

4. FINDINGS AND DISCUSSION

The fourth chapter of the study is about the findings of the writer's analysis on the data. This chapter mostly focuses on answering the research questions. to answer the purpose of the study which is to find meaning in the promotional video for First We Feast's Web series Hot Ones titled "LEGO Sean Evans Interviews Queen Watevra Wa'Nabi | Hot Ones". Furthermore, the findings start with answering the research questions and to be concluded in the last point.

4.1 Creation of meaning through verbal and visual expression

Since this research was intended to find the meaning within the advertisement and is created through the process of signification by the promotional video of Hot Ones and Lego Movie 2; therefore, finding the meaning through verbal and visual expression through the process of signification comes first. After finding out the meaning in the advertisement, the writer would come back to further explain in the conclusion. The scenes chosen are all from the table of content. Every single scene of the advertisement is chosen because the advertisement itself acts as a story. Therefore, the writer thought leaving a single scene out could affect the meaning that is intended for the advertisement. First of all, in each and every scene chosen, the writer explained the reason why it was chosen. Secondly, the writer analyzes the connotation and denotation of both verbal and visual expression to find the meaning. Next, the writer analyzed the connotation and denotation and connected the visual and verbal expression in the chosen scene.

4.1.1 Introduction of characters



Figure 1.1



Figure 1.2

The interaction between both of the characters plays a huge role in creating meaning within the advertisement. The first two figures: figure 1.1 and 1.2 are the start of their relationship within the advertisement or in the context of the video, the start of the interview. The reason for choosing these two frames are the start of the interview that includes Sean Evans as the host in the first frame and Queen Watevra Wa'nabi.

In analyzing the verbal expression. Sean Evan started the show by saying ‘... You are watching Hot ones. The show with hot questions and even hotter wings.’ The introduction and the meaning of hot symbolizes the show itself. According to Oxford Advanced Learner’s Dictionary “Hot” means something that is high of a temperature. Hot in Hot questions can also mean that it is news, a news that is fresh, very new and exciting. (Oxford Advanced Learner’s Dictionary 8th edition) So “hot questions” can also mean questions regarding the recent exciting news. Moving on to “even hotter wings” . “Hotter” does not mean that it is a very recent and exciting chicken wing. Hot in “Hotter” refers to the level of spice (Oxford Advanced Learner’s Dictionary 8th edition) because Hotter wings is associated with the chicken wings and it implies that the chicken wings are hotter than the questions. Therefore,

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the signifier “...Hot ones. The show with hot questions and even hotter wings.” and the signified “Hot Ones are the show of the latest news and Spicy chicken wings.” becomes a sign in the denotative level.

As for the visual of the two LEGO figures are only to personify the interviewer Sean Evans as the lego figure as it moves its lego arms back and forth. Also The animated lego face also conveys utterance as it were speaking. Not only that the lack of hair in his lego figurine signifies that he is bald in real life, in which it is true. Focusing on the Queen, as she came into frame in the shape of a horse. In the old times, Horses were an animal that symbolizes gallantry. Take that into account that the fact that her title as queen makes up The signifier “the Queen being a horse” and the signified “the Queen is gallant” are a sign. So in this visual expression the writer notices that the lego Sean Evan figure personifies the real one. And the queen has a gallant entry to the advertisement.

There is a lot more depth when combining the visual and verbal expression in these two figures. Using cultural perspective as a code The personification feature of the Queen as a gallant figure and the fact that she is a Queen fulfills the role of a Queen that are gallant. As a Queen that is galant there are many ways to prove that. As the Queen coming to Hot Ones. Hot Ones as symbol of the latest news and spicy chicken wings the writer thought that it is to prove that the Queen is galant. She is brave enough to come to the show where she proves her gallantry by eating spicy food and answering some of the latest hottest questions.

4.1.2 Description of the Queen

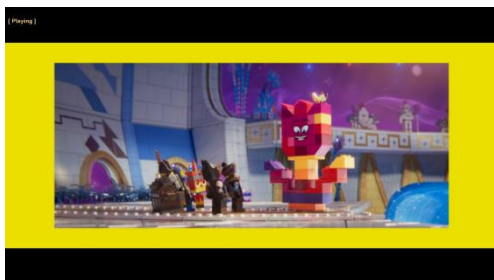


Figure 2.1

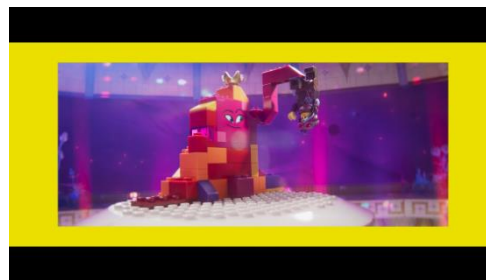


Figure 2.2

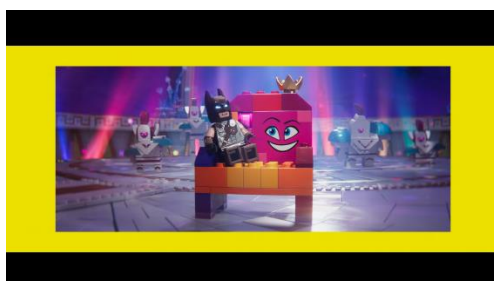


Figure 2.3

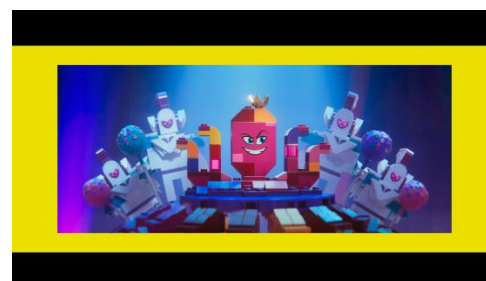


figure 2.4

Figure 2.1 to 2.4 are chosen because, in these figures Sean Evans introduces Queen Whatevra Wannabe as his interviewee within the advertisement. All of the 4 frames chosen are snippets from the LEGO Movie 2 used within the advertisement. These 4 frames are used to describe the nature of the Queen to give the audience meaning of the Queen.

The verbal expressions throughout this scene are uttered first by Sean Evans “And today I am joined by Queen Whatevra Wa’nabi, Star of the upcoming Lego Movie 2, the shape shifting monarch of the Sistar system. She can lend a hand or seat to those in need. But don’t let her look fools you, this queen rules with iron tentacles. now it is time to see this rambunctious royal is built to withstand this heat of blistering wings“ given the Queen enters the frame as a gallant horse fits this role as Sean Evans described to as a shape shifting monarch. Shape shifter, (in stories) a person or an animal that is able to change into other people, animals or things (Oxford Advanced Learner’s Dictionary 8th edition). In addition, Her name fits her role as a shapeshifter. Whatevra Wa’nabi. Whatevra is a clever word play of whatever. As for Wa’nabi has the same sound as “i want to be” as it suggests the same meaning to its resounding vowel and consonant. Therefore, Queen wateva wa’nabi or in other

words, Queen whatever I want to be, The shape-shifting monarch. In the last phrase Sean Evans mentions “now it is time to see this rambunctious royal is built to withstand this heat of blistering wings” giving the anticipation whether this character that has the title of a Queen will be able to finish the wings.

In the visual expression the Queen is seen to take a lot of shape from figure 2.1 to 2.4 the shapes as follows; a rose, a monster, a chair and an octopus. Using cultural codes to interpret the meaning of the shapes that the Queen turned into, gives meaning to the Queen character's. Starting from figure 2.1. A rose is a flower with a sweet smell that grows on a bush with thorns (= sharp points) on its stems (Oxford Advanced Learner's Dictionary 8th edition). Using cultural codes, In many popular cultures, the flower rose is usually associated as a sign of love, beauty and elegance. That is the connotative meaning of a rose. figure 2.2, A monster is (in stories) an imaginary creature that is very large, ugly and frightening (Oxford Advanced Learner's Dictionary 8th edition). As the queen in figure 2.2 takes no shape that is perceivable, the writer labels that shape as a monster. Having 1 hand and a face with no body. The shape that the queen takes form, the writer associates it with a monster. because in the form the queen has no shapes than resemblance to any living creature. In figure 2.3 the queen's shape is a chair. defined as a piece of furniture for one person to sit on, with a back, a seat and four legs (Oxford Advanced Learner's Dictionary 8th edition). The connotative meaning of a chair is often comfort. because in buying a chair other than the price most people would think of whether the chair is comfortable or not. Lastly, in figure 2.4 the queen takes the form of an octopus, a sea creature with a soft round body and eight long arms, that is sometimes used for food (Oxford Advanced Learner's Dictionary 8th edition). It is a fact that the octopus is one of the smartest animals in the world. Since it has no bones it can squeeze through places. If one associates a person as an octopus, one must be smart and flexible. Therefore, octopus associated with intelligence and flexibility.

Combining the visual and verbal expression, the shapes that the queen takes from a rose, a monster, a chair, and an octopus can be associated with the Queen's character. As it gives meaning to what the Queen could be. In the proper context of the advertisement and the movie the Queen is someone that is beautiful, elegant, a scary person, can be comforting, intelligent and flexible. But if the visual and verbal expression is combined the writer's perception of the queen being a monster is wrong. As described by Sean Evans while he says "... she can lend a hand..." the frame of her holding a blue lego character is shown. Therefore, even though the Queen takes shape as a monster, she is in fact kind. Then Sean Evans followed with "...lend a hand and seat to those in need..." with the frame of her giving a seat to lego batman. the queen's action means that she is indeed giving comfort to lego batman.. Lastly, Sean Evans added "...this queen rules with iron tentacles." This refers to her shape as an octopus. Which signifies that the queen is intelligent and flexible. Iron tentacles, iron here does not mean iron as a substance but refers to the properties of iron, which is tough. Therefore, it means that she is also tough. This means that the queen's personality is someone that is beautiful, elegant, kind, comforting, intelligent, flexible, and tough.

4.1.3 The Queen's Critique.



Figure 3.1



Figure 3.2

Figure 3.1 and 3.2 are chosen because these two frames are the first ever comment The Queen gives to Sean Evans. The importance of this scene is reinforcing the queen's character and introducing Sean Evans' nature as a character.

The verbal expression as follows Sean Evans uttered “ whaaaa???” and the queen replied “you talk way too fast Sean, did anybody ever tell you that?” and Sean Evans replied “a.aa.anyways you ready to get it going your majesty?”, the comment that the queen uttered was so bold. The question that the queen uttered acts as a sign. Signifies that the Queen is kind enough to help Sean grow by letting him know that he should pace himself when he interviews. As Seans startled and continued with the interview.

The visual of the scene here has more meaning than the exchange of words uttered. This would show the character of Sean Evans. Seans Looks surprised when The Queen looks dissatisfied then proceeds to let the Queen speak. As an interviewer, Sean Evans has to be sharp and able to tell if the interviewee feels uncomfortable. Sean Evans quickly notices the Queen's bodily codes of being dissatisfied and proceeds to stop talking and gives the queen a chance to speak. Sean Evans stopping his explanation as he saw the queen facial expression is a sign and The signifier is that connotes Sean Evan is keen in nature. Another important matter is in figure 3.2, we can see that there appeared an information box giving a *Hot Ones* Hot tip that suggests the audience to “talk at the pace your guest can understand”.

4.1.4 The Sauce Lineup



Figure 4.1



Figure 4.2



Figure 4.3

Figure 4.1, 4.2 and 4.3 are chosen because these introduces the line up of the sauces that will be used to cover the chicken wings and the queen's first impression of the lineup. The introduction of the sauce line up is also shown in the typical Hot Ones fashion. By showing the order of the spiciness from left to right. The less spicy on the left to the spiciest on the right. Figure 4.1 is the sauce line up. Figure 4.2 is the reaction the queen makes while uttering her first impression of the lineup. Lastly, figure 4.3 is Sean's reaction to the queen impression of the hot sauce lineup.

The verbal expressions are Sean Evans uttered "these first few should be easy for someone that is as wild and fiery as you are" and the Queen replied "these hot sauces better bow down and kiss the ring". Then Sean Evans replied with "sure". The first utterance by Sean Evans focuses on his perceived image of the Queen. The words used by sean evans are wild and fiery. Wild means full of very strong feeling is used to describe the queen's feeling and fiery quickly or easily becoming angry. These two words chosen by Sean Evans is how Sean perceives the Queen, because it is directly referred to her. The queen replied "these hot sauces

better bow down and kiss the ring”. the expression to bow down and kiss the ring. Refers to old English cultural codes of which in front of a king or a queen one must bow down and kiss the ring to show respect to the queen or king.

The visual here is the line up of the sauces, the less spicy on the left and the spiciest on the right. The labels of the sauces have meaning. labels in marketing usually gives the perceivable intention of the nature of the product. The far left one until in the middle only has its name in the label that connotes that it is what the label wants it to be perceived as only a name. On the other hand, as from the labels from the middle onwards to the far right it uses symbols. This could mean that the symbols are enough to describe the spiciness of the sauces. Take the last two bottles of hot sauce from the right. The furthest on the right shows that it has an explosion in the logo. The one right next to has a fire in the logo. Both indicate that they might be as hot as a fire or as hot as an explosion.

The verbal and visual connection here is Sean's reaction to the queen impression of the hot sauce lineup. The Queen visual and verbal expression towards the sauce lineup gives the impression of her underestimating the spiciness of the hot sauce lineup. From her smug facial expression in figure 4.2 and her implying that the hot sauce does not pose any challenge for her. connotes that she underestimates the hot sauces. Moving on to Sean as a keen person. Sean notices that the queen is wild and fiery. In other words, the queen has a strong feeling and is short-tempered. The queen’s comment of the line up is treated like a lame joke by Sean. Because Sean replied “sure” then proceeded to clear his throat. The reason behind Sean’s action is that the queen having a strong feeling and short-tempered acts as a sign to not anger the queen. rather than getting on the queen’s bad side by angering her. He brushes it off and carries on to the interview. Sean’s action in this scene reinforces his keen character.

4.1.5 'Bat Out Habanero' and 'The Metalbeard's Revenge'



Figure 5.1



Figure 5.2

Figure 6 chosen because this covers the first two hot sauces. Figure 5.1 is Sean introducing the two hot sauces. And figure 5.2 is the queen's reaction to both the hot sauces. The significance of the scene focuses more on whether the Queen is able to take on the least spicy hot sauces or not.

Verbal expression, Lego Sean Evans starts with "let's start here with 'the bat out habanero' and 'the metalbeard's revenge'" and the queen replied "mHmm easy and delicious". he name of the hot sauce both refers to the protagonist of the Lego Movie 2. Lego Batman and Metalbeard. That signifies a Movie reference within the advertisement.

The visual expression in the first frame shows that the bodily codes of the Queen are happy and eager to taste the chicken wings each covered by the sauces. On the far left corner of the frame shows a scale named "Spice-Ometer" that indicates the level of spiciness of the two sauces. The color of the meter is green. Green in this counter signifies that it is still on the lowest spice level.

Moving on to the Queen's reaction after eating the two chicken are rather looking pretty happy. Her bodily codes from her facial expression and gestures of having a laugh after eating both chicken wings suggest that she is able to take on the two hot sauces.

4.1.6 Devil's Blood



Figure 6.1

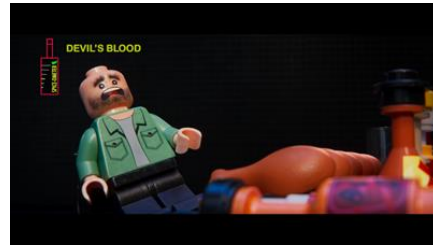


Figure 6.2



Figure 6.3



figure 6.4

Figure 6.1 to 6.4 are all the scenes of Devil's Blood sauce. This scene is the longest out of all the scenes in the advertisement. Figure 6.1 is the reaction of Queen Wateva Wa'nabi after eating the spicy chicken wings covered with Devil's Blood sauce. Figure 6.2 is that Sean Evans is burned by the Queen's fiery breath. Figure 6.3 is Sean's offering a glass of water to the Queen. Figure 6.4 is the queen refusing the glass of water. The significance of the scene is that the Queen starts to lose her ability to withstand the spiciness level after two bites into the sauce line up.

The verbal expressions are Sean Evans stated "let's heat things up with the next sauce. devil's blood". To which the queen eats in frame 6.2 and blurted "WOO.. huah huah AHH got it up in my nostrils, when I don't even have nostrils". Then in 6.4 Sean replied "Do you need some water? before we move on?" then the queen squinted and replied "nope, i'm good over here". The queen figure of speech can be taken as a validation of the writer's assumption of her being personified as a human. She utterance mentioning not having nostrils and having the heat to predate her nostrils are acts a sign that she indeed representantes as a human being. Because mentioning the aspect of having the function of a human being.

The visual expression of figure 6.2 after taking a bite of the wing covered in devil's blood. The queen shapeshifts into devilesque persona. The devil is (in the Christian, Jewish and Muslim religions) the most powerful evil being (Oxford Advanced Learner's Dictionary 8th edition). Taking a look at her having two horns and a pointy-tip tail and more reddish color that she takes on the shape of the devil while eating. Being to transform into a devil in a commercial for a movie and a web series means that this might foreshadow her role in the movie. This could mean that she could be evil despite the fact that she is described as a kind person. The figure 6.2 and figure 6.3 of Sean taking a burst of fire to the face, and right after that still offering a glass of water to the queen. This acts as an indication to which Sean realizes the queen hitting her limit. With the addition of the queen breathing fire right after eating and replying to sean. On frame 6.4 the Hot Ones Hot Tip appears again "milk works better than water, wash your hair with it" this second time this tip is again referred to Sean Evans for offering water to the queen.

4.1.7 Blast Off

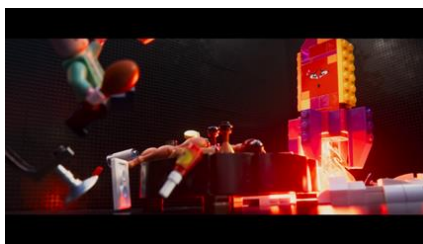


Figure 7.1

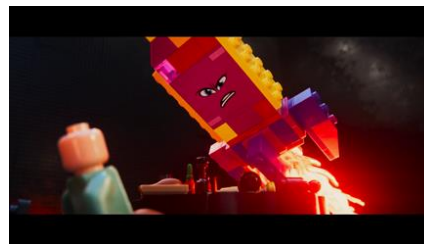


Figure 7.2

Figure 7.1 is the queen's reaction to the blast off. Figure 7.2 is the queen's comments to Sean Evans. The importance of this scene is that this is the point where the queen loses her composure and becomes mad at sea.

The verbal exchange of them sean notifies the queen that this hot sauce is hotter than before, then the queen turns into a rocket because of it. Then sean added "you know you can tap out, if you want.. Right?" that angered the queen and she replied "you know Sean, I can be

whatever I wanna be and I would never be a quitter. I got this baby” this proves one of Sean's assumptions of the queen's character and validates the writer's assumption. The writer assumption of which the origin of the queen’s name. The utterance “.. i can be whatever i wanna be..” directly translates to her own name Queen Wateva Wa’nabi. as the utterance directly after “i would never be a quitter”. a quitter is a person who gives up easily and does not finish a task they have started (Oxford Advanced Learner’s Dictionary 8th edition). Having the queen uttered her as to not being a quitter as a sign. it connotes that Sean's assumption of her being a wild person is true. It signifies that she is indeed having a strong feeling over not giving up. That could also further the notion of sean being keen from the very start.

The sauce name is Blast Off. Which acts as a signifier of what to expect the sauce can do. In figure 7.1 and 7.2 right after the queen takes a bite she then turns into a rocket. a rocket is a spacecraft in the shape of a tube that is driven by a stream of gases let out behind it when fuel is burned inside (Oxford Advanced Learner’s Dictionary 8th edition). The frame of which is shown is the queen having a tube like appearance. Not only that, in the advertisement she was propelled upwards with the stream of gasses let out behind appears to be a thruster. Which acts as a sign to which the writer thinks that the queen takes shape as a rocket. not only that the names of the sauces implies the sauces have an inherent meaning to what to expect the queen can transform into. Foreshadowing into the previous and the next hot sauces.

4.1.8 The Vanisher

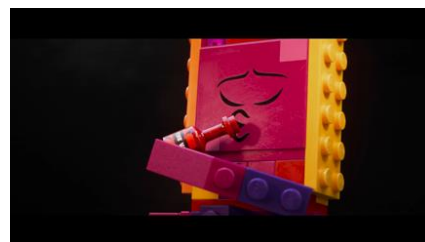
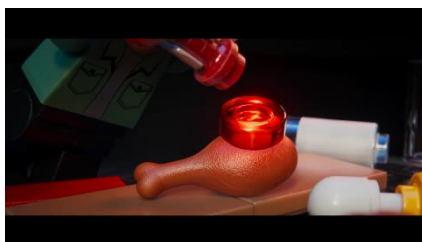


Figure 8.1



Figure 8.2



Figure 8.3

Figure 8.4

Figure 8.1 Sean Evans introducing the tradition within his show of putting an extra sauce on the chicken. Figure 8.2 the Queen drinks the whole sauce bottle. Figure 8.3 the queen exploded. Figure 8.4 the Queen propelled uncontrollably towards Sean Evans.

The verbal expression starts with Sean Evans saying “it is tradition to put a bit of extra on the on the last wing, but you don’t have to if you if you don’t want to” to which the queen replied “hehehehe I had a better idea, easy peasy” and the queen replied “woooaaahhh QWW woaah” surprised with the events that happened “what just happened? This has to be the most bonkers interview I have ever done” and the queen said “somebody get me some wattleer cos’ my mouth is on fireee” in this verbal interaction there is a lot going on. Sean being considerate uttered “you don’t have to if you don’t want to” to which later the queen takes that as a mockery “I had a better idea, easy peasy” she proceeded to drink the whole hot sauce. Sean Evans' reaction to the following events are “This has to be the most bonkers interview I have ever done” throughout his career as an interviewer he reaches into a conclusion of which this very interview is bonkers. Bonkers is completely crazy and silly (Oxford Advanced Learner’s Dictionary 8th edition). That acts as the denotative interpretation. The connotation is to date there are no known crazier interview that he has done more than this one.

The visual expression on figure 8.1 the picture of the sauce is red. The color red throughout the advertisement usually interprets or has the connotation of being hot. While in the advertisement the color red in the sauce not only is bright red but it glows bright red. The

color shift could indicate that the level of spiciness is far more spicy than the other sauces. The action that the queen did was to drink the whole hot sauce. Knowing that Sean only suggests only giving a little bit extra on the wing. The queen disregards the fact and proceeds to drink the whole bottle of hot sauce. With the addition her strong willed nature that adds to the provocation that Sean Evans does towards her by saying “you don’t have to if you if you don’t want to” in figure 8.3 is the aftermath of the queen action in which she exploded as seen in the figure seen that the smoke and the bright red gradient and the sound of explosion coming from her signifies that she exploded. Also, Sean Evans pushed away in quite a distance due to the explosive shock the queen radiates. Figure 8.4 rather than she exploded it shows that she was propelled by the force of the sauce and sent flying out of the frame. Then The Hot Ones Tip pops out with the text “DUCK!!” which acts as a signifier to Sean Evans to duck away from the danger of being hit by the queen.

To connect the meaning of the visual and verbal expression in this scene firstly the writer takes the personality of the queen into account while she wanted to drink the whole bottle of the sauce. In which it indicates that she was indeed wild and fiery, just like what Sean thought at first.

4.1.9 Conclusion of meaning creation through verbal and visual expression.

The construction of meaning through the advertisement as follows. The advertisement mainly focuses on your typical Hot Ones interview. Where it is shown by The icon of Hot Ones, Sean Evans, the host and the interviewer is present in this advertisement. But the writer notices that the interview uses Lego as a medium of communication. As a matter of fact this advertisement is also about promoting Lego Movie 2 as it is shown at the end of the advertisement. And the interviewee is the one of the protagonists of Lego Movie 2. Queen Wateva Wa’nabi of the sistar system. The writer thought that the queen is the icon for Lego

Movie 2. Therefore, Sean Evans represents Hot Ones as a franchise and Queen Wateva Wa'nabi represents Lego as a franchise. Through verbal and visual expression of these two main characters of the advertisement. The writer draws a conclusion that the utterance of Sean Evans represents the show Hot Ones. As he is the icon of Hot Ones. And the utterance of Queen Wateva Wa'nabi represents the movie Lego Movie 2. As she is the icon of Lego Movie 2. In the context of this advertisement. Through verbal and visual expression the writer finds the personality of the two representing their own franchise is shown within their short exchange of words. The show Hot Ones has been the same show ever since its upbringing. Sean Evans who interviews people that have his keen personality to help him out. Exactly represents the show that is been so smart at making entertainment and digging about celebrity's life. On the other hand Lego movie 2 is also perfectly represented by Queen Wateva Wa'nabi a shape shifting monarch. Lego has been a Company that changes its core from time to time. Starting as a simple toy maker company that makes kits for children. Now a multi billion franchise that covers a wide range of cultures and markets. The original Toymaker, to Making movies, to becoming the icon of creativity.

4.2 The Way Myth Operates Within the Advertisement

Does this advertisement have a myth in it? Regardless of the characters personality that made up the entire analysis. The writer thinks that this advertisement has a hidden agenda. as a form of capitalism, packaged for the adults and the children. One it promotes Lego as the toymaker brand by using the literal lego blocks to advertise the whole part of the advertisement. And the other is it promotes Lego movie 2 by using the Queen Wateva Wa'nabi in the advertisement. But it has deeper naturalization than that. The writer strongly believes that this advertisement is a new form of guerrilla marketing. One that not only sells one product, but

two. Using pop culture as a vehicle of advertisement. We take the advertisement as just one of the usual episodes of Hot Ones.

Referring to one of Barthes's topics in mythologies (1970, p54) "Toys". In Toys, Barthes mentions that french toys are meant to be a mold for the children and it does fulfill that role . Because in the passage "... french toys literally prefigure the world of adults functions.." through the use of toys that symbolizes adult life. From toy guns to toy soldiers etc. yet in this study. Not only, Lego a company not only able to induce creativity to people of all ages by using their Lego Toy, but also they are able to break through their own mold as a toymaker to become a cultural icon of creativity. Lego Company adding a way to how their product is perceived by the consumer from having to sell toys to making films using their toys. That act itself is a feat.

The lego product in itself is the myth. As now we take the lego products as a character of its own as shown by Queen Wateva Wa'nabi. Disregarding that fact that the Queen is made up of a couple blocks of lego bricks. Yet, we knew that combination of that specific lego blocks from its color to its facial properties, we knew that it is Queen Wateva Wa'nabi. Lego Company being able to naturalize the index of a toy of its plastic properties to becoming an icon of a movie. Giving life and meaning to mere blocks of plastic that have a laser printed face on it. In the end, we all knew Lego's sole purpose of doing this branching of the market is to without a doubt recycle its way to sell more Lego products.