CHAPTER II

REVIEW OF LITERATURE

This chapter is presents a brief description of general theoretical concepts of semantics, theory of McCrimmon about qualities of diction in accordance with appropriateness and figurative language and also previous studies. This review is expected to serve as important background information for the discussion of the findings of the study.

2.1. Theoretical Framework

Since this study is focused on the diction used in Sujiwo Tejo's selected short stories in *Lupa Endonesa* book, in order to reconstruct the entended meanings, thus, the researcher covers theories of semantic and qualities of diction by McCrimmon.

2.1.1. Semantic

Semantical concepts are often used, not only in science but in everyday life. (Carnap, 1948: v). Semantics is the study of meaning communicated through language. As Saeed (2004: 3) stated that, semantics is the study of the meanings of words and sentences. It can be said that semantics is one of linguistics branches study about meaning.

Jackson (1988: 10) stated that semantic is the relationship between sentences or words and their meaning. Since semantics deals with words and their

meaning, there is close relationship between the words of language and the way to study the meaning. The researcher is restricting the study of meaning in this thesis to meaning the words. Therefore, in semantics the meaning of words must be understood well. For instance, if we don't know the words in sentence, the words will be meaningless and they will affect the sentences. It's because word meaning is what a word means, what it counts as the equivalent of the language concerned (Hurford and Heasley, 1983: 3).

The obvious thing is that people can make their thoughts and feelings and intentions known to other people of the language and can understand what others say. How to choose the words that express what they want to express and how to find the meanings in what other people say. If it is hard to say what meaning is, it is fairly easy to show what knowledge speakers have about meanings in their language and therefore what things must be included in an account of semantics (Kreidler, 1998: 9)

However, we should be careful thought concerning the meaning of the words and the way it is used. Since the researcher investigates the intended meaning of Sujiwo Tejo's selected short stories, the researcher deals with the words found in Sujiwo Tejo's selected short stories to find the basic meaning of these words. Futhermore, the researcher deals with diction aspect, there are approriateness and figurative language.

2.1.2. Diction

In communication to others, people use words to express their ideas, beside additional behavioral movements to make clearer intentions such as gesture, facial expressions, and body movements. In order to make the communication more effective, the word should be chosen particularly, related to the purpose and the audience or readers. As Mc Crimmon (1973: 131) stated, "A word is right in a sentence when it expresses the witer's meaning and is appropriate to the situation in which it is used". The choosen word is called diction.

Good diction is the choice of words that best allows you to communicate your meaning to your readers. Diction itself is often found in literary and linguistic works, such as poetry, short stories, advestisement, etc. They are very interested in using diction that their intended meanings evoke the reader's mind to investigate the basic meaning (Yule, 1985: 115). Also another stated from McCrimmon (1967: 165), "A word is always used in some situation or context and we learn its meaning by observing the context in which occurs". It means that the readers must have an ability to know the meaning of diction not only based on its literal meaning, but also based on the situation or context. So by knowing the meaning, we may be able to understand by decoding the hidden messages in short stories (Lee, 2005: 34)

According to McCrimmon (1984: 27), diction is the choice of words as the best way to communicate the meaning or the messages to the readers. Similar with Campbell and Litlefield's definition (1995:119) that diction is the writer's choice of words. We can conclude from these definitions is that the basic meaning of

diction is the choice of words. Theory that is used in this study is the theory of McCrimmon (1984: 131) about qualities of diction. Based on his theory, choice of words appear in writing products can be analyzed its qualities from the figurative language and appropriateness. These two points are the basic items in conducting the study. Diction used in Sujiwo Tejo's selected short stories in *Lupa Endonesa* book is analyzed from its figurative language and appropriateness.

a. Appropriateness

Approriateness mean acceptable or correct in a circumstance. In this case, words chosen in expressing the ideas are proper or suitable to report situation and the aim that the writer wants to convey to the readers. McCrimmon (1984: 271) states that the words are appropriate when they are suited to writer purpose, which includes writer's analyses of situation and of the audience for which writer is writing. For example, choice of words used in writing cultural short storiess different with political, education, or economic stories.

The best way to understand this distinction is to consider two types of words, those are learned and colloquial.

1) Learned Words

Learned word are needed in a formal situation and used by people who claim themselves as 'educated' people. This view is supported by McCrimmon (1984: 272), "Learned words are words that we read more that we hear, and write more often than we speak. These words more widely used by educated than by

uneducated people, and more likely to be used on formal than on informal occassions"

In order to make the differences between popular and learned words are clearly indicated, the examples of both are presented in the following pairs in which each pair has same meaning.

Popular	Learned	English
Pengamatan	Observasi	Observation
Pengertian	Definisi	Definition/meaning
Mendesak	Urgen	Urgent

2) Colloquial words

The term colloquial is defined as characteristic of appropriate to the spoken language or to writing that seeks its effect, informal in diction or style of expression. Some people have misperception about colloquial words, they regard these kind of words are not popular in speaking or writing and contain a slangly expression. However, the colloquial words cannot be judge whether it is good or bad language, like McCrimmon (1984: 273) says that, "Colloquialisms are not 'incorrect' or 'bad' language. They are kinds of words that people, educated and uneducated alike, use when they are speaking together quite informally. In writing they are used to give the impression of talking directly and intimately with the readers". The following are illustration:

Banget (Very)	*Ngacir* (Go)
Ngomong (Speak)	*Rempong* (Busy/noisy)

*Nggak (*No/not*)* *Gue (*Me*)*

b. Figurative language

Figurative language play a prominent role in everyday communicative contexts when speakers are emotionally involved (Claridge, 2011: 78). According to McCrimmon (1963: 152) figurative language communicates by analogy. One thing is linkened to another, usually familiar, and the comparison invites the imagination to visualize the similarity. Based on this view, figurative language is a comparison between two things of similar or almost similar quality. In figurative language, the intended meaning does not coincide with the literal meanings of the words and sentences that are used (Glucksberg, 2001: v)

Figurative language which surprise, expand the reader's understanding, draw attention to the message, increase reading pleasure, and add dimensions by making associations that wouldn't immediately have come to mind (Burt & Thomas, 2010: 83). It means that figurative language should be fresh and should make an image for the readers. Instead they represent some idea or reaction that is distinguishable from this basic meaning (Alm, Christina & Arvius, 2003: 12). In summary, the purpose of figurative language is to create picture, to make an clearly idea, and forceful through comparison. The commonest figurative languages are hyperbole, metaphor, simile, metonimy and personification.

1) **Hyperbole**

Exxageration is common in language, and hyperbole is the term used for this kind of figure of speech (Alm, Christina & Arvius, 2003: 135). Hyperbole means a language that is deliberately and obviously exaggerated for effect. Hyperbole thus deals not simply with the 'description' of experience, but with the understanding (Claridge, 2011: 1). The kind of language is used in order to exaggerate something that is actually not so. Hyperbole has an effect to the reader, as Edwards (as cited from Claridge, 2011: 74) stated that hyperbole has a highlighting and emphasising effect, it also indicates to the hearer 'a speaker invesstment' in that point. In addition, Claridge (2011: 92) stated that in fact, hyperbole is being not only more expressive of the speaker('s aims) but also more interesting, more vivid, cleverer, funnier and more likely to catch or focus the hearers' attention is an effect of hyperbole's standing out from the norm.

Therefore, Gibbs (as cited from Claridge, 2011: 78-79) argued there are three reason for people using hyperbole as their way to express their idea. Firstly, as hyperbole magnifies the aspect talked about, people who are emotionally involved often choose to express themselves in a more exaggerated manner in order to convey their affect . Secondly, figurative language can be useful for capturing finenuances of emotion more adequately than literal language. Thirdly, figurative expressions like hyperbole, which can be as small as one word, allow the conveyance of emotion besides and on

top of an 'objective-content' message, thus economically telescoping several messages

In summary, hyperbole means a figure of speech is words that have statement containing exxageration. For example:

- *Kamu ndak usah bingung", kata Cangik makin **meledak tangisnya**.*

  ("Don't be confuse", said Cangik who become crying)

2) Metaphor

Metaphor is comparison between two things that are the same. Lakoff and Johnson (as cited from Trim, 2007: 9) introduced the idea that metaphor has a ubiquitous nature and that it is fundamental to our way of thinking. It means that metaphor makes an implied comparison, as in this description. Metaphors allow us to make sense of phenomena in the world in human terms that we can understand on the basis of our own motivations, goals, actions and characteristics (Lakoff and Johson in Dodson, 2008: 44). Beside, metaphor are often used to describe something new by reference to something familiar (Katz, dkk, 1998: 121).

The metaphoric of such expressions ins not quite so clear and unproblematic (Glucksberg, 2001: 7). It means, metaphor is the implicit comparison (meaning not clearly stated). For example:

- *Matamu **adalah** takdirmu* (Your eyes are your destiny)

3) **Simile**

Sometimes we can compare two things without using the words 'like' or 'as'. Therefore, simile compares two things by using the words like or as. Good simile is that it should be one of two things with no regard for starling the imagination of the reader (Kleiser, 1925: 5). It means simile must be absolutely exact, or it fails completely.

In a summary, simile is the comparison between two things which are particularly similar in their essence through the use of connecting words suach as 'like' or 'as' that the comparison is always explicit (meaning clearly stated). For example:

- *Ini berarti Matematika **sebagai** ratu science* (It means Mathematics as the queen of science)

4) **Metonimy**

Metonimy is a figurative language which the name of a thing is substituted for that another closely associated with it. In addition, Paul (2004: 43) stated,

Metonimy is based on transfer within a single conceptual domain. Staying within the boundaries of the same domain, metonimy involves transpositions between associated concepts and this commonly results in transfer between the part and the whole, a procedure and the produced, an institution and its location and so on.

The nature of substitutions in metonymic is clear and unproblematic (Glucksberg, 2001: 7) Metonimy is the rhetorical strategy of describing something indirectly by referring to things around it, such as describing someone's clothing in order to characterize the individual. For Example:

- *Cewek baju merah itu, perempuan yang mungkin juga punya..* (The girl who wear the red cloth, is maybe the women which also has...)

5) Personification

Personification is giving human qualities to inanimate object (Burt & Thomas, 2010: 88). Beside, Christina and Arvius (2003: 129) stated as a figurative construction contains a personification when it describes something that is not human as though it could feel, think, act, live, or die in the same way as people. In addition, Dodson (2008: 30) defined personification as the attribution of human characteristics to any inanimate object, abstract concept or impersonal being. Personification speaks of an inanimate object, abstract concept or impersonal being in comparison to a person.

Personification actually represents someone else. A representative personification can stand for a human, for human desires and also for a suprahuman power. As Dodson (2008: 32) argued, the representative personification is conceive to stand for another person or power and highlights an attribute, emotion, or part of that being.

The purpose of personification has stated by Dodson (2008: 49-50) that personification communicates in a way like no other in order to decorate or

amplify, to educate or clarify, to motivate or manipulate, to expose the cause or to deflect attention away from an insufficient system. As part of rhetoric, personifications primarily serve as a tool to persuade.

In conclusion, personification is the device of endowing animals, inanimate objects, abstractions, and events with human qualities and abilities. For instance:

- *Dapurnya sudah tiga minggu ini tidak nyala* (The kitchen is not a flame for 3 weeks)

2.2. Related Studies

In this part, the researcher used three studies as comparison to her study. Those studies discuss about diction and that appear in printed publication, for instance newspaper and magazine. Those studies are the study of Sukmono (2001), Gustiantoro (2006), Simbolon (2010) and Fahmawati (2008).

Adityo Sukmono (2001), who studied about A Comparative Study In Diction Differences Used By Memorandum And Jawa Post In Reporting Criminal *News*, conducted his research based on the text analysis approach. Adityo chose this topic because he is curious to know the differences in the choice of words between Memorandum and Jawa Pos in reporting criminal news. Aditya believes that by providing the knowledge of diction difference between two newspaper, the research assist readers how to assess quality of diction in written report especially criminal news. Therefore, he uses the Diction theory as suggested by McCrimmon as the basis of his analysis. He limits his data on the appropriateness and

figurative language only. Futhermore, Adityo uses qualitative approach in analyzing the data.

Lenny Gustiantoro (2006) studied about A Study of Diction Used in Jewelry Advertisement Slogans in Cosmopolitan Magazine. She was interested in investigating the diction used in jewelry advertisement, especially on its effctiveness. In this case, Gustiantoro was curious to know whether the use of diction which applied in jewelry advertisement slogans could transmit its intended messages to readers well or not. Also it could persuade both the researcher herself and other buyers to purchase the product or not. Therefore, he applies several theories such as Stylistics, Pragmatics, Discourse and McCrimmon theory about diction in helping her in reconstructing the intended meanings of the slogans. Futhermore, she uses both qualitative and quantitative approach in analyzing the data.

Romauli Simbolon (2010) studied about An Analysis of Diction Used in Magazine Advertisements. This thesis was analyzed about the meaning and language style such as personification, hyperbole, metaphor, metonimy and simile that used in twenty magazine advertisement. Simbolon focuses on Women's magazine, Bussiness, News and Farm Magazine that contain of diction aspect. He applies Gorys Keraf theory about the diction as the basis of his analysis. Therefore, he conducted his research based on the library research method. In analyzing the data, he used descriptive qualitative method.

Titye Fahmawati (2008), studied about A Study on Diction Used in Essay of Time Magazine. This study is focused on Essay in TIME magazine in June to December. To know more about diction, this study uses the theory was developed by McCrimmon, the types of meaning word, classes of word and the commonest figures of speech. The rest of these types deal with each of qualities in choosing accurate and appropriate word. It is concluded by using descriptive qualitative method, because the data are inform of words on sentences on essay.