



## THE RELATION BETWEEN VERBAL AND VISUAL EXPRESSIONS IN SANDERS AND DEMICCO'S "THE CROODS 1"

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### Article Info

*Received February 2016*  
*Accepted March 2016*  
*Published June 2016*

#### Keywords:

*Verbal, Visual Expression,  
Movie*

### Abstract

Communication is generally defined as having both a verbal and nonverbal component. Verbal communication often refers to the words we use in communication whereas nonverbal communication refers to communication that is produced by some means other than words (eye contact, body language, or vocal cues) (Knapp & Hall, 2009:5). This study describes the relation between verbal and visual expression in "The Croods 1". The aims of this study are to describe how verbal relate to visual expression in "The Croods 1". There are six of facial expressions relate to visual expression and language features relate to verbal expression. The facial blueprints of the major emotions-how surprise, fear, disgust, anger, happiness and sadness are registered by changes in the forehead, eyebrows, eyelids, cheeks, nose, lips, and chin. This research used descriptive method with qualitative approach. The object of this research was "The Croods 1". There are 30 data of facial expression were identified in the movie. They are 5 data in surprise expression, 6 data in fear expression, 3 data in disgust expression, 6 data in anger expression, 7 data in happiness expression and 3 data in sadness. Hence, there are relations between verbal and visual expression in "The Croods 1". The researcher would like to give some suggestions about the analysis of dialogs in a film using semiotic approach such as used Ferdinand approach, Barthes approach, and Eco approach and so on.

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[p-ISSN 2087-0108](#)

[e-ISSN 2502-4566](#)

## INTRODUCTION

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011:1). Communication is semiotic work. Work changes things: the tools, the worker and that which is worked on. Semiotic work is no exception: it works in the domain of the social; changes produced by social-semiotic work are meaningful. Meaning is made in communication, whatever its form (Kress, 2010:32). Communication is generally defined as having both a verbal and nonverbal component. Verbal communication often refers to the words we use in communication whereas nonverbal communication refers to communication that is produced by some means other than words (eye contact, body language, or vocal cues) (Knapp & Hall, 2009:5).

There is a relationship between verbal and visual expression, according to Doumont (2002:219), verbal relates to a text and visual connects to pictures or expression. Verbal refers to languages, with the symbolic arbitrariness of their semantics and the sequential logics of their syntax. Visual refers to the coding, as processed by the brain, not to the channel, as perceived by the senses. The face provides more than one kinds of signal to convey more than one kind of message. In trying to follow the emotion messages, you may look at the wrong signal. Or perhaps you do not clearly differentiate the emotion messages from the other messages conveyed by the face (Ekman, 2003:10). According to Ekman (2003:1), the facial blueprints of the major emotions-how surprise, fear, anger, disgust, sadness, and happiness are registered by changes in the forehead, eyebrows, eyelids, cheeks, nose, lips, and chin. It is has relation with semiotic study which focuses on concept of face to analyze movie. Hence, verbal expression relates to the utterance or conversation of movie and visual expression relates to picture of movie or expression in that movie.

A movie is being essential as a means of entertainment. It is the illusion of the reality in

visual media. Film presents the audience images in illusory motion, which is represented on the screen, acted by the stars, has its own style, genre, and certain events. The study of movie cannot be separated from the society as stated by Allen and Gomery, however movies are social representations. That is, they derive from images and sounds, themes, and stories ultimately from the social environment. In functional film, characters are given attitudes, gesture, statements, motivations and appearance that are in part at least, based on social roles, and on general motions about how debutante, mother or husband is 'supposed' to be (Allen and Gomery, 1993:46).

Taking the above ideas into consideration, the researcher is interested to analyzing a movie. Film produced by DreamWorks Animation have been told located in the primeval time tells the story of a family of early human species Homo Neanderthal types who calls himself The Croods. The Croods family consists of 6 homo of Neanderthal namely Grug (father), Ugga (mother/wife Grug), Gran (grandmother/mother Ugga), EEP (first child female), Thunk (Second child male) and Sandy (the third child baby). The researcher assumes there are many found the using of facial expression relate to verbal expression. The researcher is encouraged to entitle the research as follows: The Relation between Verbal and Visual Expression In "The Croods Movie". We know that in daily life when the students want to produce the verbal expression, it should relate to visual expression. The verbal expressions connect to facial expression such as surprise, fear, disgust, anger, happiness and sadness. In addition to this, there are the verbal expression that students can practice producing such as wow, eww, yikes, argh, yes and huhh. Lastly, when learning this study the teacher can know the expression and emotion of the students. This is important in the process of teaching and learning in the classroom.

Some experts have already conducted the studies of semiotics study. One of them is the study by Bouzida (2014) which aims at analysis semiology analysis in media studies "Roland

Barthes approach". The evaluation should be pointed out from this study is about the analysis process. This study used Barthes's theory to analysis poster of movie those are denotation, connotation and myths. Therefore, the researcher do not analyze used another expert theories such as Ferdinand or Charles and so on. In practice, Roland Barthes approach is highly applied in media studies that concentrate upon semiological analysis of such varied media domains as advertising, cinema, films, video clips, and caricature. In summary, this paper with the application of semiology in media studies according to Barthes approach, in the way that emphasizes the non verbal communication /the visual image /the photograph as a sign system.

The other study related to Semiotic is done by Rahmasari (2014). She research entitled "a semiotic analysis on the help movie posters". This research investigated about movie posters; normally contain many kinds of verbal and visual signs. In analyzing the data, the researcher used Barthes theory (1972) to build the meaning through denotation and connotation theory and how it is then bringing them into a myth that people believed as racism issues in *The Help* movie posters. In summary, the denotative signs found in this research are from the representation of visual and verbal elements in the posters such as the title, tagline, and the image of women, gestures, and facial expression, the image of bench, pigeon, ravens, cage, cartoon, and also colours. While connotation is used to build the meaning behind each of denotative signs found in the movie posters such as the way the citizens of America face the racism issues based on the skin colour differences. The myth built in the movie posters consider White people as the best race between others is pictured in the fifth of *The Help* movie posters.

The other study related to the verbal and visual expression is done by Merlina, et al (2013). This research focuses to analyze emotions on Kaskus and classifying some of emotions in Kaskus. This research investigates the types of emoticons which occurred on

Kaskus. The researcher takes the data from Kaskus, therefore it is a forum in the internet which has grown to be one of the most popular websites in Indonesia. From the discussions, there are verbal and nonverbal sign in the emoticons that appear on Kaskus. The meaning of verbal sign and nonverbal sign in emoticon "marah" represents anger emotion. Emoticon "Ngakak" and "thumbup" represent enjoyable emotion. Emoticon "Sorry" and "Cool" represent sadness emotion. The different point between this research and the study above is the object of the study.

Tao in the year of 2014 studies to evaluating the concept of 'face' (*mentsu*) in Japanese verbal communication. This paper reports on a study which aimed to collect data by which the conceptualization of 'face' (*mentsu*) by Japanese young people could be evaluated. The results objectively verify the awareness of face among younger Japanese people, proving that most Japanese university students regard saving face very highly and think that saving face is most important. The data show that more respondents agree with the statement "Japanese people regard saving face very highly" than with the statement "Saving face is most important."

From those four of previous studies, the researcher can conclude that there are some similarities and differences between those five previous studies and the current study. But there is different with the object and so on. My research focuses on the relation between verbal and visual expression in the crowds movie.

## MULTIMODALITY

Multimodal literacy (Jewitt & Kress, 2003:61) is about understanding the different ways of knowledge representations and meaning-making, such as on advertisements, posters, web-pages and films. Multimodal literacy focuses on the design of discourse by investigating the contributions of specific semiotic resources, (e.g. language, gesture, images).

### **Semiotics as the Study of Sign**

Based on Chandler (2002:1) the shortest definition of Semiotics is the study of signs. Semiotics itself is very close to the signs as the subject of the study. In other definition, Eco (1979:7) argued that semiotics is concerned with everything that can be taken as a sign.

### **Visual Expression**

*Visual* refers here to the coding, as processed by the brain, not to the channel, as perceived by the senses. In this sense, so-called "visual aids" (slides) used by speakers to "illustrate" their presentations are seldom visual: if they display nothing but text, they are clearly verbal. Often, they are absorbed nonverbally: when asked later what was on them, audience members find themselves at a loss for words and start making gestures, often redrawing the illustration in the air (Doumont, 2002:219). Hence, visual expression relates to picture of movie or expression in that movie.

### **Facial Expression**

The face is one of the most expressive channels of communication, particularly for expressing emotions. Emotional expression occurs primarily through changes in the mouth, eyebrows, cheek and eye muscles, pupil dilation, and the amount and direction of gaze. Specific facial expression for specific emotions has been observed in a variety of different cultures, suggesting that facial expression of emotion may be universal. Facial expression of happiness, anger, disgust, sadness, and combined fear and surprise are readily communicated across cultures (Ekman, 2003:25).

The complexity of the face is apparent when we consider its sending capacity, the information it may convey, and its role in social life. Although there are only a few words to describe different facial behaviors (smile, frown, furrow, squint, etc.), man's facial muscles are sufficiently complex to allow more than a thousand different facial appearances; and the action of these muscles is so rapid, that these could all be shown in less than a few hours' time (Ekman, 1972:1). According to Ekman (2003:1),

the facial blueprints of the major emotions-how surprise, fear, anger, disgust, sadness, and happiness are registered by changes in the forehead, eyebrows, eyelids, cheeks, nose, lips, and chin.

Facial expression can be useful for psychotherapists, ministers, physicians and nurses, trial lawyers, personnel managers, salesmen, teachers, actors and so on (Ekman, 2003:3). The teacher needs to know whether or not the students understand what he is saying. Interest, concentration, and perplexity are shown on the face. Therefore, learning of facial expression has benefit in daily life. Understanding emotional experience applies not just to our relationships with others but also to all relationship. It can help you understand the most private, personal, unique part of our self. This is a part of our self which has enormous power over our life. Our work, our life, and even our death can be determined by our feelings.

### **Surprise**

Surprise is the briefest emotion. It is sudden in its onset. If you have time to think about the event and consider whether or not you are surprised, then you are not. You can never be surprised for long, unless the surprising event unfolds new surprising elements. It doesn't linger. When you cease being surprised, its disappearance is often as sudden as was its onset (Ekman, 2003:34). The characteristic of surprise expression is the brows are raised, so that they are curved and high. The skin below the brow is stretched. Horizontal wrinkles go across the forehead. The eyelids are opened; the upper lid is raised and the lower lid drawn down; the white of the eye-the sclera-shows above the iris, and often below as well. The jaw drops open so that the lips and teeth are parted, but there is no tension or stretching of the mouth.

### **Fear**

Fear is so often experienced in advance of harm-you are so successful in spotting danger before pain hits-that it is possible to forget that you can be caught unawares. Thinking, planning, evaluating, and anticipating do not

always protect or even warn you. Sometimes you are harmed without notice, and when that happens you feel fear without much, if any, prior thought about what is happening (Ekman, 2003:47). The characteristic of fear expression is the brows are raised and drawn together. The wrinkles in the forehead are in the center, not across the entire forehead. The upper eyelid is raised, exposing sclera, and the lower eyelid is tensed and drawn up. The mouth is open and the lips are either tensed slightly and drawn back or stretched and drawn back.

### **Disgust**

According to Ekman (2003:66), disgust is a feeling of aversion. The taste of something you want to spit out, even the thought of eating something distasteful can make you disgusted. A smell that you want to block out of your nasal passage, or move away from, calls forth disgust. And again, even the thought of how something repulsive might smell can bring out strong disgust. The sight of something you think might be offensive to taste or smell can make you disgusted. Sounds might also make you disgusted, if they are related to an abhorrent event. And touch, the feel of something offensive, such as a slimy object, can make you disgusted. The characteristic of disgust expression is when the upper lip is raised. The lower lip is also raised and pushed up to the upper lip, or is lowered and slightly protruding. The nose is wrinkled. The cheeks are raised. Lines show below the lower lid, and the lid is pushed up but not tense. The brow is lowered, lowering the upper lid.

### **Anger**

Anger is probably the most dangerous emotion. When angry, you are most likely to hurt others purposefully. If you know that someone is angry, if you comprehend what made him angry, then his attack is understandable even if you condemn his failure to control himself. It is the person who attacks without known provocation-who doesn't seem to have been angry whom you judge as bizarre or crazy (Ekman, 2003:78). The characteristic of

are the brows are lowered and drawn together. Vertical lines appear between the brows. The lower lid is tensed and may or may not be raised. The upper lid is tense and may or may not be lowered by the action of the brow. The eyes have a hard stare and may have a bulging appearance. The lips are in either of two basic positions: pressed firmly together, with the corners straight or down; or open, tensed in a squarish shape as if shouting.

### **Happiness**

According to Ekman (2003:99), happiness is the emotion most people want to experience. You like being happy. It feels good. You choose situations, if you can, in which you will experience happiness. You may organize your life in order to increase your happy experiences. Happiness is a positive emotion. The characteristic of happiness expression are corners of lips are drawn back and up. The mouth may or may not be parted, with teeth exposed or not. A wrinkle (the naso-labial fold) runs down from the nose to the outer edge beyond the lip corners. The cheeks are raised. The lower eyelid shows wrinkles below it, and may be raised but not tense. Crow's-feet wrinkles go outward from the outer corners of the eyes.

### **Sadness**

In sadness your suffering is muted. You do not cry aloud but more silently endure your distress. Anything can make you sad, but most often you are sad about losses. Loss is through death or rejection by a loved one. Loss is an opportunity or reward through your own mistaken effort, or circumstance, or another's disregard. Loss of your health or some part of your body through illness or accident (Ekman, 2003:114). The characteristic of sadness expression are the inner corners of the eyebrows are drawn up. The skin below the eyebrow is triangulated, with the inner corner up. The upper eyelid inner corner is raised. The corners of the lips are down or the lip is trembling.

### **Verbal Expressions**

More frequently, technical communicators simply distinguish between verbal and nonverbal processes. *Verbal*, here, refers to languages, with the symbolic arbitrariness of their semantics and the sequential logics of their syntax (Doumont, 2002:220). A language function refers to language as they engage with content and interact with others. Functions represent the active use of language for a specific purpose. The use of language functions in order to express ideas, communicate with others, and show understanding of content in an academic setting. The first is personal it refers to ourselves, our emotions and our ideas (clarifying or arranging one's ideas; expressing one's thoughts or feelings): love, joy, pleasure, happiness, surprise, likes, dislikes, satisfaction, disappointment, distress, pain, anger, anguish, fear, anxiety, sorrow, frustration, annoyance at missed opportunities, moral, intellectual, and social concerns; and the everyday feelings of hunger, thirst, fatigue, sleepiness, cold, or warmth. Hence, this is category refers to verbal expression of this study focuses on surprise, fear, disgust, anger, happiness and sadness.


## METHODOLOGY

This research used descriptive method with qualitative approach. The source of the data in this study is "the croods movie". According to (Creswell: 2002,181) stated that qualitative research taken place in natural setting. The qualitative researcher often goes to the site (home, office) of the participant to conduct the research. This enables the researcher to develop a level of detail about the individual or place and to be highly involved in actual experiences of the participants. Furthermore this is research; this type of study is done by collecting the data, classifying the data, analyzing the data, and then drawing the conclusion. The source of the data is facial expression and the dialogs in the croods movie. And the last the object of this research was "The Croods 1".

## FINDINGS AND DISCUSSION

There are 30 data of facial expression were identified in the movie. They are 5 data in surprise expression, 6 data in fear expression, 3 data in disgust expression, 6 data in anger expression, 7 data in happiness expression and 3 data in sadness. The data are presented in verbal and visual expression in the croods movie.

### Expression of Surprise


No	Verbal	Visual
5	GUY: Whoa! I did not see that coming. Twist ending. My stories never end like that. THUNK :Yes! <b>Two stories in one night!</b> The Croods LEAVE Grug and GATHER around Guy. Count: 45:55	

The picture shows that expressions of surprise indicated by brows are raised, so that they are curved and high. The skin below the brow is stretched. Horizontal wrinkles go across the forehead. The eyelids are opened; the upper lid is raised and the lower lid drawn down; the white of the eye-the sclera-shows above the iris, and often below as well. The jaw drops open so that the lips and teeth are parted, but there is no tension or stretching of the mouth.

The conversation above shows that Thunk employs surprise expression. Thunk was very surprise because he got two stories in one night. Guy said "*whoa! I did not see that coming. Twist ending. My stories never end like that*". Thunkresponse "*Yes! Two stories in one night!*"

And then The Croods leave Grug and gather around Guy. Guy is uncharacteristically dumbstruck. From the explanation above, Thunk claims 'common ground' to Grug by indicating that he belong to some set persons who share some specific wants. He has fulfilled Grug's surprise face. He respects him when Uggga reminds Grug to telling a story. In this case, the verbal expression indicated surprise because the utterance is "Yes! Two stories in one night!". And visual expression indicated surprise as facial expression. It can happen because Thunk is surprise when in one night has two stories which firstly narrated by Grug and then Guy.

**Expression of Fear**


No	Verbal	Visual
17	GRUG :Why don't you know? Stop looking for things. <b>Fear keeps us alive Eep. Never not be afraid.</b> EEP:What's the point of all this? GRUG :Hmmm? What was that? EEP :I mean, why are we here? What are we doing this for? Count: 11:41	

The picture shows that fear expression indicated by brows are raised and drawn together. The wrinkles in the forehead are in the center, not across the entire forehead. The upper eyelid is raised, exposing sclera, and the lower eyelid is tensed and drawn up. The mouth is open and the lips are either tensed slightly and drawn back or stretched and drawn back.

In this case, the verbal expression indicated fear expression. And visual expression indicated fear as facial expression. It can happen because Eep as a daughter feels fear with Grud's statement. When Grug gives instruction to his daughter and then Eep feels fear. The relation between verbal and visual expression in this data are fear. The situation when the croods entering the cave, Eep disagree with Grug instruction to

live in the cave. Eep said *I mean, why are we here? What are we doing this for?*. Based on that utterance Eep disagree with Grug instruction to live in the cave. It is thus clear that Eep expression is fear and his expression utterance is fear, too.

**Expression of Disgust**


No	Verbal	Visual
18	GRUG :Ok. Can I borrow that? Thank you. Eep! Your old favorite? EEP :I haven't played with that thing in years. GRUG :Tonight we'll hear the story of Krispy Bear. Count :12:28	

The picture shows that disgust expression indicated by the upper lip is raised. The lower lip is also raised and pushed up to the upper lip, or is lowered and slightly protruding. The nose is wrinkled. The cheeks are raised. Lines show below the lower lid, and the lid is pushed up but not tense. The brow is lowered, lowering the upper lid.

In this case, the verbal expression indicated disgust verbal expression. And visual expression indicated disgust as facial expression. The relation between verbal and visual expression in this data are disgust. The situation when the croods entering the cave, Eep disagree with Grug instruction to live in the cave. And then Grug given a old toy belong to Eep, but she dislike with his old toy. Eep said I haven't played with that thing in years. Based on that utterance Eep disagree with Grug instruction to live in the cave. And then Grug given a old toy belong to Eep, but she dislike with his old toy. Therefore, Eep expression is disgust and his expression utterance disgust too.



**Expression of Anger**


No	Verbal	Visual
9	UGGA :The moon is full. Bath night.You too, Mom. GRAN :Run for your life. GRAN : <b>I don't want to lose my protective layer.</b> Count: 09:28	

The picture shows that anger is expressed by the brows being lowered and drawn together. Vertical lines appear between the brows. The lower lid is tensed and may or may not be raised. The upper lid is tense and may or may not be lowered by the action of the brow. The eyes have a hard stare and may have a bulging appearance. The lips are in either of two basic positions: pressed firmly together, with the corners straight or down; or open, tensed in a squarish shape as if shouting.

The conversation above shows that Gran employs anger expression. The situation is when the croods enter the cave and Uggatorder to bath. Ugga picks up a heavy stick off the floor. But Eep clinging to the side of the sheer rock face above Croodcave.Ugga said *the moon is full. Bath night. (grumbling, Gran tries to run away) You too, Mom.* Gran responses run for your life. Ugga pulls Gran back. *I don't want to lose my protective layer.* Ugga said again Mom, you've got ants. Based on that utterance Gran doesn't want to bath. So the expression of face is anger and the utterance indicated anger too. It can happen because Gran as a mother of Ugga was very unhappy with Ugga when she tells to Gran to bath. When Ugga gives instruction to Gran, she feels anger. This conversation indicated passive anger because a person internalizes the expression of anger when he or she avoids dealing with the situation that contributed to feelings of anger.

**Expression of Happiness**


No	Verbal	Visual
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3	UGGA :How about a story? Eep loves those. GRUG :That's a good idea ... How about a story, huh? THUNK : <b>Oh yeah, tell us a story.</b> Count: 12:20	
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The picture shows that happiness expressions indicated by corners of lips are drawn back and up. The mouth may or may not be parted, with teeth exposed or not. A wrinkle (the naso-labial fold) runs down from the nose to the outer edge beyond the lip corners. The cheeks are raised. The lower eyelid shows wrinkles below it, and may be raised but not tense. Crow's-feet wrinkles go outward from the outer corners of the eyes.

The relation between verbal and visual expression in this data are happiness expression. The situation when Ugga tell Greg to storytelling to make atmosphere feeling well. The sentence is *Ugga: How about a story? Eep loves those.* And then Grug give a response, *Grug: That's a good idea ... How about a story, huh.* Thunk likes when Grug wants to telling a story, *Thunk: Oh yeah, tell us a story.* Based on that utterance Thunk surprise when his father telling to him can get own stick. So the expression of face is surprise and the utterance indicated surprise too. In this case, the verbal expression indicated happiness expression. And visual expression indicated happiness as facial expression. It can happen because Thunk as a son was very happy with Grug's story. So, when Grug is telling a story, Thunkfeels happiness.

**Expression of Sadness**

No	Verbal	Visual
2	GRUG: Here you go, Thunk. Drink up. THUNK: Sorry, dad. UGGA: Looks like fast food tonight! GRUG: <b>That's alright. I ate last week.</b> Count: 09:04	



The picture shows that sadness expressions indicated by the inner corners of the eyebrows are drawn up. The skin below the eyebrow is triangulated, with the inner corner up. The upper eyelid inner corner is raised. The corners of the lips are down or the lip is trembling.

The relation between verbal and visual expression in this data are when the croods get a food. After getting a meal, they start to eat alternately. The last turn is Grug, actually the meal already finish. Grug said that's alright. I ate last week. Grug expression is sadness and his expression utterance is sadness too. In this case, the verbal expression indicated positive politeness in strategy 1 namely notice, and attend to the hearer's need. And visual expression indicated sadness as facial expression. It can happen when eating time Grug get the lastturn, and the food has run out. Therefore, Grug feels sadness.

## CONCLUSIONS

There are found 30 of the relation between verbal and visual expression in the Croods movie. They are surprise, fear, disgust, anger, happiness and sadness. The face is one of the most expressive channels of communication, particularly for expressing emotions. Emotional expression occurs primarily through changes in the mouth, eyebrows, cheek and eye muscles, pupil dilation, and the amount and direction of gaze. Facial expression of happiness, anger, disgust, sadness, and combined fear and surprise are readily communicated across cultures. There are relations between verbal and visual expression in the Croods movie. The researcher would like to give some suggestions to pay intention in combining those semiotic studies above with other issues, for example the analysis of poster or advertisement by used semiotic approach. And the last the teachers can implication the facial expression produce by the students in teaching and learning process to know what the students feel in the classroom. Therefore the teacher needs to know whether or not the students understand what he is saying.

Interest, concentration, and perplexity are shown on the face.

## ACKNOWLEDGEMENT

I would like to express my sincere thanks to Dr. Rudi Hartono who has guided me. Thank you for all lecturers of the English Language Education at the Master's Degree Program for the constant guidance given to me.

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