



Communication Studies – School of Humanities

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## ***The Voices: a Critical Multimodal analysis***

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### **Abstract**

We are all aware of how strong mass media is today in influencing our society's mind and the way it construct our reality through their products. Film, as one of the products of mass media, attracts most people years after years due to the development of the story and the detail of cinematography to finally become a fortune for those who are making it. However, a film may also be able to tell a story while creating diverse interpretations at the same time. The Voices movie presents a story of a schizophrenic patient which brings the audience into the perspectives of the patient. This film will be analyze to unfold the messages behind it by using Critical Multimodality Analysis. The analysis will be utilized to analyze both, the movie clips and scripts, which results' will be aim at revealing the hidden agenda behind this movie, through the eyes of the film producer, which is to give the understanding of Schizophrenic people's conditions in their daily life based on their common symptoms. Furthermore, it will also be utilized to demonstrate the Critical Multimodality Analysis' use in Public Relations', especially in demonstrating how producers use texts and images as the resources to produce meaning, as well as for audience to make meaning.

**Keywords:** *the Voices movie, Critical multimodal analysis, Schizophrenia, film.*

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### **1. Introduction**

*“Good cinema is what we can believe and*

*Bad cinema is what we can't believe”*

~ Abbas Kiorastami (An Iranian film director)

Many people would agree that most moviemakers have successfully constructed the society's idea of reality by making some great movies, worth billions of dollars. It is obviously one great film that could turn the moviemakers' perspective into the audiences' perspectives. Otherwise, people would not be able to receive the ideas and the messages which moviemakers have tried to transfer to their viewers through the films. Today the film industry is getting more creative years after years, many films now adopt the people's interest to bring up as their story. This research is will focus on a film which tells a story of a schizophrenic person, and how it has described the life of this severe human being as agreed by all the society. In this case, people with schizophrenia has often featured on thriller or horror movie such as *The Voices* (2014) starring Ryan Reynolds as Jerry Hickfang, a young schizophrenic man who works for a bathtub company, living his life under the pressure of the voices in his mind that drives him to behave in an impulsive manner towards people around him. The daily voices which confuse him come from his own pets, a dog and a cat which as he believed, his pets are able to talk and give him good and bad suggestions that lead him to his actions. Unlike another movie about schizophrenic people such as *The Roommate* (2011) which tends to show how miserable it is to have a schizophrenic roommate who is overly possessive and violent. *The Voices* movie, on the other hand, tries to portray the life of a schizophrenic patient through their own perspective. It shows how Jerry, the schizophrenic

patient, is struggling to communicate with others and cannot simply think clearly after hearing the voices around him that urge him to do something violent. It also shows how much Jerry wants to have a normal life by being in love with someone, working like a normal person to support his life and trying to be involved in work's employee day celebration, but all his good intentions of having a normal life is scattered around after hearing the voices.

Film could tell many stories as it is capturing many aspects of reality and shapes our society's paradigm very simple. Film is multimodal, meaning that it is involving other modes in creating the meaning such as visual, audio, linguistic and more.

This research attempts to answer the following research question:

- a. How does the *Voices* as a movie try to represent the life of a schizophrenic person?

The aim of this research is to show how one of the products of mass media tries to picture the other side of schizophrenic patient's life. Knowing that there are still lack of discourse in film analysis to be further analyzed into diverse sections of study fields, this journal is projected to be one of the literatures as the references for the next researcher to analyze further about film and how it supports and relates to the study.

## 2. Literature review

Mass media today is a strong platform to construct reality. In communication studies, the role of mass media is an integral discourse that never ceases to be discussed within forums, and continually being researched as it develops rapidly. Talking about the advantage of mass media, it reaches a wide range of mass and it clearly eases media practitioners in spreading messages by one simple 'shoot' as defined by Hypodermic needle theory by Lazarsfeld (1948), the variety of mass media attracts more public due to its easy access and uniqueness. But Van Dijk (1991, 1993) on the other hand, considers the role of mass media in the society to be less positive, considering how frequent some media covers the ethnic and racism severely as well as the involvement of political elites that uses them for their own personal agenda and interest. I could not agree less to Van Dijk's statement about the effect of mass media.

Noam Chomsky on his interview with Overture radio in Canada in 2005 with the topic of Mass Media, Globalization, and the Public Mind, has stated that for mass media practitioners, it is extremely important to control the public's mind because nowadays, we are no longer able to force people to be controlled. Thus, the least we could do is to control their beliefs and their attitude (Chomsky, 2005) because the audience is one of the elements to support the success of a media product (Rasit, 2014). As part of mass media products, a film has the possibility to control people's mind and attitude by penetrating the message which considered as salient because the films that people has been fancy to watch are audio-visually able to manipulate its viewers by directing their beliefs and thoughts (Mohammad Hatta, 2006).

To go specifically, in the research subject, which is the discourse of one type of mental illness called Schizophrenia, which considered as dangerous and predictable (Crisp et al, 2000) as cited from Stout, Villegas and Jennings (2004). Media often frames an individual with schizophrenia severely, as the source of information which trusts many of the people in the world, media is believed to have a big role in creating stigma toward people with mental illness by showing the characteristics of people with mental illness through images which are also involving misinformation-communicated, the improper use of psychiatric terms and the unproven, yet miserable stereotypes of people with mental illness (Wahl, 1995). According to the research review done by Wahl on the accuracy, frequency and exposing the life of people with mental illness through mass media (1992), he found that the deceptions of people with mental illness has been widely spread all across the media such as film (6%), television (10-20% during the prime-time) and renown magazines (Wahl,1992).

### 2.2. *The Voices*

Released in 2014, This German-American thriller comedy which is directed by Marjane Satrapi and written by Michael Perry has gained many positive reviews from critics mainly because of the outstanding performance by Ryan Reynolds' role as Jerry Hickfang, a schizophrenic young man who works for a bathtub company in a small city named Milton. This movie mostly shows the life from the eyes of Jerry, showing how terrible his life is when he takes the medicine and how 'normal' his life is when he does not take the medicine. Jerry lives with his two pets which, in the movie, are portrayed as the source of his voice of reasons behind his actions. Bosco the dog always gives him positive advices and is mostly supportive towards him, whereas Mr

Whiskers, the cat, is the source of his violent mind and he is also one of the vilest and the source of his violent behavior. To Jerry's vision, both of his pets are able to talk and give him advice which leads him to his behavior. All started when Jerry forgot to take his medicine and he finally went out with Fiona, a new British girl from accounting division whom he really adored. Jerry accidentally hit a deer on his way to the diner with Fiona and Jerry thought he heard the deer begged to be killed by Jerry, after seeing that severely unpleasant moment, then Fiona attempted to run away from Jerry into the woods. After knowing that Fiona had run off, Jerry went after her but accidentally stabs her and decided to kill Fiona to release her pain. The battling voices from his pets started to arise when Jerry brought home Fiona's body, he then decided to cut Fiona's body in pieces and put it in hundreds of lunchboxes. Fiona's head being placed in the fridge then later his hallucination started to confuse him by making him thought that he could talk to Fiona's head and Fiona's head keeps asking for another one to be killed to be her friend in the fridge. He later killed Lisa (Anna Kendrick) who is Fiona's friend from accounting division who happened to have a huge crush on him, and then he killed another one from the accounting division. Many of his co-workers had been curious about the disappearance of the three girls from accounting after visiting Jerry, some of them visited Jerry's modified apartment and ran away after they saw what happened in Jerry's place. Jerry came to visit his psychiatrist to ask for help but after knowing what Jerry had done, his psychiatrist attempted to call the police. Jerry caught his psychiatrist doing so and took her to his house as a hostage. Later, the police had him surrounded but he died after the big explosion due to the leaking gasoline in his house.

### **2.3 The Schizophrenia**

In short, Schizophrenia is one of the most severe and dangerous mental illness, it currently has no cure for that (Yahaya, 2010). The word Schizophrenia came from the ancient Greek which is Schize (split) and Phren (mind) as it is firstly invented from a German Schizophrenie being introduced in 1910 by a Swiss-psychiatrist, Euguene Bleuer (Yahaya, 2010). Bleuer called people with this so-called severe mental disease to have an associative splitting, and some call it split minds, yet in fact, for Smith & Segal (2016) Schizophrenic people do not have multiple personalities or mind, but they are just "split off" from the reality. In relation to Smith & Segal's argument towards the mass understanding of people with Schizophrenia, what happened with people with this mental issue is that they hardly differentiate the reality and illusions, they feel like they are dreaming when they are actually wide awake (Mueser and Gingerich, 1994,p.10). Below are the main characteristics of Schizophrenic;

#### **2.3.1 Positive symptoms (Delusion and Hallucinations)**

Delusions are very common for Schizophrenia patient, almost 90% of them experience the delusions which are often very peculiar and unlogical. Smith and Segal (2016) wrote on their article about *Schizophrenia symptoms, signs and coping tips*, that there are four types of delusions;

- A. **Delusions of persecution** which is the delusions where they think that someone attempts to kill them.
- B. **Delusion of reference** is when they believe that a neutral environment around them is giving them an exceptional emotions.
- C. **Delusion of grandeur** is where they believe that they are an important, famous and powerful role in the society such as God or the ancient heroes, this kind of delusions somehow involves the believe that the patient could do extraordinary activity or even power such as to fly and break through the walls
- D. **Delusion of control** is where they believe that there are someone else who took control of them. Apart from these delusions, they also experiencing the hallucinations which is the sensations that they feel its existance, but in fact its came from their own mind or we can call it inner self talk. In this movie, the one that plays that major role is the Auditory Verbal Hallucinations (AHV). Another sensory then would place each of its role in constructing the reality of people with schizophrenia such as visual, somatic, olfactory, gustatory and tactile (Manford & Andermann, 1998).

#### **2.3.2 Disorqanized Symptoms (Speech and behavior)**

As hard as to trying to focus and to thinknormally, this somehow caused schizophrenic patients' speech sounds disorganized (Yahaya, 2010). The patient may respond illogically, answer irrelevantly and start a statement with one topic and goes around, and then end it with a different topic which absolutely has nothing to do with the first topic which called Loose Association. They somehow utilize the phrases which only they who knew the meaning called Neologism. Perseveration is when they keep repeating the same words and

“clang” which is the meaningless set of assonance words that they made (Smith & Segal, 2016). For that reason this of course create some confusions to their communication partners. As well as the behavior, they will likely to perform an unpredictable action and sometimes can be impulsive and shows peculiar also inappropriate response.

### **2.3.3 Negative Symthomps (Apathy, withdrawal, lack of expression)**

What is being called as Negative symptoms here refer more to the absence of normal life for Schizophrenic people (Smith & Segal, 2016). Depression is one of the main symptoms as the result of the battle from differentiating reality and hallucinations/delusions or post/pre-effect after they did a certain action. Withdrawal, people with mental illness tends to be excluded from their society due to the stigma which has been going around for ages about this kind of people that caused fear and hesitation for the society to engage with people with mental illness in order to keep them away from harm. Corrigan (2004) argues that stigma can be a massive barrier for people with mental illness in trying to engage with the society as it's reducing their self-esteem and resulting in the absence of having the social opportunities. To keep the distance or rather to say unwilling to have the contact with people with mental illness is the type of a stigma in the form of social distancing which cost this person many chances in life (Corrigan et al, 2001). As people are afraid to communicate with people with mental illness, they tend to avoid the communication with this people and consider them as a perilous person particularly after knowing that this person with mental illness has done some impulsive actions. The reaction which given by the society towards a person with mental illness lead to self-discrimination or internalized discrimination which is a process where a person with mental illness started to adopt the stereotypes of themselves by the public towards themselves and resulted in the quick assumption on how the public will reject them and thus they consider themselves as not valuable (Livingston and Boyd, 2010). Lack of expression, their facial is flat and looks like they are not interested, confused and their eyes are not focused.

In this research, the researcher will be working based on the psychoanalysis journal to support the researcher understanding of schizophrenia symptoms as part of the main discussion. The symptoms which analysed further in this research are only the Positive and Negative symptoms which show explicitly in this movie.

## **2.4 Reading image**

Visual grammar is culturally constructed and cannot be understood transparently and generally, yet it is still inseparable from the verbal grammar. In order to understand clearly the image that is being examined, an individual is allowed to add some elements from their native language or any other language which they understand to create meaning out of it (Kress & Van Leeuwen, 2006). Talking about visual grammar, the discussion later will be directed to the term multimodal by Kress and Jewitt (2006) from the Institute of Education, University of London. Today's entertainment is one example of multimodality, when a text is created by collaborating two and more modalities. Therefore, the process of making a meaning is created by the synchronization of one text and another (Walsh, 2005). An example which is related to this research is film, film is the combination of more than one mode (Visual, language and audio), and in this case, modes refers to any modalities such as language, visual, audio and gesture whereas text refers to the product such as film, advertisement, book, brochure and more. During this Reading Image phase, the researcher will do the purposive sampling based on the focus discourse that would like to be analyzed further.

## **2.5 The language of film**

By the invention of photography, motion picture is getting more considered due to its unique way to represent reality. To understand the film and how it could create meaning towards its viewers, there is the language of film consists of all the essentials which are taking part in create film's meaning also to represent the reality well. In *Through the Lens* book by Heintz and Tracey (2006); the story, the genre, two-types of camera shots; the first camera shot is the shots and the second is the composition and movement, as well as editing and transitions, *mise en scene* and the soundtrack.

### **2.5.1 The story**

A film's story pictures the whole situation of the film and create meaning from its dialogue and expression while deliver it. Moreover the viewers will be able to identify the storyline after they acknowledge the setting of the film then the dialogues help to develop the story to make it even real.

### **2.5.2 The genre**

In French, genre means types, genre in film is diverse, and it has many types of narratives based on human's daily life and fantasy. The viewers can follow which narratives they would like to choose and watch it based on their interest. "Genre movies tell familiar stories with familiar characters in familiar situations, it by no means follows that they do so in ways that are completely familiar" (Grant, 2003)

List of film genres that are very common in the society are comedy, drama, action/adventure, sci-fi, computer generated film, romance, epic, fantasy, humour, musical, teenage films, thriller, war, and western. (Heintz & Stracey, 2006).

### **2.5.3 The camera shots**

How a filmmaker takes the shots define the meanings of certain scenes. Long shot is taken in a quite a distance which shows the surroundings with diverse range of objects. From the detail explanations by www.bhphotovideo.com several major types of shots re explained. Medium shot, mostly this shots are taken to emphasizing a conversational, the shot are taken from waist up but for the medium close-up they are taken from the shoulders until the head part. Close-up, shows the objects' face to emphasizing on the object's facial expression whereas the extreme close-up uses to emphasizing more to the facial part such as eyes. Full shot is showing the entire part of the object in one frame, it is aimed to focus on ab object's movement. After shots, picking the angle of the scene could create deeper meanings on the story; Low angle is taken from above eye level to show the weakness and vulnerability on the other hand is High angle which is taken from under eye level to show greatness and power of the object. Eye level angle uses to invite the viewers to interact through the objects sight.

### **2.5.4 The camera shots (composition and movement)**

Composition and movement are quite integral part in making a film as it is affects the viewer's emotion and allows the viewers to go with the filmmaker's view, as well as connected to the angle to give variable alterable changes of point of view of its viewers (Klarer, 1998, as cited from Heintz & Stracey, 2006). There are nine major camera movements; Pan is to move the camera horizontally on a steady base, Tilt is moving the camera up and down without moving from the steady base, Boom is to move the camera up and down through the steady base, dolly is moving the camera through the dolly or the trackers, Zoom is to bring the object looks closer or farther by using the lens, Hand-held is only using the hand to capture the moment usually more to emphasize on something rather spontaneous and the last movement is Rack focus, it is to focusing on the object and the rest of the objects will be blurred.

### **2.5.5 Editing and transitions**

Cut is the most common editing technique, it is when the scene ends and later another scene appears. Fade out and in is when the first scene starts to disappear from the darkness and the new scene came up from the darkness. Dissolve is when the first scene is gradually disappeared through some effects and the new scene appears. The last is wiping, it is the transition between first scene and second scene through 'wipe' movement. (Teasley & Wilder, 1997).

### **2.5.6 Mise en scene**

Derived from words in French which translated as "Placing the stage", *Mise en Scene* for Bordwell and Thompson (2003) is the components in the scene as well as the way it is being well-arranged. It is consisted of four major visual elements in theatrical fields; setting, costume, lighting and figures. What is the important role that *Mise en scene* has is that it could bring the mood and ambience of the story as well as to well delivering the meaning (Sreekumar & Vidyapeetham, 2015).

### **2.5.7 Soundtrack**

Film soundtrack usually becomes the one which made the viewer to easily remember the film story, apart from the shots, soundtrack could also bring the emotion to the viewers. We can create better experience and atmosphere through the lyrics and its composition. There is an active and dynamic result from the relations of auditory and visual components (Lipscomb & Tolchinsky, 2005).

## **2.6 Social Semiotics**

The key term in Social Semiotic is the social resource according to Leeuwen on his book 'Introduction to Social Semiotics'. The semiotic itself as a theory focus on the social and the cultural meaning of signs and code, which signs are involving the images, words and actions to specific type of objects and it all depends on how

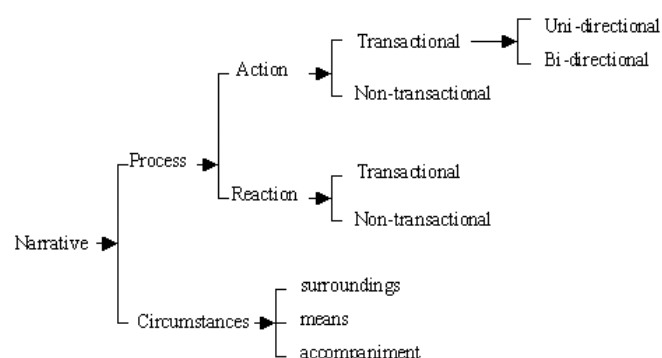
the signifier (image and words), signified (meanings) and referent (what images are refer to?) (Scholes, 1982). For Leeuwen (2005), Social Semiotics is not an absolute theory which stands with itself but it will become itself when it is being incorporated with another discipline towards the discussion of a certain case. Social Semiotics has its root from Halliday's work which goes against the idea that the grammar of a language is a range of methods or certain regulations in order to produce the correct meaning. Instead, it is more on how it could create meanings towards semiotic resources as social semiotic itself might prefer (Leeuwen, 2005). Of course, when it comes to Social semiotic, the semiotic itself refers to the signs and signs according to a Swiss linguist, Ferdinand De Saussure (1983) it is not about the connection between a thing and its label but tend to be more about the concept and its sounds pattern or what is well-known with Signified and Signifier. Then a question will arise "Is sounds pattern is the sound as a music?" in fact, it is the impression inside our minds of a certain object. To assist the image analysis, the researcher will use the metafunctional approach by Kress and Van Leeuwen (2006) as cited from the photojournalism book by Caple (2013). There are 3 points to analyze the images, in terms of its content information or representational, about its contact, distance, an influence which identified as Interaction, and what is classified as a composition is the framing, salience, the value of the information (Caple, 2013).

### 2.6.1 **Reading images (Visual Analysis)**

The visual analysis relies on the signs which are being presented in the form of images or any visual products that exist in the society. The main discussion of Visual Analysis is absolutely the term of semiotic or the study of signs and signifying process (Curtin, 2016) which once firstly introduced by Saussure through his dyadic model. It's mainly all about the signifier which is the material and the signified is the meaning that is being apprehended by the individuals inside their mind and through the signification, process to finally produce a sign (Chandler, 2007). The signs are diverse; pictures, sounds, scent, objects (Chandler, 2007). Therefore, the researcher intend to discuss the metafunction with the following structures;

#### 2.6.1.1 **Representational metafunction**

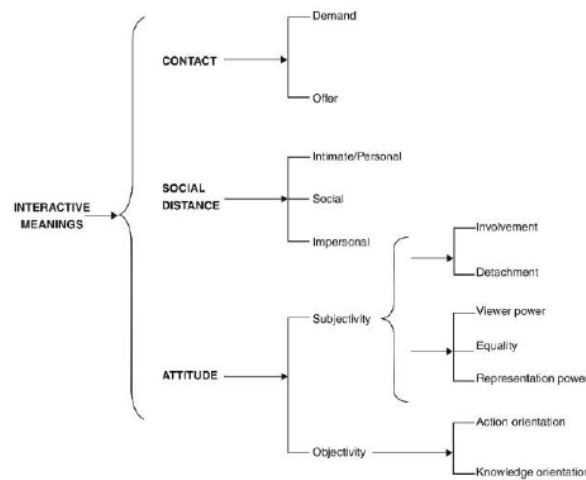
To do visual structuring towards an image to be analyze, Kress and Leeuwen (2006) manage to section it into two parts which are narrative and conceptual images. Narrative itself aim to unfold the events or action, it will be divided into two sections namely process and circumstances. Process has two other branches, which are action process and reaction process. This can be used to identify whether there is an activity between an individual with another individual. The key is the vector to indicate if there is an activity, for action the vector is an object that has a relation to the actor and its direction. For example it could be a picture, an arrow, a view of the road as it is correlated to the goal of its actor. On the other hand, the reaction's vector would slightly differ. Its vector relies on the eye contact and direction of its actor, the direction most likely not identified. Action has a goal only if there is another participant in the frame or a certain object and we call it non-transactional but when it has another participant or an any object that the actor is aimed to then the goal can be identified. transactive action will lead in to two type of direction, uni-direction where it is only one way action from actor an object which they are directed to and bidirection on the other hand shows two way action in the frame as it connects two actors and has a vector that directs them.



**Figure 1.** Narrative Structure by Kress and Leeuwen (2006) as cited on Caple (2013)

### 2.6.1.2 Interpersonal metafunction

There are 3 dimensions which will be able to analyze the image and its interpersonal relationships within the image which being represented, between the image or through the image towards the actor (Caple, 2013). To unfold the interactive meanings of an image, it requires to further analyse the contact, social distance and attitude. The first is the contact, it is either demand contact (direct eye contact to camera) or offer contact (indirect eye contact to the camera). The social distance would help to identify the relationships through 3 categories of distances; personal, social and impersonal. The last is attitude, there are two types of attitude: subjective and objective. Considering that most of the analysis resources are movie clips and scripts, the researcher will not use the objective attitude as it is more suitable for an analysis on which the analysis resources are using diagrams and other type of scientific data (Kress and Leeuwen, 2006, p.134). As we are focusing on the subjective attitude, in terms of angle which could identified the contact to the participants, there are two types of angle, frontal angle is where the subject is facing the camera and have the eye contact as it shows an involvement, then the other one is the oblique angle is where the participant is not facing the camera and has no eye contact to the camera as well as it shows detachment. The other branch of interactive meanings of subjective attitude as seen in **Figure 2** are the power relations which consist of viewer power, equality and representation power.



**Figure 2.** Interactive meanings of Kress and Leeuwen(2006) as modified by Caple (2013).

### 2.6.1.3 Compositional structure

It is where the interpersonal meanings and interactive meanings are being linked with the components of compositional structures. There are 3 components in compositional structure, the information value is to define the actor's placement within the frame, is it centred or polarized (placed in certain sides around the frame of the image). The salience which puts more emphasis on how maximum is the scene seizes the settings, and last is the framing or what is being described by Entman (1993) as "Scattered Conceptualization" (p.51), it creates meaning through conceptualizing the scattered messages to communicate an issue and it is also developing particular conceptualization of an issue or either to renovate people's perception towards a certain thing (Chong and Druckman, 2007), it organizes some events and issues to make it made sense, particularly to the media and the audiences (Reese, 2001). To define further how is the "Scattered Conceptualization" works in a film, roughly we can say the components in a film are scattered for instances the *mise en scene*, actors, dialogues and story. Therefore, to be able to create meanings out of a film, to do conceptualization of the film components are one of the method.

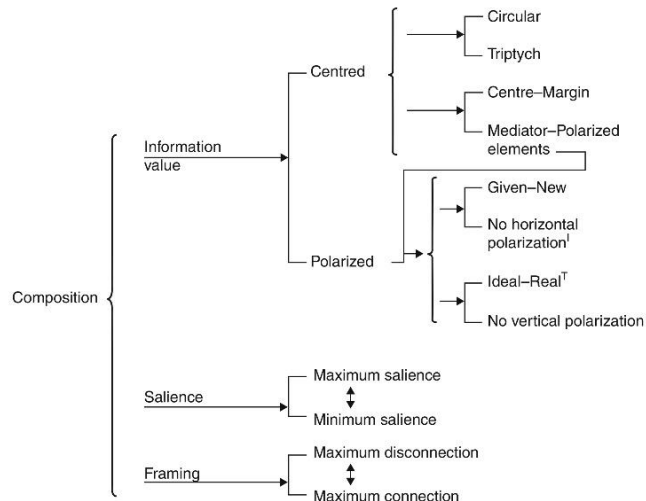


Figure 3. Compositional structure by Kress and Leeuwen as cited on Caple (2013)

## 2.7 Critical Discourse Analysis

A discourse for Phillips and Jørgensen (2002) addressed as a patterned language to be used in a discussion towards a social domain of which our society is involved in and what is being understood as a discourse analysis is a discussion in relates to the theme of discourse.

Certain signs and codes receive deeper analysis to understand its meanings through further analysis of its discourse within the multimodality products. Gee (1996) argues that basic meanings of media texts are shaped by the discourse of basic comprehension of the making of the meaning of social practices in certain contexts or socials. Critical Discourse Analysis has its root from the critical language theory that sees the language as part of social practice (Janks,1997). In CDA model by Fairclough (1995), it involves the three process of analysis and three dimensions of discourse. The three dimensions itself are the object of analysis (visual and verbal), the process done by the human subject (writing/speaking/listening/reading) and the socio-historical conditions which govern the process.

It is highly suggested to use Machin and Mayr analysis from their book of How to do Critical Discourse Analysis to analyze the text. In this analysis there are categories that could be utilize to perfectly represent a discourse through quoting the verbs to presenting speech and speakers, language and identity to represent the people, transitivity and verb processes to represent action, nominalisation and presupposition to conceal and take for granted, rhetoric and metaphor to understand persuading with abstraction, truth, modality and hedging to understand for committing and evading. To present the speaker and its speech, Machin and Mayr believes in the power of selected word, it represents its speaker and the meaning of the message itself (Machin & Mayr, 2012) and at the same time could provide an implicit message (Austin, 1975; Caldas Coulthard,1994; Fairclough, 1995a), moreover it also involves the representation of attitude through analyzing the gaze and poses that being performed by the speaker.

The representational strategies are what we referred the presenting people through language and identity chapter (Fowler, 1991; Van Dijk, 1993; Fairclough, 2003:145), it is more to the idea of to focus on addressing certain identity among the society to create the attention though classification of actors by Van Leeuwen (1996), it could give as a systematic method to do the people classification and possible ideology effect it may involve (Machin & Mayr, 2012). Transitivity and Verb processes to representing action, The key is the transitivity which is to describe a person based on what action they do, in the end, it will unfold who takes the important role in the discourse of a certain occasion and how it impacts to others (Machin & Mayr, 2012). To do Transitivity analysis the researcher is suggested to comprehend the participants within the discourse of which being anlyzed and in order to understand what is actually happened in a text then to comprise the Halliday's six type of process (Material, Behavioural, Verbal, Relational and existential). Nominalisation and Presupposition to concealment both are to further analyze another unfold meanings inside a text. When



substituting the verb process with a noun construction is what we refer as Nominalisation (Machin & Mayr, 2012) and the presupposition is a range of information which is assumed by the speaker to make their statement to be appeared profound in the current text (Potts, 2014). Persuading and abstraction will need to be further analyzed with 2 categories which are being proposed by Machin and Mayr namely Rhetoric and Metaphor.

### **2.5 The death of the author**

Barthes once said about the birth of the reader as the death of the author in his journal "The death of the author" as he discussed about the literature of Sarrasine Balzac and questioning about what are the reason behind the certain statements that raises his curiosity. *'This was women herself, with her sudden fears, her irrational whims, her instinctive worries, her impetuous boldness, her fussing and her delicious sensibility'*.

For Barthes, an author is simply a 'Scriptor' who created a 'work' that will be consumed by its readers. Apart from the intention or the real meaning of a literature, the readers are the one who will interpret it with diverse of interpretations of them based on their own backgrounds, because the text itself is free from any preventions apart from its context and real intention. By setting aside the real idea from the author, the making-meaning process should be more varies according to each readers point of view. Yet, the idea from the author is not wrong either but the readers can produces a new text according to themselves without being fully agree with the author's context.

This research is one of the example of the reflection of the death of the author practice, where the real intention and certain context which being orchestrated by the writer and producer of this film will be set aside by its reader.

### **2.6 Nucleus-Satelite model**

To discuss the texts relations among the modes inside a film, the researcher will use Feez & white (2008) Nucleus-Satelite models of text relations analysis which has its root from Rhetoric Structure Analysis by Mann and Thompson (1989). The keys of both methods are the Nucleus and Satelite. What is being understood as a Nucleus is what appears to be more textually dominant and this what makes Nuclei play an important role, whereas the Satelite exists to give explanation, supportive and additional information (White, 1997) in order to help in understanding the Nuclei. The fact that Nucleus-Satelite models are originally intended to analyse a news, where it relies on headlines, captions and images as their research materials. How about its application on a film? The researcher uses the film components as the materials; scene, mise en scene and script, those are chosen as those components well-representing a film in general. Then, another question will come up "Who will be the Nuclei and Who will be the Satelite?". In a film, every component have its role to be Nuclei and Satelite due to a film is a moving image which has many images and scripts that running until it became a complete film and furthermore, similar to news in general, it is depending on how the producer wanted to show and emphasize on a certain point. The way to choose the components is referring to the researcher's question. In this research, what is being questioned by the researcher is the way this film is trying to represent the life of a person with Schizophrenia. In this discussion, the researcher will not break down the previous figures and scripts but in this will be more elaborate in general presentation of all figures of visual analysis and textual analysis and find the relations between both.

## **3. Methodology**

Qualitative research according to Shank (2002) is "a form of systematic empirical inquiry into meaning", which defined as an inquiry based on the phenomenon among the society in order to create meaning. The descriptive qualitative approach chosen to do this research as the object of this research is going to be a movie and will be focusing on analyzing its scene, camera angle and script or dialogues. Thus it is necessary to have an in-depth analysis of people's experience, behaviors, perspectives and histories toward a certain circumstance (McMichael, 2011), to obtain the results as projected through this approach. In this research, the researcher will limit the research area within the content of film only without involve any advance medical discourse or audience involvement.

### **3.1 Textual Analysis**

McKee (2006) explains textual analysis as a data-gathering process in order to be able to create meanings or precisely how the humans make sense about the world in which they live, including its culture, values and so forth. The components which are able to be analysed are; Film, TV programs, advertisements, arts etc. The

Voices (2015) is seen as another movie that brings another side of the story of people with schizophrenia. A strong stigma towards people with schizophrenia is dangerous, considering on how this kind of people will react impulsively due to certain reason as known by most of the people. This is true because a person with schizophrenia suffers from hallucinations that affect most of their senses and lead them to do the actions that they think they should do. The Voices movie covers the story of the life of people with schizophrenia and how they face the difficulties which halt them from having a normal life and earn many opportunities in life. It also shows the severity of their condition as they could commit a crime and consider it as something that is rather normal.

### **3.2 Purposive sampling**

This journal's method itself is using a qualitative method, therefore the researcher will need to apply the purposive sampling to have the most relevant samples to be presented as the discourse material in order to enable the researcher to answer the research question. A purposive sampling defines as a strategical selection of sample which has been chosen by the researcher based on their own objectives of what context the researcher is going to do (Palys, 2008) and of course the sample which is being chosen should be the one who shows the clearest yet relevant to be able to answer any research question that the researcher has (Weintraub, 2010), as cited from Kenney, 2009). The theme which is brought up by the researcher is to highlight on the common symptoms of people with Schizophrenia which are showed in this movie. Moreover, the points which are significant to be further analyzed involving its mise en scene from the wardrobe, lighting and property which are being utilised purposively in order to define the differences between one symptom and another as well as the script of this movie, several scripts gave a certain meaning towards the life of people with Schizophrenia. To analyse the scene, the researcher had chosen 10 clips related, yet contradicted to each other to well-represent the purpose of the research itself and highlighted on the mise en scene components. Similar to the scene analysis, the script analysis also uses only the selected lines which consider well-presenting the objective of the research but what makes it different from the scene analysis, there is no comparison between one line and another. For that reason, the clips and the scene which are being chosen are not related to one and each other since some scene shows scene without the lines and for the lines itself, some scene are not well-reflecting the object of analysis

### **3.3 Critical Multi-modality analysis**

Kress and Van Leeuwen (2010) believe that what we called "Multimodality" can propose a significant aid for our current digitized and arranged world situation as it is an interdisciplinary which deals with sociocultural analysis which has its solid bases on linguistic and the semiotic analysis (Moschini,2014). Moreover Bezemer and Jewitt (2012) add the benefit of Multimodality analysis can provide us with complex analysis to get deeper to the text details and a discourse as it is being conceptualized in the form of iterative connection from the points of meaning from a semiotic artifact/ text, the related meaning from the social/cultural environment which is being encountered in and the resources which being brought by the society as the interpreter. During this rapid development of communication era which we are currently facing, the needs to understand the complex multimodality is cannot be avoided, it is more than to analyze the writing and speech but it is also involved it non-verbal modes. (Jewitt, 2009; Moschini, 2014).

#### **3.2.1 Critical Discourse Analysis**

Moreover, Fairclough adds that to find the meaning of those dimensions, each dimension requires certain analysis which are Text Analysis (description), Processing Analysis (intepretation) and Social Analysis as its justification (Janks, 1997). The first dimension namely "the object of analysis" which discuss the verbal , visual or verbal and visual text (Janks, 1997; Hoepfner, 2002). Furthermore, the second dimension will emphasize on the visualization of the text's concept by a human being though witting, speech, listening, viewing. It discusses the power relations among the visual product's component, distance and the attitude, both first and second dimensions are also analysing its framing, information value and salience. The third dimension will analysed on the relationship between visual and the verbal texts.

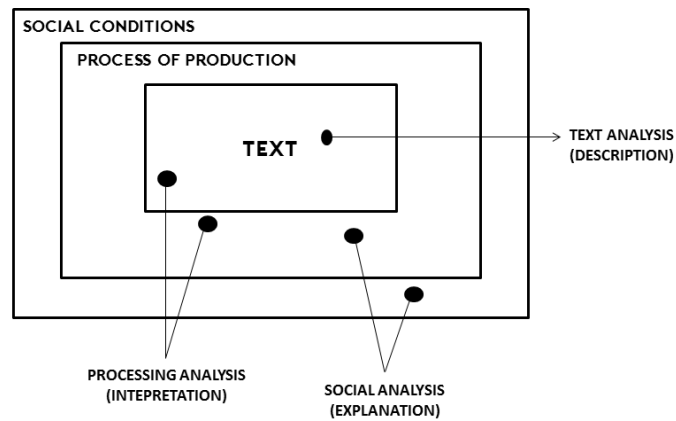


Figure 4. Illustration of Critical discourse analysis by Fairclough (1989)

#### 4. Result and discussions

In this chapter, to analyze about The Voices film the researcher will use the Critical Multimodal analysis by using Kress and Leeuwen's metafunctions to analyse the scenes and to use Critical Distance Analysis by Fairclough as well as Machin and Mayr to analyse the film scripts. Using purposive samplings based on the symptoms that the researcher would like to present and analyse. There are two symptoms which will be analyzed, the positive (Hallucinations and delusions) and the negative symptoms (Social withdrawal and flat emotion). For positive symptoms, the analysis resources are the film clips and the scripts as most of that part have strong relations between pictures and scripts. On the other hand, the negative symptoms will only need the critical discourse analysis because the scripts are part of the highlighted resources.

The main finding of this research is the way the producer of this film tried to portray the life of people with schizophrenia by well-orchestrating the elements of the film as well as the script. Both modes worked together in presenting the life of people with schizophrenia, mainly the hallucinations and delusions which are known as Schizophrenia's main symptoms.

##### 4.1. Positive symptoms (Visual Analysis)

Hallucinations and Delusions	Reality
 <p data-bbox="448 1742 560 1774">Figure 5.a</p>	 <p data-bbox="1098 1742 1209 1774">Figure 5.b</p>
	

Figure 6.a



Figure 7.a



Figure 8.a



Figure 9.a

Figure 6.b



Figure 7.b



Figure 8.b



Figure 9.b

Figure	Representational	Interpersonal	Compositional
Figure 5.a	A clean and fresh severed head inside Jerry's refrigerator. It is a reaction process of Jerry seeing Fiona's severed head (out of frame).	Fiona's severed head while talking with Jerry demand (direct eye contact) to consume his medication. It shows extreme close-up to emphasize on Fiona's line as well as to focus on its participant involvement in relates to its frontal camera angle which directed to Fiona. It shows power relations as it shoots higher then Fiona's head and as well as she is gazing higher when she is talking to Jerry.	This scene shows how the vision of the schizophrenia patient in their hallucination and delusion phase as part of the positive symptoms (pre-medication). It shows maximum salience if it relates to the comparisson with the post-medication vision. The lighting is brighter and it is clean.
Figure 5.b	Disgusting pale severed head in refrigerator with bloods all over it. It represents transactional meaning as it shows a goal, which is to presents Jerry's view during post medication with his sight towards Fiona's head as the vector and to emphasize on its difference between reality and delusion.	Jerry's view after consuming his medication shot with a medium length to present wider the situation inside the fridge. It involves the viewers' attention and the shot is taken at a higher angle to emphasize the viewers' power or Jerry's power because Fiona is the victim.	The scene shows the real situation of the schizophrenic patient's real vision of their post-medication. It shows maximum salience with the color of the blood around Fiona's severed head as well as the lighting which more dim compared to the vision in pre-medication. It highlights the difference between the post-medication and pre-medication vision. The main object is centered and has a maximum connections in terms of framing, consider as the frame is slightly shows Jerry and the camera is more focused on the Fiona's severed head and the other attributes to support the scene's goal.
Figure 6.a	Fiona looks beautiful with wings and shining face with a seducing smile. Its goal is to emphasize on Jerry's adoration on Fiona to the point where he sees her in his visual hallucination just like an angel.	Jerry's hallucinaton when he sees Fiona sitting on his car. Her eyes are gazing seducingly to the camera within the social distance.	A schizophrenia patient tends to hallucinate an object differently. It could be a positive or negative, here we see the positive one. It shows maximum salience as the color within Fiona's area is brighter compare to others.
Figure 6.b	Fiona in relation to the previous figure, shows its real condition, wet and messy, no goal can be identified.	She gazes to Jerry who is out of frame, shot within personal distance.	The real situation of Fiona.
Figure 7.a	Mr Whiskers sitting on the kitchen station with clean environment	It shows the room kitchen station is clean	The situation seen by the patient when they are having

	within the kitchen station, it shows no goal.	and Mr Whisker is sitting in the middle of the kitchen station shows demand contact as he talks to Jerry.	hallucinations and delusion. Mr Whiskers is in his frontal angle and in the center of the frame.
Figure 7.b	Mr whiskers sitting in the middle of the drawer with dirty environment where blood is everywhere as well as the lunchboxes filled with parts of human body. It is transactive screen as it shows the audience of the entire situation in the kitchen.	Mr Whiskers sitting in the middle of the kitchen. Shows an intense demand contact from frontal angle and social distance to highlight on its frame.	The scene is shoot within the impersonal distance to show the whole frame. With Mr Whiskers being in the middle of the scene with bloods and stacks of lunchboxes. It has a maximum salience due to the bloods that spreaded around and for that reason it resulted in maximum connection between all the settings to create a meanings. Mr Whiskers (negative influence) caused all the impulsive acts.
Figure 8.a	In this scene, Bosco and Mr Whiskers are gazing to Jerry (out of frame) mutilates Fiona on his kitchen station, yet it can define the goals.	Bosco and Mr Whiskers shows no contact and shoot within social distance.	In related to the clip on figure 8.b, the lighting is the one which could be highlighted as it is lighter.
Figure 8.b	The real situation of Bosco and Mr Whiskers in the kitchen, just laying on the floor. It has no goal being identified.	Bosco and Mr Whiskers are just laying side to side, no direct contact (offer contact), shoot within the social distance.	To highlight the salience aspect, as seen on the figure 8.b the lighting is darker and both Bosco and Mr Whiskers are not attached to each other.
Figure 9.a	Sherrif Weinbacher on the tv news giving his report to the reporter. Shows transactive action between him and the female reporter.	There are no direct contact (offer contact) and shoot within the social distances.	It has no clear information unless it is just Sherrif Weinbacher and a female reporter are giving information.
Figure 9.b	Sherrif Weinbacher is confonting Jerry from the TV news.	It shows a strong direct contact (demand contact) shoot within the extreme personal distance.	Eye level angle is being utilize to attract the audience to interact.

The range of figures above has shown the difference between one situation and another and reflect the positive symptoms of a schizophrenic patient. The figures represent 2 sides of the situation inside the mind of people with Schizophrenia, the conditions when they experience hallucinations and delusions (no medication) as well as the reality condition (with medication). The salient points are the lightings and mise en scene, as clearly seen on both sides, the situation where the lighting in hallucinations and delusions are lighter and due to that, all objects are clearly seen.

On the other hand, if we could see the figures of the reality situation, the lighting is dim and quite dark or low-key lighting which gave the mystic, heavy and tragic quality (Driscoll, 2014). Talking about the mise en scene, in its setting, we can see the big point of the differences are the blood which unlikely exists in the hallucinations and delusions part but in the reality part as well as the settings are dirty with pieces of rotten bodies scattered around, bloods spreaded around the room and stacks of lunchboxes filled with body parts. In the other way, the setting in the hallucinations and delusions parts are clean and well-organized. About contact, most of the hallucinations and delusional parts are having direct contact and show demand but the reality one shows detachment as it has no contact with the camera. What is unique about the hallucination

part is that, the equality viewer point which utilized most of the time, it gives a meaning that the people with Schizophrenia in this film wants the audience to see what he sees and to feel how he feels.

#### **4.2 Script Analysis**

The chosen lines are based on the purposive sampling which have been carefully selected due to its strong representational components of the symptoms.

***“Don't take those pills, Jerry, unless you want to say good-bye to your old friends.”***

Mr Whiskers warned Jerry to not consume the medicine, the word “Don't” represents the behavioral process and “the medicine” is related to the first order of the sentence. Mr Whiskers added a presupposition after the first sentence as the effect of the medicine consumption with the sentence “unless you wanna say good bye to your old friends”. This assume that if Jerry consumes the medicine he will be able to reduce his hallucinations and delusions but he will not be able to communicate with his pets.

***“Take those drugs and you will enter a bleak and lonely world, Jerry.”***

Mr Whiskers insisted that Jerry should not consume the medicine, “a bleak and lonely word” as a metalinguistic verb is the sentence to reiterate the effect of medicine consumption to reassure Jerry not to take the medicine. This is mostly what caused people with Schizophrenia avoid consuming medicine as they do not want to be alone.

***“Jerry kill me, I wanna die, take the knife and cut my throat”***

In Jerry's hallucinations and delusions, The deer which hit by Jerry on his way to the restaurant asked to be killed “Kill me” as a behavioral process and the deer as well instruct Jerry to kill him by saying “Take the knife and cut my throat”. As Jerry think it is true, he take the knife and did kill the deer by cutting its throat in front of Fiona.

***“Take the meds, you useless wanker!”***

Fiona asked Jerry to consume the medication after Jerry mutilated her to pieces. “Useless wanker” is the phrase that Fiona used to call Jerry at that time, it represents an identity or roughly a label that Fiona gave to Jerry after what he did. “Wanker” itself is a common slang language among the british to address someone who is unpleasant.

***“You smell like a baby shampoo”***

This statement above represents material process and Jerry's Olfactory halucination towards Fiona's severed head which smells like baby shampoo. This to inform that the hallucinations of a schizophrenic not only about their audio visual but could be happened as well to their another senses.

***“You are a killer! A serial killer! You are a stone-cold murdering maniac!”***

This is the scene where there is a tv news about a murder case in the area whom Sherrif Weinbacher was the the one being interviewed. Suddenly he direct his gaze to the camera, shows demand in a personal distance and shouted “You are a killer!” as a representational of identity and action towards Jerry who was watching it at that time.

Most of the halucinations and delusions consisted of negative thoughts that le to Jerry's impulsive acts. The main sources of his negative thoughts are from Mr Whiskers, who continue to suggest that Jerry do more impulsive acts, including mutilating Fiona's body to avoid the police from finding the body. At the same time, the negative thoughts also came from Fiona when she already became a severed head on the fridge. She constantly asked for a friend, or meaning to say, another person to be killed. Those thoughts came from his own mind which as a schizophrenic patient, he cannot do much unless to react on it as he believes that the “voices” are true and real as part of their very well known main symptoms.

## **4.2 Negative symptoms**

One of the negative symptoms which will be highlighted here is the withdrawal that the patient often experience in their life. In this movie, what caused Jerry to withdraw from his society is that his awareness to his mental condition.

***“I don’t want to scare her away...”***

As Jerry became aware of his mental condition, he also became aware of the fact that people might be concerned about being around him for what people possibly had heard about people with schizophrenia. In this line, Jerry was asking Dr Warren about his admiration to Fiona and his concern that he could make Fiona afraid of his condition.

## **4.3 Visual-Verbal Texts-relationships**

When an image, or in this case a scene, became a nucleus, those who play the satellites are the mise en scene and the script which also serve as the experiential orientation and contextual extension. Mise en scene is the experiential orientation which has its role in setting the scene, introduces to the audiences, activities and the situations (Caple, 2013, p.131). Mise en scene help the movie to have a realistic situation by involving several components of film, as seen on the scene, it helps to show the difference between reality and hallucinations by playing with its components such as lighting (High and Low key), decor and properties (Blood, severed head with 2 looks, lunchboxes). Therefore, it enhanced with the contextual extension or the script, assist to extend the understanding of the image-nucleus in verbally. The scripts are revealing a lot about the story and give the clear explanation of the scene, some scenes might have no script but still, it helps the audience to understand the situation with the life of schizophrenia sufferer especially its differences between reality and hallucinations as the main discussions. On the other hand, when the script is the nucleus, the other component will be the satellites. All the scripts which are being chosen to analyse covered the 3 semantic ties namely co-reference (a relations between situational identity being conveyed through the devices of references namely pronouns, definite article and demonstrates), co-classification (a relation between the same group is being conveyed through the substitution of abbreviation), co-extension (relations between the object, in general, is being conveyed through synonymy, antonymy, hyponymy, meronymy), (Caple, 2013, p.144).

The scenes which are chosen gives the audience opportunity to be able to see the life of people with Schizophrenia or to be specific what is in their mind that caused their peculiar behavior due to the delusion and visual hallucination. To complete the scenes, the selected scripts represent the idea of how people with Schizophrenia is powerless and lost, they ruled by their own mind which they do not have the strength to control due to its audio hallucinations and delusions in their mind, cause them major confusion of how to behave towards some situations. Take a look at Figure 5.a and Figure 5.b , those 2 strong figures show the differences between the two situations during the medicated and unmedicated situation and the script “take the meds, you useless wanker!” and another script would follow “Take those drugs and you will enter a bleak and lonely world, Jerry,.”, it shows conjunctive relations of expansions and extensions in regards to the situation (see Adjei, 2017,p.13).

Even though the images and the scripts which are chosen are not related, together those elements create the conceptualization of the life people with Schizophrenia, especially to emphasize on the symptoms. By supporting and completing each element depending on its strength in order to be able to create and represent meanings.



## **5. Summary and suggestion**

The film speaks to its audience about diverse life phenomenon while creating a meaning at the same time. It represents life in an orchestrated story based on its writer interest to adjust to its audience's preference. The film somehow guides its audience to understand the life through the process of framing the story as well, involving the film techniques to create a better meaning making process, adding some effects to bring the deeper emotions to its audience.

“How do the Voices as a movie try to represent the life of a schizophrenic person?”

The Voices movie, on the other hand, strives to represent the story of a person with schizophrenia by creating a story from the perspective of its patient, from implementing the stereotypes of its patient to people's reaction to their existence. This movie creates the meaning of how it feels like to live as an individual with mental illness situation as the film gave the unusual situation given by a mental issue theme's film. This film shows the other side of the truth about the life of people with Schizophrenia, how weak they are in trying to adjust themselves to the society while dealing with hallucinations and delusions which dominating their mind. The detail of the film is being well-adjusted to the certain story line to develop a better making meaning process. The dialogues are casual, yet full of stories and unfold messages about the life situation around people with this mental illness. Moreover, The voices itself have its own theme that collaborates a thriller genre and fantasy, it brings confusion for those who have not read the synopsis in prior briefly because the scene does not seem to make sense and the story seems unclear at the beginning, however, if the audience could see it clearly and critically, the story of this movie, along with its component of film languages, the reason behind Reynolds as the voices behind Bosco and Mr Whisker, aimed at letting the audience to visualize and transport them to inside the life of a schizophrenic person.

### **5.1 How this research relates to PR**

PR is all about image management and how to engage the market in a different approach. Different approach here is the diversity of methods that every PR practitioner can execute. As now we encounter the PR 2.0 where everything is online, PR practitioner absolutely one of those people who seize the opportunities and they know exactly how it will massively impact their market. Talking about PR and how this research could be related is that because now the way PR practitioners try to engage their targetted market is more penetrated to its target's market interest. One of them is film, a multi-billion dollars multi-modes that delivers meaning while representing an object. PR practitioner is the one who knows the brand and the elements that perfectly represents the brand image itself. Being able to know the multi-modes analysis can create a stronger meaning to the PR multi-modes works which somehow involve the entertainment world such as film or other product that incorporated more than one mode.

### **5.2 Suggestion**

As exciting as the film can be, a research in the field of film is absolutely interesting. The researcher suggests the future researcher in President University especially in communication studies to conduct more research in film. Many films create diverse message and critics which unique and very challenging to be brought up as a discourse and to research furthermore with the range of communication theories.

For this research itself, to make it more reliable to the real society, the researcher highly suggest to continue and develop this research and collaborate with the psychological studies to discover an intense result to the topic of the research itself that involves the mental illness issue which quite sensitive and complex also require supports to have an advance comprehension from psychological discipline. This research use textual analysis which only analyzes the texts, in this case, is the movie clips and other supported contents. For further research, the involvement of audiences and schizophrenia patient could be very potential to be comprised. Thus, the study as the result could present an exciting yet reliable result of the research on the life of people with schizophrenia.

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