

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Review of Related Literature

2.1.1 Rhetoric in Discourse Analysis

According to Brown and Yule (1983:1) “Discourse Analysis is the analysis of language in use.” It means that Discourse Analysis is a term of words or an analysis that has different interpretations in using the language to communicate with others. In this reason, how the language is used in speech text. The purposes of the speech are for giving information, motivation and invite the listeners be better in future.

According to Van Dijk (1997:12) “Rhetoric is another dimension of discourse, which closely related to stylistic, it originally had broader meaning, namely the art or study of persuasive public discourse.” It means that rhetoric is one of another dimension or a part of discourse which emphasize on persuasive language that is used the speakers in their speech, in order to persuade public discourse.

According to Van Dijk (1997:12) also states that “whereas all discourse necessarily has style not all discourse has such figure, which we may also call “rhetorical structure”, alliteration, rhyme, metaphor, hyperbole, etc.” From the statements above, the writer indicated that “rhetoric structure” includes:

alliteration, hyperbole, metaphor, rhyme, is special. The figures are used to persuade public in listening speech or reading speech text. It is for transferring the messages and share knowledge with the audiences, in order they are able to easy to memorize it.

The theory above is similar by (Culler, 1997:70) states that “It closely allied to rhetoric, which since classical times has been the study of the techniques of that persuasive and expressive resources or language: the techniques of language and though that can be used to construct effective discourse.” Moreover, in awareness or not, usually we talk metaphorically in daily conversation. According to Lakoff and Jonhson in Tanaka (1997:84), they claim that “Our ordinary conceptual system is fundamentally metaphorical, and that is metaphor, which structure our way of perceiving, thinking, and acting.” The example: “Watch out she’s getting heat”, heat in this context presenting the action of anger. Furthermore, (Lakoff and Johnson in Tanaka, 1997:84), they said that “metaphor is not only a matter of ... ordinary language, but also a matter of ... thought and action.”

According to Johnstone and Eisenhart (2008:7); “In rhetorical analyses of political discourse, concerns for style are often attached to constitutive force”. It means that the speakers use the rhetorical for analyzing political discourse with style and power of speech. They try to make sure the audiences about their speech. And it is for creating interested speech.

The researcher concludes that rhetoric is the study of persuading public discourse and it is related to the purpose of speech, to persuade the audiences to do a good way that audiences get from the speech. Rhetorical analysis focus on persuasive “devices”, that is special structure at all discourse level that attract attention, in this case metaphors.

2.1.2 Metaphor

According to Lakoff and Johnson (2003:4) “Metaphor is for most people a device of the poetic imagination and the rhetorical flourish—a matter of extraordinary rather than ordinary language. Moreover, metaphor is type fully viewed as characteristic of language alone, a matter of words rather than thought or action.” Means, the metaphor is something which is the poetic imagination and the rhetorical flourish. It is a matter of extraordinary rather than ordinary language ant that is used for most people. The metaphor is viewed as characteristic of language alone and it is a matter of words rather than thought or action. The people think they are able to get along perfectly without the metaphor. On the contrary, the metaphor is the language that is pervasive in everyday life.

According to Davidson in Tanaka (1994:83) states that Metaphors cause the audience to see things in a new light, but that to see something in a new light is the work of imagination. It means, the metaphor is the work of imagination to see something in a new light. The people or the speakers use it for describing something to express the messages of their speech. It is to make the audiences easy to understand the message.

In metaphor, a word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting a comparison. For example, if Bums had said “O my love is red, red rose” he would have uttered, technically speaking, a metaphor instead of a simile, (Abram, 1999:97). It means, metaphor is an expression that is used for applying to distinctly different kind of thing without comparison such as the example of Bums had said above.

According to Perrine in Puspita’s thesis (2005:2), “Metaphor is the comparison that is implied”. It means that Metaphor is implied comparison achieved through a figurative use of words; it is used in literal sense to express in describing something.

According to Tendahl in his book (2009:114) Metaphor is regarded to be a central aspect in theories of human communication and cognition. While in *A Hybrid Theory of Metaphor*, Lakoff and Johnson (2009:114) observe that “Metaphor is pervasive in everyday life, not just language but in thought and action”. It means; the metaphor is a central aspect and need cognition theory for people who have communication with others. In communication, it does not only use the language but action and thought are also related metaphor in daily life.

According to Lakoff and Johnson, (2003:4) “Communication is based on the same conceptual system that we use in thinking and acting, language is an important source of evidence for what that system is like.” It means the same conceptual system in communication uses thinking and acting. And the language is an important source of evidence for that system is like. The people use that

communication appropriate with character of their selves, so are the speakers. But the conceptual system is not something the people are normally aware of. It does every day, they simply think and act more or less automatically along certain lines, and these lines are no means obvious.

This theory is similar with (Culler, 1997:71) states that “a metaphor treats something as something else (calling a George a donkey or my love is a red, red rose).” It means, the metaphor is basic way of knowing something by seeing something else. For example, “life is a journey”, means that our way thinking about the world: we try to ‘get somewhere’ in life, ‘find our way’, ‘knowing where we go’, ‘encounter obstacles’, and so on.

According to Culler (1997:71), “Metaphor has been treated as basic language and the imagination because it is cognitively respectable, not inherently frivolous or ornamental. Its literary force, though, may depend on its incongruity”. Metaphor is no longer considered as ornamental language, but moreover it treated as basic language and imagination.

Pradopo (1995:66) states that; *Metafora ini bahasa kiasan seperti perbandingan , hanya tidak mempergunakan kata-kata pembanding, seperti bagai, laksana, seperti dan sebagainya.* “Metaphor is a figurative language such a comparative utterance, which is not using comparative words for example, like, such, as and so on”. (Becker in Prapodo, 1995:66) states that “metaphor is the way to see something through another thing. From those statements, metaphor is the way to see something which has sameness or quality without using comparative words.”

2.1.3 Kinds of Metaphors

2.1.3.1 Nominal Metaphor

Nominal Metaphor is a metaphor, which shows itself in the form of nominal phrase in a sentence. “*Metafora nominal ialah metafora yang menampakkan diri dalam bentuk frase nominal pada suatu kalimat*”, (Wahab, 1991:70).

Behave of nominal metaphor is seen in nominal phrase clearly, that has function as subject, object or complement in a sentence that is content of metaphor. Example: John is a donkey.

The example above, John is not a truly donkey. In this context, John has character like a donkey, she is a lazy boy usually do everything not in a great spirit, until the time is run out.

2.1.3.2 Predicative Metaphor

Predicative metaphor is a metaphor, which appears as a predicate of a sentence. “*Metafora predikatif ialah metafora yang menampakkan dirinya sebagai predikat suatu kalimat*”, (Wahab, 1991:72). It means, metaphorical statement occupied the position of predicate in a sentence.

Example: Cut out the dealing charges on your investment. It is in Tanaka (1997:90).

The example above, ‘cut out’ is a predicate metaphor. Lexically, cut out means an action to cut something into pieces, such as cutting a piece of paper, pencil or other concrete materials. While, charges are not kind of concrete materials, they are additional payments that must be paid by investor dealing with his investment. In this context, “cut out the dealing charges on your investment”, means decreasing the additional charges and Investment can do that.

2.1.3.3 Sentential Metaphor

This metaphor is sentential metaphor which is in the form of a sentence. “*Metafora jenis ini menampakkan diri dalam bentuk satu kalimat penuh.*” This kind of metaphor appears in the form of a full sentence. Example: Two years ago her friends often ridiculed her, but now that worm becomes snake. (*Dua tahun yang lalu teman-temannya sering mengejeknya, sekarang cacing itu berubah menjadi ular.*)

The example above is metaphorical statement. ‘That worm’ is subject of the sentence that has lazy character then others such as nothing power and spirit in doing something, while the predicate is ‘becomes snake’, it means, she has high spirit to get her ambition.

2.1.3.4 Dead Metaphor

Dead Metaphor is one of kind metaphor where the speakers use it in daily conversation so they do not realize to identify that they are using it. According to Anderson and Malmkjaer, (1996:310) “Dead Metaphor is an expression like leg

of a chair / table which is very common use and in the case of which we no longer think of the use of leg as metaphorical”. The leg belongs to creature, such as animal or human for standing or moving to other places. The chair or table is not living creature, it has legs but it has sticks to make stand up. While people do not think about it anymore, they just say, it likes their ordinary denotative language not as figurative language. In another example, “The teacher will hold a meeting”, dead metaphor respect to the word hold. The teacher can’t physically grasp the meeting, but that word is being used to equate a physical action with a conceptual. The writer says that dead metaphor offer a comparison that is not symbolic in form but to physical motion instead. It is simply a comparison that goes unnoticed because the metaphor rests on comparison which has simply become part of the language.

2.1.3.5 Live Metaphor

“A live metaphor is one which is new, or relatively new, or which has not become part of everyday linguistic usage, so we that we know when hearing it” (Anderson and Malmkjaer, 1996:310). It means, live metaphor is a new metaphor, so it can be identified whenever the people hear and read it, because it is not common used in daily conversation.

Example: All our efforts are running into the sand.

While according to Tanaka in his book *Advertising Language* (1997: 92) “A caption for ... provides an illustration that accompanying caption, also help

the advertiser to build a creative metaphor in picturing the product that being advertised.” For the example: For vigorous growth, plan your money with us.

2.1.4 Speech

According to Gardiner in his book *The Theory of Speech and Language* (1932:21), Speech is fundamentally a social activity. It means that speech is vocalized form that is used the people for communication in their daily activity. “Such is characteristically the case with the common definition of speech as the use of articulate sound-symbols for the expression of thought. This definition is found throughout the whole range of general treatises on language, old and new alike. And indeed, if the term ‘thought’ be interpreted widely enough, there is little here to which one can take serious exception. Everything is spoken of must, at all events in a metaphorical way, pass through the mind of the speaker before it is put into words. In this sense speech does really sub serve the expression of thought. The main objection to the current definition is then, not that is untrue, but rather that it leads nowhere, that it contains no fructifying principle. As applied to many samples of speech, the description is even grotesque.”,(Gardiner, 1932:17). “Speech is highly variable with respect to the discrete message as many other factors, including prosody, speaker physiology, a speaker regional accent and so on all affect the signal”, (Taylor in his book *Text to Speech Synthesis*, 2009:27).