

CHAPTER II

REVIEW OF RELATED LITERATURE

Since this study discusses metaphor, therefore some relation theories would be revealed. Those theories are hermeneutic, metaphor and rhetoric.

2. 1 Metaphor

2. 1. 1 Some Definitions of Metaphor

The etymological origin of the word metaphor is from the Greek, *meta*= with/ after and *pherein*= bear, carry; clearly, the central notion of metaphor is one in which meanings are transferred. Metaphor as giving the thing a name that belongs to something else. a descriptive term is transferred to some object to which it is not properly applicable. Metaphor is a figure of speech typically used in persuasion. It is frequently used employed discursively in rhetorical and argumentative language such as politically speech. Metaphor is effective in realizing the underlying goal of persuading the audiences because of its potential for moving us (Charteris-Black, 1991: 19).

Metaphor constitute to construct that build new or other meaning one of ordinary or real meaning, Ibrahim and Dafrizal (2010: 36).

One of the basic metaphor principles is convention in associate metaphors among two concepts. Since metaphor takes part of human conceptual system and concerned experience (viewpoint). Therefore metaphors conceptual system in different lingual can be same. It because of human marrow based commonly, it's not culture or same experience. Metaphor in politics discourse is based on interpretator motivation that its

based of experience as membered as society with cultural given. This experience is not individual experience, but concerning empirically sociocultural experience and historical of a community, Lakoff (1992: 5).

Metaphor focuses on two things, namely the cognitive processes and outcomes of the experience. Metaphor is fundamentally conceptual. Metaphorical sense refers to any meaningful figurative language, and the concept of comparison about marked with the mark (Lakoff in ortony, 1993: 202).

Nurismilida (2010:17) the meaning of the metaphor that is compare the comparison of lingual symbolic with the was compared element. Later determined that one component of a comparison with the theory of comparative adjusted so that its meaning is understood. Reveals the meaning of metaphor as follows:

Ada tujuh makna konseptual, yaitu 1) makna konotatif, 2) makna stilistik, 3) makna afektif, 4) makna reflektif, 5) makna kolokatif, 6) makna tematik, 7) makna stilistik. Lima dari tujuh tipe makna itu diklasifikasikan sebagai rujukan makna asosiatif.

- a. Tuturan metafora yang bermakna konotatif apabila maksud yang dikomunikasikan secara metaforis sesuai dengan apa yang diacu dalam bahasa itu. Dengan kata lain makna konotatif adalah aspek makna sebuah atau sekelompok kata yang didasarkan atas perasaan atau pikiran yang timbul atau ditimbulkan pada pembicaraan dan pendengar.
- b. Tuturan metafora bermakna stilistik apabila tuturannya bermaksud mengkomunikasikan gambaran atau keadaan sosial. Misalnya penggambaran sifat, kepribadian dan keadaan.
- c. Tuturan metafora bermakna afektif biasanya untuk mengutarakan perasaan tingkah laku atau keadaan pribadi penutur. Misalnya ketidakmampuan secara ekonomi, pengetahuan, dan fisik.

- d. Tuturan metafora bermakna reflektif biasanya tuturan yang dimaksudkan untuk menunjukkan simbol lingual bermakna ganda dan makna ekspresi tersebut telah ada sebelumnya.
- e. Tuturan metafora yang bermakna kolokatif apabila tuturan disampaikan dengan maksud untuk hal-hal yang berkonteks kultural dan sosial.

Richard (1995: 171) states a metaphor speaks of something as though it were something else. And according to him there are three kinds of metaphors:

1. The descriptive metaphor speaks of something concrete by referring to something else concrete. Take for example: "It was a fine day. The trees swayed like dancers lost in reverie. As they waltzed the afternoon away the breeze continued to wind its mournful tune."
2. The abstract metaphor explains an abstract principle by comparing it to something more concrete. For example: "My cup runneth over." The writer of this biblical Psalm speaks of the life that submits to divinity in terms of a cup that is full and continues to be filled.
3. The embedded metaphor uses a verb or a noun in a non-literal fashion. For example: "The darkness threw itself upon the land with a sigh of relief." (Obviously darkness cannot really throw itself upon the land-- it only seems to do so. The metaphor "The darkness threw itself upon the land" is embedded because it merely suggests that the night is like a lover overwhelmed after a long absence or a man exhausted after a hard day at work.

Metaphors are also classified into several types as follows:

4. An extended metaphor is one that sets up a principal subject with several subsidiary subjects or comparisons. The above quote from As you like it is a good example. The world is described as a stage and then men and women are subsidiary subjects that are further described in the same context.
5. A mixed metaphor is one that leaps, in the course of a figure, to a second identification inconsistent with the first one. Example: “Clinton stepped up to the plate and grabbed the bull by the horn”. Here, the baseball and the activities of a cowboy are implied. Other examples include: “That wet blanket is a loose cannon”, “Strike while the iron is in the fire”; or (said by an administrator whose government-department's budget was slashed) “Now we can just kiss that program right down the drain”.
6. A dead metaphor is one in which the sense of a transferred image is not present. Example: “money”, so called because it was first minted at the temple of Juno Moneta. To most people though, “money” does not evoke thoughts of the temple at Juno Moneta.
7. An active metaphor is one which by contrast to a dead metaphor, is not part of daily language and is noticeable as a metaphor. Example: “You are my sun.”
8. An absolute or paralogical metaphor (sometimes called an antimetaphor) is one in which there is no discernible point of

resemblance between the idea and the image. Example: “The couch is the autobahn of the living room.”

9. A complex metaphor is one which mounts one identification on another. Example: “That throws some light on the question.”
Throwing light is a metaphor and there is no actual light.
10. A compound or loose metaphor is one that catches the mind with several points of similarity. Example: “He has the wild stag's foot.”
This phrase suggests grace and speed as well as daring.
11. A dormant metaphor is one in which its contact with the initial idea it denoted has been lost. Example: “He was carried away by his passions.” Here, it is not known by what was the man carried away.
12. An implicit metaphor is one in which the tenor is not specified but implied. Example: “Shut your trap!” Here, the mouth of the listener is the unspecified tenor.
13. A submerged metaphor is one in which the vehicle is implied, or indicated by one aspect. Example: “my winged thought”. Here, the audience must supply the image of the bird.
14. A simple or tight metaphor is one in which there is but one point of resemblance between the tenor and the vehicle. Example: “Cool it”. In this example, the vehicle, “cool”, is a temperature and nothing else, so the tenor, “it”, can only be grounded to the tenor by one attribute.
15. A root metaphor is one which is basic or pervasive in human thought.
Example: to a fundamentalist follower of a religion, inerrant scripture

is the root metaphor. Here, the fundamentalist's belief in the perfect nature of the religious text determines their metaphorical understanding of religious subjects, Goatly (1997: 255 – 272)

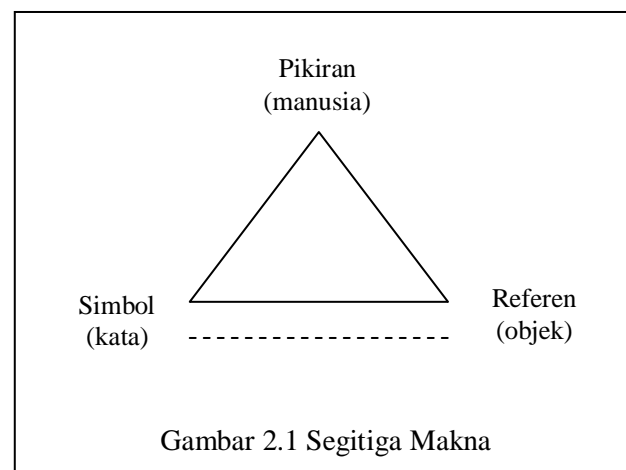
2. 1. 2 Use of Metaphor

Azad (2003:1) says Metaphors make literature exciting and interesting to read. They exemplify a writer's thoughts and they build a common ground for all people of different attitudes, and place. Metaphors are used in everyday life and in our common form of diction. In addition Azad says that they require deep thinking. We might have to read a metaphor numerous times before we grab the true meaning of it. Metaphors are embellishment of language. Metaphors make description and literature entertaining to read. Metaphors also offer readers with mental pictures and images of what the writer intends gives over view. Metaphors take simple ideas and transform them into unique, distinctive pieces of writings. This is one of the beauties of language. Sometimes metaphors are written unintentionally by writers but once they have written it, they too realize the power of metaphors and how nicely they present the thought and emotions of the writer. Metaphors are used to sometimes show the cleverness of a writer's mind. Over all, metaphors are one of the most useful tool writers have in description their ideas and conceptions to people of all different sorts.

2. 2 Metaphors Interpretating

2. 2. 1 Meaning Processing

The relationship between the word (verbal symbol) with a human would be producing meaning. Meaning do not take shelter in words, but meaning in the minds would be being rised of the words. In this case in the human mind there is a relationship between words and meanings are created. The relationship is described by C. K Odgen and I. A. Ricards (in Palandi, 2012: 23) as follows:

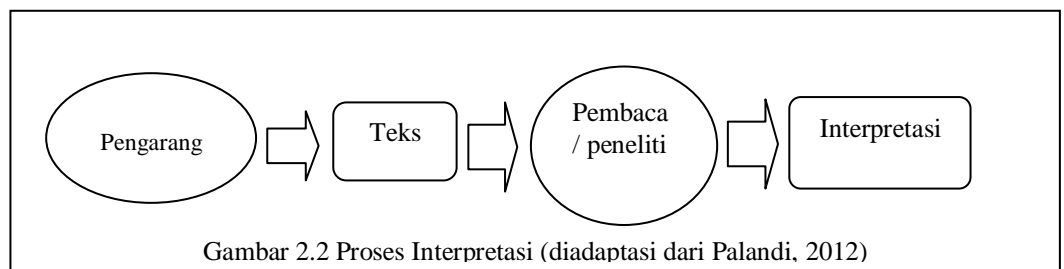


In picture 2.1 between symbol (kata) and referen (objek) there is a dotted line this indicates that there is no direct link, to connect it takes a process to look for similarities between words in contextual processing. It creates a meaning to the symbol and the referent that is a reference in mind.

Symbol from the Greek “*sumballo*” , means to connect or merge. Is a sign, but not all signs are symbols. Symbols are the tagging

structure in which there is an immediate sense, the principal points to an additional meaning, another meaning which is not straightforward. Expression that communicates a lot of meaning (Ricoeur in Saidi, 2007: 18).

Meaning comes from what is “perceived” and “experienced”, and meaning on mind. Then, the meaning of the metaphor, appearing on “feelings” and “experience” and reference to the mind. Before making interpretation required an understanding. A good understanding will be a good interpretation as well.



Review from the cultural point of view, Wahab (in Palandi, 2012: 22) that metaphor is divided into two namely: (1) universal metaphor, and (2) specific metaphor.

1. Universal metaphor is a metaphor that uses symbols that is have meanings which already exist or the public and known by anyone. And the fundamental nature or the same.
2. Particular metaphor is a metaphor that is bound by a nation’s cultural/ ethnic groups / specific group, so has the field of pragmatics and semantics are limited. The rationale was specific metaphorical belief in environmental influences on physical experience and the

cultural experience that reflects the culture of that language users. Environmental influences, the physical experience of life associated with flora and fauna, while in the cultural life relate to social, moral and artistic.

Literal interpretation, is often misunderstanding. That's because different experiences from different cultures, so that accurate cross-cultural communication difficult to realize, and misunderstandings often occur, Lason (in Palandi 2012: 20).

The metaphor interpreted literally may be misunderstanding. Text is an author's thoughts and experiences. While the reader's mind is a combination of text and reader's experience, which became referent interpretation of the reader. Then the interpretation of metaphors in obama inauguration speech using the hermeneutic theory of Gadamer.

2. 2. 2 Hermeneutic

Allusion language is someway communication (oral or written) that is passed a news by compares, associate with other thing. using Allusions language obviously some caused. Important reason is lacking vocabulary. its example in purpose a word, that has a common sense, can used in other meaning. In the other hand, allusion language is a communication ways that gived an explanation, more clear description and easily to remembers. to know intention that

consists in word and expression. Allusions lingual short type that used is metaphor (Sutanto, 1995: 246).

Four forming of discourse that is the subject of a claim, the content, the address, and the presence of context (time and space), hermeneutic does not search similarities between the messenger and interpreter of intent. Hermeneutic is the interpretation of subjective meanings and messages that may correspond to that mentioned in the text (Saidi, 2007:19).

According to Gadamer, the methodology used is qualitative approaching participant fenomenologi's that is interpreted social reality or text its behavior understanding, grasp, attitude, and observational object action. Even one the particular, Gadamer words if want interpreted the text with real objectivity therefore needs to understand language terminology text proprietary and interpretator. Concluded Gadamer Hermeneutics about subjective reality, in consideration that is interpreting text, Gadamer have to understand the author (the original writer, not is the translator). Thus, the originality of the text can be laided. The objective and subjective reality interpreted of where it's beginning, who it's interpretator, which it's the context that we interpreting and understanding on the text. To Gadamer that 1) man won't find everlasting truth even utilized hermeneutic philosophy, 2) truth esensi is relative, based on how a person paraphrased, and where is the text that emerges. Gadamer's

hermeneutic philosophy main key is to be understand the text history appearance. Understanding man as subject is made authenticity understanding, Palmer (2005: 15).

2. 3 Persuasive's Oration

A message that for a lure, as effort to change confidence or behaviour, propose that we do or trust something, regarding others. Speaking that purpose for the others that we asks want to does something, changing behaviour, attitude, and confidence, therefore it is mean we have persuaded it. lure is communication that is mean to get response of receiver, to change attitude or audience confidence. Source orders, person that give comment or oration that persuasif, having a special purpose and features adulatory order to reach intention. lure is not one compulsion. lure is not also command someone to do something by offers interesting present as reward (Bormann and Bormann, 1991: 209)

Persuasive's oration is meaning two possibles thing which (1) make attendant to back up, choose, or gets effort to adopt law, program, or a new trick one to do something, (2) make averse attendants, don't choose, or gets effort to block adoption one law, program, or a new trick one to do something. Persuasive's oration there are two which are (1) orations for changed, (2) oration averse changing. with always been espoused prove or fact (Bormann and Bormann, 1991: 209).

2. 4 The Reasons Using Hermeneutic Philosophy

In the following presents the reason for the use of hermeneutic philosophy for interpreting the metaphors in Obama's inaugural speech. Gadamer that 1) man won't find everlasting truth when utilizing hermeneutic philosophy, 2) truth itself is relative, Palmer (2005: 15). Hermeneutic is a theory that deals with text interpretation. Hermeneutic that is theory word meaning reality in shaped most letter and implied text interpretation.