

CHAPTER I

INTRODUCTION

The writer is interested in analyzing the use of figurative language especially metonymy in political speeches. Some reasons why the study is chosen are explained in the background of the study as the first subchapter. This chapter will describe the background of study, statements of the problem, objectives of the study, the significance of the study, and the limitation of the study.

1.1 Background of the Study

People use language in their daily conversation to share ideas, information and knowledge. Each people has his or her own styles to express what they want. Style is one of the unique features in human language. Verdonk (2002, p. 17) defines “style in language as a distinctive linguistic expression”. It means that style makes it possible for human beings to use language distinctively to express ideas. People have their own preference in using certain forms to other forms to express the same idea. Crystal and Davy (1969, p. 27) state that “style refers to one’s language habit”. Style refers to the way a person uses a language which characterizes his or her uniqueness as a human being. Language style can represent someone’s characteristics or personality. A language style that contains deviations either from the normal construction of a sentence or from the meaning of the words in order to create particular effects can be called as figurative language (Holman, 1978, p. 99).

One of the interesting problems in language study is the use of figurative language. However, using figurative language in order to create intentional effects, such as vividness and effectiveness in speaking and writing, one must have clear idea of the appropriate types of figurative language they want to use. The careless use of figurative language will distort the speaker's or writer's message conveyed in their speaking or writing because figurative language is "extraordinary and we cannot take the meaning literally." (Perrine, 1973, p. 117). It means that there are additional meanings other than the common meaning that people usually share. Figurative language is language that uses words or expressions with a meaning that is different from the literal meaning.

Figurative language is not only very common in poetry and fiction writing, but also in nonfiction writing as well. There are many nonfiction writings that use figurative language, such as in newspaper, magazine, etc. Sometimes in some speeches the speaker also uses figurative language to convey what the speaker wants.

One of the interesting studies of figurative language is the use of figurative language in political discourses. By adding rhetorical devices in a speech, someone could deliver his or her speech informatively and persuasively. A political speech is not necessarily a success because of correctness or truth, rather it may be a matter of presenting valid arguments (Beard, 2000, p. 18). It means that a politician must have ability in delivering speech. In other word a politician must master any material from any aspects, such as social, economic, etc. In order to catch people attention, so a politician must have oratorical skill and master the material. It is supported by this statement, "Politics is struggle for power in order to put certain political, economic and social ideas into practice. In this process language plays a crucial role, for every political action is prepared, accompanied, influenced and played by language" (Horvath, 2010, p. 45). Some

politicians need to appeal attitudes and emotions that are already within the listeners. When the listeners perceive that their belief are understood and supported, the speaker has created connections to the policy that they wish to communicate.

One of figurative language that is often used in political speech is metonymy. “Metonymy is figure of speech that consist of the use of the name of one object or concept for that of another to which it is related” (<http://dictionary.reference.com/browse/metonymy>). For instance, “*my father goes to London by Garuda*”, the word *Garuda* in that sentence is not a kind of bird, but here *Garuda* represents a plane. Sometimes metonymy also appears in newspaper. For example in one of newspapers stated that “*The DPD Honorary Board is requested immediate to check the possibility of breaching the code of ethics.*”

Sometimes some politicians also use metonymy in their speech. President Barack Obama often uses figurative language in his speeches. The writer takes an example of utter in President Barack Obama speech. The example is as follow:

*“We have a supply of natural gas that can last America nearly 100 years. (Applause.) And my administration will take every possible action to safely develop this energy. Experts believe this will support more than 600,000 jobs by the end of the decade. And I’m requiring all companies that drill for gas on public lands to disclose the chemicals they use. (Applause.) Because **America** will develop this resource without putting the health and safety of our citizens at risk.”*

From the sentence above it can be seen that metonymy symptoms appears. It is supported by the context, in this case mainly verbal predicate (*will develop*) should be used with the employee as the perpetrator. There is relation between two entities. Further, the word *America* is identified to be Place for Institution metonymy. So, *America* here represents a government.

In this research, the writer chooses President Barack Obama's speech. In this case, the study is focused in analyzing the use of metonymy. The writer chooses Barack Obama's speeches since he has been successful in his political career on account of his magnificent oratorical skills. Besides that, in his speech Barack Obama can amaze audiences because arrangement of sentences and style courteous interlocutor but firm. So, the writer uses speech of Barack Obama to be the object of her research.

In line with this study, some previous studies which study in figurative language are Gunawan (2010) and Fitri (2011). Those studies study about figurative language but both of them have different object of the study. This present study has similar object of the study with Gunawan (2010) is that uses *Barack Obama's* speeches. But this present study focus on the use of metonymy. Since it is rare conduct research about metonymy on political speech particularly *Barack Obama's* speech, so the writer chooses to focus on researching metonymy.

1.2 Statement of the Research Problem

1. What kinds of Metonymy appear in the Barack Obama's presidential speeches?
2. Why Metonymy is used by Barack Obama in his political speeches?

1.3 Objectives of the Study

1. To identify the kinds of Metonymy that appears in the Barack Obama presidential speeches.
2. To explain the reason why metonymy is used by Barack Obama in his political speeches.

1.4 Significance of the Study

This study is expected to give contribution and significance both theoretically and practically. Theoretically, the study will enrich the knowledge which is related to the use of figurative language. This study also provides understanding of figurative language especially metonymy in political speech. Practically, this study is expected to give inspiration and motivation to other writers who conduct the next research dealing with figurative language in politic. This study is also expected to give information about the use of figurative language particularly metonymy to orator or politician who will give a speech.

1.5 Scope and Limitation of the Study

The scope of this research is stylistics theory. This study only focuses on the use of metonymy. The study is only limited to political speech. To make it clear, the writer limits the data by analyzing the sentences or utterances produced by Barack Obama which contain metonymy.