

CHAPTER II

RELATED STUDIES

This chapter will be focused on the theories related or dealing with this study. These theories are taken from some resources to maintain its objectivity. Some of the theories presented in this chapter were taken from the books, and also online literature. They are: Stylistics, theories of figures of speech, and semantics.

2.1 Stylistics

According to Widdowson (1975:4) stylistics can serve as a means whereby literature and language as subject can be a process of gradual approximation move towards both linguistics and literary criticism. The purpose of literary criticism is to interpret and evaluate literary writings as works of art and that primary concern of the critic is to describe the individual message of the writer in terms of which make its meaning clear to others. Figures of speech is any ways of saying something other than the ordinary way while the purpose of stylistics itself is to link the linguist literary intuitions and critic's linguistics observations making their relationship explicit (Widdoeson, 1975:6)

Stylistic it self is the study of literary discourse from a linguistic orientation. So, the meaning of stylistic is actually a study bridging literary criticism and linguistic analysis. Literary criticism is concerned with the message and its interest lies in the codes inside the meanings in a certain form of literature. Linguistic is concerned with how codes are constructed. Stylistic has the purpose to link both the linguistic analysis and literary criticism by expending the linguist literary perception and at the same sharpening the literary critic's linguistic

interpretation (Widdowson, 1975. P 3). Stylistic is mediation between two disciplines: linguistic and literature (Wales, 1995:438)

Stylistics sometimes called literary stylistics or linguistics stylistics. It is called literary because it tends to focus on literary text, meanwhile, it is called linguistics stylistics because its model taken from language (Wales, 1995:438). Linguistics stylistics can refer to a kind of stylistics whose focus of interest is not primary in literary text, but also in the refinement of a linguistic model which has potential for further linguistics or stylistics analysis, discourse model for dramatic text or even jingle, for instance. Stylistics can also be used as cover term to discuss analysis of non literary. In this case, the language phenomenon that occurs is the use of figure of speech (Wales, 1938:438).

2.2 Figures of Speech

Figure of speech is the usual way of uttering something which can be said that the speaker intentionally refers to another meaning from one thing which is said (Perrine, 1974.p.49). The figures of speech are used to show that there are implied meaning or to emphasize the meaning of an utterance more than the utterance. According to Perrine and Arp there are several causes about the importance of figure of speech of figurative language as Perrine and Arp said. Those are:

First, figure of speech induces people imagination. Imagination is the ability of the mind to jump from one point to another, just like when someone leaps up from the bottom right into the top of the stair. Second, figurative

language brings additionally imagery, where the abstract becomes more concrete, and making more pleasure for the sense in poetry. Third, figure of speech is a way of increasing emotional intensity to otherwise only informative statement and of conveying attitudes along information. Fourth, figure of speech is a tool of focusing and method of saying much in short statement.

Perrine's principle classifies the category of figure of speech into twelve: Metaphor, Simile, Personification, Synecdoche, Metonymy, Symbol, Allegory, Hyperbole, Apostrophe, Paradox, Understatement, and Irony.

a. Metaphor

In metaphor, the comparison is implied (Perrine, 1974:49). The implication directly addresses what being compared to without using of comparison such as like, as, similar to. Like simile, metaphors add an extension of the being compared or emphasize the character of the thing.

Perrine quoted an example from Shakespeare's poem, "merry larks are ploughmen's clock" (Perrine, 1974:11) here he identifies larks with clocks. By using metaphor, the speaker can transfer the qualities and associations of one object to another in order to make the latter more vivid in the addressee's mind. So a metaphor states that something is something else.

For example: Your diamond eyes amaze me (The comparison is between eyes with diamond without using comparative words). Love is blind (the qualities

and the association of blind is become metaphor for love, and still without using any comparative words) (Perrine 1969: 49)

b. Simile

Simile is a kind of figure of speech that used explicit comparison between two things that are essentially unlike (Perrine, 1969:49). The comparison directly can be seen, because it uses word comparison words such as like, as, similar to, and resembles. Or in other word we can say that a simile says that one thing is “like” something else. For example: the child resembles the father (the comparison is between the child and the father by using “resemble” as the comparative word). Patrick was as happy as a lark. (the comparison is between the happiness of Patrick is like the happiness of a lark by using the word “as” as the comparative words) (Perrine, 1969: 49)

c. Personification

Personification is the attribution of human characteristics to things, abstract ideas. The representation of an abstract quality or idea in the form of person, creature. Example, “sea bares her bosom to the moon” words worth personified the sea as if it has a bosom like human being (Perrine, 1974:50). Another example by Shaw: time flies, necessity is the mother of invention, the leg of table, the hand on a clock (Shaw, 1972:283)

d. Synecdoche

In synecdoche, we mention a part for the whole. (Perrine, 1974:54) The use of synecdoche can simplify what is being talked about by stating significant detail only. Married ear Shakespeare's spring means married man. But he took an ear or part of human's body as a reference of whole body. Another example the restaurant manager only mentions hands referring to human labors (Perrine, 1974:51)

e. Metonymy

We use metonymy where we say something closely related idea for the idea itself. (Perrine, 1974: 51) the user must be familiar with particular details attached to a person or thing being discussed. The example is example death at every window. The speaker uses death as the closely related idea of gun itself (Perrine, 1974:51)

According to Shaw, Metonymy has the effect creating concrete and vivid images in place of generalities, as in the substitution of a specific grave for the abstraction death. Metonymy also is standard journalistic and headlines practice as in the use of city hall for municipal government, the white house for the president of the united state (Shaw, 1972:238)

f. Symbol

Symbol means what it is and something are too (Perrine, 1974:63). Symbol roughly portrays something that has a meaning beyond what it is. For

example: white usually symbolize good and black usually symbolize evil (Perrine, 1974:63)

g. Allegory

Allegory is a narrative or description that has a second meaning beneath the surface one (Perrine, 1974:71). Allegory has sometimes been defined as extended metaphor or a series of related symbols. The example of allegory is on pharaoh dream in the book of genesis.

Allegory is difficult to interpret because the readers have to direct a message beyond other message. A fortune teller likes to use this figure of speech whether to predict one's past or future life. If he says, "I see a star above your head" actually he means his customer is going to get a fortune or promotion in the future (Perrine, 1974:71).

h. Hyperbole

Hyperbole is exaggeration but exaggeration in the serve of truth (Perrine, 1974:86). Perrine states that hyperbole is merely adding emphasis to what someone really mean. A sentence "you could have knocked me over with a feather!", (Perrine, 1974:86) is not expected to be believed

i. Apostrophe

Apostrophe consists in addressing someone absent or something nonhuman as if it were alive and present and could reply to what is being said (Perrine, 1974:50). For example:

David says to his dead son “ O my son Absalom, my son, my son, my son Absalom I would I had instead of you.

j. Paradox

Paradox is any apparent contradiction that is nevertheless somehow true (Perrine, 1974:85). The paradox style always puts the opposite what is previously said. For example:

There is a life after death (this statement is still absurd but I believe that all people believe it).

k. Understatement

Understatement is saying less than one means (Perrine, 1974:87). Some does not exaggerate things neither says them ordinary way, but lessens the things being talked about.

l. Verbal Irony

Verbal irony is saying the opposite of what one means (p.88) when someone says something ironically, he does not really what mean what he says.

2.2 Semantics

Semantics is a component of linguistics as the same kind as phonetics, morphemic, or grammar. According to Chierchia and McConell-Ginet semantics is the branch of linguistics devoted to the investigation of linguistic meaning, the interpretation of expressions in a language system (1190:1)

Language can be regarded as a communication system that relates something to be communicated with something that communicates a message (signified) on the one hand with a set of sign or symbols (signified) on the other. (Chierchia and McConnell, 1990:1), language as a communication system is quite different from other communication systems due to the reasons that not every piece of language has a message in any real sense because sometimes it is only used for establishing or maintaining social relationships that each signs and message in language are very complicated depends on the context, that in language it is difficult to specify precisely what the message is because the message can be independently identified in terms of language.

The focus of the general study of semantics is on studying the meaning, changes in the meaning and the principles that govern the relationship between sentences or words and their meanings (Jackson, 1988:491). Semantics is a part of linguistics since meaning is a part of language.

2.3 Connotation

According to Jackson there are two types of meaning which are denotation and connotation. The term denotation deals to the first level of meaning in concept. It refers to basic literal meaning of a word, in which it is easily recognized or identified by readers.

Beyond its dictionary meaning, a word may also have connotations. According to Jackson, the term connotation refers to the association that a word has and above its literal with intended meaning, since it does not state directly the

meaning of the word (1988:58). Linguistically significant are the associations that a word carries for a whole language community. For example, the word caviar denotes 'the salted roe of large fish (e.g. sturgeon), but it may be said to connote luxury, high living and sumptuous food.

According to Jackson there are two points that need to be noted about connotation (Jackson, 1988:59). One is that connotation are far more indeterminate than denotations. On the other hand connotations may be subject to considerable variation from one generation to the next.

2.4 Review Related Studies

In order to support the writer research, she uses two previous studies:

An analysis of the figure of speech used in the language of body care advertisement on television programs by Indah from Petra University. In her research she used the theory of Figure of Speech by Perrine, and she also used the theory of television program advertisement by Amstell and Kirkpatrick. She was interested in conducting the research because sometimes the readers often misinterpret or misunderstanding the idea or the message of the advertisement after they read it. Thus that condition encouraged her to observe further about using of figure of speech in then language body care advertisement in the television.

Another related study that the writer used is the thesis by Iin Fadiyah. An analysis of Eminem's Hip-hop lyrics. This thesis reveals verbal obscenity in insult

which is omnipresent in the lyric of rap music, especially Eminem lyric. The objectives of her study are to identify the existence of verbal obscenities, to figure out the styles, to elaborate the vernacular of African American through verbal obscenities and the styles in Eminem lyrics. The analysis of the study is limited to firstly, verbal obscenities in the form of words, sentences, and dozens, the pattern, the repetition, the lastly the vernacular of African American especially rap as represent in five Eminem's lyric, namely without me, my band and purple pills.