



**THE ASPECTS OF SEMIOTICS USING BARTHES'S THEORY
ON A *SERIES OF UNFORTUNATE EVENTS* MOVIE POSTER**

**A FINAL PROJECT
In Partial Fulfillment of the Requirements
for the Bachelor Degree Majoring in American Cultural Studies
in English Department
Faculty of Humanities Diponegoro University**

**Submitted by
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DIPONEGORO UNIVERSITY
SEMARANG
2017**

PRONOUNCEMENT

I states truthfully that this project is compiled by me without taking the results from other research in any university, in S-1, S-2, and S-3 degree and diploma. In addition, I ascertain that I do not take the material from other publications or someone's work except for the references mentioned in bibliography.

Semarang, 1 August 2017

Farah Hanum Isfandiyary

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on 1st August, 2017

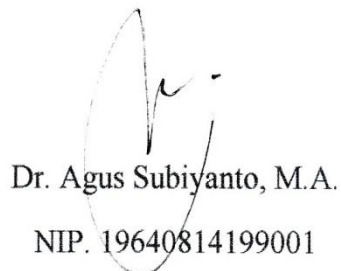
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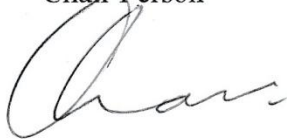
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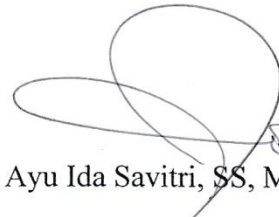
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I realize that this project is still far from perfect, I therefore, will be glad to receive any constructive criticism and recommendation to make this project better.

Finally, I expect that project will be useful to the reader who wishes to learn something about Semiotics in the movie poster.

Semarang, 1 August, 2017

Farah Hanum Isfandiyary

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Abstrak

Penelitian ini membahas tentang makna denotative dan konotative yang terdapat pada poster film *A Series of Unfortunate Events*. Makna denotasi dan konotasi merupakan bagian dari aspek semiotik dalam menganalisa gambar. Analisa mengenai makna denotasi dan konotasi ini berdasarkan pada teori Barthes. Teori Barthes merupakan perkembangan ilmu semiotik dalam analisa objek gambar. Dalam teori ini, peran pembaca menjadi hal yang terpenting untuk dikaji. Peran pembaca inilah yang akan memunculkan berbagai persepsi mengenai makna dari sebuah gambar. Makna ini dapat dilihat dari dua segi yaitu denotasi dan konotasi. Makna Denotasi adalah makna dasar yang ada pada gambar tanpa mengaitkannya dengan nilai sosial budaya yang ada di dalamnya. Makna ini merupakan makna yang ada pada level pertama dari sistem semiotik. Sedangkan makna konotasi adalah makna subjektif yang muncul ketika kita mengaitkannya dengan unsur emosi dan perasaan pembacanya dengan nilai budaya yang mereka miliki. Makna konotasi ini merupakan level kedua dari sistem semiotik. Untuk mendapatkan makna konotasi sebuah mitos juga dapat dipakai dalam menganalisa sebuah gambar. Mitos inilah yang digunakan untuk menganalisa unsur budaya dan ideologi dalam gambar. Dalam analisa makna denotasi dan konotasi yang ada pada gambar ini, Barthes membaginya ke dalam dua bagian yaitu tanda verbal dan tanda non verbal agar tidak terjadi kesalahpahaman dalam mengamatinya.

Kata Kunci: Barthes, Denotasi, konotasi, mitos, tanda verbal dan non verbal

1. INTRODUCTION

A picture can represent something. How it is looked has its own meaning for the viewer. There are many uses of picture; one of them is to advertise something like a product. Some companies often use picture as a medium to inform the customer about the product they have. By using the picture, it will make the company easier to advertise their product without talking and meeting directly with the customer. People will be interested in their product if the picture which is showed is good and interesting. In other word, picture can be described as a tool for communication indirectly.

Movie is one of the products which need the picture to advertise itself to the viewer. By seeing the picture; viewer can conclude not just what the picture is but what the movie is. In analyzing an image, it is not just about what exists on the image, but what the meaning of the image is. It relates to the denotative and connotative analysis described in Barthes's semiotic Theory.

Semiotic is a science which learns the sign, object, and its meaning, in Semiotics, there are the signifier and the signified, the signifier refers to the sign and the signified refers to the something that is signified. In this analysis the writer will focus on the Barthes's Semiotics theory which deals with the sign and its meaning on the picture or image.

I am interested in analyzing the picture on *A Series of Unfortunate Events* movie poster. *A Series of Unfortunate Events* is a movie from the adaptation of the 13-book series which tell the unfortunate lives of the Baudelaire orphans, Violet, Klaus and Sunny. This movie was produced in 2004 with Brad Silberling as the director, Robert Gordon and Daniel Handler (Lemony Snicket) as the writer and the producer.

This movie starts with the story which is told by Lemony Snicket, the author in this movie. He is writing the unfortunate story of the Baudelaire orphans. The oldest kid is Violet. She is a genius girl. She is 14 year old founder. She can make anything by the stuffs around her to be something unique and useful. She knows that in the world always there is something; it means it is always a way for you to do, to create or to be used for solving your problem. She will tie her hair when she is creating something. The younger one is Klaus. He likes reading very much. Almost all of the books in his home had been read by him and every book he read, he always remembers it. The youngest one is Sunny. She has the unique habit. She likes and enjoys biting anything with her sharp teeth. She is still a baby and she is not yet able to speak, only her elder sister and brother who know what she talks.

The life of the three Baudelaire orphans becomes unfortunate after the massive fire burnt the whole of their home included their parent. They are almost losing everything they have, no parent and no home. The fire is not the natural accident, but it is the kind of criminal act of the antagonist

character in this movie, he is Count Olaf. He is intentionally making the fire out and lets it burn the Baudelaire family. He did it because he is very obsessed to have the Baudelaire's wealth. However, the Baudelaire's kids are still alive and it makes him want to be their legal caretaker because by this way he can easily get that wealth. Since that time, the lives of Baudelaire orphans always become unfortunate. Wherever they go Count Olaf will always follow them and will do anything he can to have their heirs.

This unfortunate story, the actors, and the characterization of the actors are described in its movie poster. The movie poster indirectly describes what the movie is about. The analysis of this movie poster will use the semiotics theory from Barthes which learns about the denotative and connotative meaning of an image or picture.

2. THEORETICAL FRAMEWORK

2.1 Semiotics and Visual Semiotics

As a discipline, semiotics is the study of signs and their functions. In Saussurean terminology, the signs can be classified into the signifier and the signified. The signifier is related to the expression and the signified is related to the content. The signs in semiotics not only include the visual signs like drawings, paintings, and photograph but also include the sounds, words and body language. The signs show the other things. The meanings of signs are produced from the code which relates to the

social manners and the signs. It is why signs are defined as the role of cultural or social ideas.

The term semiotics has the same meaning with semiology. The use of semiology refers to the tradition of Saussure; meanwhile the use of semiotics refers to the tradition of Pierce. However, the term of semiotics is more likely to be used nowadays than semiology. It is defined as the scope to cover both the tradition of semiology and semiotics.

The study of semiotics is focused on the representation of signs, like the language, image, and object. In visual semiotics, the visual signs have more direct meaning than in language. The representation not only shows the world but also the interaction in it. This interaction can be accompanied by the text or not and then it will constitute a recognizable kind of text (paintings, poster, magazine, etc) (Jewitt, 2004)

Some scientists have different perspectives in visual semiotics. Pierce classified the terms of sign into icon, index and symbol. Icon refers to the sign which has the similarity with the appearance. Index is the visible sign which leads to the invisible sign. Symbol is the sign that we get from our society, it will lead to the meaning of the signifier and signified. These classifications are applied in image and objects. Another scientist, MiekeBal showed the interpretation of an image. The mental image of one person to another may be different. The application of semiotics is getting larger when Barthes developed the semiotics from linguistics to

visual image, such as the photography, advertisements and movement picture.

2.2 Barthes's Semiotics Theory

Roland Barthes stated that Semiology 'aims to take in any system of signs whatever their substances and limits like; images, gestures, musical sounds, and objects.' (Barthes, 1968). These are as a system of significance. Roland Barthes said that semiology is the part of linguistics; to be precise; it is the part covering the great signifying unities of discourse (Barthes, 1968).

Semiology is also used to analyze the image on media. Media is the important subject used in academic and empirical studies. In order to understand how the signs work within the meanings behind the images, it needs to analyze the images semiologically (Bouzida, 2014). In line with this, Barthes uses the denotative and connotative 'levels of meanings' to analyze the signs in visual object. Barthes distinguished the analyzing of the signs into two, the verbal and non verbal signs. The verbal sign is like the texts of the poster, such as the title, the names of the actors, the date of movie releasing and many more. The non verbal sign are the images of the poster which support the verbal signs in order to make the poster is interesting as the package of advertisement.

These are the levels of signification according to Barthes:

- 1) Denotation

Denotation is what all people see without relates it to their society, culture or ideology (Bouzida, 2014). In other words, denotation is the basic meaning of visual signs. This is the first level of signification. Roland Barthes states that ‘the denoted message bears the analogical properties and it is primary to the connotation in the process of signification (Bouzida, 2014). In simple words, denotative shows the immediate meaning or the basic meaning of the image.

2) Connotation

Connotation is used by Roland Barthes to describe the sign. It describes the interaction that occurs when the sign meets the feelings or emotion of their users and the values of their culture (Fisk, 1992). Roland Barthes stated that ‘connotation being itself as a system that comprises signifier, signified and as the process which unites the former to the latter (Barthes, 1968).

Connotation is placed on the second level of semiotics system. The connotation meaning can be influenced by the factors of cultural and myths. In the semiotic analysis, Barthes uses Myth which concerns on the cultural values, beliefs and ideological critics. The myth can be found in some products of mass culture like the advertisement, photograph, television and many more. Because it is uneasy to analyze the myth, so the analysis of myth must be correlated with the connotation as the meaning former on the second level of semiotics system.

1. Signifier	2. Signified	The first level of semiotic system
3. Denotative Sign		
4. Connotative Signifier	5. Connotative Signified	The second level of semiotic system
6. Connotative Sign		

Figure 1: The Barthes's Map of Sign Function

From the map above, we can conclude that the first level in Roland Barthes theory is the denotative meaning. The denotative meaning leads to the second meaning of picture, this is the connotative. By seeing the connotation, you will get the perceptions of sadness, happiness, dislike, and others which are influenced by the belief and culture in the myth.

To find the connotation in the picture, we need to read deeply on the picture so the meaning of the picture will blow into some meanings. It means that connotation is a subjective meaning. The connotation will be found in the linguistic or visual representation. It will reproduce from the message of those representations.

In this case, the movie poster of *A Series of Unfortunate Events* is a visual media which has the meaning in its picture. It is not only what we can see or what exist in the picture but also what are the picture's meanings. It is not only to advertise the movie but also to inform the viewer about what the movie is.

2.3 Movie Poster

In the *Cambridge Dictionary*, poster is 'a large printed picture, photograph, or notice that you stick or pin to a wall or board, usually for decoration or to advertise something'. If we see the history of poster itself, in the late 19th century, Europe and America are known as the countries that introduced this kind of modern picture. In the late 19th century to 20 century, France was the country which took an important part in developing the modern art picture in poster. France is the center of the poster development. A famous France writer, Guillaume Apollinaire said that "Catalogue, poster and the other advertisement pamphlet are the kinds of modern poetry."

Poster is created as the result of Lithography development which has existed since 18th. This is introduced by Jules Cheret, the artist for graphic design. In the first time of the release, poster was just created in the text model; the paper was just full of the text. Besides, it was just produced in small size. Then Jules developed the graphic design in making poster to be very pictorial which was dominated by the picture. This improvement is based from the economical factor.

Poster is a tool for marketing. Movie is one of the products which need a poster to advertise itself. Movie poster is the tool to get the attention of the reader and to invite them watch the movie by its artistic picture. In line with this, poster is also a tool of communication because there is the element of information in it which aims to inform people who see it.

There are some basic principles in making poster, they are:

1) Balancing

Balancing is the way to make the same composition in making the poster. These balancing are such as balancing in color, balancing in size, balancing from the texture, and balancing from all the composition in the poster.

2) Reading Plot

Reading Plot is the systematic structure which is designed by poster designer in showing the plot to read the readers.

3) Emphasis

The emphasis is the way of the designer to show which part of poster is more important to be introduced than the other elements in the poster. The emphasis shows what will become the priority in the poster to be seen.

These are some requirements in making the emphasis:

- a. The consideration of image size in the poster

- b. The different background from the text and the picture,
 - c. The differences in color, text, size and shape of the image.
 - d. Full of picture and text, there is no blank space.
- 4) The unity

In making a poster, we need to separate and unite some parts so it will create the good information to be read.

5) Specific Appeal

Poster aims to inform something, so it has to give the specific appeal which matches with the theme, so the information can be delivered as the maker wants.

3. RESEARCH METHOD

3.1 Method of Research

In this research, the writer uses qualitative method focusing on the sign of *A Series of Unfortunate Events* movie poster as the object in this research. The writer describes the collected signs in the poster, analyzes the denotative and connotative meanings of the signs and the myth in the poster based on the Barthes's theory.

3.2 Instrument of Research

In looking for the data in this research, the writer uses herself as the subject. The writer reads and identifies the meaning of the signs in the *A Series of Unfortunate Events* movie poster after she groups the signs in it,

then she writes the needed data and interprets the meaning of signs that she gets.

3.3 Steps of Data Analysis Technique

First, the writer chooses the object to be analyzed in this research. The object is the poster of *A Series of Unfortunate Events* movie. After that, the writer specifies and analyses the semiotic literary works of the poster based on Barthes's theory.

3.4 Unit of Analysis

The unit of analysis which is used in this research is the verbal and non verbal signs which have the denotation and connotation meanings in the poster of *A Series of Unfortunate Events* Movie.

4 RESEARCH FINDINGS

4.1 Data Description

Here are the signs and its signifier and signified that I found in the poster. It has the denotative and connotative meaning and the myth that shows in the connotative from the verbal and nonverbal sign.

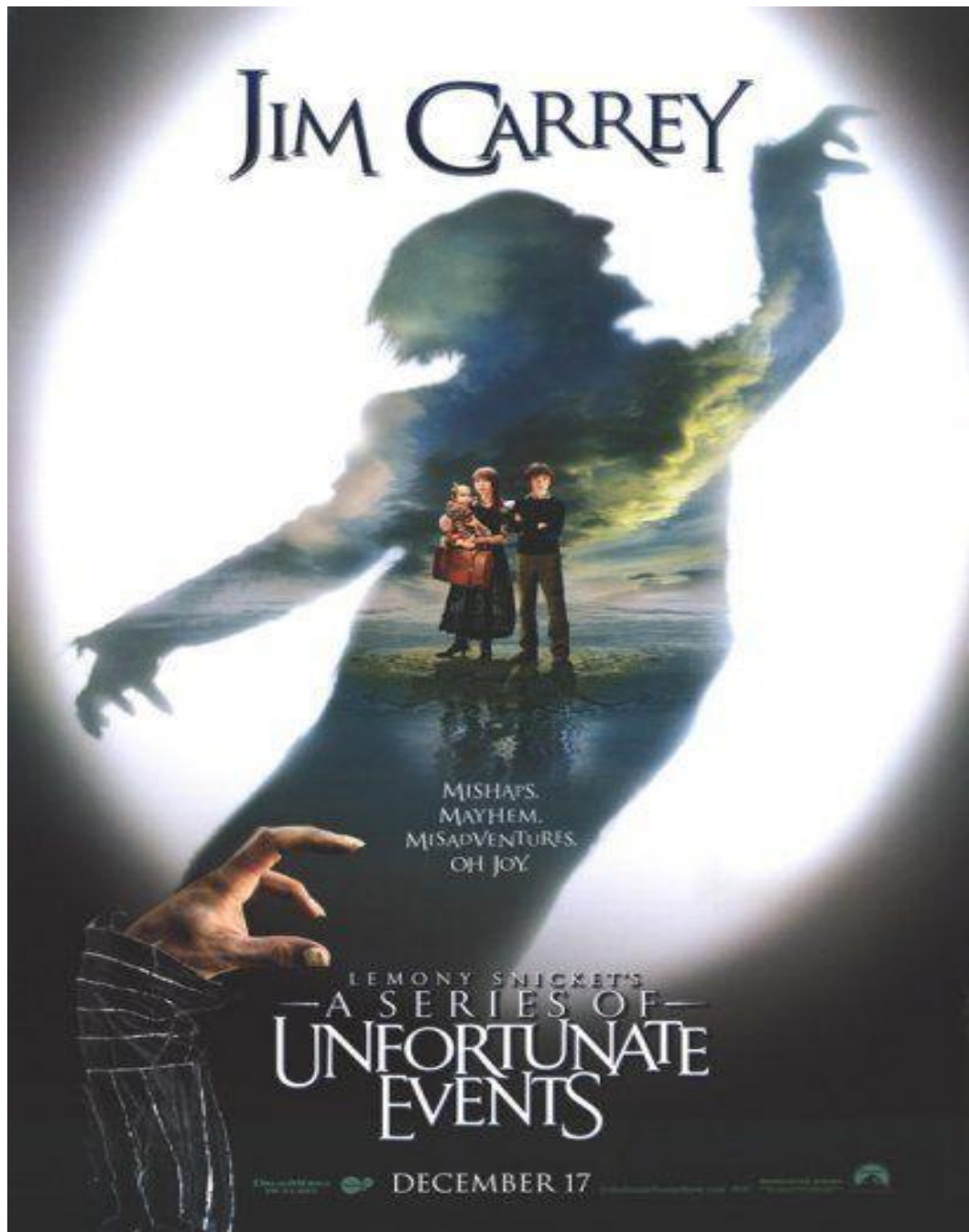
NO.	Verbal and Non Verbal Signs	Connotation
1.	Jim Carrey	One of the actor's names in this movie. It emphasizes the character in the movie. He plays the important role in this movie which makes the movie correlates to the title which is

		about the unfortunate events.
2.	Mishap, Mayhem, Misadventure, oh joy	The words indicate the movie plot and show what the movie tells about. The movie has some of feelings, events and complications as the steps of the story.
3.	Lemony Snicket's A series of Unfortunate Events	This is the title of the movie. It shows what the movie is telling about. By seeing this title, people will know that this movie is telling about the unfortunate events that maybe faced by the three kids on the poster, they are the Baudelaire's kids.
4.	December 17	It shows the date of movie release. It is used to inform and to ask the reader to come in that day and to watch this movie.
5	The Full Moon	The background of the picture is the full moon. The full moon here brings the scary message, it is like what are in mythology belief about full moon. The full moon is also as the light which will show the shadow that comes on it.
6	The Man Shadow	The Man shadow showed on moon light. This is the shadow of Count Olaf. Because he plays as the antagonist character in this movie, so

		<p>the shadow shows the feel of mad man. He looks like the witch. He has the body like the witch, with his long nails, the sharp nose and chin. It indicates that the man is the evil man who is ready to catch his victims.</p>
7.	<p>The outside, nature (the cloudy sky grass, water</p>	<p>The place that they are standing is in the outside. It is described by the cloudy sky, the grass and the water which exist on the poster. The cloudy sky shows the impression of some feelings, like sad, melancholy, gloomy and scary. It may indicate that the movie has the emotion of those feeling. The Baudelaire's kids seem that they do not have the home. In the same time, they have to run away from Count Olaf. Because they do not have the home, they just stand there.</p>
8.	<p>The three Baudelaire's kids.</p>	<p>They are the Baudelaire's kids who get the unfortunate life since their parents died. In this picture, Violet, as the eldest kid, is bringing the suitcase while carrying her elder sister, Sunny. On her side, Klaus is standing. From the picture we can indicate that they are running away from something. The cloudy sky which is the background and the</p>

		<p>condition of sky behind them indicate that they are facing the gloomy, sad and scary things. They seem like they do not know where they have to go so they are just standing outside while bringing the suitcase and waiting for something Joy. The three Baudelaire's Kids and the cloudy sky are placed in the man shadow. It indicates that They live in the eye of the mad man, Count Olaf. Count Olaf becomes their scary shadow in their life.</p>
9..	Count Olaf's hand	<p>Count Olaf hand is described at the corner of the poster. His hand seems that he wants to get something, he seems like he wants to catch people. His hand is bounced back to the moonlight and creates the full body shadow of Count Olaf.</p>

4.2 Data Analysis



1. Jim Carrey: Jim Carrey is the name of male artist from Canada. It is the good attracter for the viewers, because by using his name, it will make the viewers want to watch the movie because the actor is Jim Carrey, the

name of famous and talented actor. Jim Carrey here as the tool for marketing to attract the viewers because of his talent in acting. Usually, some film producers will use the name of famous and talented actor or actress to promote their film.

Jim Carrey is an actor, producer and musician. He has played some famous movies like *The Mask*, *Liar Liar* and *Manymore*. By his acting he can get much attention from the public because his character in the movie is always unique. Jim Carrey here is written with the biggest alphabet in the poster. This size of alphabet indicates that there is the emphasizing; it shows that the designer of the poster wants to inform the viewers. Besides, the emphasizing also can be seen by the place of the name which is put, this is on the above. If we see the movie or just read the synopsis of the movie, we can know what the character played by Jim Carrey in *A Series of Unfortunate Events* Movie.

Jim Carrey plays as the antagonist character in this movie. His name is Count Olaf. In this movie, he takes the important role even maybe takes the most important role in this movie. His bad, evil character improved the story plot in this movie. His appearing had shaped the plot of the unfortunate events of the Baudelaire's children. His character leads the plot of the story to the title of the movie *A Series of Unfortunate Events*. The name of Jim Carrey here has the emphasis. The emphasis shows that there is important information in it which influences much the theme of poster. If we relate it to the movie, we will know that Jim Carrey, an

antagonist one, has the important role to show the story of unfortunate events, he is the one who makes the unfortunate life of Baudelaire's kids.

2. Mishap: The next verbal sign is the word "mishap". Based on *Advanced English Dictionary*, mishap is an instance of misfortune, an unpredictable outcome that is unfortunate (bad luck; mischance). This word may show the reader that this movie is telling something bad luck or mishap. This is the first clue what the movie is telling about. This movie tells about the bad luck which happened to the Baudelaire's kid. They meet their unfortunate story when they met Count Olaf, the antagonist one who is played by the actor Jim Carrey.

3) Mayhem: The next verbal sign is the word "Mayhem". In *Advanced English Dictionary*, Mayhem is a violent and needless disturbance, the willful and unlawful crippling or mutilation of another person. From this definition, this gives the next clue about the movie. In this movie, Count Olaf does the immoral act, this is a willful. Count Olaf does everything for the heirs of Baudelaire's family. One of his immoral acts is when he lies to everyone about who he is really. It seems when he camouflages into someone else, he acts like he cares so much to the children but the fact is he does not. He just wants to get the wealth from them without caring them at all. Even his immoral acts had caused someone to die because he murdered him. Another immoral act that he shows is when he sabotages his marriage with Violet, the eldest kid, so he can legally has the wealth of them.

4) Misadventure: Misadventure is the next verbal sign in this poster. In the *Oxford English Dictionary*, Misadventure is the death caused by person accidentally while performing a legal act without negligence or intent to harm, or we can call it as an unfortunate mishap. According to the meaning, it is appropriate with the story in this movie. What happens to the Baudelaire's family is because the unfortunate life they have. They must meet the murderer which cannot be neglected and proved. Count Olaf is the one who made this unfortunate mishap to Baudelaire kids' .He killed someone for the wealth without having any sorry feeling.

5) Oh Joy: The next word is "joy". In the *Advanced English dictionary*, joy means the emotion of great happiness, something or someone that provides a source of happiness. This is the last word which is on the middle of poster. The first words from mishap to the Joy may indicate that they are the plot of the story. If we relate the word joy and the other words before like mishap, mayhem and misadventure to the movie plot, then we find that the life of Baudelaire family is similar to what is described in those words. The begin story is when they meet the mishap thing like the kids must see their house is on fire, they must face his unfortunate destiny since they meet Count Olaf, they must face the accidents anytime they meet him and they have to get the immoral impact that Count Olaf did to them and the people around them even they have to see the people they love were killed. After they face all that unhappy things, they wish that they can get the joy of life. In the last story, finally

Count Olaf is arrested by the police, this makes the Baudelaire's kid are free from him and live happily. However, in the end of the story, the unfortunate events have the possibility to come again in their life because Count Olaf has run away from the jail.

6) Lemony Snicket's A series of Unfortunate Events: This is the title of the movie. By seeing the title people will know that this movie tells about some unfortunate events experienced by people. The words of Lemony Snicket's on the poster show that this movie story is brought by Lemony Snicket. In the beginning of the movie, it is opened by the story which is told by Lemony Snicket. He is the one who writes about the Baudelaire's family, it is from the beginning to the ending of the story. This is why in this poster Lemony Snicket is also showed. Actually, the real name of Lemony Snicket is Daniel Handler. There are two writers of *A Series of Unfortunate Events*, They are Daniel Handler (Lemony Snicket) and Robert Gordon. However, if we do not see the movie before we will be confused of who Lemony Snicket is.

A series of Unfortunate Events words are using the capital letters and there is the emphasizing in these words. It seems from the font size which is written on the poster. These words are same with the words above "Jim Carrey". It shows that the designer wants to tell the viewers that these are the most important words which show the theme of the poster. The words "Lemony Snicket's" are different to the other words before which have the similarities in using the capital letters. The font size of "Lemony

Snicket's" are smaller than the font size of "Jim Carrey" and "A series of Unfortunate Events". After we read all of the words on the poster, we will get the point that Mishap, mayhem, misadventure, and oh joy is the parts of movie plot. It can be seen from where they are placed, it is in the middle of the poster. It is exactly in the shadow of Count Olaf.

7) December 17: It shows when the movie will be released. It is on December 17.

8) Full moon: The background of the poster is the moon with bright color. It is called as Full Moon. There are many mythologies about this full moon. Some people said that full moon describes the mad behavior like attacks of violence, murder, and the other illegal activities. In the westerns culture, Full moon is also described as the time when werewolf appears to show his true self. Werewolf refers to someone who is cursed to be a wolf. It will become a wolf when the full moon lights up

Those myths are appropriate with this movie poster. In this poster, the shadow of Count Olaf seems like werewolf who has long nails and his hands are ready to catch his prey. The preys here are the Baudelaire's kids. If we see the movie, Count Olaf did the mad behavior to them. He did anything for his evil purpose; it is to have the wealth of Baudelaire's kids. He did many illegal activities such as pretending to be a good man, lying to all people and even killing someone in this movie. He acted like a mad people and he did not care anything of what he did.

Besides, Count Olaf also seems like the witch. In the fairy tale, the witch is described that she has the fingers with long nails, long nose and long chin. If we look at Count Olaf, he has the same description to the witch. As we know that the witch has the bad attitude. It is same as Count Olaf who has the bad characteristic in the movie. He is not the witch but his characteristic same as the witch who is evil and he becomes the bad dream for the Baudelaire's kids.

9) The Man Shadow, the three Baudelaire's kids and the outside: This is the shadow of Count Olaf. His character is antagonist, therefore, he is described in scary bad shadow to support his character in the poster. His hands seem like he wants to catch someone or certain people. In this case, the three Baudelaire's kids are the target of his evil. It can be seen by the unity of the picture. The three Baudelaire's are in the shadow of Count Olaf. Besides, another picture in the shadow is the picture of the outside (cloudy sky, water, and the grass). If we correlate the one picture to the others (shadow, the Baudelaire's kids, and the outside), we will find that Count Olaf always becomes their shadow who will always follow them wherever they are. Because of it, the life of Baudelaire's kids is gloomy, pathetic and scary. It is described by the cloudy sky. The picture also describes that Baudelaire's Kids are confused where to go, because the shadow of Count Olaf is always following them. The eldest one, Violet brings the suitcase and the picture shows that they want to go somewhere but they do not know where to go. It can be seen from where they stand, it

is in the outside with the water, the grass and the cloudy sky, there is no home around them. They do not know what to do and where to go, so they just stand on the outside.

10) Count Olaf's hand in the picture poster is placed on the corner of the poster. Although there is only count Olaf's hand picture on the corner, but the shadow which bounces back to the moonlight results the shadow of Count Olaf's full body. The hand looks so scary; it is described by the fingernails which are long like the witch has.

5. CONCLUSION

Poster has been the tool of modern communication in marketing. Poster delivers the interesting pictures, colors, and information. As the communication tool which aims to inform certain information to the reader, poster has some signs in it. The signs are used to tell the reader what the meaning of the images is. Semiotics which deals with the image is called visual semiotics. Barthes is the famous scientist in semiotics who has developed the semiotics from linguistics to visual image like the photography, advertisements and motion picture. His semiotics study is famous for the understanding of denotative and connotative meaning of the image.

In the poster *A Series of Unfortunate Events*, the writer has found some behind meanings on it by using Barthes Theory. There are many signs of the poster which have the denotation and connotation meaning whether verbal and non verbal signs. These signs show not only the images and

the words but also show that they have the behind meanings if we read it deeply and all of the signs support the title of this movie poster, they are about the unfortunate events. The reader will know that the descriptions in the poster are appropriate with the title *A Series of Unfortunate Events* because all of the pictures refer to unfortunate life which has faced by the people in the poster.

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