CHAPTER II

2.1. Theoretical Framework

2.1.1. Semantics

The word semantics is derived from Greek word semantikos ("significant"). Semantics is referring to the study of meaning, changes in meaning, and the relationship between sentences or words and their meanings. Simpler definition, semantics is the study of the meaning of linguistic units, words and sentences. Semantics is a technical term referring to the study of meaning, and since meaning is a part of language, semantics is a part of linguistics. According to Richard, J. et al (1985:254) semantic refers to the smallest units of meaning in a word. In addition, semantics studies about both symbols and signs that state a meaning and connect a meaning to another. There are at least seven types of meaning in semantic according to Leech (1974:9), those are:

a) Conceptual Meaning: It is also called logical or cognitive meaning. It is the basic propositional meaning which corresponds to the primary dictionary definition. In other words, it refers to the dictionary meaning which indicates the concepts.

Example: The word *walk*, the conceptual meaning or the primary dictionary meaning is to move forward by placing one foot in front of the other. There are also a few other words that, according to the dictionary, mean to move forward on foot.

8

b) Connotative Meaning: It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. In other words, it is something more than the dictionary meaning.

Example: *Wall Street*. It literally means is a street situated in Lower Manhattan but connotatively it refers to *wealth* and *power*.

c) Social Meaning: It refers to the use of language to establish and regulate social relations and to maintain social roles. This type of language use is alternatively described as social or phatic communication. Social meaning is the meaning which an expression conveys about the contexts or social circumstances of its use. It is the formality of the expression.

Example: The word *mother* is formal language, *mom* is used as colloquial language and *mama* is a child language.

d) Affective Meaning: It refers to emotive association or effects of words evoked in the reader, listener. In affective meaning, language is used to express personal feelings or attitude towards the listener or the target of the utterance. Such feelings or attitudes are usually negative or insincere in nature. They are normally expressed through such forms of language use as insults, flattery, hyperbole or sarcasm.

Example: *I hate you, you idiot*. In this example, the speaker seems to have a very negative attitude towards his listener. This is called affective meaning.

e) Reflected Meaning: It arises when a word has more than one conceptual meaning or multiple conceptual meaning. In other words, it refers to terms

which have more than one meaning surfaces at the same time, so there is a kind of ambiguity.

Example: *He took the drugs*. The word *drugs* can refer to medicine or other substance which has a physiological effect when ingested or otherwise introduced into the body.

f) Collocative Meaning: It is usually associated with the use of some words in the same environment. Collocative meaning is the meaning of a word produced in the specific context. As a result of conventionality of collocation, a word will produce different meanings when placed with different words.

Example: *heavy smoker*. It means a person who smokes a lot

g) Thematic Meaning: It is the meaning that is communicated depends on how the speaker or writer organizes the message, in terms of ordering, focus, and emphasis. It concerns with how the order of words spoken affects the meaning that is entailed.

Example: - Mr. Jen donated the first prize.

       - The first prize was donated by Mr. Jen

In those example, the active sentence answers an implicit question *what did Mr. Jen donate?* while the passive sentence answers the implicit question *who donates the first prize?*

The study of semantics includes the study of how meaning is constructed, interpreted, clarified, obscured, illustrated, simplified negotiated, contradicted and paraphrased. In general, semantics generally refers to how meaning is conveyed through the symbols of a written language. Thus, it means that semantics is a way

to interpret the meaning. According to Griffiths (2006:6) In interpret the meaning, it is classified into three stages:

h) Literal meaning: It means that all words are in strict accordance with their original meanings. The meaning of the words is in the most basic sense without the use of metaphor or exaggeration. In other words, the meaning of the words is based on the dictionary meaning.

i) Explicature: It is a basic interpretation of an utterance, using contextual information and world knowledge to work out what is being referred to and which way to understand ambiguous expressions.

j) Implicature: Implicature denotes either the act of meaning or implying one thing by saying something else, or the object of that act. Implicatures can be part of sentence meaning or dependent on conversational context, and can be conventional or unconventional. In other words, it refers to what the speaker means.

The purpose of semantic is to propose exact meanings of the words and phrases and remove confusion, which might lead the readers to believe a word has many possible meanings. Besides, semantic enables the readers to explore a sense of the meaning, because if the place of a single word is removed or changed from the sentence, it will change the entire meanings. Semantics construct a relation between adjoining words and clarifies the sense of a sentence whether the meanings of words are literal or figurative.

2.1.2. Figurative Language

Figurative language is a language which uses words or phrases that different from the literal meaning. Figurative language is a language using figures of speech and it is language that cannot be taken literally or should not be taken literally only (Perrine, 1983:581). It means that figurative language is an expression used by person or the author indirectly by using the comparison. Thus, it cannot be interpreted literally because the comparison in figurative language expression has the meaning.

The use of figurative language makes the literary works more interesting. This style of language makes the language more interesting and poetic. With the abundance of figurative language used by the author in the literary works, the better of his work to be read by the reader. It shows the ability and the creativity of the author in using the language. In addition, it also proves that the use of figurative language has made the language more colourful, rich, and aesthetic.

Figurative language is very common in poetry, but it is also used in prose and nonfiction writing as well. There are many different types of figurative language. It is often included the use of a specific type of word or word meaning. Hatch (1995:88) notes that, traditionally, figurative language has been described in terms of categories: metaphor, simile, personification, allusion, and so on.

Some linguists have different perceptions to divide the kinds of figurative language. Perrine (1983:571) divided it becomes ten kinds, they are metaphor, metonymy, simile, synecdoche, personification, allegory, overstatement (hyperbole), irony, symbol, and paradox. Meanwhile, Rozakis (1995:33) divided

into allegory, ambiguity, apostrophe, conceit, connotation and denotation, contrast, metaphor, irony, hyperbole, irony, litotes, metonymy, onomatopoeia, oxymoron, transferred epithet, personification, sarcasm, synecdoche, simile, symbolism, synesthesia, and understatement. In addition, even though theorist classify figure of speech as many as 250 types, the concept and principle are almost the same.

In this research, the researcher used Evelyn Hatch theory because this aims to limit the research conducted by the researcher. It covers simile, metaphor, synecdoche, metonymy, allusion, hyperbole, personification and antithesis

2.1.2.1. Kinds of Figurative Language

a) Simile

Simile is used to compare things that are essentially not the same. Simile comparison is expressed by the use of some word or phrase, such as *like, as, than, seems, similar to, or resembles*. According to Hatch (1995: 66) simile is a statement introduced by *like* or *as*. Briefly, simile is the comparison of two distinctly different things but it is considered the same as helped by the connective words. Similes are used in literature to make writing more vivid and powerful. In everyday speech, they can be used to convey meaning quickly and effectively.

Example: The baby's skin is a smooth as silk. This sentence is simile because it considers the baby's skin is the same with silk. Yet, the baby's skin and silk are different things in form and utility. The connective word used is *as*.

b) Metaphor

Metaphor is a figurative language which makes an implied or hidden comparison between two things that are unrelated but share some common

characteristics. According to Perrine (1973:60), metaphor is figurative language which two unlike objects are implicitly compare without the use *like* or *as*. A metaphor develops a comparison which is different from a simile. Metaphor does not use *like* or *as* to develop a comparison. Perrine (1983:571) also state that "In metaphor the comparison is implied—that is, the figurative term is *identified with* or *substituted for* the literal term." From those statement, we can get the point that metaphor is a comparison of two things that are not alike. Metaphors use more specific words like *is, are, was, or were*.

Example: Dad is a bear when he is mad. In that sentence, dad is compared as a bear and that sentence uses *is* to compare the two things.

c)   Synecdoche

Synecdoche is a part of something that represents the whole or it may use a whole to represent a part. The entity referred to as a container of constituents and one of these constituents is used to represent the entire entity as a whole (Lakoff, 1980:36). Synecdoche may also use larger groups to refer to smaller groups or vice versa. It may also call a thing by the name of the material it is made of or it may refer to a thing in a container or packing by the name of that container or packing. According to Reaske (1980:4), the technique of synecdoche uses a part in order to signify the whole. In other words, the use of synecdoche helps writers to shorten their writing.

Example: soldiers were equipped with steel. The writer prefers to use those statement because it is more concise than saying "The soldiers were equipped with swords, arrows, daggers, knives, etc."

d) **Metonymy**

It is a figurative language that is used to replace the name of a thing with the name of something else. Metonymy is shown where an entity is described as a whole something closely related to it. Pardede (2008:25) states that metonymy is the substitution of one term for another with which it is closely associated. Generally, metonymy is used to give a deeper meaning. By using metonymy, text shows a deeper meaning that can draw attention of the reader. In addition, the use of metonymy helps achieve conciseness.

Example: The White House is concerned about the terror. The White House here represents the people who work in it.

e) **Allusion**

Is a statement which refers to a thing or something without mention it directly. It can refer to a person, event, or thing in history and it does not describe in detail the person or thing to which it refers. In other words, allusion is a quick mention or a brief hint.

Example: Guess who the new Newton in our school. Those example is an allusion to a historical figure that is Isaac Newton.

f) **Hyperbole**

Hyperbole is a figurative language which is not meant to be taken literally. A hyperbole is an overstatement that exaggerates a particular condition for emphasis. Perrine (1992:101) state that "hyperbole is simply exaggeration, but exaggeration in the service of truth". Hyperbole is frequently used in everyday language and sometimes uses simile or metaphor to create the effect of exaggeration.

Example: Ages have passed since I last saw you. That sentence contains exaggeration, because the speaker may not have met his friend for five or six hours or a day, but the use of the word *ages* exaggerates the sentence to add emphasis.

g)   Personification

Personification is another kind of figurative language (Hatch, 1995:89). Personification is the projection of characteristics that generally belong only to humans onto inanimate objects, animals, deities, or forces of nature. These characteristics can include verbs of actions that only humans do or adjectives that describe a human condition. Reaske (1980:39) defines personification as a process to assigning a human characteristic to non-human object. In other words, we can make an object or idea to do something that usually is only done by people. Thus, Personification is a figurative language that gives human attributes to something that are not human.

Example: The sea is angry. Sea is not human, but in this example sea is given an emotion that is only used for human.

h)   Antithesis

Antithesis literally means opposite. Antithesis is the use of contrasting concepts, words, or sentences within parallel grammatical structures. This combination of a balanced structure with opposite ideas serves to highlight the contrast between them. According to Reaske (1980:25) antithesis is results when a pair or more of strongly contrasting terms are presented together. In other words, it is a rhetorical device in which two opposite ideas are put together in a sentence to get a contrasting effect.

Example: Better to reign in Hell, than serve in Heaven. The words *reign* or *serve* and *Hell* or *Heaven* is the antithesis and it is placed in a sentence to achieve an antithetical effect.

2.1.3. The Jakarta Post Newspaper

Media can be a way to presents any idea or become a means of communication in this world. It has an important role to influence people in society. It gives information about many aspects such as politics, education, social condition or even sport. Furthermore, mass media such a newspaper will use language by written text in giving us the information. Newspaper conveys a meaning through language. In addition, many linguists concern this kind of mass media as a study because newspaper is often use a new words or other expression through language. Newspaper also common consumes by society nowadays. People will get more knowledge also by reading the newspaper. Thus, newspaper as a media mass also has its own role or power in the society.

In Indonesia, there are many newspapers which are distributed. One of those is The Jakarta Post. It is an English language newspaper from Indonesia and it is owned by PT Bina Media Tenggara which the head office is in Jakarta. The Jakarta Post also has a feature both a Sunday and Online edition, which is not possible to do in the daily print edition. It is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased. The Jakarta Post has won several awards and been described as being "Indonesia's leading English-language daily". The Jakarta Post also a member of Asia News Network.

2.2. Review of the Related Studies

Figurative Language were investigated by some researchers before. One of them is Masruri (2011), his thesis entitled "an analysis of figurative language on the lyrics of westlife's selected songs". This research focus on finding the kinds of figurative language, the general meaning of lyric and the message of lyric on Westlife's selected songs. Masruri used qualitative approach in his research.

The results found that hyperbole is figurative language that most often used in lyrics of Westlife's selected songs. Furthermore, the message from the lyrics of Westlife's selected songs is about human social life which contained about love, sadness, happiness, spirit and others.

The next previous study was titled "a stylistic-pragmatic analysis of figurative language in harper's bazaar magazine advertisement". Nurita (2013) used descriptive qualitative method to analyse figurative language in harper's bazaar magazine advertisement. She used stylistic theory and pragmatic theory to support her research.

The results of her research showed that there are six kinds of figurative language that found in harper's bazaar magazine advertisement. It consists of simile, metonymy, metaphor, synecdoche, personification and hyperbole. Then, the most often used figurative language in this research is metaphor.

Another research was titled "a critical discourse analysis of figurative language in pakistani english newspapers". Rashid (2014) analyze the use of figurative language in four pakistani english newspaper that is, the news, dawn, the nation and the express tribune. He used four kinds of figures of speech that is,

metonymy, metaphor, hyperbole and simile. This research used corpus based qualitative approach to analyse figurative language in pakistani english newspapers

The results show that The News is newspaper that most frequently uses simile, metaphor and hyperbole and The Nation is newspaper that most frequently uses metonymy. Then, metonymy is the most used figurative language in all four newspapers.

In this research, the researcher is interested to analyse figurative language in The Jakarta Post Newspaper. It is focused on the sports rubric because the previous study mentioned above has not been done a research using the specific part of the newspaper as the source of the data. The researcher wants to know the types of figurative language that used in The Jakarta Post Newspaper and the function of figurative language used in The Jakarta Post Newspaper.