

# CHAPTER I

## INTRODUCTION

This research focuses on non-verbal communication as reinforcement and replacement of verbal communication in Dan Brown's *The Da Vinci Code*. As an introduction, this chapter deals with background of research, statements of problem, research objective, research significance, procedure of research, and clarification of terms.

### 1.1 Background of Research

Actually, *The Da Vinci Code* is a novel of fiction that tells about some codes, conundrum of a homicide, culture, and religion of Christianity. *The Da Vinci Code* is an ingenious code hidden in the works of Leonardo Da Vinci, a desperate race through the cathedrals and castles of Europe, an astonishing truth concealed for centuries, unveiled at last.

It is no secret that Christianity in the USA, UK and other nations is increasingly under fierce attack in the media, in schools, in the courts and, even in churches. In a culture that systematically seeks to discredit Christ and His Word, The Bible. *The Da Vinci Code* is the most serious assault against Christianity. *The Da Vinci Code* runs much deeper than the mere rehashing of an ancient conspiracy theory. By planting seeds of doubt in the reader's mind concerning how the Bible came into existence, the novel becomes a direct assault against the authority of Scripture. However, Brown have been able to makes the reader believe that all explanation about artwork, architecture, documents, secret rituals in this novel are really accurate. *The Da Vinci Code* is a work of fiction, complete with good guys, bad guys and narrow escapes.

Its protagonist, Harvard cryptologist Robert Langdon, is a fairly passive character with little complexity. In addition, the novel's plot twists are predictable at best, and the writing, although occasionally quite good, and unmemorable. It is passably entertaining as popular fiction. As a result, *The Da Vinci Code* has become a worldwide sensation.

The great draw to this otherwise unremarkable novel is its central conspiracy theory, which, very simply put, sees [Jesus](#) married to [Mary Magdalene](#). After Jesus death, Mary then supposedly fled with their child and became, over time, a symbol of the “sacred feminine” of ancient paganism (See Appendix 2).

Based on the explanation about the novel above, the researcher only focuses on linguistics field, especially in semiotics. In *The Da Vinci Code's* novel, some signs and symbols use in communication. Communication is always related to language; even it is often considered that language is a tool of communication, because the most principle sign system in human communication is language. Thus, people can communicate with each other.

Dummett and Wright said “language is an instrument of public communication, but if one sought to convey to someone an idea that transcended all possibility of verification, it would be impossible ever to have reason to think one had been rightly understood” (Hale, 1997: 315). According to Wardaugh (in Alwasilah, 1992: 2) “language is a system of arbitrary vocal symbols”.

Chaer states that language is a communication system by sound, through utterance among human beings in a certain group or community by using vowel symbols, and these symbols have arbitrary and conventional meanings (Chaer, 2010: 17). According to Webster's New Collegiate Dictionary (1981: 225) “Communication is a process by which information is exchange between individuals through a common system of symbols, signs, or behavior”. A good communication can be conducted if the

audience understands the message that conveyed by the speaker, directly or indirectly. Based on the theories above, the researcher considered that language is an important media for communication. By using language, people can get information that they need and they can convey their idea.

In the process of communicating, signs have usually been considered to be connected to the human capacity for language and ensuing cultural products, with a bias towards the verbal (Cobley, 2001: 3). For example, we give thumbs up to our friend who excellent, in this case the sign is as a compliment.

Pierce argues, “Sign is something which stands to somebody for something in some respects or capacity” (Chandler, 1994: 8). As it will be seen, a sign can stand for something else to somebody only because this ‘standing for’ relation is immediate by interpretant (Eco, 1979: 15).

Pierce also insists “there are two basic principles of characteristics of sign. Those characteristics are ‘representative’ and ‘interpretative’. Sign is representative when sign is meant as something represents something else. While sign is interpretative when sign is meant as it gives an opportunity for interpretation depends on who use and accept it” (Rusmana, 2004: 50).

This research is encouraged by a fact that in this life, human beings cannot be separated from language because it is a tool and medium to communicate each other. Sebeok argues that “all known living organisms communicate exclusively”. Human being can communicate by both non-verbal and verbal means. The expression by verbal means is equivalent to some such expression as by means of speech, or by means of script, or by means of a sign language (e.g. for use in a deaf group), that are, each, manifestations of any prerequisite natural language with which human beings are singularly endowed. However, not all humans are literate or can even speak: infants

normally do develop a capacity for speaking, but only gradually; some adults never acquire speech; and others lose speech as a result of some trauma (e.g., a stroke) or in consequence of aging. Such conditions notwithstanding, humans lacking a capacity to verbalize – speak, write, or sign can as a rule, continue to communicate non-verbally (Chandler, 1994: 14).

According to Peirce, sign has been defined as something that relates to something else for someone in some respect or capacity. We seem as a species to be driven by a desire to make meanings: above all, we are surely meaning makers. Distinctively, we make meanings through our creation and interpretation of signs. Indeed, according to Peirce, 'we think only in signs' (Peirce 1931-58, 2.302). Signs take the form of words, images, sounds, odors, flavors, acts or objects, but such things have no intrinsic meaning and become signs only when we invest them with meaning. Nothing is a sign unless it is interpreted as a sign, declares Peirce (Peirce 1931-58, 2.172). Anything can be a sign as long as someone interprets it as signifying something referring to or standing for something other than itself. People interpret things as signs largely unconsciously by relating them to familiar systems of conventions. It is this meaningful use of signs which is at the heart of the concerns of semiotics" (Chandler, 1994: 16)

According to the earlier research, the researcher has found only one similar research that work on non-verbal communication. For non-verbal communication research was analyzed by Yuniati (2012), student of UIN Sunan Gunung Djati Bandung who analyzed about non-verbal communication in Twilight's novel by Stephenie Meyer, she described about non-verbal communication at all.

Non-verbal communication will be full of signs and symbols. So, the researcher would be concern in semiotics aspect, where the semiotics will assist greatly

the researcher in identifying the depth of communication form and reveal the meaning in it. Therefore, Lemert says in Chicago Journal (1979: 5) “semiotics is the study of signs and their meaning. Semiotics is related to linguistics, but language is only one of many sign systems”.

Based on the background description above, the researcher is interested to analyze about non-verbal communication in Dan Brown’s *The Da Vinci Code* because in this chosen novel, Brown puts some signs and symbols of non-verbal communication that the functions as reinforcement and replacement of verbal communication to make the reader understood the meaning, so that they can indicate what sign and symbol by reading all of the context of the story. Non-verbal communication is one important part of communication, but sometimes we ignore it. Non-verbal communication can reinforce us to give the information. Besides, non-verbal communication can also replace the verbal communication with the same meaning. Finally, for that reason, this research entitled “*Non-verbal Communication as Reinforcement and Replacement of Verbal Communication in Dan Brown’s “The Da Vinci Code”*”.

### **1.2 Statement of Problem**

The research questions are formulated as follows:

1. How is non-verbal communication used as reinforcement of verbal communication in Dan Brown’s *The Da Vinci Code*?
2. How is non-verbal communication used as replacement of verbal communication in Dan Brown’s *The Da Vinci Code*?

### **1.3 Research Objective**

The objectives of this research are:

1. To find out how is non-verbal communication used as reinforcement of verbal communication in Dan Brown's *The Da Vinci Code*.
2. To know how is non-verbal communication used as replacement of verbal communication in Dan Brown's *The Da Vinci Code*.

#### **1.4 Research Significance**

The significances of this research are:

Academically, this research gives some contributions generally in linguistic, especially in semiotics that discussed about signs and symbols in a work or in another medium of work. In this research, the researcher focuses on describing about semiotics usage in novel. This research is a reference for those who are interested in enriching linguistic knowledge.

Practically, this research can improve the researcher and public knowledge about non-verbal communication which is a part of semiotics that can be used by people. Non-verbal communication can reinforce us to give the information. Besides, non-verbal communication can also replace the verbal communication with the same meaning. This research is directed to those who are interested in this research.

#### **1.5 Clarification of Terms**

In order to understand of the research the researcher has clarified some key points are formulated as follows:

1. Semiotics is the study of signs and symbols, what they mean and how they are used (Cambridge Advanced Learner's Dictionary – 3<sup>rd</sup> Edition).

2. Sign is something that stands to somebody for something in some respects or capacity (Eco, 1979: 15).
3. Symbol is sign, mark, object, and so on that looked upon as representing something (Hornby, 1987: 876).
4. Non-verbal communication is the use of gestures, facial expressions, and other non-audible expressions to transmit a message ([College of DuPage](#), 1998).





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