

# **CHAPTER I**

## **INTRODUCTION**

This chapter consists of five subchapters that explain background of the study, statements of the research problems, objectives of the study, significances of the study, and scope and limitation of the study. Those are very important to explain.

### **1.1 Background of the Study**

Basically, human is a social creature who builds their relationship with others through their interaction. One of the ways to do the interaction is by holding a communication. Usually in doing it, people need a tool which is known as language.

Language is an important thing used by all people around the world. Language has important role in every aspects of human life, especially in daily communication, both oral and written. Through a language, someone can share anything to other people, such as feeling, idea, knowledge, or culture. Therefore, language can be said as the tool or medium to communicate and interact with each other.

Some people have a different language style to convey a message or information to other people. It depends on the situation and condition of its social context. Therefore, it can be said that language style is one of the important part in language use. The study that relates to style is called as stylistics.

Stylistics is a branch of linguistics which deals with different style. It refers to the study of appropriate use of words or language in a sentence or writing. Leech and Short (2007: 13) state that style as a dress of thoughts. It means that there is distinction between what a writer has to say and how it is presented to the reader, underlies one of the earliest and most persistent concepts of style. Besides, the writer has own way to convey a message to the readers. Moreover, it is used to make their writing is easy to understand. Therefore, style is considered as an important aspect of any literary piece of writing. It is because it gives unique recognition to the writer. In this case, language style is often called as figure of speech or figurative language.

Figure of speech is the use of a word or phrase that diverges from its normal meaning or not based on the literal meaning of the words. There are many types of common figures of speech, such as metaphor, personification, alliteration, simile, antonomasia, onomatopoeia, metonymy, synecdoche, repetition, zeugma, and irony. In this study the writer just focuses her attention on antonomasia.

According to Lehtsalu et al (1973: 25), antonomasia is the substitution of an epithet for a proper name. The proper name is used to express a general idea. For instance, *Great Man* and *Beloved Minister*. The first title *great man* is an epithet which refers to the first president of Indonesia “Bung Karno”. While *beloved minister* is other name from M. Natsir as a minister since Soekarno era. The two titles are appropriate to their characters in that era (Arifin, 2008: 7).

Another definition, antonomasia is the substitution of an epithet or the title for a proper name. The phenomenon of antonomasia is often found among people in their daily life. Usually they call other people with an epithet as their

proper name. It shows the person's attitude or character in certain situation. Even it is also used to compliment or abuse someone. As an example, "Mr. *Grumps* does not want to listen to anyone, and definitely does not want to help anyone." From the example, the word *grumps* substitutes the teacher's actual name with his defining characteristic, grumpiness. The substitution is used because to highlight how much the mood is associated with the man.

The use of language style like antonomasia are not only found in daily communication, but also in literary works, such as in nursery rhyme, advertisement, novel, short story, film, and drama. Besides, it can be found in publicistic style like mass media. It is because mass media are a communication tool which is used for conveying message or information to the audiences or readers. One of the mass media types in visual-written messages is printed media, such as newspaper, magazine, and tabloid.

In this study the writer chooses magazine as the source of data. Nowadays magazine is one of the tool to get the latest news or informations. It is different from newspaper because magazine has more features and more sections than newspaper. Moreover, magazine is usually distributed monthly or even weekly.

As the source of data, the writer intends to analyze Time Magazine because Time magazine is one of the famous English printed media in New York city which provides informations about international news. Moreover, it has the world's largest circulation for a weekly news magazine and has a readership of 26 million. Therefore, it becomes part of AOL Time Warner in 2000 – 2003.

Another reason is because Time magazine provides kinds of news articles that are related to the name of figures. Usually the famous figures get an

unique or different name as their proper name. Through this study, the writer is intended to explain words or phrases in source of data by using antonomasia theory. As the result, it is easy for people to understand the cases. Besides, this study has never been conducted by English Department Students of Trunojoyo Madura University. Because of that the writer chooses this topic to be analyzed.

Through this study, the writer analyzes words or phrases as proper name that is found in Time Magazine, especially in 2016 edition from February - April. There are many words or phrases in the Time magazine that are categorized as antonomasia such as in the following example.

He was *the pioneer of artificial intelligence* in the symbolic and connectionist school. (TM. p.15/February: 2016)

From the example of data above, it can be seen that the existence of person's proper name in the middle of sentence. The italic phrase "*pioneer of artificial intelligence*" is the example of metaphorical antonomasia as one of the type of antonomasia. It is because the phrase describes Marvin Minsky's character as one of the humanity's great thinkers who made profound contributions that have enriched the field of computer science and all of sciences. Therefore he is called as pioneer of artificial intelligence.

Three people already conducted a study about antonomasia as figure of speech. The first was conducted by Intan Dina Fitri in 2014. Her study explained the use of language style in nursery rhyme that has relation with antonomasia theory. The second was conducted by Joyes Sheela in 2011. In the study, she used morphological process theory to analyze data in newspaper. The third was conducted by Bustanil Arifin in 2008. He analyzed the data based on the types of

figures of speech in Tempo Article. From the three previous studies, they do not explain about antonomasia specifically. None of the three discussed the data using antonomasia theories. Therefore, the writer conducts this study.

## **1.2 Statements of the Research Problems**

Based on the background of the study above, the writer formulates the problem as follow:

- 1) What are the types of antonomasia found in the news articles of Time Magazine?
- 2) What are the functions of antonomasia found in the words or phrases in the news articles of Time Magazine?

## **1.3 Objectives of the Study**

Based on the statements of the research problems, there are two objectives of the study as follow:

- 1) To explain the types of antonomasia found in the news articles of Time Magazine.
- 2) To explain the functions of antonomasia found in the words or phrases in the news articles of Time Magazine.

## **1.4 Significance of the Study**

The significance of this study is to give contributions both theoretically and practically. Theoretically, the results of this study are expected to give a better understanding about antonomasia as figure of speech, especially about the types

and the functions of it. Moreover, the writer expects the readers to get further explanation about the use of antonomasia in sentences. In addition, the writer also hopes this study can be comparison for further study, actually in the same topic.

Practically, the purpose of this study can be used to help readers in interpreting words or phrases that are substituted as a person's proper name. Moreover, this study can also become other information for readers to know and understand about the content of *Time Magazine*. Through this study, they are not confused to the term *antonomasia* that is used as proper name to complimenting or abusing someone.

### **1.5 Scope and Limitation of the Study**

The scope of this study is antonomasia as figure of speech based on Lehtsalu's theory (1973) that focuses on the types and the functions of antonomasia. While the limitation of this study lies on words or phrases that contain antonomasia as the proper name found in news articles of U.S. Time Magazine on February to April, Vol 187, 2016 edition entitled "Barbie's New Body By Kenji Aoki" (February 8, 2016), "Primary Focus By James Nachtwey" (February 15, 2016), "How To Be 100 Years Old By Hannah Whitaker" (February 22, 2016), "Stupor Tuesday By Noam Galai" (March 14, 2016) and "In Debt We Stand By James Nachtwey" (April 25, 2016).