

CHAPTER 1

INTRODUCTION

1.1. Background of the Problem

As a human, we have an experience called boredom. Because of this, we have multiple ways to get rid of it, one of which is to watch a video, movie, or show. But sometimes, we do not just watch a movie to get rid of our boredom, we watch to have fun. So, before we can have fun with the movie, it needs to make sense. That is why good writing skills in the title and plot are important. With good writing skills, writers of the film can make the title and the plot have a good relationship. This may be enough to make an engaging story but when polysemy is applied to the writing, they can create a story not like the other. With polysemy utilized, it can create layers of meaningful story into one plot that has an impact on the viewers. The layers don't have to be the same, they can be emotional and then later be funny to the viewers.

Polysemy is the phenomenon where a word has multiple but related meanings. For example, the word 'mouth' in "Mary kissed him on the *mouth*", and "Watch your *mouth*", can be interpreted into different meanings even though they both used the same word. This can also be known as lexical ambiguity since it means when a word has multiple meanings. The relation between the meanings is often metaphoric, metonymic, or synecdoche. Polysemy also gets contrasted with monosemy and homonym. This is the case because while polysemy has multiple meanings, monosemy has only one meaning while homonym has two different meanings but with different lexemes. An example of a homonym is the word 'coach' which means a bus and a sports instructor. Thus, pragmatics are involved in the making of polysemy since polysemy is the product of them. Usually, word meanings undergo pragmatic modulation in the course of utterance interpretation; what this means is the ability to determine the meaning of a word according to the current context. For example the word 'boiling' in the sentence "it's *boiling* outside," requires the hearer to take the situational context into account in order to understand the meaning the speaker intended because the meaning cannot rely on the word alone. Without a context, the

hearer will be confused as to what is boiling, and with it, the hearer will understand that, the 'boiling' means the weather is very hot. It might find it easier to just extend the already existing word the meaning of it than invent new words for each sense so lexical pragmatic processes have a key role in making this possible. What makes processing polysemous words possible is called the mental lexicon in our mind and brain. This part is responsible for the representation and processing of words, and for bilinguals, it has its own mental lexicon for the language which means a separate section for it. This affects how the brain acquires the language depending on what the lexical and morphological structure in the brain is like, and of course how the language is processed. It also affects how the different senses of a polysemous expression are represented and there is a distinct representation for each sense of a polysemous word. The senses or meanings are thought to be stored as a distinct representation and when it comes to processing it, it will select those within a list of distinct senses or meanings associated with the word form. The mental lexicon contains the dictionary of words we know. Words connect a set of speech sounds, to a meaning representation and to their grammatical use in a sentence. A common lexical network supports accessing words for speaking and for understanding organized in a network-like architecture with connections based on their similarity in both meaning and sound. In proving this, studies show how polysemous words represented in the mental lexicon to be complex and complicated (Vicente & Falkum, 2017; Falkum & Vicente, 2015; Linguist, 2024; Blumstein, 2022; Rodd, 2018).

As explained before, the meanings are often metaphoric, metonymic, or synecdoche. A metaphor is a figure of speech that creates a phenomenon of using a word or phrase to refer to or describe another thing that is different but still has the same meaning, but this will require the audience's knowledge, interpretation, and potential clarification to avoid confusion. For example, if someone said "My friend is a workhorse" they might mean metaphorically that their friend is large, with a lot of stamina, and good at physical labor. With no knowledge of what is a workhorse, the audience might think that their friend is a livestock, which is not necessarily a compliment (Redden, 2017). Metonymy is a phenomenon where something is worded

differently but still retains its associated meaning. For example, the word 'fiver' in "Have you got a fiver" has a link to the 'five pounds' in the question "Please can you lend or give me five pounds" (Littlemore & Tagg, 2016). Synecdoche is a phenomenon of substitution of whole parts of a word which still have the same meaning. For example, the word 'Australia' in "Australia lost by two goals" refers to the Australian national team (Ibrahim, 2021).

Titles in movies and TV shows can be phrases because a phrase is made out of a single or group of words with appropriate grammar (Sharhan, 2018). Taken from reputable online dictionary sources like Cambridge Dictionary and Merriam-Webster dictionary website, a phrase is made out of a singular word or group of words that are used together to form a particular meaning ("Phrase," 2024a; Phrase, 2024b). This means that polysemy can be utilized to form a multiple-meaning title for movies and TV shows, and depending on how the writer utilizes it will the story be enhanced and expanded.

Briefly what this thesis is trying to achieve, is to show the usage of polysemy in this matter is that it can enhance the story. Depending on how the writer utilizes the polysemy in the writing, the enhancement will turn out according to it. For the matter of the Breaking Bad television series, the writers decided that polysemy appears in the story and chose to enhance the story this way and this thesis proves this fact.

1.2. Identification of the Problem

The focus of this research is to analyze the many depictions in the plot of the episodes whose titles are polysemous. Ultimately, this thesis proves that the writers of the Breaking Bad television series really utilise rhetoric to make the titles of the episodes.

1.3. Limitation of the Problem

This research only focuses on analyzing polysemous titles depicted in the story in Hollywood productions released from 2008 to 2010 because it only covers season 1 of the Breaking Bad television series which was released in 2008, to season 3 which ended in 2010. It does not cover non-Hollywood productions or movies released outside this time frame.

1.4. Formulation of the Problem

- 1.4.1. How is polysemy utilized in creating multiple-meaning titles in building the plot?
- 1.4.2. How is polysemy of the titles depicted in the plot in the television series?

1.5. Objectives of the Research

- 1.5.1. To find out in what ways the title in the television series is depicted in different ways.
- 1.5.2. To find out in what ways the depictions are depicted in the story.

1.6. Benefit of the Research

The benefits of this research are both theoretical and practical. The theoretical benefit of this research is to contribute to the research of the same topic other students are studying, by providing insight into the utilization of polysemy and its enhancement to the story. Not only for students, this can also benefit general readers about how all these work and potentially spark interest in them, and that may start more research on this topic. This research can provide a framework for analyzing how polysemy is used in creating polysemous movie/TV show titles.

The practical benefit of this research is to provide guidance for other research students who are studying how polysemy works, which originates from the title that is depicted in the story. This can help other research students figure out their study in this. Besides students, general readers can also benefit from this which may help them

figure out how it works and hopefully, they can recognize hidden polysemy in the story of the title in various movies/shows.

1.7. Systematic Organization of the Research

The framework of the term paper writing which is titled “CONTENT ANALYSIS: THE ANALYSIS OF THE VARIOUS DEPICTIONS OF THE POLYSEMOUS TITLES OF THE EPISODES FOUND IN THE STORY IN THE BREAKING BAD TELEVISION SERIES” is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, the Breaking Bad television series is introduced as the case study. The chapter covers the background of the research, identification of the problem, research limitations, research formulations, objectives of the research, and the benefits of the research.

CHAPTER 2 : THEORETICAL FRAMEWORK

This chapter presents the theoretical foundations of the research, including the importance of using polysemy in creating multiple-meaning titles, and how these concepts have been applied in previous studies. This chapter explores the relevant literature on these topics and discusses how these concepts have been applied in previous studies. The chapter also provides theoretical frameworks and one of them is content analysis especially from the book “Content Analysis, An Introduction To Its Methodology, Fourth Edition” by Krippendorff for the research. These can be used to analyze the work of writers in the Breaking Bad television series.

CHAPTER 3 : RESEARCH METHOD

This chapter details the research methodology and approach taken in this study. It discusses the data collection techniques and data analysis techniques. The chapter explains how the data is collected and analyzed, and how the findings are interpreted.

CHAPTER 4 : CONTENT ANALYSIS: THE ANALYSIS OF THE VARIOUS DEPICTIONS OF THE POLYSEMIOUS TITLES OF THE EPISODES FOUND IN THE STORY IN THE BREAKING BAD TELEVISION SERIES

This chapter provides a detailed analysis of the work of the writers in the Breaking Bad television series, with a particular focus on the use of polysemy of the titles of the episodes in the Breaking Bad television series in creating multiple-meaning titles. The chapter uses the content analysis theory to analyze the polysemy of the titles' episodes of the series. This chapter also explores the depictions of the polysemious titles in the story.

CHAPTER 5 : CONCLUSION

This chapter summarizes the key findings of the research and discusses the implication of the research on the polysemious depictions in the story from the titles' episodes of the series. The chapter recaps the works of the writers of the Breaking Bad television series, that is the polysemious titles of the episodes whose depictions in the story appear in various ways in the Breaking Bad television series. Lastly, the chapter concludes by discussing the practical implications of the research, which can be of use to help other research students doing the same study and to show how polysemy works and its

capability to enhance a story for the general readers which will hopefully spark interest in them.

