

Article

Semiotic Analysis on the Movie 'Super Deluxe' (2019)

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A B S T R A C T

The goal of storytelling in contemporary film is to create stunning visual displays of colour, settings, clothing, other elements. Most of the time, these few props, outfits, or locations can have deeper connotations or serve as 'symbols'. The study of semiotics focuses on the meaning that words and other symbolic systems of communication convey. With a better knowledge of semiotics, modern film has progressed beyond just narrating stories to using mise-en-scene to give the narrative symbolic significance. Hyperlink cinema is a multilinear form of cinema involving interwoven storylines, plot twists, flashback and flash-forward sequences. Alissa Quart (2005). In the year 2019, Thiagarajan Kumararaja directed the Tamil film "Super Deluxe." A hyperlink non-linear narrative structured film. This movie have four different plots which are interconnected to each other. Qualitative research method is used in this study. Researcher used Ferdinand de Saussure's theory of semiotics in mise-en-scene of the movie as signifier and what is signified through it to understand the hyperlink non-linear narration of the film.

Keywords: Hyperlink Cinema, Mise-En-Scene, Semiotics, Signifier, Signified

Introduction

Anything with meaning can serve as a sign. From the colours of the objects to the actual items. With the combined efforts of the production design, the director of photography, a few other departments, the director, these filmmakers are able to develop a story beyond what is in front of them, from props to wardrobe and costume design to the actions of the actors to the set design to the location of one scene to the location of the entire story. The study of semiotics makes it possible to understand the underlying meanings included in cinematic production and the ways in which viewers accept, reject, or redefine those meanings. Semiotic analysis of the signifier and signified employed in the film

"Super Deluxe (2019)," shot by shot, will be performed to gather the data for this study. This movie has wide number of detailing in every shot, but the researcher has taken screenshots of 150 above with the purpose of investigating the signifier and what is signified. This research is done which the aim of understanding the hyperlink non-linear narrative structure if the film 'Super Deluxe' (2019) directed by Thiagarajan Kumararaja.

Need of the Study

A form of filmmaking known as 'hyperlink cinema' features complicated or multilinear narrative frameworks with numerous characters working together to advance a single universal subject. Thus 'super Deluxe' is a Hyperlink Cinema

genre Movie. The process of making this movie requires much study in order to tell the story to the audience. The filmmaker have developed this connection of the each story ties utilising the Semiotics in the Mise-en-scenes. This Research is much needed to understand the Signifiers used in the Mise-en-scene and the interpretation that is intended by them will help people understand the hyperlink non-linear narrative structure of the movie.

Objective

- To explore the Mise-en-scene in the movie super deluxe and to describe how it is used as signifier and signified
- To describe how semiotics is used in the movie to help in the narration for hyperlink concept of the film super deluxe

Theoretical Framework

Understanding signs, their relationships, how they are employed in communication is done using semiotics. The analysis is to be done by Ferdinand de Saussure's theory of semiotics. With the separate work of Saussure and Charles Sanders Peirce in the early 20th century, the concept of semiotics and its area of study developed. Here the Signifier and what is signified has to be done by interpreting the mise-en-scene of the movie.

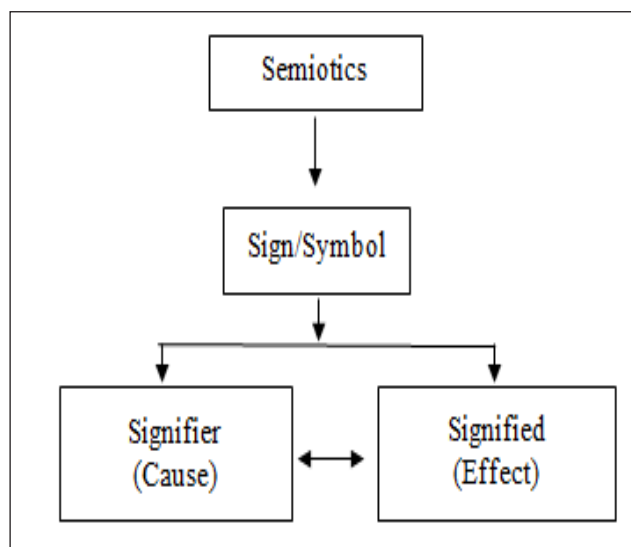


Figure 1. Ferdinand De Saussure's Model

Explanation of Figure 1

- **Sign:** Sign is the basic unit of semiotics. A sign is an entity which signifies another entity. The meanings will be generated through the interpretation of signs
- **Signifier:** It is a sound image. Any material thing that signifies is the signifier that is a words on page, a facial expression or an image
- **Signified:** The concept or meaning expressed by a sign that is an object which convey a meaning. Signifier is the cause and the effect of the cause is signified

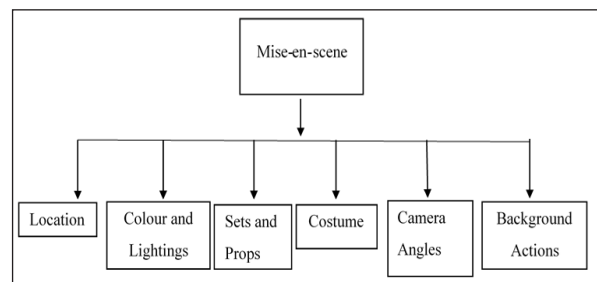


Figure 2

Explanation of Figure 2

When elements are placed in a frame, it is referred to as the 'mise-en-scene' in the film industry. From the French for "putting on stage," Alexandre Dumas, Sr. came up with the phrase. It alludes to how the stage's backdrops and equipment are arranged.

The semiotics is the study of signs and symbols. In this research paper I am going to analysis the movie 'Super Deluxe' shot by shot using the Ferdinand de Saussure's theory. The variables of the theory is Signifier which is independent variable and what is signified is the dependent variable.

Here the Signifier is the cause and Signified is effect. Here the independent variable is the mise-en-scene of the film. Through the mise-en-scene the shot of the movie will be interpreted in this research. The elements of the mise-en-scene that to be interpreted are Location, colour, sets, properties, costumes, hair and makeup, lighting, camera angles, depth of field, background action. These all helps in the narration of the film.

Review of Literature

A new film genre called "hyperlink cinema" aims to push the limits of the art by reflecting modern living in a community that is increasingly interconnected. In order to illustrate that people's lives can intersect on scales that would not have been feasible in the absence of modern travel and communication networks, films in the genre establish an interacting network across space and time. Jaimie Arona Krems and RIM Dunbar (2013).

In order to reflect modern living in the increasingly interconnected world, the emerging film genre known as "hyperlink cinema" aims to push the limits of the medium. Films of the genre thus construct an interconnected network spanning place and time to imply that people's lives can intersect on scales that would not have been feasible in the absence of contemporary travel and communication capabilities. This gives us the chance to test the idea that new media might be able to help us get over the cognitive limitations that naturally restrict the quantity and calibre of social interactions we can manage in the traditional face-to-face setting. Jaimie Arona Krems and RIM Dunbar (2013).

Non-linear storytelling have been around since the classical Greek era, although they were viewed as being less effective than linear narratives. Because the protagonist was constantly present in Homer's *Odyssey* and because all the threads of the story came together neatly and cogently at the end, critics believed it to be a more superior literature than the *Iliad*. In particular, *Pulp Fiction*, which simultaneously presents three storylines in forward, backward, reverse order, has earned Quentin Tarantino both admiration and hatred for his non-linear storytelling technique. Michelle Philip.

Since the beginning of cinema, there has been a long-standing and complicated relationship between cinema and the visual arts. It is a reciprocal relationship that is characterised by varied exchanges and mining for explanation, inversion, inspiration. It involves the innovative work of experts in both fields as well as experimental actions that put one against the other, considered one through the other, frequently confused the boundaries between them. Art movements and cinema movements, as well as art theories and film theories, have connections. Christine Sprengler. (2012).

The science of examining symbolic life in society is known as semiotics. It belongs to social physiology, which makes it a component of general psychology. The study of signs is referred to as semiotics by Saussure. Saussure's Dyadic Theory of Signs divides a sign into a "Signifier" and a "Signified," with the "Signifier" denoting the physical form of a sign and the "Signified" denoting the concept that the signifier refers to (mental sign). Christine Angelica and Amrin Saragih. (2021).

Mise-en-scene combines what the audience sees as it is on television with how they are urged to view it. It all comes down to the film's communication tools and how they create an expressive narrative structure.

The set design is regarded as an efficient mise-en-scene for evoking for the audience the setting, the mood, the perspective of the characters. It might be produced indoors in a studio or filmed outdoors. The set and the props will be used to convey a specific topic, they will compel the audience to think deeply and come up with interpretations. D. Ignatius Maria Joseph. (2019)

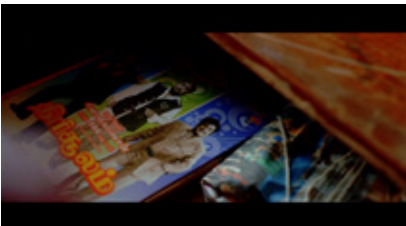
Research Methodology

The qualitative research approach is used by the researcher to comprehend how a person interprets and assigns meaning to their social environment. Semiotic analysis of the signifier and signified employed in the film "*Super Deluxe* (2019)," shot by shot, will be performed to gather the data for this study.

In order to accomplish the study's goals, the researcher uses semiotics is used in the movie to help in narration for hyper link concept. "*Super Deluxe* (2019)" to capture the data, analyse it, then interpret it in light of the context.

Data Interpretation

The data interpretation of the movie '*Super deluxe*' is done by shot by shot around 31 sequence which combines about 150 and above screenshots of the film. The interpretation is done in the mise-en-scene of the film which acts as signifier and the interpretation done through.

Sequence number	02	
Shot number	16	
Characters in the frame: 1 None		
Signifier		
Mise-en-scène	Signified/ Interpretation	
Location	CD shop	The boys are here to buy ‘Mallu un-cut’ movie CD to watch in Thuyavan’s home
Colour and lightings	Natural lighting	Normal natural lighting has been done in these frames
Sets and props	‘Thirusulam’(1979) Movie CD	This movie is about a business man leaves his pregnant wife and returns back after long time to see his son.
Costumes	-	-
Camera Angle	Close up	To show the ‘Thirusulam’(1979) movie CD

Background Actions	-	-
Narration of the film: The Movie 'Thirusalam' (1979) is used in this frame to fore shadow about the story Rasu Kutty and Shilpa which is another story that interlinked along with the plot of the movie		

Sequence Number	20	
Shot number	06	
Characters in the frame: Shilpa Kanna		
Signifier		
Mise-en-scène		
		Market
Location	Warm and orange tone	The place where lots of people comes
Colour and Lightings	Market setup	Shilpa was in danger
Sets and Props	Blue and red saree	As she enters intro different shops the shops are very less space and small one. This is to increase the tension in the scene
Costumes	Wide angle	To represent the danger in Shilpa but here is where she realises the mistake she done in Mumbai
Camera Angle	Kanna will be sitting	Full view of the shop which is very small
Background Actions	Kanna will be sitting	Kanna who is Vaambu's ex-boyfriend will be sitting in the shop which says that all this sequences are happening the day before he dies
Narration of the film: Shilpa was seeing Kanna as she is searching for Rasu Kutty. So here it seems that Kanna was alive while the incidents happening in the life of Shilpa		

Sequence Number	26		
Shot Number	05 & 06		
Characters in the Frame: Berlin			
Signifier			
Mise-en-scène		Signified/ Interpretation	
Location	Old Mill	The safest place for Berlin to take what he needs	
Colour and Lightings	Blue and greenish tone	As the problem of Vaambu and Mugil will be solved as the Television falls on Berlin head and he dies	
Sets and Props	Flying Money Television	The Television that Gaaji and other boys throw from the terrace will be falling on the head of Berlin and right after that he dies	
Costumes	Orange shirt of Berlin	Berlin is in danger and he died	
Camera Angle	Wide angle	To show the Television falling on his head and he is also helpless and alone	
Background Actions	Static	Unexpectedly the Television fallen on the head of Berlin he dies and for a moment everyone will shocked	
Narration of the Film: Berlin approaches Vaambu and unexpectedly Television falls on the head of Berlin and he dies			

Finding

Hyperlink Narration of the Film

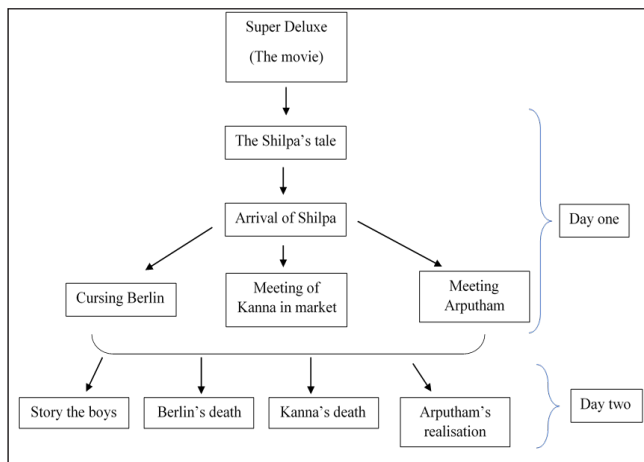


Figure 3

Explanation of the figure

The movie 'Super deluxe' occurs in the time period of two days. In the day one the arrival of Shilpa to home after long gap will be happening and the sequence where she meets Berlin, get abused by him and also curse him will be happening. As the sequence moves she loses Rasu kutty in the market where she meets Kanna while searching for Rasu kutty. Finally she meets Arputham in the subway and there he starts doubting on god statue.

Day two begins with Ramasamy calling Arputham for preaching while he refuses not to come as he started doubting on the God. The Kanna death which makes Vaambu and Mugil become closer and also the boys saves the Vaambu by throwing Television on the head of Berlin.

Conclusion

Hyperlink movies need to be given more importance in the mise en scene since they are a tool for illustrating how various stories are connected and for revealing subplots. The story does not necessarily have to be told through dialogue. Semiotics is the most important tool for visual storytelling, which is required for non-linear movies that use the concept of hyperlink cinema.

The space and duration of the movie are reduced by visual storytelling. And also makes the narrative clear and engaging to watch. Another strategy for engaging the audience's attention is to link the semiotic language and the mise-en-scene. When viewers begin to interpret the film, it is a method for them to become involved in it as well. Through this study, the researcher gained an understanding of the significance of visual story telling in non-linear films that adhere to the concept of hyperlink cinema as well as how the mise-en-scene is used as a tool for visual storytelling using semiotics.

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