



ADIAMAN ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ DERGİSİ
ISSN: 1308–9196 / e-ISSN:1308-7363

Yıl: 17 Sayı: 48 Aralık 2024

Yayın Geliş Tarihi: 02.05.2024 Yayına Kabul Tarihi: 16.12.2024

DOI Numarası: <https://doi.org/10.14520/adyusbd.1477247>

Makale Türü: Araştırma Makalesi/Research Article

Atıf/Citation: Durmuş, T. (2024). A Semiotic Analysis Of The Poster Of The Movie “Black Panther”. *Adiyaman Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (48), 244-269.

A SEMIOTIC ANALYSIS OF THE POSTER OF THE MOVIE “BLACK PANTHER”

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Öz

Afişler bir konu hakkındaki düşünce yapısını hedef kitleye aktararak iletmek istediği konu ya da mesaj hakkında bir farkındalık oluşturmaktadır. Kitleye belirgin görseller sunarak ulaştıracağı mesaj hakkında ön bilgiler sunar. Teknolojik gelişmeler ile birlikte afişlerin yapılarında görsel ve estetik unsurlar ön plana çıkmaktadır. Bu çalışmada, 2019 yılında Oscar alan “Black Panther” film afişindeki metinler ve görseller teknolojik ve estetik unsurlar çerçevesinde incelenerek açık bir şekilde sunulan olguların ötesindeki gizil anlamların ortaya çıkarılmasını amaçlamıştır. Çalışmada amaçlı örneklem modeline başvurulmuş afiş üzerinde yer alan görseller ve metinler Roland Barthes’ın düz anlam–yan anlam dinamiklerine dayanan göstergebilimsel analiz yöntemi ile incelenmiştir. Film afişleri yardımıyla teknolojik gelişmelerin toplumsal yapı üzerinde oluşturduğu etkilerin nasıl meydana getirildiği ve hangi görsel olgular çerçevesinde beyaz perdeye aktarıldığı çalışmada incelenmiş ve afiş üzerinde yer alan oyuncuların giymiş oldukları elbiseler ve kullanılan aksesuarlar ile dönemin teknolojik anlamda gelişmiş bir seviyede olduğu ve izleyicinin bu bağlamda bilgilendirildiği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Afiş, Göstergebilim, Roland Barthes, Rastlantısal Örneklem, Film.



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BLACK PANTER FİLM AFİŞİNİN GÖSTERGEBİLİMSEL ANALİZ YÖNTEMİ İLE İNCELENMESİ

Abstract

Posters create an awareness about the subject or message they want to convey by transferring the mindset about a subject to the target audience. It provides preliminary information about the message it will deliver by presenting clear visuals to the audience. With technological developments, visual and aesthetic elements come to the fore in the structures of posters. In this study, the texts and visuals in the "Black Panther" movie poster, which won the Oscar in 2019, were analyzed within the framework of technological and aesthetic elements, aiming to reveal the hidden meanings beyond the facts presented explicitly. In the study, by applying the purposive sampling model, the visuals and texts on the poster were analyzed with the semiotic analysis method based on Roland Barthes' plain meaning-side meaning dynamics. The study examined how the effects of technological developments on the social structure were created with the help of movie posters and within which visual phenomena they were transferred to the white screen, and it was concluded that the period was at a technologically advanced level and the audience was informed in this context with the clothes worn by the actors on the poster and the accessories used.

Keywords: Poster, Semiotics, Roland Barthes, Random Sampling, Film.

1. INTRODUCTION

From a biological perspective, the ability to see develops before the ability to speak. Newborns learn to recognize their environment before they speak (Berger,2016, s.7). Visual culture has always been a way for people to express themselves. Anything visible (pictures, images, or visual arts) is considered visual (Barnard, 2010, s.26). It is easier to convey a message through the visual than through any other phenomenon. Cinema is a fundamental mass media in transmitting visuality to the masses.

Since the first day it emerged, cinema has been reflecting social phenomena to the masses and transmitting them to future generations. Today, cinema follows technological developments and transfers them to the white screen, creating a technological difference between the period it emerged and current conditions. In this context, cinema can present social phenomena to societies through visual, audio, or digital technologies.

As a result of technical or technological advances, cinema has found the opportunity to present images more efficiently to the world of visual communication and has had a significant impact on social structure. With their unique way of expression, graphic designers have included elements that directly affect the crucial messages in the world surrounded by indicators. Designers have included visuals that reveal messages through evident movie discourses (Çeken and Arslan, 2016). This study analyzed the visual information of the poster of the movie "Black Panther." We analyzed the poster using the method of semiotic analysis, which deals with how meaning, feelings, and pleasures are created through visual expressions. We aimed to determine the hidden meanings underlying the poster's visuals, texts, and colors by using the semiotic analysis method based on Roland Barthes' binary relationship between denotation and connotation.

Humans have sought ways to explain themselves throughout history. They have communicated to ensure environmental and social cohesion. The paintings drawn by humans in caves thousands of years ago are more than scribbled lines as they depict their struggle with nature. Early humans communicated to meet their basic needs. Over time, communication has become necessary due to cultural and social expectations. Behaviors are realized through the sense organs, mainly sight and hearing. Over time, the sense of sight has become the most basic sense for communication (Şenkal, 2016). In Western culture, vision is

the most important of the sense organs. In Ancient Greece, certainty was based on sight and visibility (Pallasmaa, 2011).

Cave paintings, which bring thousands of years of history to the present day, indicate how critical visual communication is. The difference between visual and auditory communication is that the former promotes communication by using pictures and symbols to exchange feelings, thoughts, and information. The visual phenomena that unveil this interaction use different tools to convey messages to us. Movie posters are one of the mass communication tools to convey messages to large masses (Kazancı,2002). Movie posters constantly remind messages. Therefore, they are better at conveying messages to the masses than other mass media (Tepecik, 2002).

Movie posters emerged in the nineteenth century. Eugene Grasset and Jules Cheret, French graphic artists, used different techniques to develop contemporary poster art (Kaleli, 1995). The first posters in Türkiye appeared in the second half of the nineteenth century. The importance of posters increased with the introduction of the printing press, the rise of the theater, and the development of the cinema. Poster art developed even further with the adoption of the Latin alphabet after the Turkish Republic was proclaimed. As trade and industry developed, poster art became important in Türkiye (Tepecik, 2002). Poster designs have developed through various forms and techniques. Artists have created works that reflect their periods and artistic ideas. They have directly or indirectly included their time's technological and socio-cultural elements in their Works (Acar and Yağbasan, 2014).

Posters are seen as tools for communicating mass messages. They were the result of both the cultural and economic values of the time and the thoughts and desires of their creators. Although it was not a very common tool initially, the proclamation of the Republic and the development of the printing press are

important reasons for the widespread use of posters. Posters incorporate images and text as message codes.

This study focused on the 2018 Academy Award-winning movies. Among three Oscar-winning movies, Black Panther was selected under the purposive sampling method because of its visual and aesthetic elements combined with technological configuration. We used the method of semiotic analysis, which is based on Barthes's binary relationship between denotation and connotation, to determine the latent codes of the visuals and texts on the poster. Thus, we aimed to reveal the messages intended to be conveyed to the masses through the poster.

2. THE DEFINITION OF POSTERS

Posters are mass communication tools that are used for the transmission of messages to the masses and the creation of awareness. They are graphic design elements that result from the combination of visual elements within the framework of a discipline, taking into account their artistic effects. They can influence and mobilize the masses in every sense of the word, regardless of the indoor or outdoor areas in the life cycle.

According to the Larousse Encyclopedia, posters are illustrated, printed paper, or wall posters placed in public places to convey messages through propaganda or advertising (Larousse, 1986). Posters are an effective means of communication that can reach many people with visual elements. They can be used as a weapon with an unlimited number of possibilities. They can attract people's attention and affect and mobilize them (Ünalın 2001, s.10). Sadık Kara Mustafa states, "Posters are aesthetics against stone and concrete. I consider colored paper to be the beauty of walls. They are art galleries installed in the streets. For a designer, no emotion can give the pleasure of experiencing the

moment when his posters decorate the street walls. Posters are beautiful only on the wall, in the most beautiful place, where they flourish and grow, where they fulfill their purpose..." (Yeraltı 1995, s.31)

Posters are the cornerstone of visual communication. They must have messages in order to influence the target audience. The common purpose of all posters is to convey the message to the target audience, regardless of the genre. Forms and formal elements must be systematically placed on the poster for effective interaction. Therefore, it should not be ignored that posters have graphic elements, which include graphic products with equal and balanced art and design concerns (Becer, 1999, s.201).

In general terms, posters are a means of mass communication used to convey a message. They are themed and targeted to a specific audience. They contain visual and textual elements tailored to reach the intended audience. Posters can reach more than one person at a time. Following these possibilities, it seems to be a method used often by the senders of messages.

3. MOVIE POSTERS

Movie posters present visual phenomena (photographs, pictures, writings, illustrations, lines, and colors) to the masses in a systematic way. Movie posters are formed as a result of the relationship between different elements. Designers design posters to give preliminary information about movies. In line with this preliminary information, the audience is informed about the movie and chooses which movie to watch, thanks to posters (Parsa, 2008).

Posters are, therefore, the first point of contact between a movie and viewers. Posters provide audiences with preliminary information about the content and themes of movies. In this framework, analyzing a movie's narrative structure in

different methods and approaches is as critical as analyzing its poster. The poster depicting a movie is significant for analyzing the plot and the course of events. Posters hypnotically invite the audience to watch the movie. A poster gives the audience little clues about what a movie is about. Posters give the audience preliminary information before movies, such as the movie's general theme, actors' characteristics, and location analysis.

The theater has become a center of interest in general, the number of cinema audiences has increased, and there have been significant developments in printing technologies. As a result, the art of poster design has reached a very important point in Türkiye. Pioneers of graphic and design phenomena in Türkiye were İhap Hulusi Görey, Münif Fehim, and Kenan Temizan. In the 1960s and 1970s, when almost two hundred and fifty movies were released each year, the art of illustration was replaced by photography. As a result, posters made undeniable progress. In 1968, the Mimeray printing house started its printing activities. It soon became the first choice of the film industry. Before Mimeray, those who designed posters with a few scenes were aware of the technological developments after seeing the effects of high visual wealth applied to posters after Mimeray started printing. More audiences were attracted to movies due to these effects applied to posters. A movie poster has become a critical and functional situation in terms of showing the essence of the movie, the movie industry itself, and the conditions of the production time. In addition, these posters are the most apparent witnesses of the design, thought, form, design time, and the people who will create the design. Therefore, communicating messages clearly and aesthetically is one of the main goals of posters (Yağbasan and Acar, 2014).

Illustrations, typefaces, fonts, images, and colors are poster design elements. The most crucial difference that distinguishes the posters of different genres of

movies from each other is the use of colors (Fagerholm, 2009, s.7). Colors have a deeper and broader effect than we can imagine and have a big place in our lives. Even if we are not aware of it, colors have been in our lives for a long time. Colors are part of human evolution. Through colors, our ancestors understood what was edible and inedible (Ambrose and Harris, 2005, s.6). Hues, therefore, determine the differences between posters. In general, the following descriptions describe what colors infer.

Red is a symbol of blood and fire. Red is the color of war, danger, energy, determination, and perseverance. In Western societies, red symbolizes sexuality, passion, and love. In addition, red is used in the flags of many nations because it is associated with courage (Pan, 2016).

Pink is associated with youth and feminine qualities. Intense shades of pink are a sign of vitality and youth. Light shades of pink are associated with delicacy and maturity (Ambrose and Harris, 2005, s.110).

Being the color of fire, orange represents warmth. It is also the indispensable color of action movies. However, the seriousness that the poster wants to convey can be damaged if the intonation degree is not considered. Orange is also a symbolic color reminiscent of fruits, as it takes its color from fruits (Ambrose and Harris, 2005, s.112).

Yellow is one of the brightest colors used in posters. Therefore, it is often used in gossip and tabloid magazines (Ambrose and Harris, 2005, s.114). Yellow is also used in warning signs because of the contrast between yellow and black. Because it is associated with sunny summer days, its light shades symbolize joy, happiness, and excitement. Darker shades of yellow, on the other hand, reveal more pessimistic emotional associations (Olesen, n.d.).

Brown evokes trust because it represents the solidity and warmth of the earth. It is not a color that is often in use on posters. Generally, it is used to advertise coffee and leather clothing. (Fagerholm, 2009, s.14)

Blue has a calming and relaxing effect. Research has shown that shades of blue have a calming effect on the mind (Eiseman, 2000, s.39,40). For this reason, they are often used in healthcare settings. However, overusing blue reveals its association with melancholy. The English expression also describes it: "feeling blue." Finally, shades of blue are also symbols of trust and sensitivity. Green represents purity, peace, and nature. Since the American dollar is green (Eiseman, 2000, s.44). It signifies wealth and prestige.

The green shades of raw and unripe fruits are a sign of inexperience (Akyüz, 2014). Purple reflects both the tranquility of blue and the energy of red. In addition, the use of shades of green in the flags of Muslim countries makes it one of the representative colors of Islam.

Purple is a symbol of wealth, splendor, and nobility. It is often the color of choice for posters because it appeals to children (Pan, 2016).

White is a symbol of innocence and purity. In Western culture, wedding dresses are white. It also stands for cleanliness and hygiene. In some Eastern cultures, it symbolizes death and mourning (Ambrose and Harris, 2005, s.126). As the white flag represents surrender in wars, it also represents cowardice (Fagerholm, 2009. s.16).

Black represents multiple feelings. Black indicates nobility and wealth because suits are shades of black. Black also represents darkness and pessimism. Darkness symbolizes fear and the unknown. This is why horror movies use shades of black. Black is also used in Western culture to convey racist messages.

Gray is associated with complex situations and feeling lost. Shades of gray also represent scientific progress as they are used in technological developments and the metals of spacecraft.

Posters are primarily colored and toned. Viewers are given advanced information about movies because almost every color has a meaning, and shades of color have hidden meanings in their backgrounds. Coloring and visualizing make posters look impressive. Therefore, audiences are drawn to movies by the impressive use of colors.

4. LITERATURE REVIEW

Researchers have focused on the semiotic analysis of movie posters before. For example, Çeken and Arslan (2016) conducted a semiotic analysis of movie posters titled "Semiotic Analysis of Images: Movie Posters." Our study is similar to the study conducted by Çeken and Arslan (2016) because it examines the meanings contained in the images in posters.

Şenkal (2016) conducted a study titled "İhap Hulusi Görey from the Language of the Brush: Semiotic Analysis of Yalova Hot Springs Poster." Şenkal likened the healing effect of the hot springs reflected from İhap Hulusi Görey's brush to the productive and creative effect of female representation and emphasized the phenomenon of beauty, fertility, and life through color accents, water, and tree images.

Yağbasan and Acar (2014) conducted a study titled "Studies on Posters of Movies by Yavuz Turgul." They used a semiotic analysis method to examine the poster designs of Yavuz Turgul's movies. They aimed to present a new understanding of posters through the minimalist art movement. The semiotic

analysis was based on the minimalist art movement, which differs from this study.

5. RESEARCH PURPOSE

We used purposive sampling and selected Black Panther among three Oscar-winning movies in 2018. We aimed to reveal the hidden meanings (connotations) in the background, apart from the actual appearance (denotation) of the visual and textual elements, in light of aesthetic elements and technological developments. In order to uncover these meanings, we used the method of semiotic analysis, which is based on the binary relationship between denotation and connotation, according to Roland Barthes.

6. METHOD

"The word "semiotics" is a combination of the Greek words *semeiotike* (sign) and *logia* (theory). A sign is a concept, a form, or an object that represents a phenomenon or takes the place of the phenomenon it represents (Rifat, 2014, s.11,27). Semiotics focuses on what a phenomenon is, not on the elements through which that phenomenon is described (Lotman, 2012, s.13). In this respect, semiotics emphasizes that everything we encounter is a sign. In doing so, it analyzes the relationship between object and language (Barthes, 1993, s.28).

Semiotics is a common method of analyzing movies, posters, or advertising messages to find meanings. Researchers use semiotic analysis structurally to examine the communication process on the one hand and to describe concepts and meanings on the other. Semiotic analysis is a scientific method researchers use in theater, cinema, literature, architecture, and many other fields (Güneş, 2013, s.346).

Linguistics is one of the fields that semiotics is most interested in. Ferdinand de Saussure was the first to have laid the foundation of structuralist approaches in linguistics. According to Saussure, language consists of sounds that describe signs through thoughts and concepts. According to Saussure, language is a system of signs that enables the transmission of thoughts and feelings. The concept of "sign" consists of the signifier and signified. While the signifier consists of visual or auditory phenomena, the signified consists of thoughts and concepts (Yaylagül, 2013, s.120).

Saussure focused on the structure of language as opposed to speaking or uttering. According to Saussure, meaning and language emerge through the structure of language. Saussure's term for the branch of science that studies signs and symbols is semiology or semiotics. He refers to the science that studies the nature and structure of symbols as the science of linguistics. Since the emergence of meaning occurs within the syntactic organization and selection, Roland Barthes qualifies the idea of system and syntax. In addition, Barthes distinguishes between "denotation" and "connotation" in his semiotic studies. According to Barthes, every sign has connotations beyond its literal meaning. The connotation is a meta-language used in the revelation of ideology or the emphasis of ideology to another audience (Yaylagül, 2013, s.121).

The basic idea of Barthes' theory of signification, explained through images, is: How signs are conveyed within the framework of denotation and connotation. In the first dimension, signification refers to "who" or "what" is shown in denotation. The second dimension of meaning, connotation, which reveals the hidden meaning beneath the visible, focuses on indicators of values, opinions, and ideas.

In order to analyze the movie "Black Panther," we used the semiotic method of analysis, which is based on the denotation-connotation method of Roland

Barthes and takes the relationship between the signifier and the signified to a higher level. Denotation is a method based on revealing the true meaning of visual, auditory, and textual signs. Connotation, on the other hand, is based on uncovering a second meaning that is hidden behind the first meaning. We used Roland Barthes' method of semiotic analysis based on denotation and connotation to analyze the colors, texts, and visual phenomena in the poster of Black Panther.

7. RESULTS

This section includes introductory information about Black Panther, the plot, and the movie's story. This section also presents the findings of the poster's denotation and connotation signifiers.

7.1. Analysis of the Poster "Black Panther" in Terms of Semiotics

Directed by Ryan Coogler, the movie was released in 2018. The movie is based on the genres of action, science fiction, and adventure. Since its release, the movie has earned a very high gross. Chadwick Boseman is the lead actor. The other cast members include Michael B. Jordan, Danai Gurira, Lupita Nyong'o, and Letitia Wright.

7.2. Plot



Image 1. Black Panther Poster (2018)

Everyone awaited Black Panther's movie after he first appeared in Captain America Civil War. Marvel did not keep fans waiting long and soon brought the story of the acclaimed new superhero to the white screen. The movie process of Black Panther goes back a long time. Wakanda, the movie's setting, first appeared in "Iron Man 2". Nothing is random in Hollywood. In other words, Marvel was warming up the audience for the movie "Black Panther." The hero first appeared in the last movie of the Captain America series and won great acclaim. Marvel then accelerated the project. The timing of Black Panther was actually specially timed because the upcoming movie "Avengers Infinity War" would also take place in Wakanda.

Therefore, the last infinity stone is in Wakanda. Black Panther is set in the period after Captain America. T'Challa, king of Wakanda after his father's death, has returned to his technologically advanced village to be crowned. However, an old enemy reappears, foreshadowing a great conflict that will change Wakanda's fate and endanger the world. Forced unexpectedly to face betrayal and danger, the young king has no choice but to defeat his enemies. Therefore, he must unite his allies and unleash the power of the Black Panther to ensure the safety of his people. The movie continues to progress through this story. Black Panther was well-received by critics. As a result, the film is expected to top the list of Marvel's best movies. This is the leading indicator of how much viewers care about the new Superhero.

7.3. Denotation/Connotation Analysis

Table 1. The Denotation of the Signifiers and Signifieds of the Poster

The Signifiers of Denotation	The Signified of Denotation
Lead actor	Hero of the Movie
Panther Statue	Power, nobility,
Panther Suit	Technology, Development
War Planes	Firearms, Technological Developments
Military Plane Bomb,	Attack
Mountain	Superiority, Greatness

The Black Panther, the protagonist and the hero of the movie, is the visual emphasized within the indicators. The Black Panther statue in the image is in the attack position with its claws open. The statue symbolizes strength, agility, nobility, and intelligence. The suit on the hero indicates the level of technological development. Wakanda is a technologically advanced place due to its underground wealth. Because they are militarily and scientifically advanced, they can produce weapons and vehicles. The helicopters and military airplanes in the poster indicate this level of sophistication. Furthermore, in the denotation of the signifiers of the Black Panther poster (Table 1), the war scenes in the photographic images placed in the background inform us that the movie tells a story of war.

Posters use photographic images to inform the public. Visual and written texts introduce locations. The hero's suit, scientific signs, and high-level aesthetic elements attract the audience to the movie. Posters also present the period, theme, and connotative information of the movie through these visuals. For

example, the hero's suit in the Black Panther poster indicates the level of scientific and technological sophistication, while the weapons and military vehicles indicate the genre and period of the movie.

The movie's title is written in shades of blue and yellow on the poster. The poster wants to have a calming effect on the audience because blue represents peace and tranquility. Yellow has a bright effect, and the font is presented with aesthetic stylization. This attracts the viewers' attention. The yellow text "Long Live the King" indicates that the period in the movie is one of kingdom rule. Black Panther is the king of Wakanda. Since the country is ruled by royalty, the king is the most important symbol. The fact that the king wears a panther suit with superior features shows that the people also accept him as superior.

Table 2. The Connotation of the Signifiers and Signifieds of the Poster

The Signifiers of Connotation	The Signifieds of Connotation
Frame Arrangement: Background Close-up	Far from the Audience, Space Close to the Audience, Leading Role
Framing: Close-up and Low Shot Long Shot	Characteristics of the protagonist are at the forefront. Spatial descriptions are in the background.
Lighting	Aerial Hard and Soft Lighting
Toning Style	Vivid, Energetic
Special Effects	War, Technology, History
Colors, Blue, Yellow, Black, Black, White, Red	Blue: Compassion, peace, and calmness. Yellow: Influence-creating and uplifting. White: Purity and cleanliness. Red: Attention-grabbing and dynamism

Movie posters are based on revealing the connotation behind the signifier presented by the denotation in photographic editing tools. The connotations of the movie "Black Panther" poster are discussed in frame arrangement, framing, lighting, toning, special effects, and colors. Barthes refers to "photogenia" in his work "Image-Music-Text." According to Barthes (1977), photogenia is the

message that unveils connotations through exposure, printing techniques, and lighting. The signifier and signified table of the connotation of the movie Black Panther (Table 2) is given in the background and close-up in the context of frame arrangement. While the close-up introduces the lead actor, the background introduces the movie's location. While the close-up is used to introduce an object or object, the movie "Black Panther" poster introduces the leading actor and his characteristics. The background introduces the location and emphasizes the period and place where the movie takes place. The high, ostentatious buildings, skyscrapers, and advanced military planes and helicopters in the poster emphasize scientific advancement. Furthermore, the military weapons and vehicles on the poster symbolize a war environment evoking tension and conflict.

Framing is uncovered by general meaning and shooting scales. It allows subjects and objects to be shot from a distance or close up. A close-up and a low shot of the protagonist provide the framing in the poster. While the close-up introduces the main character, the undershot gives him a glorifying and impressive appearance. The undershot gives the protagonist or object a superior appearance. The toning style wants to create vivid and aesthetic phenomena in the poster. The color tones on the poster aim to attract the viewers' attention. The special effects on the poster (War, Technology, History) also emphasize this. The special effects on the poster emphasize the period in which the film takes place and convey cultural characteristics. They convey to the audience that the Black Panther and his people are warriors who value science, power, and technology.

Pale and sunset color themes are used for spatial coloring on the poster. The pale color tones depict a pessimistic setting within the periodic mobility. The Black Panther statue and the black suit of the protagonist promote this

pessimistic and pale setting. The movie's title is written in blue tones, which shows that the main character is emotional and compassionate. The main character is indeed emotional and compassionate, supported by the color theme. The back shadows of the typeface and the text "LONG LIVE THE KING" are yellow, highlighting the main character and royalty. The word "MARVEL" is red and white, emphasizing the company's power and effectiveness. These colors try to create the effects of noticeability and attractiveness, which is the primary purpose of a poster.

8. DISCUSSION and CONCLUSION

Cinema is an essential means of art for the presentation of social phenomena and the transmission of these phenomena to future audiences. Cinema provides an opportunity to transmit social ideologies to future generations. Cinema transfers events and phenomena from the past to the present with visual, audio, and contemporary technology and integrates them into a permanent structure. The context of the relationship between society and technology, which is the subject of this study, can be mentioned from this point of view. The cinema, since its beginnings, has kept pace with technological development and closely followed its evolution. In the early days, movie posters consisted of a few photographic images of the film. With today's technology, posters are presented to the public with high visual and textual effects. With the help of these effects, it has become easier to attract audiences to movies, resulting in an increased number of viewers.

This study investigated the semantic information and data of the poster of the movie Black Panther and revealed the structure of semantic layers in all sign strings together with aesthetic elements. We analyzed large and small photographic images, warplanes, helicopters, and a statue of a Black Panther, a Black Panther suit, and geographical elements on the poster. We determined

the signifiers and signifieds of the textual and visual elements on the poster and analyzed the semantic planes of the poster prepared to create the first image about the movie in the memory of potential viewers.

First, the movie gives information in denotation about the story of the Black Panther, who faces the harsh realities of war. The actors' costumes and the technological elements show that the period was technologically advanced. The helicopters and fighter planes on the poster indicate that a war is imminent. The poster was designed to appeal to the audience through the chaos and war environment, visual effects, and color schemes that evoke the connotative story of the Black Panther. The fact that the receivers and transmitters are perceived similarly in posters allows them to convey the message to the audience quickly and effectively.

The development made by Demir, (2021) is to ensure that the distribution of literal meaning is passed by examining the relationship between them. Thus, it is aimed to examine the social dynamics of the period based on a movie. In this context, the meaningful integrity of the character of the film of collapse forms the basis for its role in its revelation.

This study analyzed the poster of the movie "Black Panther" through the phenomena of signifier and signified in the context of the denotation-connotation binary structure of Roland Barthes, one of the theorists of the semiotic analysis method. The poster was analyzed systematically based on the concepts presented in Tables 1 and 2. Table 1 shows the signifier and signified information of denotation. We analyzed the locations, characters, and visuals to get information about the movie. The Black Panther symbolizes strength, agility, intelligence, and development. Therefore, the poster presents the main character as intelligent, strong, and resilient, which is supported by the fact that the protagonist goes through difficult tests to become king.

Table 2 shows the signifiers and signifieds of connotation in the movie "Black Panther." The signifiers and signifieds of connotation were examined in frame arrangement, framing, lighting, toning, special effects, and color. While the poster's background emphasizes the setting, the close-up emphasizes the main character. The close-up and undershot ads splendor and power to the main character. Through lighting and toning, the poster has a lively and energetic structure. Visual effects support this phenomenon. The poster presents color strings with certain meanings. Each color evokes a meaning. All these facts make the movie appealing to the audience.

In his study, Ergül, (2021) conducts semiotic analysis of movie posters in order to highlight the images, colors, actors and leading characters of the movie posters and to ensure in-depth analysis. The theme of emphasis on the poster is brought to the fore by the fact that the main character, who takes the name of the movie, is given differently on the poster. In this respect, it forms the basis for the discourse based on the study that signs reveal semantic planes.

In a similar study, Çeken and Arslan, (2016) aim to reveal the structure of the semantic layers in the sign systems in the investigation of the images, colors and people included in the poster analysis. By analyzing the indicators given in the poster in depth, it is aimed to reveal the messages intended to be given to the audience about the film. In this respect, it provides support for the findings of the study.

What should be remembered is that when we consider the signs in the poster of the movie Black Panther as a whole, we see that signification is made up of the relations among signs. In other words, each element in the poster has a meaning. However, all elements give very different and new meanings to the poster. This enhances the dimension of perception and meaning, provides viewers with information about the movie, and makes it appealing to them.

It is seen that the movie Black Panther has more than one poster on its web pages and visuals. Analyzing this study on a single poster reveals the limitation of this study. The analyzed movie poster was selected among the poster indicators that affect human life and where technological indicators are predominant in accordance with the purpose of the study. In this context, the selection of the right sample reflecting the purpose of the study prevents the analysis of more than one poster study and reveals the importance of sample selection.

In this context, it is recommended that the indicators that will best reflect the purpose of the study should be preferred in the film, poster or documentary studies to be analyzed in future studies. By selecting the right sample, it can be ensured that the purpose of the study is reflected to the target audience by saving time and evaluation stages within the study.

Approval of Institutional Review Board (IRB)

This study does not require ethics committee permission because it does not contain human factors. The document stating this situation has been uploaded to the system.

Author's Contribution Rate

This study was prepared by a single author. More than one "Author Contribution Rate" is considered "Not Applicable".

Conflict of Interest

There is no conflict of interest in this study.

Financial Support

The study was not supported by any academic financial support institution (TUBİTAK BAP, European Union, United Nations, etc.).

Acknowledgments

This Study was not derived from any previous paper such as proceedings or conference papers.

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GENİŞLETİLMİŞ ÖZET

Amaç

Estetik unsurlar ve teknolojik gelişmeler ışığında, görsel ve metinsel unsurların gerçek görünümleri dışında, arka plandaki gizli anlamları ortaya çıkarmak için 2018 yılında Oscar kazanan üç film arasından Black Panther filmi amaçlı örnekleme yöntemi kullanılarak seçilmiştir. Bu anlamları ortaya çıkarmak için Roland Barthes'ın düzanlam ve yan anlam arasındaki ikili ilişkiye dayanan göstergebilimsel analiz yöntemi kullanılmıştır.

Yöntem

Göstergebilim, anlamları bulmak için filmleri, afişleri veya reklam mesajlarını analiz eden yaygın bir yöntemdir. Araştırmacılar göstergebilimsel çözümlemeyi yapısal olarak bir yandan iletişim sürecini incelemek, diğer yandan da kavramları ve anlamları betimlemek için kullanırlar. Göstergebilimsel çözümleme, araştırmacıların tiyatro, sinema, edebiyat, mimari ve daha birçok alanda kullandıkları bilimsel bir yöntemdir (Güneş, 2013, s.346).

"Göstergebilim" kelimesi Yunanca semeiotike (işaret) ve logia (teori) kelimelerinin birleşiminden oluşmaktadır. Gösterge, bir olguyu temsil eden ya da temsil ettiği olgunun yerini alan bir kavram, bir biçim ya da bir nesnedir (Rifat, 2014, s.11,27). Göstergebilim, bir olgunun ne olduğuna odaklanır, o olgunun hangi unsurlar aracılığıyla tanımlandığına değil (Lotman, 2012, s.13). Bu bakımdan göstergebilim, karşılaştığımız her şeyin bir gösterge olduğunu vurgular. Bunu yaparken de nesne ve dil arasındaki ilişkiyi inceler (Barthes, 1993, s.28).

"Black Panther" filmini analiz etmek için Roland Barthes'ın düzanlam-yan anlam ilişkisini ortaya çıkaran ve anlamlandırma yöntemine dayanan gösteren ile gösterilen arasındaki ilişkiyi inceleyen göstergebilimsel analiz yöntemi kullanılmıştır. Düzanlam, görsel, işitsel ve metinsel göstergelerin gerçek anlamını ortaya çıkarmaya dayalı bir yöntemdir. Yan anlam ise ilk anlamın arkasında saklı olan ikinci bir anlamı ortaya çıkarmaya dayanır. Roland Barthes'ın düzanlam ve yan anlam dayalı göstergebilimsel analiz yöntemi Black Panther'in afişindeki renkleri, metinleri ve görsel olguları analiz etmek için kullanılmıştır.

Bulgular

Son sonsuzluk taşı Wakanda'da olarak kabul edilmektedir. Black Panther filmi Kaptan Amerika filminden sonraki dönemi anlatmaktadır. Black Panther'in babasının ölümünden sonra Wakanda'nın kralı olan T'Challa, taç giymek için teknolojik anlamda oldukça ileri bir seviyede olan köyüne dönmüştür. Ancak eski bir düşman yeniden ortaya çıkarak Wakanda'nın kaderini değiştirecek ve dünyayı tehlikeye atacak büyük bir çatışmanın habercisi olarak karşısına çıkmaktadır. Beklenmedik bir şekilde ihanet ve tehlikeyle yüzleşmek zorunda kalan genç kralın düşmanlarını yenmekten başka çaresi yoktur.

Filmin baş kahramanı Kara Panter, göstergeler içinde vurgulanan görseldir. Görselde yer alan Kara Panter heykeli pençeleri açık bir şekilde saldırı pozisyonundadır. Heykel güç, çeviklik, asalet ve zekayı simgelemektedir. Kahramanın üzerindeki kıyafet ise teknolojik gelişmişlik düzeyini göstermektedir. Wakanda yeraltı zenginlikleri nedeniyle teknolojik olarak gelişmiş bir yerdir. Askeri ve bilimsel olarak gelişmiş oldukları için silah ve araç üretebiliyorlar. Afişte yer alan helikopterler ve askeri uçaklar bu gelişmişlik düzeyine işaret etmektedir. Ayrıca Black Panther afişinin göstergelerinin anlamlandırılmasında (Tablo 1) arka plana yerleştirilen fotografik görüntülerdeki savaş sahneleri bize filmin bir savaş hikayesi anlattığını bildirmektedir.

Posterlerde halkı bilgilendirmek için fotografik görüntüler kullanılır. Görsel ve yazılı metinler mekanları tanıtır. Kahramanın kıyafeti, bilimsel işaretler ve üst düzey estetik unsurlar izleyiciyi filme çeker. Afişler aynı zamanda bu görseller aracılığıyla filmin dönemini, temasını ve çağrışımsal bilgilerini de sunar. Örneğin Black Panther afişindeki kahramanın kıyafeti bilimsel ve teknolojik gelişmişlik düzeyine işaret ederken, silahlar ve askeri araçlar filmin türüne ve dönemine işaret eder.

Tartışma ve Sonuç

Bu çalışmada "Kara Panter" filminin afişi, göstergebilimsel çözümleme yönteminin kuramcılarında Roland Barthes'in düzanlam-yananlam ikili yapısı bağlamında gösteren ve gösterilen olguları üzerinden incelenmiştir. Poster, Tablo 1 ve 2'de sunulan kavramlar temelinde sistematik olarak analiz edilmiştir. Tablo 1'de düzanlamın gösteren ve gösterilen bilgileri gösterilmektedir. Film hakkında bilgi edinmek için mekanlar, karakterler ve görseller analiz edilmiştir. Kara Panter gücü, çevikliği, zekayı ve gelişimi sembolize etmektedir. Bu nedenle, afiş ana karakteri zeki, güçlü ve dirençli olarak sunmakta, bu da kahramanın kral olmak için zorlu sınavlardan geçmesiyle desteklenmektedir.

Tablo 2'de "Kara Panter" filmindeki yananlam göstergeleri ve göstergeleri gösterilmektedir. Yananlam göstergeleri ve göstergeleri çerçeve düzenlemesi, çerçeveleme, ışıklandırma, tonlama, özel efektler ve renk açısından incelenmiştir. Afişin arka planı ortamı vurgularken, yakın çekim ana karakteri vurguluyor. Yakın çekim ve alt çekim ana karaktere ihtişam ve güç katıyor. Işıklandırma ve tonlama sayesinde afiş canlı ve enerjik bir yapıya sahip. Görsel efektler de bu olguyu desteklemektedir. Afişte belli anlamları olan renk dizgeleri sunuluyor. Her renk bir anlamı çağrıştırmaktadır. Tüm bu olgular filmi izleyici için çekici kılmaktadır.

Unutulmaması gereken, Kara Panter filminin afişindeki göstergeleri bir bütün olarak ele aldığımızda, anlamlandırmanın göstergeler arasındaki ilişkilerden oluştuğunu görürüz. Başka bir deyişle, afişteki her unsurun bir anlamı vardır. Ancak tüm unsurlar afişe çok farklı ve yeni anlamlar yüklüyor. Bu da algı ve anlam boyutunu güçlendiriyor, izleyicilere film hakkında bilgi veriyor ve filmi onlar için çekici kılıyor.

Black Panter filminin web sayfalarında ve görsellerinde birden fazla afiş olduğu görülmektedir. Bu çalışmanın tek bir afiş üzerinden incelenmesi çalışmanın sınırlılığını ortaya koymaktadır. Analiz edilen film afiş, çalışmanın amacına uygun olarak insan hayatını etkileyen ve teknolojik göstergelerin ağırlıkta olduğu afiş göstergeleri arasından seçilmiştir. Bu bağlamda çalışmanın amacını yansıtan doğru örneklem seçimi, birden fazla afiş çalışmasının analiz edilmesini engellemekte ve örneklem seçiminin önemini ortaya koymaktadır.