Multimodal Discourse Analysis on Motivational Hustle Culture Quotes

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Abstract

This study is aimed to analyze how the verbal and visual aspects in motivational hustle culture quotes make meaning in the quote. The researcher uses a qualitative approach so that the result will be in descriptive analysis. In doing the analysis the researcher uses Systemic Functional Linguistics to analyze the verbal aspect and Visual Semiotic of the Barthian and Salience theory and both lean on the Multimodal Discourse Analysis (MDA) as the grand theory. The result shows that from the verbal aspect, among the 30 images that are being used, 21 of them use declarative as the communicative purpose, 9 imperative clauses, 5 relational processes, 1 material process and all of the 30 clauses have Textual Metafunction. Subsequently from the semiotic aspect, there are 17 images that only contain literal meaning and 13 metaphorical meaning. Then 18 of them use cool tones and 19 of the images in conjunction with the photography technique use medium shots.

Keywords: *multimodal discourse analysis, systemic functional linguistics, visual semiotics, hustle culture*

Introduction

Millennial and Gen Z are known for their fast-paced and high standard lifestyle. As a result, people are forced to work more and it sends them into the hustle culture in order to meet the standard especially for those who work in a corporation and live in the city. Hustle culture itself is a working culture where people work themselves more than the standard 8 to 4 or 9 to 5 hours. The high target and high results as two of the aspects that started hustle culture also require people to work for lots of workloads within those long hours. Hustle culture mostly exists in the corporation. It is because corporations demand a high target and results. Other than that, high cost lifestyle is also another aspect that influences the growth of this culture as the society considers the high cost lifestyle

as a success. Speaking of hustle culture and the internet, there are motivational quotes that encourage people to hustle for their work. Those quotes are purposely to "help" people to start hustling or help them to maintain their consistency in their work so that they will be successful in their life.

The researcher is interested in analyzing how those quotes express their meaning in relation with hustle culture using Multimodal Discourse Analysis. Multimodal Discourse Analysis concerns about how visual text is presented to convince their meaning. It is, not only analyzing the text or language but also the image used in it because, image and text can help each other to convince meaning. Multimodal Discourse Analysis or MDA is an emerging paradigm in discourse studies which extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound (O'Halloran, 2011: 1) and the researcher intended to do this analysis on how multimodality convince the meaning of hustle culture motivational quotes.

Literary Review

Multimodal Discourse Analysis

Multimodal discourse analysis or MDA is an emerging paradigm in discourse studies which extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound (O'Halloran, 2011: 1). Multimodality deals with semiotic analysis, specifically social semiotics. Hence, this study uses Semiotic analysis through analyzing the connotation and denotation in the image and salience that is analyzing the composition such as foregrounding, coloration, toning, etc. For the language aspect, the researcher uses Systemic Functional Linguistics.

Systemic Functional Linguistics

Systemic Functional Linguistics (SFL) deals with texts and analyzes how such texts make meaning. SFL sees language as social semiotic and that semiotic resources are systems of meanings that constitute the reality of the culture (Halliday, 1978: 9) hence SFL leans on the context of the text on the outside

world which it is also what makes SFL distinguish itself from the other linguistics branches that focus on the internal system of the language. Systemic Functional Linguistics uses three metafunctions which are ideational metafunction, interpersonal metafunction and textual metafunction.

Ideational Metafunction

Ideational metafunction is about how human experience transformed into meaning and dealing with complex clauses. It is divided into two categories which are logical and experiential metafunction in which it is also constructed from logical meaning and transitivity. Transitivity is divided into six process categories which each of them has their own model for constructing a particular domain as a figure of particular kind (Halliday & Matthiessen, 2004: 170).

    a.   Material Process: Actor + Process + Goal

    b.   Mental Process: Senser + Process + Phenomenon

    c.   Relational Process:

           i. Attributive: Carrier + Process + Attribute

           ii. Identifying: Token + Value + Process

    d.   Behavioral Process: Behaver + Process + Behavior

    e.   Verbal Process: Sayer (Receiver/Verbiage/Target) + Process

    f.   Existential Process: Existent + Process

Interpersonal Metafunction

Interpersonal metafunction uses mood and modality in doing the analysis. Mood element consists of Subject and Finite and the order of each element affects the type of the clause. Mood defines the communicative purpose of the clause such as giving statement, imperative for requesting something, interrogative for asking question, and exclamative for expressing exclamation (Webster et al., 2019: 40). Subject is part of the nominal group while Finite is the verbal group. The meaning of a Subject is that, the validity of the clause. Finite elements on the other hand, expressing primary tense or modality, also realize either positive or negative polarity. Here is the rule of Subject + Finite:

    a.   Subject that precedes Finite makes a declarative clause

b. Finite that precedes Subject makes a yes/no interrogative

c. In a 'WH- interrogative' the order is:

    i. Subject before Finite if the WH element is the Subject

    ii. Finite before Subject otherwise

Textual Metafunction

Textual metafunction is concerned how a text gives such texture that is to make a text into coherent language. The textual metafunction has Theme and Rheme. Theme is the depicted point that is located in the first of the sentence. It is considered meaningful because it is a matter of choice of the speaker (Webster et al., 2019: 41) whereas rheme is what following the theme. The Theme is underlined in each of the following examples: (Webster et al., 2019: 42)

a. <u>Bill </u>left the party early.

b. <u>I</u> don't know.

c. <u>This afternoon </u>we will go see a movie

    On the examples above, the underlined is the Theme so "Bill", "I" and "This afternoon" are the Theme of the clauses. Those three Themes are the depiction point where the speaker organizes the message. Theme is about what the speaker wants to say (Webster,2019: 41).

Visual Semiotic Analysis

Connotation and Denotation

Through the Barthian semiosis analysis by Roland Barthes (1973, 1977) an image can be analyzed through revealing the two layers of meaning, which are denotation and connotation. Denotation is about the people or the objects that are depicted in the image whereas connotation reveals the values and ideas through what is represented and through the way in which it is represented (Van Leeuwen & Jewitt, 2004: 94).

Salience

Salience is about the features and composition in visual elements that is to draw the viewers' attention to interpret such meanings and such features have essential values in the compositions (Machin & Mayr, 2012: 54). The elements of salience

are potent cultural symbols, color, tones, focus and size.

Research Methodology

This study applies a qualitative approach so that the result will be in descriptive analysis, hence qualitative research image and text as the source of the data. The object of this study is the pictures of the motivational hustle quotes that were taken from http://motivationalgrid. com and the http://thestrive.co and in conjunction with the data samples, the researcher uses random sampling and chooses 30 pictures that represent the amount of the pictures provided in one post which were 20 of 50 pictures from thestrive.co and 10 of 25 pictures from motivationgrid.com. Hence, the researcher only uses primary data in this study. The procedures for the data collection in this research were done systematically through selecting and comments on the number of the data. Furthermore, for the method of analyzing data, the researcher follows some steps organizing and preparing the data, reading the whole data and representing the description.

Discussion and Findings

Findings

According to the data analysis above, the result shows there are 21 quotes out of 30 that use declarative clauses in order to exchange information as the commodity, and 9 quotes that use imperative clauses. Other than that, there are 6 quotes out of 30 that have ideational metafunction in which 5 of them are Identifying Relational Process and 1 Material Process. The textual metafunction is the one that exists in all quotes which is understandable since this study is a study of text itself. Next from the semiotics aspect the researcher found that most of the images that are used in the quotes are using cool tone while from the object's perspective, there are 13 images that use metaphorical objects to deliver its meaning. For the detailed information on the findings, it can be seen on the table 1-2 below:

Table 1 - Visual Aspects

No.	Type of Metafunctions	Number of Data
1.	Literal Meaning Objects	17
2.	Metaphorical Meaning Objects	13
3.	Salience: Cool Tone	18
4.	Salience: Bright Tone	3
5.	Salience: Gray Coloration	5
6.	Salience: Warm Coloration	4
7.	Photography Technique: Medium Shots	19
8.	Photography Technique: Close Shots	6
9.	Photography Technique: Long Shots	5

Table 2 - Linguistics Aspects

No.	Type of Metafunctions	Number of Data
1.	Textual Metafunction	30
2.	Ideational Metafunction: Relational Process	5
3.	Ideational Metafunction: Material Process	1
4.	Interpersonal Metafunction: Declarative	21
5.	Interpersonal Metafunction: Imperative	9

Discussion

This subchapter will explain about each of the aspects that are being analyzed. The aspects that will be explained are: the verbal aspect, visual aspect and then intersemiotic aspect which combines both verbal and visual aspect so that the whole meaning of the quote can be revealed.

Analysis of the Verbal Aspect

Interpersonal Metafunction

Firstly, is the use of interpersonal metafunction in the quote. Interpersonal metafunction analyzes the communicative purpose of a clause by analyzing its speech role which is demanding or giving by identifying the MOOD system in the clause. Through the analysis above, most of the quotes use declarative clauses which are part of the giving category so that its role is to exchange information to the audience as the commodity. In conjunction with the context, declarative may not sound as assertive and direct as imperative since its purpose is merely to share information to the audience. Nonetheless, by looking deeply on how the wording works, those clauses are prone to be a psychological trigger to the audience regarding hustle culture by giving the audience an information about the fruit of hustle culture such in:

1. Quote 26

Good things	[present tense]	happen to those who hustle
Subject	**Finite**	**Residue**
MOOD		

2. Quote 11

Hustle + heart	will	set you apart
Subject	**Finite**	**Residue**
MOOD		

Another analysis is to trigger the audience about other people's determination to accomplish their goal so that the audience will be inspired and think that if other people can do it then I can do it too then they will do the same thing such as in the examples below. Thus it can be identified how the MOOD system in the clause will indicate the communicative purpose of the clase.

1. Quote 2

I	[present tense]	've got a dream worth more than my sleep
Subject	**Finite**	**Residue**
MOOD		

2. Quote 8

One day	I	'll	just make it until then I'll just keep hustling
Adjunct	**Subject**	**Finite**	**Residue**
	MOOD		

3. Quote 16

The doors	will	be opened to those bold enough to knock
Subject	**Finite**	**Residue**
MOOD		

For that reason, it can be concluded that declarative clause is more about creating suggestion through other people's perspective and story which then will lead the audience will rethink about the worth of hustle culture in which, from the addresser point of view as a motivator is worth it. On the other hand, the rest of the quotes use an imperative clause that is part of the demanding category and takes the role to give command to the audience. Imperative clause is more direct and assertive regarding the context of giving motivation. Its purpose is to get the audience to do something which in a hustle culture context, it demands the

audience to start hustling or to continue to hustle because hustle culture is a matter of execution. The example of imperative clause can be seen below:

1. Quote 12

Nobody	[present tense]	cares. Work harder
Subject	**Finite**	**Residue**
MOOD		

Textual Metafunction

Subsequently, the other metafunctions that are found in the quotes are Relational and Textual in which textual metafunction itself is existing on the entire quotes. Textual metafunction uses Theme and Rheme in order to analyze a clause. Theme is the depiction point of the clause so its function is to highlight the information that the addresser wants to deliver while Rheme gives more explanation and context to the clause. From the examples below, it can be seen how each clause wants to trigger the audience by giving the different depiction point for each clause. Quote number one, through the use of the Theme "Hustle" carries the hook of the information and "until you no longer need to introduce yourself" as Rheme and give new information from the speaker. Hustle as the interpersonal Theme, carries the Rheme in the clause that gives suggestion to the reader to keep working hard until they are successful.

1. Quote 1

Hustle	until you no longer need to introduce yourself
Theme	**Rheme**

Then the quote number 5 shows how Success as the Theme of the clause triggers the audience about the importance of hustling in the context of hustle culture followed by the Rheme "is not for the lazy". Finally quote number 17 has the

Predicator "Look" that carries out the direct command that the audience needs to do. Therefore the Theme above can be categorized as an imperative Theme of the clause which it suggests that the audience will be the doer of the action.

2. Quote 5

Success	is not for the lazy
Theme	**Rheme**

3. Quote 17

Look in the mirror	That's your competition
Theme	**Rheme**

Ideational Metafunction

Then from the ideational metafunction, there are only 6 data in which 5 of them are Relational and 1 Material. Correspondingly, the Relational Process perspective only has an identifying category in all the data. Identifying Relational Process is about giving Value to the Token. The element Value works as a tool that gives the audience a picture of the addresser mindset or ideological perspective so it is subjective and an absolute value. Therefore, in the context of this study, the addresser wants to share their mindset and perspective regarding hustle culture to the audience in which, in a bigger picture, the addresser supports the culture.

1. Quote 5

Success	is not	for the lazy
Token	**Process**	**Value**

2. Quote 19

Success	is	never owned, it's rented. And the rent is due everyday
Token	**Process: identifying**	**Value**

On the other hand, from the material process, it can be identified that there is a material process in the clause. The doer in the clause above is the Subject "hustle" that also carries a transformative process because the hustle does something to the already existing entity, talent.

1. Quote 18

Hustle	beats	talent	when talent doesn't hustle
Actor	**Process: material**	**Goal**	**Circumstance**

Then the clause "when talent doesn't hustle" shows the circumstance of the action. To conclude, the clause above can be read as; in the circumstance of "when talent, the Actor "hustle" will beat "talent" in which altogether, it means that having a talent needs to be balanced by working hard.

Visual Aspect

Connotation and Denotation

The semiotics discourse in the quote, the researcher found that there are 13 quotes that use metaphorical images in which 7 of them are using a cave or mountain in order to deliver the message. The images that use mountain and cave as a metaphor also show the picture of where the subject is on the top of it that symbolizes victory and row of mountains that symbolize challenges as in the quote number 5 and 12 below.

1. Quote 5

2. Quote 12

The image of number 5, shows how success is definitely not for the lazy because there will be a lot of challenges and struggles that is shown from the denotation of "caves" in the image and that is only a discipline and determined people can be successful in their life. Thus, in the context of hustle culture, being at the top position whether it is being a leader of a company, or simply being wealthy is the main goal of hustling. On the other hand, the image of the quote number 12 has a man "on the top of a mountain" as the subject and it signifies a progress that has been gained by the man. Then the denotation signifies "horizon" that can be interpreted as the future that needs to be chased. Nevertheless accomplishing goals will not be easy and there definitely be a lot of challenges that the audience has to face. Thus, the addresser implicitly wants to remind the audience to keep hustling no matter how many challenges that come to them.

Subsequently, the other denotation that is frequently used for the illustration is office worker. Thus, it can be identified because hustle culture mostly exists in a corporation however, the researcher found that the use of office workers as a decoration does not have a connotative meaning but is more literal instead. It is more about the target audience of the quote.

1. Quote 10

2. Quote 25
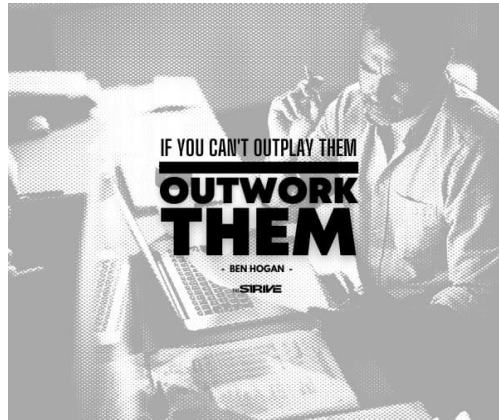
Finally, from the photography technique that is being used in the images, there are 18 images that use medium shots whose purpose is to give a clear image to the audience of what the subject in the image is doing. Other than that, the medium shots also make the audience somewhat in the same position to the subject so that the audience will likely have the feeling of being the subject of the image. The second highest technique that is used by the image is close up which its function is to highlight a detailed feature of the object for example, in quote 15

where the addresser put Will Smith's face in close up shots so that the audience can see clearly Will Smith's determination expression.

1. Quote 15

2. Quote 13

The other example is in quote 13 where Bens Bill is the object of the image and the addresser zoomed in the picture. Thus, it gives a meaning that being wealthy is the ultimate goal of hustle culture.

Salience Analysis

Next is the use of coloration and toning. The image of the quotes mostly use a cool tone that indicates calmness, focus or stability while brighter tone indicates happiness and bright nuance; it can be seen from the quote 4 and 5. The image of quote 4 wants to convey a message that hustling is such a worthwhile process through the use of bright coloration on the image. Therefore, it can be concluded

that the quote, regardless of having the purpose to command people to hustle, also gives a bright and happy nuance through the visual elements. It suggests that hustling, especially by reducing unnecessary talks even though it seems hard, is a worthwhile action, it can send people to success and people do not need to worry about it. The image wants to give a nuance of bright and a happy and full of hope which also indicates a bright future that is waiting. While quote number 5, within the use of bright tone and coloration can be interpreted as a worth trying process that will bring the person to the top.

1. Quote 4

Then gray coloration symbolizes professionalism and that is why most of the picture will show a subject that is working on something or wearing a set of outfit that symbolizes professionalism such as tuxedo or blazer such in the image below:

1. Quote 1

2. Quote 26

Intersemiotic Analysis

Intersemiotic analysis sees how both linguistics and visual aspects together construct the whole meaning of the quote. In the quote number 5, the whole meaning of the quote can be interpreted as the image wants to show about the succession of the man that has gone through a lot of challenges so that he finally is in the front cave and on top of it, he succeeds. In a hustle culture context, to succeed is the ultimate goal of everyone. To succeed means at the peak of life which is illustrated by standing on top of a cave. Nonetheless, to be a successful person is not easy and that is what cave and the row of caves mean. To hike in a cave obviously needs a big effort, and to have the willingness to do it means they have to be disciplined, in other words, they are not allowed to be lazy and that is what the text on the quote wants to tell the audience about. From the addresser's point of view, success is not for the lazy so that is why they have to be disciplined and work even harder to be successful. The text starts with the word "success" that signals the purpose of hustling, and then the Rheme talks about the embodiment of success that is not for the lazy or, in other word, is discipline and hard work. To conclude, the addresser wants to declare that only those who work hard can be successful. Next, is quote number 26 which can be seen as how People define success differently regarding their perspective on it and one of them is to be successful in a more materialistic way such as being rich. Thus, the quote above uses the term "good things" that are placed on the first line that resemble the success. Then through the image, the good things are represented by the Bens Bill that is following a running man. It indicates how hustle culture defines

success as a state of being wealthy. Next the the Rheme "to those who hustle" highlights the importance of hustling that can make the good things come to them because hustling is a gate of opportunities. Nonetheless, the hustle that the quote talks about also points up the subject that wears a tuxedo which indicates professionalism, modesty and a highly positioned person in a company. Therefore, it can be concluded that the addresser wants to deliver the message about hustle as a leader. If the audience wants to be wealthier then they have to take a higher position in a job. Altogether, it can be concluded that the quote above glorifies materialistic success and that only by hustling people can be success. Finally from the analysis above, it can be seen that both text and visual co-contextualize each other.

Conclusion

The researcher found that both text and image in the motivational quotes are used to complement each other's presence. Each element does not work by themselves but instead they co-contextualize each other as what the purpose of MDA is to analyze how language works with other resources such as image, gesture sound, etc. (O'Halloran, 2011: 1). Therefore, the motivational quotes that has been studied above is part of a social semiotic medium in regard of communication as what has being stated in the previous chapter that a medium that has design in it and design is about theory of communication and meaning (Kress, 2010: 6)

Correspondingly, it is suggested for the next researcher who is interested in Multimodal Discourse Analysis to widen the object variety by analyzing other semiotic objects such as advertisements, campaign projects, websites, school text books, etc. or other extra linguistic resources to combine with the language aspect such as sound, intonation, gesture, etc. so that the discourse will not only be limited in visual aspects. while from the theory perspective, the next researcher can use other theories such as Iconography or stylistics. Nonetheless, to be more specific the next researcher is suggested to choose a specific issue that the object brought up, such as a campaign project of gender equality or an article about a political issue, etc. On the other hand, it is better to know that Multimodal

Discourse analysis deals with multiple types of resources so the analysis will be somewhat complicated.

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