean that the monster is the money or a monster which is made up of money. Here the word *monster* means any imaginary frightening creature. It will mislead the people who read the title if they think that there will be a kind of monster. However, there is the second meaning of monster which can actually more match to the movie. It is that monster can actually mean *something very big*. The amount of money being discussed in this movie is really a lot as it deals with a big corporation and also the Wall Street.

Money Monster can be categorised as a gangster movie. It does not look like the common gangster movie which talk about the brotherhood between the outlaw, but here the outlaw, Kyle, is not seen as the antagonist. Although at the beginning of the movie, he might be seen as the antagonist. Kyle is more of the victim. It makes Gates and Fenn finally make a bond with Kyle and they work together to find out what has actually happened to the Ibis Clear Capital company so that it makes all the investors lose all their money.

4.1.3 Hardcore Henry



Figure 3. Hardcore Henry

Hardcore Henry is a science fiction story. It tells a story about Henry, A man who suddenly wakes up in an airship. He has no memory about who he is. When he opens his eyes, a woman named Estelle appears before him. She says that she is his wife. She is explaining that Henry is her husband who has experienced a serious accident. It makes Estelle replace parts of Henry's limbs with the prosthetic one. Henry is also now a humanoid. Then, a group of terrorist tries to kill Henry and they manage to kidnap Estelle.

Hardcore Henry has a lexical ambiguity. When people read the title, they might assume that *hardcore* means a person who strongly believes in something. Another meaning of *hardcore* is showing sexual acts clearly and in detail. However, there is no scene which shows either a person who strongly believes about something or about the explicit sexual scene. There are only some implicit sexual scenes. The term *hardcore* here may mean that the violence or assault is shown in details.

Hardcore Henry is a kind of science fiction movie. There are things like humanoid, clones, and memory program. It is related to the science which has not been available at the moment, therefore, it is called fiction.

4.1.4 The Nice Guys



Figure 4. The Nice Guys

The Nice Guys tells the story of Holland March, a private detective. He is hired by Mrs. Glen to find Amelia Kuttner, her niece. Meanwhile, Amelia also has hired a law enforcer named Jackson Healy to avoid being found. However, March and Healy finally have to work together to find Amelia because she is lost. After the investigation, they meet Amelia's mother who is an official at a Department of Justice. She claims that her daughter is paranoid and delusional.

The Nice Guys title contains a lexical ambiguity because when the viewers see the title, they might hope that they will see a group of good or

kind men. However, the word *nice* has a different meaning in this movie. Both of the main characters are quite far from being able to be called as nice guys. So, the word *nice* in the title means closer to *satisfactory*.

The Nice Guys can be categorized as a noir film because of the 'anti-hero' character of the main characters, March and Healey. March is not a promising detective. He is afraid of doing dangerous action and not really good at his job. On the contrary, Healy who supposedly enforces the law often acts against the law especially because of his violence.

4.1.5 X-Men Apocalypse



Figure 5. X-Men Apocalypse

X-Men Apocalypse is a part of X-Men saga. X-Men are a fictional group of mutated human. Each of them has mutated gene which enable them to do something inhuman, like manipulating the weather. In this movie, the world's peace is at stake and the X-Men has to do something to guard it. This movie tells about the rise of a powerful mutant called En Sabah Nur, A powerful mutant from the

ancient Egypt who was successfully sealed in a tomb long time ago. However, he was accidentally released. He recruits some people as his Four Horsemen. He aims to enslave all the living human. X-Men have to unite to stop his aim to happen.

The title *X-Men Apocalypse* contains the lexical ambiguity. The word *Apocalypse* has two meaning. the first one is the end of the world while another one is a total destruction. This movie considers *apocalypse* the second meaning although it is not a total but it is more of the great destruction. It is true that in this movie, Sabah Nur is pictured as a very powerful mutant, but it does not mean that everything on Earth is destroyed by him. He indeed makes a great destruction. Yet, it does not end the world. X-Men stop him and save the world.

X-Men Apocalypse is an action blockbuster movie. It is a bit mixed with science fiction but the science fiction does not the main part. It focuses more on the action with a lot of explosions.

4.1.6 London Has Fallen



Figure 6. London Has Fallen

London Has Fallen is a movie which tells a story about a secret service and the President of USA, Banning and Asher, who are on a trip to London for a British Prime Minister's funeral. The conference is compromised by a group of terrorists. They kill any world leader they meet and destroy many main buildings. Banning and Asher have to hide and wait for the help. Unfortunately, the terrorists manage to kidnap Asher. They plan to broadcast the decapitation upon Asher. Banning has to try his best to shut down the terrorists and saves Asher.

London Has Fallen contains a lexical ambiguity because the word *fallen* has at least two meanings. The first one is suddenly go down onto the ground. London is a city. It is not a creature, so it will not be able to go down. The second meaning is a condition of being defeated. This meaning get along with the theme of the movie. It tells that London's security system has been defeated. It is shown by the fact that the terrorist can launch their massive

attack without any good resistance from either the police nor the military personels.

London Has Fallen is an action blockbuster movie. It focuses on the effort of both Banning and Asher to survive in the middle of the terrorist attack. There are very much gun shooting and explosion in this story.

4.3 The Referential Ambiguity

Using a language sometimes does not only about the meaning, but it also about choosing the right reference. It may cause the confusion which may arise because the thing that is referred by the speaker might be different from the thing which is thought by the hearer. That is when the referential ambiguity arises. Here are some movie titles that contain the referential ambiguity:

Table 4.3

The number of the each movie genre which contains referential ambiguity

No	Genres	Referential
1	The Western	2
2	The Musical	1
3	The War	1
4	The Gangsters	-
5	The Horrors	2
6	The Science Fiction	-
7	The Noir	1

8	The Action Blockbuster Total	4 11
---	------------------------------------	-------------

4.2.1 The Revenant (2016)



Figure 1. The Revenant

The Revenant is a western movie starred by Leonardo di Caprio. He is a talented actor who had been nominated for an Oscar for his bright act in several movies before he acted on The Revenant. He got nominated several times, yet he never got any of the Oscar. It was this movie which finally could bring him an Oscar.

The Revenant told a story about Hugh Glass, a cowboy who was attacked by a Grizzly Bear. He was really badly injured and he was left by his groups as they thought that his injury was too bad to be able to survive. The leader of the group, Henry, asked John to wait for Glass' death in order to bury him afterwards. So, John and Hawk, who was Glass' son waited for Glass' death.

However, John was not patient enough to wait, and then he killed Hawk and left Glass because he thought that after all, Glass would be dead by himself. Being terribly injured, Glass tried to return to heal his wound his group and avenged for his son's death.

The Revenant has a lexical ambiguity. The word Revenant actually means a person who returns from the death. Yet, Glass did not return from the death. If it really means a person who returns from the dead, Glass should be a kind of zombie, a walking dead. He could also probably experience what Indonesian people called as 'mati suri' or apparent dead. Actually it did not mean that for this film. It is true that Glass went through a near dead experience, however it was just a very bad injury and it did not mean that Glass experience an apparent dead condition.

4.2.2 The Ballad of the Lefty Brown

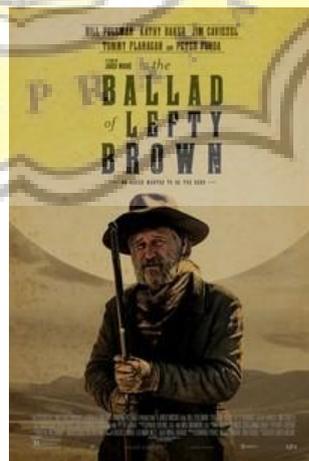


Figure 2. The Ballad of Lefty Brown

The Ballad of Lefty Brown is a western movie. It tells a story about a man named Lefty Brown, who is on a trip with his friend who is a Senator, Edward Johnson. Edward is then shot by an outlaw. Lefty survives with some injuries. However, when he returns, he is unfairly accused as the killer.

The Ballad of Lefty Brown contains a referential ambiguity because actually ballad means a song or poem that tells a story. When people read the title, they may hope that they will see a musical song. However, The Ballad of Lefty Brown does not tell anything about any song or poem. There is no scene about singing or reading poem at all in the movie. It is just about the story of a man named Lefty Brown who wants to avenge for his friend's death. Here the word 'ballad' does not refer to any song or poem, but it is more about explaining that the movie tells about a story of a man named Lefty Brown.

4.2.3 La La Land



Figure 3. La La Land

La La Land is a film about Mia Dolan and Sebastian Wilder, who are an actress and a pianist. They both met each other when they are at the bottom stage of their career. Mia fails at many auditions while Sebastian is fired by his boss as he plays a jazz song rather than a Christmas song as what his boss has requested him to play. Both of them get close to each other and start encouraging each other that they can do something with their dreams.

La La Land sounds like a name of an island. However, it is not. This title contains a referential ambiguity because '*La La*' is not meant as a name of a land. It is the word that people may use when they are humming for a song.

La La Land is a musical film. There are many scenes where the characters sing and dance together. The music does not only act as the background of the movie, but it is also giving the great support to the plot.

4.2.4 13 Hours: The Secret Soldier of Benghazi

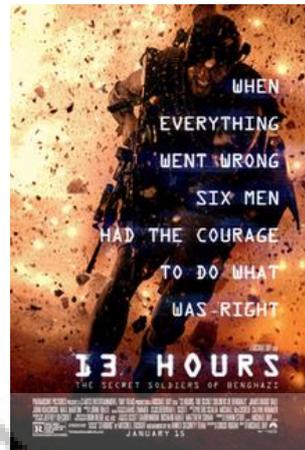


Figure 4. 13 Hours: The Secret Soldier of Benghazi

13 Hours: Secret Soldier of Benghazi is a biographical war film which takes place in Benghazi, Libya. The plot of the film is that there is an American compound in Libya which is functioned as an informal embassy. The US Ambassador wants to come to Benghazi although he has been warned previously that it is not safe. In the night, a group of militant attacks the compound and kills the ambassador. However, the chief operator manages to escape from the chaos. He and his men have 13 hours before the backup team can come and save them all.

13 Hours: Secret Soldier of Benghazi is a movie title which contains a referential ambiguity. It is clear that 13 hours lexically means a long duration of hours. However, it might be hard to guess what that movie is about. Whether it is about a competition or might be a training, it is hard to guess. The confusing thing to decide what this movie actually talks about leads it to have a referential ambiguity.

13 Hours: Secret Soldier of Benghazi is a war film with a modern time setting. It is made based on the real situation that was experienced by the American soldiers in Benghazi. There is a lot of shoot and explosion in the film. The viewers can also see some unpleasant scenes when the soldiers or the militants get hit by a grenade or bazooka as the part of their limb become incomplete.

4.2.5 10 Cloverfield Lane



Figure 5. 10 Cloverfield Lane

10 Cloverfield Lane tells the story of Michele who suddenly wakes up in a bunker. The last thing she remembers is she is driving his car then there is a truck hit her car. She lives in the bunker together with Howard. He tells her that the world outside the bunker is not a safe place anymore. There is the deadly gas which makes the air poisoned.

10 Cloverfield Lane contains a referential ambiguity because it looks like a name of an address, while it is actually not.

The word *Cloverfield* is also given to show that this film has a connection as either sequel or prequel to the *Cloverfield*, a film released in 2006. However, it also creates a referential ambiguity to the viewers. With the name *Cloverfield*, they expect that *10 Cloverfield Lane* can have some connection, but actually, there is no close connection. The only connection is that Howard works in Tagruato, a company which appears in the first film, *Cloverfield*.

10 Cloverfield Lane can be categorized as a horror film although the viewers will not see any ghost when they watch this film. It is categorized as a horror film because it triggers the fear of the viewers as they do not know what will happen next to the main characters when they meet the bad guy or the alien-like creature.

4.2.6 Don't Breathe

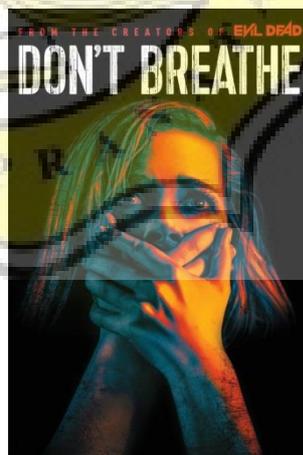


Figure 6. Don't Breathe

Don't Breathe tells a story about Rocky, Alex, and Money who have the plan to steal the money from a blind old man who has

a lot of money. The stealing goes wrong when the man notices that there are thieves in his house. With his experience as a marine, he tries to catch them. His intention of catching them changes to a killing intention after he knows that the thieves also finds out his hostage. A woman whom he imprisons in his basement. Rocky, Alex, and Money have to find the way out of the house.

Don't Breathe contains a referential ambiguity. The title gives information that makes viewers think that the characters will not breathe in the most scenes in the film. However, it is not. There is a moment when the blind man knows that the thieves are in a room. He turns off the lamp and it makes the thieves unable to see. They must sometimes hold their breath as well because the blind man might know where they are if they breathe heavily in that quiet moment.

Don't Breathe is also a horror film without any ghost presence. It is categorized as a horror film because of the effect for the viewers. It certainly creates fear towards the viewers.

4.2.7 Captain America: Civil War



Figure 7. Captain America: Civil War

Captain America: Civil War tells a story about Steve Rogers, a fictional superhero who is known as Captain America. He finds out that his best friend, Bucky is still alive. But, he is not who he was. After an explosion at the UN office by a person who looked like him, Steve also wants to search Bucky. Until he gets the fact that, Bucky's mind has been a program to obey anyone who has the book with the series of order. Tony Stark, the Iron Man is ordered by the government to get both Bucky and Steve who has been declared as the fugitives.

Captain America: Civil War has the referential ambiguity. Civil war is the term used to explain a war which happens to the big groups of people against another group from the same country. In *Captain America: Civil War*, the war which happens does not between that big group of people, but it is only a few men who are led by Steve versus other few men who are led by Steve.

Captain America: Civil War is an action blockbuster film because it has scenes with explosions. The main characters are ready with some big guns.

4.2.8 Deadpool



Figure 8. Deadpool

Deadpool is a film starred by Ryan Reynolds. He did not only star this movie, but he also produced it. This movie tells about a mercenary named Wade Wilson, who is diagnosed of having a deadly cancer. Being desperate of going to die real soon, he accepts an experimental offer to heal his cancer. It turns out that the experiment is done by hurting the subject so much that it may trigger the mutation. Wade survived and got the mutation, but the effect on him is not good. He gets a burn scar on his whole part of the body. Actually he is not completely heal from his cancer. However, his mutation makes him have the super regeneration ability. The damaging effect of the cancer is not as fast as the

healing factor he has. Determined to avenge Francis, the head of the research who tortured him very badly, Wade tried to find and kill him.

The title *Deadpool* contains a referential ambiguity. When it is searched in the dictionary, that word does not exist. When people see the title, they might think that it has some relation to a pool where people use to swim or another pool which means billiard. However, none of them are related to the movie. *Deadpool* itself does not mean anything because it is only a name. It is a fictional masked vigilante character created by Wade when he wanted to catch Francis, the one who tortured him.

It is hard to categorised *Deadpool*. On one side, it is a movie which pays much attention on the action part. On the other side, it can be also categorised as a noir film. However, the writer thinks that the noir theme is stronger in this film. *Deadpool* has the anti-hero character. He does not have the character of a good hero. He can just slain any of his enemy brutally without mercy. His wife is also not a picture of a good woman as she is a prostitute.

4.2.9 The Jungle Book

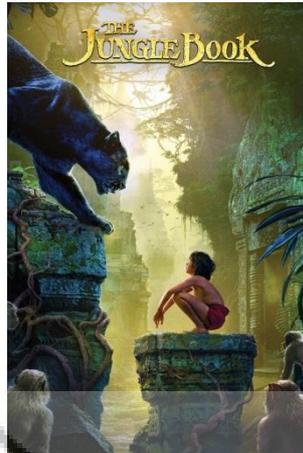


Figure 9. The Jungle Book

The Jungle Book is a movie made based on a famous classic book written by Rudyard Kipling. It tells a story about a boy named Mowgli who is raised by a pack of wolves. They live in peace, until when a tiger named Shere Khan comes. He does not like the presence of a human among the animals. He tries to kill Mowgli, but Mowgli is survived because Bagheraa, a black panther, saves him. During his escape, Mowgli gets a vision that there will be a life threatening fire which can burn the jungle and all the animals inside. Mowgli has to think about how he can survive from Shere Khan's threat and also put out the fire.

The Jungle Book contains a referential ambiguity. When people read the title they might think that the story will be about a book which tells a story about a jungle. It is true that *the Jungle Book* tells a story about a jungle. The settings of the movie are in a jungle. It also tells about the animals living there. Yet, it is not

about finding a book. It tells more about Mowgli and his struggle as a boy who is raised lives among the animals.

The Jungle Book is an action blockbuster movie. It actually does not have some of the characters of it, like the shooting, or bomb explosion. However, this movie focuses on Mowgli's adventure. There are some thrilling parts and there are some scenes of destructions, too.

4.2.10 Batman vs Superman: Dawn of Justice



Figure 10. Batman vs Superman: Dawn of Justice

Batman vs Superman: Dawn of Justice is a movie about the battle of the two famous superheroes from the DC Universe, Batman and Superman. Both of them are actually good men. However, there is a time when Superman fights Zod, a bad man who wants to destroy the Earth, and the result of the fight between them is really bad. Because the fight also happens in a city, there are so many victims due to the broken and destroyed buildings.

Bruce Wayne who is Batman's alter ego cannot accept that. He thinks that Superman must be stopped. They have a fight but then realised that they are just brought into conflicts by Lex Luthor, a crazy billionaire. Lex also awakes a cryptonian creature from Zod's space ship.

Batman vs Superman : Dawn of Justice contains a referential ambiguity. People who do not really know if both of them are actually the names of superheroes will be confused. Especially when they read *Batman*, they will expect that it is a bad monster or it may also be a man which physically looks like a bat. However, it is not. Batman's suit similar to a bat only on the ears part and the black colour. Apart from them, none of the suit parts which are like a bat.

For those who know that Batman and Superman are fictitious characters, the title can also be ambiguous. Eversince they will hope that both of the superheros will fight each other. They will also hope to see which one will be the winner. However, the winner is still unknown. They do not really finish their fight because they eventually know that they are used by Lex Luthor, and there is also a bigger threat caused by the creature he made.

4.2.11 Star Trek Beyond



Figure 11. Star Trek Beyond

Star Trek Beyond is a movie which is part of the Star Trek saga. It is made based on a TV series which has the same title. It tells the adventure of the crews of a spaceship named Enterprise. The main characters are the captain of the ship and his right hand, Captain James T Kirk and Spock. It is told that Kirk is going to be appointed as the vice admiral. He is going to appoint Spock as the new captain of the Enterprise. Before the inauguration, the Enterprise gets a job to save a ship which is trapped in a nebula. Surviving from the mission, Enterprise gets ambused by the Krall, people from another planet. Krall also plan to destroy the Federation, a kind of country where Kirk and his friends live.

Star Trek Beyond contains the referential ambiguity because the word *Trek* which means to walk a long distance or a tiring walk. However, the film is not about the long distance or a tiring walk. The distance traveled by the Enterprise is far but because of the advance technology they have they can use the light

speed. It makes the long distance can e reached in a glimpse of eyes. It is not tiring at all. The title *Star Trek Beyond* is used only to show that the film has the relation to the *Star Trek* saga.

Star Trek Beyond sounds like a science fiction movie. It promises the space battle, interplanet travels, and other things related to the space. However, if it is seen deeper, it is more match to be seen as an action blockbuster film. It focuses more on the action and the adventure of the main characters rather than going more on the scientific side.

4.4 The Syntactic Ambiguity

After the reference and lexical, there is also another kind of ambiguity. It is the syntactic ambiguity. The films which contain the syntactic ambiguity are as follows.

4.3.1 13 Hours : The Secret Soldier of Benghazi

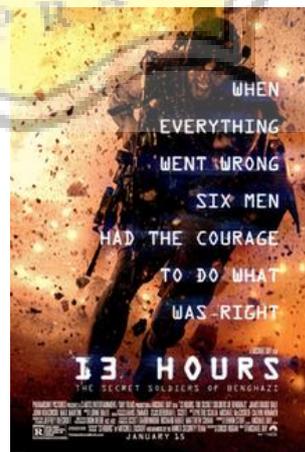


Figure 1. 13 Hours: The Secret Soldier of Benghazi

13 Hours: Secret Soldier of Benghazi is a biographical war movie which takes place in Benghazi, Libya. The plot of the film is that there is an American compound in Libya which is functioned as an informal embassy. The US Ambassador wants to come to Benghazi although he has been warned previously that it is not safe. In the night, a group of militant attacks the compound and kills the ambassador. However, the chief operator manages to escape from the chaos. He and his men have 13 hours before the backup team can come and save them all.

13 Hours: Secret Soldier of Benghazi is a movie title which contains not only a referential ambiguity, but also a syntactic ambiguity. The phrase *Secret soldier of Benghazi* can have two meanings. The first one is the secret soldier is the native Benghazi. In this movie, the secret soldier is clearly not about the native Benghazi. The second one is the secret soldier stays in Benghazi. The movie is more about this one because it tells about the American soldiers.

13 Hours: Secret Soldier of Benghazi is a war movie with a modern time setting. It is made based on the real situation that was experienced by the American soldiers in Benghazi. There is a lot of shoot and explosion in the film. The viewers can also see some unpleasant scenes when the soldiers or the militants get hit by a grenade or bazooka as the part of their limb become incomplete

4.4 General Discussion

From the data above, there are 17 titles that the writer had found containing ambiguities for this study. That titles was the result of filtering out around more than one hundred list of movie titles released in between 2016 and 2017. Most of the titles in the list that have ambiguity are action blockbuster genre. It may happen as it is one of the most popular genre among the others. Different from a genre like the gangster, the viewers in an action blockbuster movie can be vary from a child to an adult. With the numerous titles, it may also give a significant reason behind the finding of this study where the action blockbuster becomes the most frequent genre with the ambiguous titles.

On the contrary, among the titles, science fiction looks like the least frequent genre which coming out with the ambiguous title. Compared to the other genre, science fiction is quite hard to decide. It is because sometimes the science fiction is used by another genre to be mixed with the genre, such as action blockbuster. *Star Trek Beyond* is one of the examples. *Star Trek Beyond* tells about the interplanet adventure which sounds like a science fiction, however the story only put it as more like a 'decoration'. It takes only a small portion of the movie, and different from a real science fiction movie like *Gravity*, the science in *Star Trek Beyond* does not really logic. There is a scene when there is a battle between the spaceships in the space and there is the huge explosion sound when the ship got hit and explode. It is a wrong science. In vacuum space, there will be no sound transfered. It is shown really well in *Gravity* which also has a

scene when the main character's spaceship has a sort of malfunction and explode and it does not make any sound. The fire does come out of the spaceship and destroy it but there is no sound. This condition then makes the writer think that she will categorise a movie into a science fiction genre, only when the science is the main theme, not when it becomes merely a 'decoration'.

