Multi Pragmatic Analysis of Oxymoron in Isha Jalan Photographs

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Abstract

This study is a qualitative one focuses on using oxymoron as a pragmatic irony combined with photographs to construct the Indian reality. The researcher attempts to contribute to the field of multimodal analysis and critical studies within the Indian context. An oxymoron is a literary device that joins two opposing ideas to create a dramatic impact. The plural version of the word is (oxymora or oxymorons). In light of this, an oxymoron may come with different forms and grammatical structures. Sometimes a sentence made up of two incompatible words. Oxymoron could be used intentionally or unintentionally to achieve certain effect. The data of this study is (6) selected photographs from the web. The study has adopted analytical framework to analysis the data. Finally, the study has come up with some results based on analysis of the above mentioned data.

*Key words***:** oxymoron; irony; pragmatics; multimodal; photographs.

1. Introduction

Many years ago, the study of language was primarily devoted to writing author [1]. But communication does not only occur when a person cannot articulate a single phrase, nor does the use of a single phrase guarantee communication. As recently observed by author [2], `the social sciences have used discursive transformations to study the role that language plays in the creation of the reality around us. Discourse is central to communication analysis today." The necessity for a framework to study communication is obvious given that multimodal forms of communication in the contemporary technological era are still in the development stage. "It is crucial that we establish ways of text analysis that can sufficiently characterize the interplay between the verbal and the visual, and adequately analyze visually communicated meanings," emphasize author [3].

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2. Multimodality

The development of multimodality came from Halliday's theory of communication author [4], as well as the results of cognitive and sociocultural research. By the mid to late 1990s, the first multimodality-related books and papers had been published. These studies generally concentrate on visual communication and the link between images and writing author [5]. Since the middle of the 2000s, when systemic linguists and language scholars started to become interested in language with other resources, multimodal research has grown steadily. It was noted openly that "communication is becoming inherently multimodal" author [6].

3. xymoron Form

From the morphological perspective, author [7] distinguishes five types for oxymoronic forms, listed as the following:

- **Single-word Oxymora Composed of Dependent Morphemes**

As in *sophomore*, a "wise fool" *pianoforte* ("soft-loud) *upside-down*

For more details see https://en.wiktionary.org/wiki/preposterous

Single-word Oxymora Composed of Independent Morphemes

bridegroom, bittersweet, spendthrift, speechwriting, firewater, and someone are two separate words that have been combined to form one term.

- **Logological Oxymora**

Examples of this type of oxymora include the words *No* and *OK*, which are opposed, and the moniker *Noyes*, which combines the opposites of *no* and *yes*.

- **Natural Oxymora**

Words like *open secret and student teacher* are oxymoronic. Traditionally, because they don't rely on wordplay and are rather direct and effortless, are referred to as natural oxymorons.

- **Dead Metaphors**

A dead metaphor is a figure of speech that has lost its force and creative potency due to overuse, according to author [8]. He also referred to as a historical metaphor or a frozen metaphor. In contrast, consider the following: *damned good, many fewer, and barely dressed*

4. Oxymoron and Irony

When discussing the connection between irony and oxymora, author [6] claims that "oxymorons are most tellingly deployed in injecting a feeling of sarcastic, presumably inadvertent humor." The goal is to make the reader or listener feels ridiculous, making the entire sentence and the notion stupid and humorous. The reader or listener must be aware that this is a purely subjective line of reasoning and assumes that they are already familiar with the intended comedy. Orphans of the living is one such paradox that [6] suggests is thought-provoking (children in the foster – parent system)

The term "oxymoron" has been used so frequently that it now refers to a type of humor, which is completely unrelated to the word's original meaning.

The idea that an honest politician is an oxymoron indicates that all politicians are unreliable. In this sense, stereotypes are virtually always present in humorous oxymora. Saying, for instance, that an *honest lawyer* is an oxymoron plays into the notion that all lawyers are liars. Since villains and thieves are terrible, labeling them heroic and honest is an oxymoron meant to convey humor. *Heroic villain and honest thief* can be interpreted similarly author [9].

The ability to exploit social settings to their advantage more effectively than equal literal forms of discourse is one of the key advantages that irony offers users. Irony is plainly commonly deployed for jocular, amusing goals that bond speakers and listeners closer together Gibbs and Colston (2002: 189), it is consequently "what is being said is not meant" as author [10] comments.

Irony, then is a technique for structuring a piece of work in a way that fully expresses opposing or integral motivation and attitude, especially as a way to show distance from a subject, theme, or passion.Irony is not a distinct and independent phenomena; rather, it is the indirect submission of conflict between an action or utterance and the context in which it occurs author [11] . It is a phrase that critics and historians use to describe or highlight a wide range of different phenomena. Since the 18th century, irony has been a distinctive feature of literary discourse. In 20th-century literature, it has almost become an omnipresent aspect author [12]

5. Digital Stair

Satire is an attack against evil based on comedic tactics, combining the joys of humor and the morality of social critique, and has historically been employed as "a means of discrediting people in authority" authors [13]

Political satire and criticism gained popularity online during the Web 2.0 era, and there are now 13 satirical websites, satirical blogs, and YouTube channels. The creation of phony, satirical news items is most notable on parody news websites like The Onion, Bean Soup Times, Daily Courant, and The Spoof. These satirical pieces frequently feature parodies of conventional newspapers and websites and concentrate on both real and made-up data. Such false information successfully mocks politicians and institutions while questioning "the logic and integrity of contemporary journalism techniques") author [14]. Such news "re-presents themes of immense civic relevance" and goes beyond simple parody. Facebook recently decided to label certain stories as satire due to the

frequency of false news, which has been condemned for "eliminating the unhelpful friction of thought" and preventing users from reflecting on and challenging the information they are exposed to author [15]. Oxymorons are employed to denote sarcasm and satire, particularly when there is a contrast between the speaker's emotions and reality. I despise its very vastness and power. It has the poorest millionaires, the littlest great men, the haughtiest beggars, the plainest beauties, the lowest skyscrapers, and the dolefulest pleasure of any town I ever saw. In this illustration, the same society is described by six pairs of oxymora. There are actually a lot of millionaires, as well as pleasure. However, in the author's opinion, they are simply the antithesis of what they seem to be. The emptiness, corruption, and vanity of the outwardly rich and dignified society are sharply satirized by such a glaring contrast author [16]. Sometimes, an oxymoron is used to convey sarcasm. Military intelligence is an oxymoron that fails to highlight anything fundamental about military organization or thought. Intelligence in this context means "gathering information" about the enemy, but the humorous sarcasm comes from the implication that military policy often is ill – informed. Thus, it simply parodies the phrase's meaning and serves as a cunning way to insult someone author [17]   .According to Simpson, sarcastic speech takes on three stances, which are represented here:
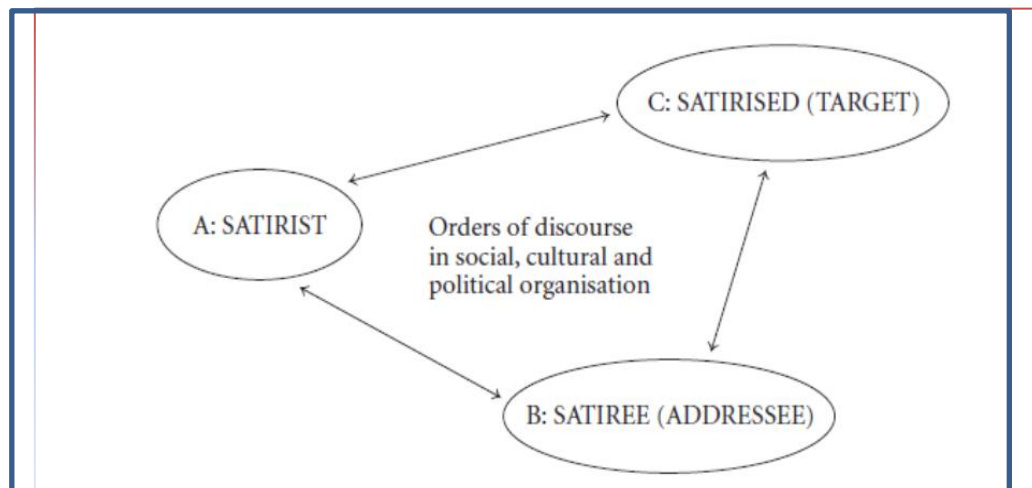
Figure 1: Satirical Discourse Position author [18].

6. The Previous Studies

  Most of the previous studies focused on analyzing oxymoron in literary texts, authors [19]   studied 'STRUCTURAL ANALYSIS OF THE OXYMORON IN THE SONNETS OF WILLIAM SHAKESPEARE" 2022 Lexical and semantic oxymoron features in the text. The study investigated the different kinds of oxymorons that appear in Shakespeare's sonnets .The study concluded that language with its antonym is the essence of reality with all its contradictions and opposites. Authors [20] studied "A Pragmatic Analysis of Oxymoron in Poetry: Tennyson's "Lancelot and Elaine" as an Example " The study analyzed the different forms of oxymoron in Lancelot and Elaine by Alfred Tennyson. The study showed that Tennyson's the extensive use of the oxymoron   allowed   him   to employ   even   more   tropes   to   convey   the   dramatic mood of the poem. Finally the author concludes that Tennyson's disobedience to Grice's maxims led to the production of new implicit meanings.

Author [21]. studied 'OXYMORON AS a LITERARY FIGURE OF SPEECH" .The study presented different types of oxymora, a stylistic figure of speech, and analyses their usage in literature and everyday speech. The study concluded that the English language gains elegance, color, emphasis, exaggeration, exclamation, irony, and luxuriance from figures of speech like the oxymoron..

[22]. study compared reader-generated interpretations of direct and indirect oxymora. In this study, a list of oxymorons were shown to the participants (half of which were direct and the other half were indirect structures.

Author [23]   investigated "Cognitive constraints on verbal creativity. Nil, Abu Amana, attempts to evaluate 80 oxymora taken from contemporary Arabic poetry in this study. The researcher tries to clarify the distinction between direct and indirect oxymora. He has discovered a definite predilection for the indirect oxymoron over its opposite

RAHAYU EKA FITRI "AN OXYMORON ANALYSIS ON ROMEO AND JULIET PLAYS BY WILLIAM SHAKESPEARE" 2017. The study analyzed 60 oxymorons in the text of William Shakespeare's Romeo and Juliet plays for instances of. The present study fills the gap and provides empirical study of multipragmatic analysis of oxymoronic expressions in selected photos.

7. Methodology and Data Analysis

In the following section, the study investigates the pragmatic use of oxymorons textually and visually in selected photographs   by   the   Indian   Isha   Jalan   retrieved   from   website https://www.google.com/search?q=Isha+Jalan+oxymoron&tbm. The researcher found these photos as good examples of verbal and visual irony to reflect the actual Artist's environment. Through her photos, Isha Jalan hopes to fearlessly portray her attitude through her photographs. She employed contrast in her work to convey how difficult situations are in India: India is the extremes. *India is the rich. Freedom is India.* It is expressing your opinions in the biggest democracy in the world. India is the perfect example of a beautiful oxymoron. Here are some oxymorons that capture the essence of her country. Five photos have been chosen to be analyzed.

8. Ddopted Model

  The study adopted two models for analysis: author [17]   Model for textual analysis. He classifies oxymoronic expressions from the grammatical structure into : (adjective + noun), (noun + verb) ,(adverb + adjective) (adverb + verb),and (verb + adverb), author[3] 's Model (2006), for visual analysis. Kress and van Leeuwen emphasize the importance of the visual components in images. Visual analysis involves people, locations, and things—including abstract things. They assert that there is interaction between the individuals, environments, and objects represented in the visual communication. Additionally, there is interaction between the producer and the image's viewer. The following components are sought in image analysis:

  1- Participants: There are two categories of participants in an image:

- Represented Participant (people, objects, places, products depicted in images).

- Interactive participants: Real people that interact with each other through the image are known as interactive participants (The producers and viewers of images).

2. The gaze comes in two varieties:

- Demand that participants look at the viewer when they are facing him.
- Offer that eye contact when participants are not immediately facing the viewer.

3 .Distance :distance is the relationship between the participant represented and the audience. You can see the closeness between the two at this distance.

4 .Angle: the position of the photographer when rendering the image is called the interaction angle. There are two types of angles :

- Horizontal plane
- Vertical plane

5. Modality: the color of an image indicates whether what we hear or see is true. There are three color rules that identify naturalistic modalities:

- Color saturation
- Color differentiation
- Color modulation.

6. Composition: It is about how the physical and interactive elements relate to each other and how they integrate into a meaningful whole.

9. Data Analysis

Figure 2

Visual Analysis

The participants are four innocent girls, laughing

There are two girls gazing directly to the producer, and the other two girls are laughing with closing eyes creating an atmosphere of intimacy between them. The image is made from a horizontal angle. Modality is high with normal color saturation. The position of the girls is in the central position of image.

Textual Analysis

How the photographer in the above photo reflects her attitude towards her society by using the adverb BEGGARLY with the adjective RITCHES. How can the reader imagine the difference between the BEGGAR AND THE RICH? In ironic tone, the photographer here tries to show a high degree of the speaker's emotional involvement in the situation.

The little four girls are beggar, but happy .The photographer, here uses the power of the photo with the verbal irony of bald words to create the effect of verbal oxymoron on the reader .The contraction of the facial expressions of laughing and happiness with the beggarliness the girls live.

Traditional interpretations of sarcasm link the ironic utterance's negation of the literal to a strong critical position on the part of the user: India is the poor.The concept of simplicity on their dark skin's smoothness brightens the image and investigates their amused look, which shows off their youthful ingenuity.

Additionally, the black eyes' postal metaphor says a lot about the persons in question. The glance conveys wearisome feelings with an undercurrent of despair. To describe a sad smile or "miserable smile," one must use the term "stoical grin," which refers to an asymmetrical smile with an expression of extreme grief plastered on adolescents' features.

They are little children running around for money. The little girls in the photo above are excessively unclean, destitute, tanned from working outdoors in the sun, and wearing inappropriate clothing. They are not even rich, as the caption and picture suggests.

Figure 2

The participants are three young children, boy and two girls, little children are far from the viewer, big rocks and high mountain.

There is no gaze in the image, the main participant is close, the girl that climbing the mountain carrying a rock is gazing directly to the viewer but others are far from the viewer, there is a very little interaction between them. The producer gives the image in a horizontal angle, which creates an involvement with the viewer.

The modality is high with normal color saturation. The participants are centered in the image giving a real composition. They receive the main focus in the image, with the colors of blackness is differing from the background.

Textual Analysis

The photographer exposes and critiques Indian culture. By employing the capitalization of the oxymoronic phrase "COMFORTABLY MISRABLE," it is implied that the majority of people live unhappy lives. COMFORTABLE connotes relief and a joyful emotion. MISERABLE denotes a sad, pitiful, and sour disposition. Once more, to construct a concealed meaning behind opposing ideas, the word COMFORTABLY is employed to describe the adjective MISRABLE. The Indian youngster and the girl carrying the large stones in the above photo highlight the laborious nature and deplorable state of Indian civilization. There is NO comfort with work and miserable condition. The adverb COMFORTABLE + the adjective MISRABLE are ironic oxymoron. How individuals endure suffering in order to survive! The photographer again uses the black color as background of the photo with irony as instruments to indirectly criticize certain political, economic and sociological circumstances of her time. Black in some culture means death and mourning.

Figure 3

Visual Analysis

The participants are two people, (the characters of two persons), a lady and a man, they look so depressed. The lady's' gaze is offer, while the man is directed to the viewer with blurry vision.

The producer situated himself in a place fronting the participants giving a horizontal angle; it increases the

viewer's sense of involvement. Modality is high, and the image conveys the reality value through the use of various colors (color modulation), and realistic image.

The angle is horizontal; we have oblique angle from right to left, with a detachment from the viewer

Textual Analysis

Again, two words are oxymoron JOYFUL AND SADNESS. They are joined together by the writer. How JOIFUL would be SADNESSS bring together and capitalized , joy refers to happiness, and relaxation, whereas sadness refers to miserable conditions .This means the writer wants to create the conflicting ideas to let the reader feel the tragic situations of most Indians live. Self-contradictory expressions are used deliberately to draw attention to something happening inside Indian society.

 Look at the guy and woman's dejected facial expressions in the photo above, as well as the context of the image, which conveys the sense of unhappiness they are experiencing. We are drawn to the self-contradictory language used and the surprising connections made between seemingly unrelated ideas. How is it possible that two things differ? I think the words imply that her works of depressed black senario, which are not strictly accurate, are works of fiction. They appear to be close friends in the above shot, possibly a husband and wife who are experiencing the same hardship.

The background and the black color are photos' part and they show a powerful composition for desperate people.
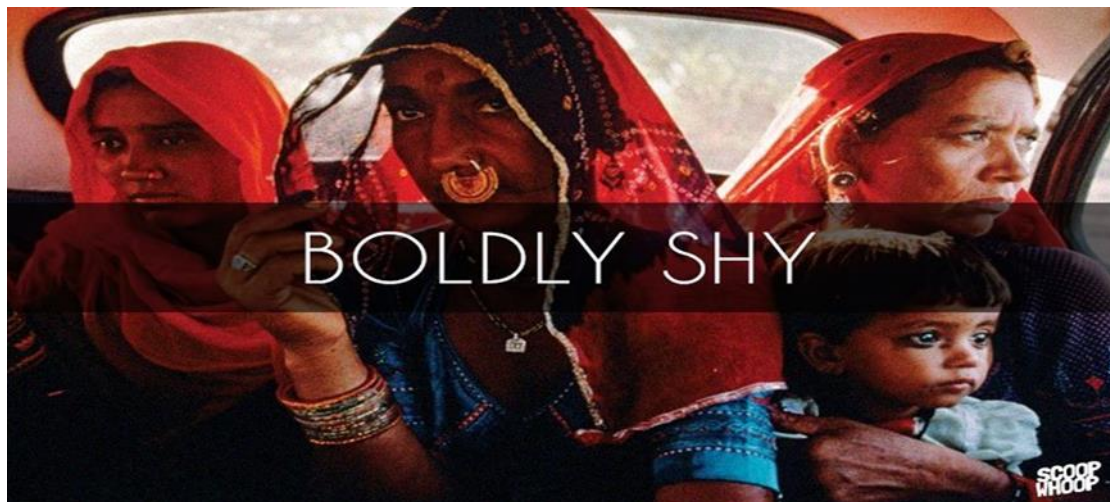

Figure 4

 Visual Analysis

The participants are a boy, an old broken car, two far people, and far small cars. The boy looks too tired; he is dragging a black broken car. The boy did not look to the viewer directly, with an angle causing the main participant clear to the viewer, giving him superiority on the viewer. The modality is high, and the composition

is contradictory. Political critique has historically used photomontage as a medium. Its ability to potentially clash word and picture or image and image accounts for a significant portion of its strength. By doing this, it is able to mix two opposing realities and expose the dishonesty and delusions that are sometimes connected with the political sphere. Leech and Short (1981:277-8) see irony as the "secret communion" between the author and the reader. This communion, as they see it is the basis of irony. By using the expression TRADITIONALLY MODERN. The speaker or producer intentionally uses irony to convey a claim that is in direct opposition to what the reader or listener says (Abrams, 1999: 135). In the above picture ,a small, underprivileged child is pulling a large, classic, ancient automobile by himself. It is not contemporary. The juxtaposition of an identity based on privilege and power with an identity based on self-sacrifice and humility causes a crippling tension, according to the producer. The graphic suggests that India is affluent. The Pajero and BMWs are at fault. India is the world's poorest nation. Since some types of rhetorical irony need not be polar opposites of the current discourse situation, irony is often thought of as always entail reversal.

Figure 5

Visual Analysis

The participants are four, three ladies and a small boy. The mother character representing a mother holding her child. All participants are sitting inside a car.

They are gazing to the viewer indirectly, with a low angle causing the main participants look terrified and horrible. The modality is high, the colors are red which is the common color in India, image is close from reality, and the composition is contradictory.

Textual Analysis

The author's communication should be understood by the reader as having an opposing or unsuitable meaning. Short and Leech (1981:277-8) By using the oxymoron BOLDLY SHY, the producer was mocking the realities of his society. The producer wants to say that India is fear. Three women and a little child are seen rushing

home in the photo above before it gets too dark. Consider the above photo, which reveals a set of meaning the producer intends to convey to us. However, several para-linguistic clues frequently accompany the utterance to be markers of irony.

More specifically, Leech (1983: 142) describes irony as a pragmatic principle that allows the speaker to act impolitely while appearing to be courteous by breaching one or more cooperative principle maxims.To draw the reader's attention to the major message the writer intends to portray is one of the key purposes of oxymoron as a rhetorical device used by the producer.

Indians' miserable living conditions are shown using verbal and visual irony. The author purposefully utilizes an oxymoron to highlight the discrepancy. Additionally, the figures of women in the photos are seen as a recurring pattern in the images' content. The upper class woman wearing bracelets who is seated in the middle looks just as afraid as the other impoverished women next to her. Therefore, such an unresolved aspect suggests something enigmatic, which can further create an alluring level of tension in photographs while allowing the viewer to venture their own thoughts and assumptions on the situation as well as the portrayed eyes of a miserable lady. The art of doing things can also be explained via photographs because they serve to give acts enduring significance. The same fate is being faced by the women seated together. By way of illustration, consider the scene in which one of the characters tells the other something that is both profoundly important and agonizing to hear when one considers the reality of India in this. As a result, the character who speaks the truth will frequently make the spectator pause. This shows that your characters are making an effort to feel secure rather than just using basic language. Red color is dynamic and constantly exhaling fire in the observer's eyes. It evokes terror, one of the most renowned gods in Hindu mythology, whose fiery persona is accentuated by her almost-red eyes and tongue. Red, which is the preferred color in India, also represents purity. Indian culture has a deep connection to the color red.

Types of Oxymoron in Photos

Following grammatical classification of oxymoronic expressions proposed by (Chuanyu, 2008:9), such as, the (adjective + noun), (noun + verb) ,(adverb + adjective) (adverb + verb),and (verb + adverb),data of this study has revealed that the producer has commonly used the oxymoronic expressions of adverbs followed by adjectives forms ,like: BIGGERLY RICH COMFORTABLY MISRABLE, RADITIONALLY MODERN BOLDLY SHY except one form of adjective and noun like the oxymoronic expression JOYFUL SADNESS, as illustrated in the following table :

Table 1: Distribution of the Grammatical Structures of Oxymoron in the Data.

Photo NO.	Oxymoron	Grammatical Structure
Photo 1	BIGGERLY RICH	Adv+ adj
Photo 2	COMFORTABLY MISRABLE	Adv+ adj
Photo 3	JOYFUL SADNESS	Adj+ n.
Photo 4	TRADITIONALLY MODERN	Adv+ adj
Photo 5	BOLDLY SHY	Adv+ adj

10. Results

The photographer and the producer were successful in capturing the deplorable state of her civilization. These photos serve as a mirror for the suffering people of her nation. To achieve a rhetorical impact or expose a deeper symbolic significance, the photographer purposefully chose an oxymoron. These oxymoronic expressions put in capital letters in the middle of each image to draw attention from readers. The semiotic analysis of the chosen Indian photos revealed that the visuals employed in these photos contain a variety of implicit meanings to reflect the contradict reality of that society.

In order to highlight the fact that a contradiction actually makes sense or actually reveals a deeper meaning, an oxymoron purposefully unites two words or ideas that contradict one another. This is what makes them so beautiful. Characters' emotional states and attitudes have been conveyed by their facial expressions. The contrast that India experiences, however, makes one pause and reflects. The photographer employed many techniques like verbal and non-verbal language to produce distinctions. She may utilize two words to make the entire image looks contradictory.

The form of adverb and adjectives like **COMFORTABLY MISRABLE** as oxymoron is commonly used by the producer of the photos. Additionally, the participants of all photos are not interactive, as data shows, all participants represent the depression of their reality.

The back color was dominated in all photos to reflect the gloomy and depression of Indian reality. Black in India has connotations with lack of desirability, evil, negativity, and inertia. It represents anger and darkness and is associated with the absence of energy, barrenness, and death. Black is used as a representation of evil and is often used to ward off evil. Finally, both texts and images can result in a visible ironic unit of meaning.

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