

VERBAL METAPHOR IN THE DISNEY CARTOONS

THESIS



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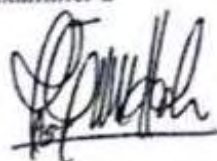
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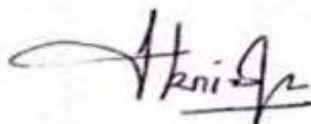
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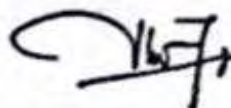
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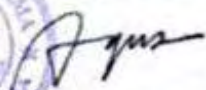
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throughout the cartoon. The researcher involves the scene of the Disney cartoon for describing the context of the Disney cartoon.

Sabrino (2016, p.1-2) said that multimodal metaphor and metonymy in the advertisement by using the account. The account used for collecting of corpus of metonymy and metaphor. The account is also contributing to the frequency of metonymy and metaphor in the advertisement. The concluded researcher that the series of generalizations of metaphor and metonymy in the advertisement. The frequency of applications based on the marketing and cognitive studies, the multimodal of two tropes, including metaphor-metonymy. This study is also contributing to the study of cognitive linguistic and effective in cross-cultural communication. It means the audience conveys the figurative language in the multimodal.

Kövecses (2015, p.186) stated the relationship between metaphor and culture. That metaphor focuses and describes the cultural interface about how culture shaped based on the metaphorical cultural conceptualization. This study uses cultural, including physical, social, and discourse, that related systematically shape of metaphorically about mind culture and language. The metaphor used based on the relations between the target domain for analyzing the meaning in the setting and particular situation based on the conceptualization of the place. The researcher concluded the varieties of cross-culturally in cultures. The function of the metaphor is in the nation of intertextuality. Intertextuality is the shapes of the conceptual system of the human experience

Forceville (2002, p.15-19) stated that how to analyze the scene of the identification pictorial metaphors based on the target and source. The study shows a pictorial metaphor for explaining the respective targets and sources. This study used visually to suggest the cinematic metaphor. The results of the study are the targets, and sources can depict the pictorial form of the written form or in sonic form as an element of the pictorial. Yu (2008, p.79) said that about the multimodal manifestation of conceptual metaphors in multimedia communications. It focuses on the multimodal manifestation of conceptual metaphor in TV advertising. The analysis is about an educational advertisement on "Chinese Virtues" on four channels TV. This study constructed between visual and aural by correlating the verbal mode. The verbal mode used to find the messages of the advertisement for the visual of water. The result of the study is the combination of verbal, visual, and aural that form the target concept of the metaphor.

Laila (2018, p.11-15) stated that the conceptual metaphor based on political headlines. The researcher uses the types of metaphors to know about the domain of structural Metaphor. This study also focuses on the cognitive semantic approach by correlating between the source domain and the target domain. This study uses qualitative research for analyzing the metaphorical meaning and mapping the conceptualization between target and source of their meaning. The result of the study is that there are relations between word and their concepts. The metaphor interpretation involved the context and literal meaning. The source and target domain of the study shows the kinds of metaphor process.

Forceville (2007, p.15) stated that multimodal metaphors are in ten Dutch TV commercials. The researcher uses multimodal theory. This study focuses on various modes, including language, pictures, and aural of TV commercials. The study uses the multimodal metaphor for analyzing the similarities of the meaning of verbal metaphors, the verbalization of multimodal metaphors, the interpretation of multimodal metaphors. There are three points to the results of the study. The first multimodal verbal Metaphor is the commercials can show the identification of the metaphors by mapping source to target. Second verbalizing multimodal metaphor explains the formulating of A in B format. The third multimodal metaphor interpretation describes the specific characteristics of the multimodal.

Ortiz (2011, p.1568) stated that primary metaphors. This study uses primary metaphors and visuals of the movie. The primary metaphor is part of our cognitive unconscious, inherent to the human being and direct consequence of nature. The study focuses on Grady's Primary Metaphor that uses examples of visual metaphors for supporting the statement. The result of the study shows the correlation between sensory-motor experiences. Second is the relationship between monomodal expression of correlation metaphor and visual monomodal resemblance metaphor. Some images are not particularly because of contrasting in some cases that have still conceptualization metaphorical nation as confusion, importance.

Yus (2009, p.147-148) said that about visual Metaphor versus verbal Metaphor in a unified account that uses the comprehension of verbal and visual to

treat the interpretative strategies toward linguistic decoding, reaching an interpretation to the conceptual of text information and the images by combining between text and picture of multimodal metaphor combination.

This study focuses on the comprehension of verbal, visual by involving similar metaphor procedures. The study delivers information about the conceptual metaphors of type of metaphors. The integration of phrases and sentences shows the way literal and implicated meanings formed. The study focuses on metaphor aims to analyze language such as word, phrase, clause, and sentence through conversation language that said by the characters in the scene of the Disney cartoon. The study involves two methods, such as qualitative and quantification method. The study uses five cartoons from Disney for analyzing the verbal of the cartoon because of new trends in language research. The gaps of the previous research are almost the previous researchers used an object, including a Dutch TV commercial, advertisements, Chinese virtues TV commercial, political headlines. The previous research mostly used the multimodal by comparing two modes. The modes are visual, verbal, audio, as from Kovecses (2015, P.186), Yu (2008, p.79). They use the multimodal theory to analyze the metaphor and the culture and visual and verbal. The previous study mostly uses the qualitative method for interpreting the meaning from Laila (2018, p.11-15), Forceville (2002, p.15-19), Kovecses (2015, p.186) that used the qualitative.

This study focuses on the verbal metaphor in Disney cartoons. It is because the pictorial or picture of the movie can be described through the sentence

in the analysis. It makes the researcher focus on the verbal metaphor. The researcher does not use visual because the researcher needs some pictorial to explain the metaphor. It makes much pictorial in the analysis. Then, it is often ambiguous or absurd if the researcher presents the pictorial of the movie. The researcher focuses on cartoon Disney and its genre. It means the researcher uses Disney production or not random production. It just focuses on the Disney cartoon. The average duration of Disney cartoons has a long duration. It means that every cartoon movie has a long duration conversation. Disney cartoon has many conversations that said by the characters can convey many meanings. It aims the researcher chooses Disney cartoons. The researcher does not select the series of Disney cartoons. It might make the utterances or context of the movie will be the same between one series to the other season.

The aim of the researcher makes a study of verbal metaphors for filling the gap of collections about the monomodal metaphor theory. It also contributes to the previous research by using different objects and different elements. The researcher uses qualitative for explaining the form of description and applying the second statement problem analysis. It explains the context of the Disney cartoon. The researcher also uses a quantification method for counting metaphors meaning percentages. It appears the number of metaphors in each scene of a cartoon. It provides information to the readers or future researchers that in Disney cartoon contains the metaphor. The meaning is represented not only about the languages but also the context of Disney cartoons. So, the study uses two methods. It means

logic and logic. Ketola (2016, p.23) stated that verbal information shows the translation or meaning of visual information. Verbal information describes the understanding or meaning of the comparison process. Recanati (2004, p.1111-1112) said that the literal meaning of the word, sentence explains the rules of the language. Therefore, in the meaning of the pragmatic deal of the user language by their utterances, including word and sentence. The term literal meaning or nonliteral meaning is a number of the characteristic of semantic and pragmatic.

2.3 Metaphor

A metaphor is a discussion about conventional meaning. The structure of the meaning is based on the system of culture. Metaphors are formed through imagination and creation in our experience. Metaphors can give the new meaning of the object or activity (Lakoff and Johnson, 1980, p.128). Reddy (1979, p.286-287) said that the conduit metaphor is a basic analysis process of human communication that makes the problems of the environment, including culture and society. The figurative language as metaphors transfers the thought and feeling of humans.

Ortony (1993, p.3-4) stated that the discipline of humans about the language adopts the meta-language that used to study metaphor. The study of metaphor is the theory used for representing the nonliteral meaning. The theory uses comprehension in cognitive psychology for analyzing the nonliteral meaning of the language based on the culture. The focus of metaphor is a non-literary

This research also used the quantification method. The quantification method was used for counting the numerical or value toward measurement of the data. The procedure of quantification uses the mathematical calculation. Custer (1996, p.3-6) stated that quantification is the method to count the large data. Custer claimed, "anything that exists in a certain quantitative can be measured." This research used quantification to calculate metaphors contains in every cartoon of the Disney cartoon.

3.2. Data collection

This point focuses on three sub-points. The first is research data. The second is the research instrument. The last is data collection techniques.

3.2.1 Research Data

The researcher collected the data from the transcript of 5 Disney cartoons as data sources by using a link <https://www.scripts.com/8194>. Every cartoon has a long duration of around an hour and more. The researcher collected Disney cartoons randomly because it shows the diversity of the context of every Disney cartoon. The data sources are used in this research, such as *Bolt*, *Finding Dory*, *Frozen*, *Zootopia*, and *Toy Story*.

3.2.2 Research Instrument

The instrument of the research is the researcher itself. The role of the researcher is an analyzer of the research involving the skill, experience, expectation, and comprehension to conduct the research (Greenbank, 2003, p.791-

Number	Verbal Metaphors	Words
Data 5 [R.32]	Elsa: (to the Duke) Please, just stay away from me. Stay away! Magic accidentally shoots from her hand and turns the staircase into ice. The thugs and the Duke fall. Duke: MonsterMonster!	Monster
Data 6 [R.64]	Anna, Kristoff, and Olaf approach Elsa's elegant ice palace Anna: Whoa. Kristoff: (in awe) Now that's ice. I might cry. Anna: Go ahead. I won't judge. Kristoff: All right, take it easy. I gotcha.	Ice
Data 7 [B.20]	Rhino: Penny is the most wonderful person ever. She loves Bolt, and he is awesome. And you're a monster! Mitten How dare you disrupt their relationship with your evil!	Monster

Number	Verbal Metaphors	Phrases
Data 8 [Z.85]	Gazelle: Zootopia is a unique place. It's a crazy, beautiful, diverse city where we celebrate our differences. (gestures to PROTESTERS in the background) This is not the Zootopia I know.	Crazy city
Data 9 [B.4]	The man: I see an animal that believes with every fiber of his being, every fiber that the girl he loves is in mortal danger. I see a depth of emotion on the face	Depth emotion
Data 10 [B.12]	Mittens: It's talking to the claws!Not the claws! Please!I'm holding these bad boys back as best as I can, but the thing is it's not up to me. The stomach got a direct line to these babies.	Direct line
Data 11 [Z.70]	BELLWETHER (CONT'D): Ooo, I'm so sorry... sir?! LIONHEART: Okay. I heard you, Bellwether. Just take care of it! (setting another binder atop her stack) Please. And clear my afternoon, I'm going out. BELLWETHER: No, no! But, sir, you do have a meeting with Herds and Grazing, sir, if I could just.	My afternoon
Data 12 [B.19]	Mitten: I haven't eating like this in ages. Hey, look! My stomach distended. How great is that! Yeah, well. Don't get used to it. We gotta keep moving.But this place is a gold mine.	Gold mine
Data 13 [R.25]	Anna: That's horrible. Hans: It's what brothers do. Anna: And sisters. Elsa and I were really close when we were little. But then, one day, she just shut me out, and I never knew why.	Shut me out
Data 14 [R.39]	OAKEN: Only one crazy enough to be out in this storm is you, dear? OAKEN: You and this fellow... Hoo hoo. Big summer blow out. KRISTOFF: (in her face) Carrots. ANNA: Huh? KRISTOFF: Behind you. ANNA: Oh, right. Excuse me	Big summer
Data 15 [B.18]	Mitten: Look at you. You're quite a little actor, huh? I haven't eating like this in ages. Hey, look! My stomach distended. How great is that! Yeah, well. Don't get used to it.	My stomach distended
Data 16 [Ts.9]	Woody: Sarge! You got it? Sarge: Mission accomplished! Woody: Careful...! Careful!! Woody: All right, guys. We got one shot at this. Everyone ready? Jessie: We're ready, Woody! Let's do it!	One-shot

Data 17 [Ts.29]	Woody: Okay, fine! Just wait'll you see what Day Care's like! Rex: Why...?! What's it like?! Woody: Day Care is a sad, lonely place for washed-up old toys who have no owners.	Washed up
Data 18 [Ts.81]	Lifer: You can unlock doors, sneak past guards, climb the wall. But if you don't takeout that Monkey, you ain't goin' nowhere. Y'wanna get outta here? Get ridda that Monkey!	Take out
Data 19 [Ts.99]	Jessie: We haven't seen him! Jessie (CONT'D): Buzz... Spanish Buzz: (My desert flower...! I have never seen true beauty till this night!)	My dessert flower
Data 20 [Fd.63]	Bailey: I got the world's most powerful pair of glasses. You got the world's most powerful pair of glasses. I will be your eyes. Destiny: You're going to be my eye.	The world's most powerful pair of glasses
Data 21 [Z.6]	Young Judy: You don't scare me, Gideon. Gideon Grey: You scared now? Travis The Wolf Henchman Kid: Look it her nose twitch. She is scared! GIDEON GREY: Cry little baby bunny. Cry, cry	Nose twitch
Data 22 [Z.35]	Mrs. Otterton: Chief Bogo, please-- five minutes of your time. Please. Clawhauser: I'm sorry, sir, I tried to stop her, she is super slippery. I gotta go sit down. Bogo: Ma'am, as I've told you, we are doing everything we can	Super slippery
Data 23 [Z.14]	STU HOPPS: Oh, cripes, here come the waterworks. BONNIE HOPPS: Oh, Stu, pull it together. JUDY: Bye, everybody! COTTON: Bye, Judy! I love you! CROWD OF BUNNIES: Bye! JUDY: Bye!	Pull it
Data 24 [Ts.4]	Bonnie's mom: Bonnie...? There you are. C'mon, honey—time to go home. Woody: Oh, no! No, no, no...! Woody(CONT'D): (voice box) Reach for the sky!	Reach for the sky
Data 25 [Ts.80]	Woody: That's it?! Doesn't seem so bad. Lifer: It's not. Your real problem's The Monkey. Lifer: The Monkey's the Eye in the Sky. Lifer: He sees everything.	Eye in the sky
Data 26 [R.23]	Duke: Oh, all right. Hang on. They don't call me the little dipper for anything. He dips Anna back. Elsa peeks through the crowd, can barely hold in her laughter. Anna shoots Elsa funny, help-me looks. Duke (CONT'D): (groove fully on) Like a chicken...with the face of a monkey...I fly.	Like a chicken with the face of a monkey

Number	Verbal Metaphors	Sentences/clauses
Data 27 [Fd.38]	Destiny: Without me, Becky's lost. Dad just trusts her. Dory: Trust her? So she can forget us altogether? Destiny: I trust Becky. Dory: you trust Becky. Becky's eating a cup. Becky. Beck? Oorroo.	Becky's eating a cup
Data 28 [Z.16]	LEOPARD: C'mon! He bared his teeth first. We land at the front desk and find CLAWHAUSER, a PUDGY CHEETAH COP, happily eating a bowl of Lucky Chomps cereal. HOPPS (O.C.): Scuse me! Down here? Hi.	He bared his teeth first.

Data 29 [B.12]	Dove: I bring you half, you give me protection! That's our deal. Mitten: Yeah, well, the deal just expired. Now, get lost. Dove: Mark my words, Mittens. One day, someone's gonna stand up to you. Someone's gonna teach you a lesson!	Someone's gonna teach you a lesson!
Data 30 [Fd.63]	Destiny: I CAN'T! I can't do it! I'll never make it out there! Destiny! Bailey: Huh? I got the world's most powerful pair of glasses. You got the world's most powerful pair of glasses. I will be your eyes. Destiny: You're going to be my eyes. But-But the walls!	I will be your eyes.
Data 31 [B.8]	The man: Your father's discoveries could be a great use to our organization. I'm sure he will be more commutating... now that I've got his "lucky Penny"! Bolt! World domination is waiting my grasp! How did your focus groups feel about the end of this?	World domination is waiting my grasp
Data 32 [R.3]	Young Anna: Elsa. Psst. Elsa! Psst. Young Anna (CONT'D): Wake up. Wake up. Wake up. Young Elsa (grumbling): Anna, go back to sleep. Young Anna: I just can't. The sky's awake, so I'm awake, so we have to play.	The sky's awake
Data 33 [R.80]	Olaf: Look, Sven. The sky's awake. Kristoff: Are you cold? Anna: .A little. Kristoff: Wait. Come here.	The sky's awake.
Data 34 [Ts.17]	Molly: Three more days, and it's mine...! Mom: Molly, you're not off the hook either! Mom: You have more toys than you know what to do with. Some of 'em could make other kids really happy.	you're not off
Data 35 [B.35]	Penny: Help! Please, help! Help! Man: Hold on! Penny: Please! Man: Oh, my gosh! The stage! Rhino: Yeah, you better run! I'm on your six.	I'm on your six.
Data 36 [Ts.78]	Lifer: You shouldn't come back, Cowboy. They cracked down hard since you left. More guards. More patrols. You and your friends ain't ever gettin' outta here now. WOODY: I made it out once. Lifer: You got lucky once. Want my advice? Keep your heads down. You'll survive.	Keep your heads down.
Data 37 [B.13]	Mitten: But if you put me down, I'll show you where she is. Bolt: You know, I hope you appreciate the risk I'm taking here. Every bone in my evil cat body is telling me, .not to betray the trust.	Every bone in my evil cat body is telling me.
Data 38 [Z.11]	Judy: I won't let you down. This has been my dream since I was a kid. BELLWETHER: Ya know, it's a... It's a real proud day for us little guys. LIONHEART: Bellwether, make room, will ya? Come on. Lionheart (CONT'D): Okay, Officer Hopps. Let's see those teeth!	Let's see those teeth!
Data 39 [Z.59]	Manchas (through door gap): He was an animal... down on all fours... he was a savage.	He was an animal. down on all Fours
Data 40 [Z.25]	Nick: 39 40. There you go. Way to work that diaper, big guy. Hey, no kiss, bye-bye for daddy? Finnick: (super-deep voice) You kiss me tomorrow, I'll bite your face off. Ciao. HOPPS: Well. I stood up for you, and you lied to me. You liar!	I stood up for you

The twenty-seventh data shows the metaphor sentence of *Finding Dory* movies. The metaphor that exists in the verbal above (**data 27[Fd.38]**) is *Becky's eating a cup*. The literal meaning of eat is put food into somebody's mouth and swallow it or have a meal (OLD, 2008). The metaphorical meaning of Becky's eating a cup is *Becky stuck in the cup*. It based on the context that "Destiny: Without me, Becky's lost. Dad, just trust her. Dory: Trust her? So she can forget us altogether? Destiny: I trust Becky. Dory: you trust Becky. Becky's eating a cup. Becky. Beck? Oorroo" It means that Becky is a bird that has short memories. Then Marlin follows Becky with a water bucket for going to the open ocean. Becky brings the water bucket by flying. Suddenly, Becky sees the food on the road then Becky goes down to eat the food. Becky forgets that he has to bring Marlin in the open oceans. Then Becky is eating till his head stuck in the cup, but Nemo claims that Becky is eating a cup. It based on the context that Becky stuck in a cup. It seems like he is eating a cup. Therefore the head covered with a cup. It looks like Becky also eats a cup.

The twenty-eighth data shows the metaphor sentence of *Zootopia* movie. The metaphor that exists in the verbal above (**data 28[Z.16]**) is *He bared his teeth first*. The literal meaning of bared his teeth first is without clothing or covering, empty cupboards, uncover (OLD, 2008). The metaphorical meaning is *a challenge first*. It based on the context that "LEOPARD: C'mon! He bared his teeth first. We land at the front desk and find CLAWHAUSER, a PUDGY CHEETAH COP, happily eating a bowl of Lucky Chomps cereal. HOPPS (O.C.): Scuse me! Down here? Hi." It means that the police arrested the fox because of

Zootopia city. All the characters of this movie almost use the metaphorical word, phrase, clause, and sentence for expressing the messages to people around her. It proved that the *Zootopia* movie could persuade the people in the world through the movie. Even though the people always ignore our dreams but we must believe that we can reach it. It means never gives up for reaching our dream.

4.3 Discussion

This chapter focuses on the discussion of findings that relates to the previous chapter. The subject of this research is Disney cartoons. Disney cartoon is a famous cartoon that has a lot of interested people in the world until now. The elements of Disney cartoons are visual, audio, and verbal that said by the characters in the cartoon. The researcher uses verbal that contains the metaphor meaning or non-literal meaning by using the context of visual. The verbal of Disney cartoon is also has the different characters in every word, phrase, clause, and sentence that said by the characters. The metaphor defines the verbal, including word, phrase, clause, and sentence that has a non-literal meaning in the context of the movie. The analysis relates to the context of the movie. It is because of the literal meaning and the context literary diverse each other.

Metaphors are almost used in many perspectives, such as political perspective, economic perspective, and religious perspective. The first is from a political perspective. Mio (1997, p.113) stated that metaphor often used in politics. The politicians focus on communication in politics by using address the symbols in the public consciousness. Metaphors are also processed the new information with the model's political knowledge. Metaphors are concluded about

the form of symbolism for representing the political area. Metaphor is designed to the information processing for solving the problem in the political cognition theory advocates. Applications of metaphor in the political arena are the politicians by using the text based on the context, including the speaker conscious. The example is that the Machine is represented as the working parts. It relates because of the balance or the word.

Langer (2015, p.308) Conceptual metaphor in the economic field has represented the area of the economy that is still missing. Metaphors can represent the basic teaching concepts of economic and education empirical research. The metaphor seems like a rhetoric device in figurative language. The metaphor makes the understanding of concepts of economics. The conceptual metaphor is *demand* and *money* that has the preconceptions about the economy. The meaning is the demand for money the holding a stock of money is like demanding them. It explains the demand for money. Black (1980, p.1,12) claims to learn something of money have to learn something about demands as well. Economic terminology is the analysis of the problem on words that were taken for the metaphorical meaning. The metaphorical in politics is an implicit representation metaphor in economic understanding.

Metaphors make the religious language in better understanding of the Islam perspective. Charteris (2005, p.125) concluded that the metaphor would explain the prophet Muhammad representing the conceptualization of Islamic doctrine and its experience. Metaphor is used the many different elements such as power, thought, beliefs, and principles according to the system and beliefs.

The researcher concluded from the whole explanation that metaphor is an important point for knowing about the mean and message in the movie based on the context. The verbal metaphor is also used for revealing the hidden message. The researcher concluded the verbal metaphor, including word, phrase, clause, and sentence that have non-literal meaning by interpreting based on the context. Interpreting is used for knowing the metaphorical meaning in the movie.

5.2 SUGGESTION

This thesis has shown a verbal metaphor in the Disney Cartoon by using theory *Cognitive Metaphor Theory* by (Lakoff & Johnson, 1980. p.5) which, related based on the context in the cartoon movie. The researcher showed the metaphor meaning in the Disney cartoon by correlating verbal, visual, and the context in the Cartoon movie. Meanwhile, the researcher suggests that the next researcher uses metaphor analysis with another subject or different theory. Then, they can investigate metaphors with an interesting subject such as magazines, signs. The researcher suggests a clue to the next researcher to do the next research about metaphor and give the contribution of the previous research.

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