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## The Relationship Between Social Experiment Video of 'Catcalling' in YouTube and Multimodal Analysis

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**Abstract** : *The existence of language in society helped us minimize misunderstanding on the interpretation of meaning as humans. The different style of language makes human understand the meaning in different ways. A multimodal anlaysis described the language from various viewpoints because the relations in multimodal aspects symmetrically form a meaning. This study showed the social problem that occurs in society is called catcalling. Catcalling is a form of sexual harassment described as giving verbal or nonverbal sexual attention by strangers on the street or in public places. This study analyzed catcalling on social experiment video in YouTube Channel by Rob Bliss using multimodal analysis. This study focused on how the semiotic systems interpret the catcalling meaning in the social experiment video and explain how catcalling is considered as sexual harassment in multimodal viewpoints. This study used descriptive quantitative as a research method. The data will be processed through ELAN (EUDICO Linguistic Annotator) Version 5.9. This study found the verbal and nonverbal language in the social experiment video. Meanwhile, multimodal analysis by Michele Anstey and Geoff Bull demonstrated three semiotic systems contained in the social experiment video: 1) Linguistic, 2) Visual, and 3) Gestural. The theory explains that multimodal can be used as an analysis media focused on text, images, and video analysis. This study tries to provide an explanation for the understanding of meaning extensively with the existence of more than one semiotic system found in the social experiment video. Following this study, catcalling can be seen from various existing viewpoints, not only by women but also by men as the perpetrators of catcalling.*

**Keywords** : Catcalling, Social experiment video, Multimodal, Semiotic system

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**Abstrak :** Keberadaan bahasa dalam masyarakat membantu kita meminimalisir kesalahpahaman dalam menafsirkan makna sebagai manusia. Perbedaan gaya bahasa membuat manusia memahami makna dengan cara yang berbeda-beda. Analisis multimodal menggambarkan bahasa dari berbagai sudut pandang karena hubungan dalam aspek multimodal secara simetris membentuk suatu makna. Penelitian ini menunjukkan masalah sosial yang terjadi di masyarakat disebut catcalling. Catcalling adalah salah satu bentuk pelecehan seksual yang digambarkan sebagai pemberian perhatian seksual secara verbal atau nonverbal oleh orang asing baik di jalanan maupun di tempat umum. Penelitian ini menganalisis sebuah video eksperimen sosial tentang catcalling di saluran YouTube Rob Bliss dengan menggunakan analisis multimodal. Penelitian ini berfokus pada bagaimana sistem semiotik menginterpretasikan makna catcalling dalam video eksperimen sosial dan menjelaskan bagaimana catcalling dianggap sebagai pelecehan seksual dalam sudut pandang multimodal. Penelitian ini menggunakan deskriptif kuantitatif sebagai metode penelitian. Data akan diolah melalui ELAN (EUDICO Linguistic Annotator) Versi 5.9. Penelitian ini menemukan bahasa verbal dan bahasa nonverbal dalam video eksperimen sosial. Sementara itu, analisis multimodal oleh Michele Anstey dan Geoff Bull menunjukkan tiga sistem semiotik yang terkandung dalam video eksperimen sosial 1) Linguistic, 2) Visual, dan 3) Gestural. Teori tersebut menjelaskan bahwa multimodal dapat digunakan sebagai media analisis yang berfokus pada analisis teks, gambar, dan video. Penelitian ini mencoba untuk memberikan penjelasan pemahaman makna secara luas karena suatu teks tidak hanya dianalisis dari satu sudut pandang melainkan harus lebih dari satu sudut pandang. Sesuai dengan penelitian ini, catcalling dapat dilihat dari berbagai macam sudut pandang yang ada, tidak hanya oleh perempuan, tetapi juga oleh laki-laki sebagai pelaku catcalling.

**Kata kunci :** Catcalling, Video eksperimen sosial, Multimodal, Sistem semiotik



## A. INTRODUCTION

Language is used as media communications and interactions between one to other humans. The language function assists in organizes social groups and make their needs to live together in the community environment and facilitate feelings, attitudes, thoughts, leadership, and other social activities.

In society, language is divided into two types, namely spoken and written. Even though spoken and written language are considered into one language is called verbal language. Another type of language except verbal language is called nonverbal language. Nonverbal language displays through gesture, face, voice, and other visuals. The relationship between verbal and nonverbal language makes us look at language from various viewpoints to conclude the meaning.

The concept of language which has one more than viewpoints in understand meaning refers to multimodal. Multimodal describes the approaches in understanding communication and representation on more than about language, which attends in the various forms of communication used by a human through image, gesture, gaze, posture, and the relations among them.<sup>1</sup> Using verbal language without nonverbal language or other visual aspects is deficient effective in conveys the real meaning.

A multimodal analysis states that a text is called multimodal when the text materialized from a combination of two or more semiotic systems.<sup>2</sup> There are five multimodal semiotic systems in the meaning of multiliteracies text,<sup>3</sup> such as:

<sup>1</sup> Jewitt, C. *An Introduction to Multimodality* (London: Routledge, 2009a), p. 14.

<sup>2</sup> Anstey, M. & Geoff Bull. *Helping Teachers to Explore Multimodal Texts*, (2010), [http://www.curriculum.edu.au/leader/helping\\_teachers\\_to\\_explore\\_multimodal\\_texts,31522.html?issuelD=12141](http://www.curriculum.edu.au/leader/helping_teachers_to_explore_multimodal_texts,31522.html?issuelD=12141), Retrieved July 22, 2020.

<sup>3</sup> Anstey, M. & Geoff Bull. *Elaborating Multiteracies Through Multimodal Texts* (London and New York: Routledge Taylor and Francis Group, 2019), p. 9.

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1. Linguistic: the aspects of oral and written language (e.g. phrase, clause, noun, verb, and adjectives),
2. Visual: used and interpreted in the different social groups and cultures. The visual text separated as still images (color, texture, line and vector, shape, and form) and moving images (point of view, framing, lighting, editing, and transitions),
3. Audio: includes the sound effects, everyday sound, music, and voice (e.g., volume, pitch, and rhythm),
4. Gestural: the gesture actions that are intentional or unintentional and have a purpose and consequently intended to convey the meaning (e.g. facial expression and body language incorporating eyebrow position, movement of head, arms, hand, and legs
5. Spatial: the terms of two dimensions in the space refers to the page and screen and three dimensions refers to everyday space and architecture (e.g.

layout and organization of objects and space, incorporating proximity, direction, and position).

The concept of the codes and conventions of four semiotic systems (visual, audio, gestural, and spatial) is more dynamic and flexible than the linguistic semiotic system in creating meaning-making that follows the grammar. Visual grammar should be interpreted as a flexible resource used by people to visual sign-making in a new and different way.<sup>4</sup> The audio, gestural, and spatial interprets in a similar model. This analysis revealed that text delivers in various technologies such as paper, live, and digital and through different code combinations of the semiotic systems. The codes provide the terminology that allows the reader to identify and describe each semiotic system. For example, how attention is captured, how emphasis is created, and how meaning is designed.<sup>5</sup>

<sup>4</sup> Kress, G., & Theo Van, L. *Reading Images: The Grammar of Visual Design 2nd Edn* (London: Routledge, 2006), p. 266.

<sup>5</sup> Anstey, M. & Geoff Bull. *Using Multimodal Texts and Digital Resources in a Multiliterate*

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Concerning about verbal and nonverbal language as a resource of making meaning will be interpreted into a social experiment video of catcalling through the YouTube channel Rob Bliss. Sexual harassment happens to women or people who have various experiences of harassment while being in public places every day. In November 2014, research from Australia Institute states over 89% of all women had been experienced physical or verbal harassment in the street at least once in their lifetime.<sup>6</sup>

Sexual harassment has developed as a term for harassment on the street, called catcalling. Catcalling is a form of sexual harassment, or unwanted sexual attention of verbal or nonverbal, and described as stranger harassment because the victim and the perpetrator do not know each other.<sup>7</sup>

Hermawan (2013) study identified multimodality in the verbal interpretation, reading images, and understanding text. This study provided the example implementation of 'procedure analysis', which implicitly offers the advances from analysis steps using reading images theory through images and another semiotic mode.

Savitri and Rosa (2019) presented a study of multimodal analysis in smartphone advertisement. This study used the Samsung Galaxy S9 advertisement as an object study. In the advertisement be found semiotic systems: linguistic, visual, gesture, audio, and location that consistently describe their own meaning. The advertisement aimed to attract the intention and interest of the consumers to buy this product.

*Classroom* (Australia: Primary English Teaching Association, 2009), p. 2.

<sup>6</sup> Johnson, M., & Ebony Bennett. *Everyday Sexism: Australian Women's Experiences of Street Harassment* (Melbourne: The Australia Institute, 2015), p. 2.

<sup>7</sup> Fairchild, K., & Laurie A. Rudman. 2008. *Everyday Stranger Harassment and Women's Objectification*. *Social Justice Research*, vol. 21, no. 3 (2008), pp. 338.



Suprakisno (2012) delivers multimodal analysis in the advertisement “Indomie”. This study has the same conclusions as the previous study because there is a multimodal semiotic system in Indomie advertisement. Every semiotic system is related to each other to create meaning.

This study used the descriptive quantitative method as a research design. This study was carried out in the social experiment video in YouTube Channel Rob Bliss entitled “10 Hours Walking in NYC as Woman” as an object study. In this study, the data will be grouped into two categories as verbal and nonverbal on social experiments video on YouTube Channel. The data will be processed on the ELAN (EUDICO Linguistic Annotator) Version 5.9. The process will determine how many verbal and nonverbal percentages were found on the social experiment video by Rob Bliss. After getting the results, the data will be identified, classified, and analyzed into

each semiotic system in the multimodal aspect.

Catcalling becomes more common on the street, making people, particularly women feel uncomfortable and upset when they are in public places. Catcalling makes women believe that their mobility is limited and not free since the catcallers constantly comment on their appearances. Through social experiment video in Rob Bliss YouTube Channel displayed how catcalling behavior overwrites women on the street. The social experiment becomes an appropriate place to examine how people react to social phenomena like catcalling presented practically on YouTube.

This study will be analyzed what the multimodal elements in the social experiment video. The existence of differences in language used by each object in this social experiment video makes us need to understand the true meaning conveyed by them. The multimodal elements in the social experiment video of catcalling on Rob

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Bliss YouTube channel described language broadly and from various perspectives. All analysis was carried on the three semiotic systems intend to answer the questions of research design, which are 1) how the semiotic systems interpret the catcalling meaning in the social experiment video and 2) how catcalling is considered as women harassment in multimodal viewpoints.

3	"I guess not good"
6	"Somebody's acknowledging you for being beautiful. You should say thank you more!"
7	"God Bless you mami. Damn!"
8	"Sexy-American Eagle!"
9 & 14	"Hey look it there! I just saw a thousand dollars"
20	"Damn girl!"

Tabel 1. Verbal Transcript

Table 1 shows the verbal catcalling in the social experiment video. There are 24 participants recorded doing catcalling action in all areas of Manhattan. In Table.1, the verbal transcript has been classified and analyzed become 9 participants who were doing catcalling.

## B. FINDING AND DISCUSSION

Based on the data analysis that has been processed in ELAN Version 5.9 in the social experiment video found the verbal and nonverbal language. The retrieval of data refers to the context that corresponding with Chhun (2011), Catcalling is the use of crude language, verbal expression, and non-verbal expression.<sup>8</sup>

Participant	Verbal Transcript
2 & 4	"Smile !"

Nonverbal Expression	Number Of Annotation	Total Annotation
Facial Display	14	11,62%
Hand Gesture	15	56,04%
Body Posture	2	2,17%

Table 2. Number of nonverbal expressions attested in a woman

<sup>8</sup> Chhun, B. *Catcalls: Protected Speech or Fighting Words* (Thomas Jefferson: Law Review, 2011), p. 276.



Table 2 shows the nonverbal expressions use by a woman in the social experiment video. There are three categories of nonverbal used by a woman. Among the three categories, only body posture is most infrequently used by a woman. While the woman frequently uses hand gestures and facial displays to show the nonverbal expressions of the social experiment video. From the analysis data in Table.2 can be seen in the social experiment video that a woman unconsciously use the nonverbal expression to response the catcalling action aimed at her.

Generally, a social experiment video in YouTube Channel by Rob Bliss entitled "10 Hours Walking in NYC as a woman" has a multimodal standard. For example, there is use more than one semiotic system. There are three multimodal semiotic systems in the meaning of multiliteracies text found in the social experiment video of catcalling.

### 1. Linguistic Analysis

Sentence	Part of Speech
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<u>Participant 2&amp;4:</u> Smile!	Verb
<u>Participant 3:</u> I guess not good	Adjective phrase
<u>Participant 6:</u> Somebody's Acknowledging for being beautiful.	Compound sentence or Present Tense Continues Independent clause
You should say Thank you more! For real?	
<u>Participant 7:</u> God Bless you Mami.	Independent clause
Damn!	Exclamation expression
<u>Participant 8:</u> Hey Baby!	Interjection phrase
<u>Participant 9&amp;14:</u> Hey Beautiful!	Interjection phrase
<u>Participant 15:</u> Sexy- American Eagle	Adjective phrase or Noun phrase
<u>Participant 19:</u> Hey look it there! I just saw a thousand dollars.	Command sentence Independent clause
<u>Participant 20:</u> Damn girl!	Exclamation phrase

Table 3. The process of sentence analysis

In Table 3 provides the result of linguistic analysis based on the part of speech. For example, in the form of clauses, phrases, verbs, nouns, and adjectives organized in linguistic

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grammar conventions. All sentences in Table 3 concludes that the participants make a woman as the object of catcalling. It proves with the verbal language used by men that contains crude language and the comment of a woman physical appearances. This analysis explained the language used by men looks at the emphasis of meaning and creates a different mood between the woman and men. This social experiment video of catcalling has a contribution from linguistic systems to understand the real meaning corresponds to the sentence context.

## 2. Visual Analysis

The visual analysis is divided into still images (color and line include vector) and moving images (point of view, framing, editing, and transition). The visual analysis of still and moving images will be present below.



### a. Still Images

Picture 1. Shows the direction of the vector

In Picture 1, a woman in the social experiment video walked along the roadside area and a man walked behind her. In this picture, the first line is drawn from the direction of the male's gaze leaning down towards the focal point, direct by the end of the arrow line. Man position exists on the left side of the picture, while a woman on the right side of the picture, a bit forward than a man.

The vector of this picture focuses on the man's eyes. Although the direction of his eyes does not clear with the assistance of line makes the focus of the man's gaze more clear. It seems from his head which downwards and the direction of his eyes fixed on the woman's buttocks. The direction of the woman's gaze leads the road in front of her. There are eight people who performed their activities around the man and woman, such as trading, chatting, calling someone with her phone on the side of the road. The situation represents

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the set of places in the social experiment video.

In this social experiment video, the woman's appearance shows by wearing black jeans and a black crewneck t-shirt walking in all Manhattan areas. Black represents the meaning of evil, threat, insurgency, strength, mystery, secrets, depression, sadness, night, and represents sophistication, power, formality, authority, and style. The black color uses by a woman considers describing strength and insurgency. It interprets that a woman in this social experiment video agrees to refuse the catcalling action towards a woman in public places.

### *a. Moving Images*

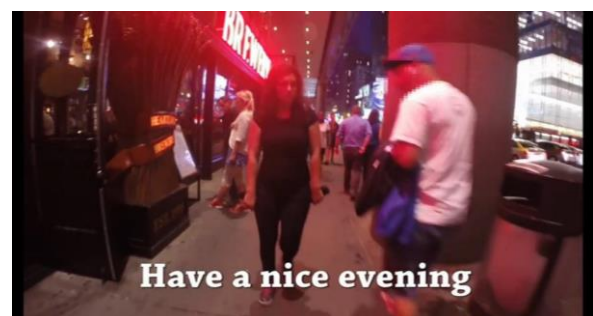


Picture 2. Shows the moving images

In Picture 2 represented all the analysis of moving images used by the

creator. The social experiment video showed the point of view front-on and level with the scene or action. The front-on purposed to looks at the point of view of the catcallers who see the female character in the video because we can not look at the catcalling process in public places.

In framing, the video scene used a long shot to allow the whole scene can be recorded and view. In Picture 4.6, the long-shot focused on how catcalling process happens in public places between men and woman in a social experiment video. The long-shot provided the viewer context and told the viewer more about the point of view catcalling played in a public place.



Picture 3. Shows the night scenes in the social experiment video

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To complete the whole scene, the creator used parallel cutting. In Picture 3, the night scenes do not show in the same duration. The creator only selected the important scenes related to the context because it will increase the tension and excitement as the progress of simultaneous scenes. The transitions in the social experiment video created normally from one scene to another. The scene transition is represented clearly because the viewers can be seen the real movement of images from each object and all participants.

The visual analysis presented that not all still and moving images can describe the visual analysis codes and conventions. This parts showed the result of analysis from the men viewpoint look at a woman and how the creator displays the social experiment video on his YouTube channel.

### 3. Gestural Movement

Gestural Movement	Gesture Features
Facial Display	Head Eye Tracking

Hand Gesture	Gaze Handedness Trajectory
Body Posture	Torso

Table 4. The feature of gestural movement

Table 4 presented the analysis of gestural movement used by a woman to response catcalling action addressed to her. The gesture features shown by a woman becomes six different categories includes a facial display (head, eye tracking, gaze), hand gestures (handedness and trajectory), and body posture (torso). The comparison of each feature will be displayed the see the real difference in the number of movements that dominated this social experiment video.

Table 5.

*Total annotation from gesture features*

Gesture Features	Total Occurrences	Total Annotation
Head	6	4,75%
Eye Tracking	7	5,26%
Gaze	1	1,61%
Handedness	10	35,42%
Trajectory	5	20,62%
Torso	2	2,17%

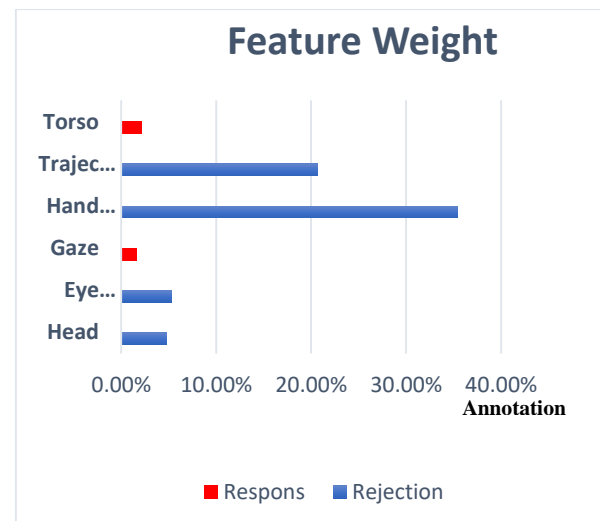
Table. 5 Total annotation from gesture feature



Table 5 presented the result of the total annotation from gesture features. The total annotation of each feature provided different results. The highest percentages in total annotation hold by handedness 35,42% and trajectory 20,62%. While 4,75% for head, 5,26% for eye-tracking, , and 1,61% for gaze. The lowest percentages of total annotation from torso 2,17%.

From the percentages above, the woman gesture concluded that handedness and trajectory more usage. Interestingly, the woman seems to make more hand gestures (handedness and trajectory) more than facial display (head, eye tracking, and gaze) and body posture (torso). The hand gesture displayed classifier achieves the highest accuracy among the facial display and body posture classifier. It is related to our lives when we meet foreigners on the street and try to interact with us and we will respond to them with more speed up footsteps and hand gestures simultaneously. Each feature used by a woman in gestural movement explained to us if nonverbal

language can be analyzed and have meaning. The gestural movement of a person's body represented the mood of the person and what the person thinks.



Grafik 1. Weight of top gestural movement features

In gestural movement, there is different result in analysis by a woman to response in catcalling action. The gesture features are divided into two aspects about how the woman gives nonverbal reactions towards catcalling doing by men includes the rejections or responses. Picture 4 presented the bar chart to illustrate the number of gestural movements from each feature used by a



woman to show nonverbal expression with total annotation at 10% interval. In the analysis of head, eye tracking, handedness, and trajectory represent a form of rejection of catcalling. On the other hand, a woman's gaze and torso features do not give the rejection response to catcalling. It is confirmed the gestural movement shows by a woman in the social experiment video has a different meaning.

After analyzing all semiotics systems, such as linguistic analysis, visual analysis, and gestural movement in the social experiment video by Rob Bliss. The study found the relations between three semiotic systems in meaning-making through multimodal analysis. In social experiment video concluded that rich in multimodal semiotic systems. Each semiotic system is shown the reader how to conclude the meaning in the catcalling action through various viewpoints.

Through TV, films, videos, animations, computer games, and the internet have been introduced new technologies and new forms to interpret

the meaning involved in integrating more complex semiotic systems (Anstey & Bull, 2019, p.8). The social experiment video on YouTube Channel Rob Bliss concluded catcalling as men's fault and made catcalling a form of a bad habit in the street or public places. Through the multimodal perspective, each feature analysis has resulted in different conclusions on catcalling assessment.

Catcalling unconsciously violates a woman's right to privacy by invading her place or obstructing her path. Although the men think there is not something dangerous or illegal, it includes a form of sexual harassment from catcalling. In this social experiment video, catcalling as the type of sexual harassment manifested in public places, especially on the street provided a sense of physical danger. In sexual harassment does not have the distance between women and men. Sexual harassment started with words, stalking, unwanted touch, or becomes a crime like rape, assault, and murder.

Catcalling does not contain physical danger because the catcaller may across



the street or only having time around the street. In multimodal analysis can be concluded what people believe in catcalling view as social interactions have a different meaning. However, people often act based on their beliefs and unrealistic in shows their interest and uninterest against other people or something to minimize the social misconceptions.

## CONCLUSION

Based on the finding and discussion, the study found two languages used by a woman and men in social experiment video, such as verbal and nonverbal language. The data from the social experiment video analyzed into three semiotic systems based on multimodal analysis. The linguistic and visual analysis showed catcalling in men's viewpoints. In linguistic analysis explained about language use by men who influences the woman mood. At the same time, the visual analysis explored the gaze focus of men to the woman. The gestural movement showed the woman's

viewpoints to response catcalling. The conclusion of gestural movement used by a woman as a form of response and rejection. Through multimodal perspectives, this study has a different conclusion from each feature semiotic system that catcalling indeed unconsciously violates a woman's right to privacy by invading her place or obstructing her path. It cannot be used as an excuse to judge catcalling as a form of men's fault entirely without seeing from the woman's viewpoint.

In this study, the researcher only focuses on women's catcalling and does not explores men's catcalling. Hopefully, further research will analyze catcalling through men's viewpoints. Catcalling analysis from women's perspectives can be utilized in other studies, but with different approaches, such as sociolinguistics, discourse analysis, psycholinguistics, pragmatics, semantics, and semiotics. The researcher also recommends further research using other media, such as film, advertisement, tv, news, or book. The data obtained from the

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video may not have the same impact as in-person exposure and it expects other studies will be able to get the best data to analyze catcalling.

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