

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language is a tool to convey opinions, messages, to express thoughts and feelings and to clarify matters for the goal of attracting listeners as well as kind of instructing knowledge and social communication. It has been developed into an important means for describing interpersonal relationships with the development of human society, how to affect and make audiences understand what the speaker is going to say.

As an outcome of human social activities, language plays a variety of functions in human communication. Halliday claims that interpersonal metafunction pays more attention to the interactive relationship between the speaker and listener (Li, 2000:8).

Kreidler (1999: 299) states that people talk about factual matters, what is true and what is not true, what has happened and what has not happened but we also talk about what may be true or not, what ought to be, what certain individuals are capable of and what is impossible for them, what obligations we have to do or to refrain from doing. All these notions together constitute modality.

Huang (2001: 79) states that modality is a significant part in the interpersonal function with the former expressing the speaker's purpose to be achieved with his speech and being a semantic system expressing the speaker's judgment or evaluation which covers the field between "yes" and "no". In the framework of systemic functional linguistics, modality is important since

modality pay significant attention to generating utterances to convey the desired meanings by speakers, expressing the ideas, intentions, attitudes, and positions to the addressees. Modality can tell us how a person feels about what they are telling us, their stance or attitude, whether they are assertive or tentative, how committed or how detached they are and other crucial aspects of interpersonal meaning.

In communication sometimes people use metaphor in conveying their judgments and attitudes. Sometimes people use metaphor to express something indirectly. Aristotle, the great ancient Greece thinker, who began the study of metaphors as early as more than two thousand years ago. The real beginning of the conscious study of grammatical metaphors began with Halliday. He put forward two types of realization relationship between grammar and semantics, respectively named “congruent” and “incongruent”. Congruent realization or unmetaphorical form just means the natural relation between semantics categories and grammatical categories. On the other hand, incongruent realization or metaphorical form refers to the unnatural relation between semantics and grammatical categories. In fact, Halliday’s (1994:343) study on grammatical categories is that of incongruent realization, and his theory of grammatical metaphor includes ideational metaphor, interpersonal metaphor and textual metaphor. This study can be found in many discourses.

Sinar (2008: 7) states that discourse is related to the social context since the discourse is used in communication. The use of metaphor of modality is motivated by social context which covers the context of situation. It means that social context play a role in the production of interpersonal metaphor in discourse. Metaphorical language in TV program is closely related to social context.

Nowadays, many research that have been done in media discourse since media are the important thing in this Era. Media are used as the tools to store and deliver information or data through broadcasting (television). The television as the source of information than other printed media because television is audio-lingual so that it is more interesting for people. Television presents many TV programs that can be watched by people. People can learn much from that. People can get knowledge, advices, or motivations from them. So that most of the analysis is about the vocabulary features, rhetorical features and grammatical features of the TV program from the linguistic point of view. One the example of TV program is Mario Teguh Golden Ways.

TV program is an important role in influence good or bad mindset towards people. It discusses the problem to be clear for societies from different background. TV programs are oriented to provide information, entertain and motivate the viewers. One of the popular programs of Metro TV is Mario Teguh Golden Ways. The researcher chooses Mario Teguh Golden Ways because in this program the speaker (Mario Teguh) definitely use modality while speak to audience since he need to convey his judgment about the audience questions and about the topic that talk about. Beside that the program is interesting and educated to be watched. This program is very useful for the viewers because in this program Mario Teguh always give motivation and give suggestion in order to face problems and life to the viewers. This program can give the viewers new knowledge and ways how to be wise and smart to overcome everything in life. Then MURI (Museum Rekor Indonesia) have given the achievement to Mario

Teguh as a motivator who has the greatest number of facebook's fans that is more than one million.

It is significant to analyze interpersonal metaphors, namely metaphor of modality in this program since metaphor of modality can help the speaker to express his judgment in polite way. Jian Xu (2009) states that subjective and objective explicit play an important coordinating role of the politeness in verbal communication.

This research concern to the metaphorical modality in social context because a discourse cannot be separated from context. The research is done to investigate the realization of metaphorical modality in interactive situation which occurred in MTGW.

The relevance of Halliday's theory (SFL) can be realized in this kind of program since the speaker can use metaphor of modality to influence the people with his language. Metaphor of modality can help the speaker to establish interpersonal relationship indirectly to the audience and to achieve the goal to motivate them since the choice of different modality give others different impression, which influences the chance of a successful communication. The types of orientation of modality are the way the speaker to express the modality that can be subjective or objective, implicit or explicit. Modal clearly serve to encode a position of the speaker with respect to the propositional content of the clause either in terms of commitment to probability or possibility, or in terms of commitment to obligation or permission.

To make the source of "modal responsibility" explicitly subjective performed for instance, forms such as *I think* and *I suppose* can be employed

metaphorically to convey one's attitude toward the proposition in the subordinate clause. These forms are metaphorical because a modality that would usually be realized either as a finite modal operator or as an adjunct (i.e., "congruent" realizations) in fact gets realized as a clause (Eggins, 1994: 181).

The example of this phenomenon can be found on *Mario Teguh Golden Ways Program* (episode: "UN Cool Aja" 13 oktober 2013).

*"Tadi saya **harapkan** Anda mengatakan enjoy saja itu karena Anda sudah siap".*

In the expression "*saya **harapkan***" is realized as the metaphor of modality since the speaker embodies modality into a projecting clause by employing subjective explicit to express the obligation indirectly.

The researcher chooses episodes which are broadcasted from 2013-2014, they are "*True Love*" (3rd February 2013), "*UN, Cool Aja*" (14th February 2013), "*Memperbaiki Rezeki*" (8th June 2014 and "*Diambang Jawaban Doa*" (6th July 2014), since the four episodes have different topics. Through this research the researcher wants to know the realization of metaphor of modality in this program. Especially the orientation that speaker used to convey his judgments and attitudes. So that we can see how he use metaphor of modality towards what he expressed, and enable us to have a better understanding of how metaphor of modality work in MTGW Program.

Many researchers have been done on metaphor of modality. These following researches are the example; Ahmed and Hasan (2014) investigate Metaphorical Modality in Barack Obama' Speeches from Systemic Functional Perspective". Jian Xu (2009) interprets Metaphor of Modality in English

Advertising. Jiezhen Dong (2013) investigates Interpersonal Metaphor in legal discourse modality in cross-examination.

From the previous studies it can be drawn an inference that metaphor of modality can be realized in variety discourse, whether it is political discourse, courtroom discourse, advertising discourse, etc.

This study is focused on the realization of the metaphor of modality which is different discourse from the previous researches. This study is conducted to show the realization of metaphor of modality in TV program discourse. This study is aimed to investigate the metaphor of modality of Mario Teguh's discourse on MTGW program.

Theoretically, modality is made up some subsystems: type, orientation, value and polarity. Modalization and modulation are the types of modality. The orientation is the distinction between subjective and objective modality, and between the explicit and implicit variants. The values of modality are low, medium and high and the polarity consists of positive and negative, where the negative consist of direct negative and transferred negative.

From the elaboration above, it is significant to analyze the realization of metaphor of modality in Mario Teguh Golden Ways.

1.2 The Problems of the Study

Based on the background above, the following questions were forwarded as the research problems.

- (1) What orientations of metaphors of modality are found in "MTGW"?

- (2) How are those metaphors of modality used in “MTGW”?
- (3) In what contexts of situation are metaphors of modality used?

1.3 The Objectives of the Study

In relation to the problems, the objectives of the study are

- (1) to identify the orientations of metaphors of modality are found in “MTGW”.
- (2) to describe the theory how the metaphors of modality used in “MTGW”,
and
- (3) to explain in what context of situation metaphors of modality in
“MTGW” used.

1.4 The Scope of the Study

The scope of this study is limited into the metaphor of modality on MTGW program.

There are three aspects which observed in this study. The types of orientations of modality are found in “MTGW”, the way of using metaphors of modality in “MTGW” and the context of situation in which metaphors of modality used in “MTGW”.

This study applies the concept theories of the systemic functional linguistics (SFL) proposed by Halliday. This analysis is pointed to investigate the

orientations of modality realized in “MTGW” that he uses to express his judgment. The types of orientations are subjective implicit, objective implicit, subjective explicit, and objective explicit.

1.5 The Significance of the Study

A study which is designed to cover some intended result should have the significances.

a. Theoretically

The objective of this study is to show how the kinds of metaphors of modality are existed in the MTGW Program. Thus, theoretically the results of the study are expected to display the relationship between systems of metaphor of modality as the context of interpersonal metaphor is applied.

b. Practically

The objectives of this study are

- (1) Expanding the insights in terms of metaphor of modality and its application in the TV program.
- (2) Introducing to the readers the result of metaphor of modality and its application in the TV program.
- (3) Becoming references for further studies.