

Name: Nur Salawati binti Mohd Nadzri

Matrix No.:MV113004

Faculty: Language Academy, UTM

Master's Synopsis

The main concern of this study revolves around the stereotyped linguistic features of different ethnics' identities in the Upin and Ipin animation. Both linguistic and non-linguistic elements will be analysed using Systemic Functional Linguistics (SFL) and Multimodality (MM). Halliday's Systemic Functional Linguistics (SFL) (1985) will be adopted to analyse the stereotyped linguistic features of the characters' identities in the Upin and Ipin animation. As for multimodality (MM), the focus will be on the visual representation of different ethnics using the theory of Kress and Van Leeuwen's Reading Images (1996). Besides that, Coupland's Communication Accommodation Theory (CAT) which is concerned with the speech accommodation aspect in the intercultural communication will also be used. Following this, the convergent and divergent aspects of the CAT are the chosen strategies as both of them reflect the speech accommodation strategy of the Malaysian society. In order to compliment the textual analysis, a semi-structured interview will be carried out to determine the Upin and Ipin viewers' perceptions on the linguistic and non-linguistic elements portrayed from the stereotyped view of the animators. The findings of this research are hoped to recommend the ways in which linguistic and non-linguistic elements can be effectively used to represent the real identity of the different ethnics in Malaysia.