

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Metaphor is a well-known phenomenon in language. People sometimes use metaphor in conveying their judgments and attitudes. They use metaphor to express something indirectly. Halliday, the author of the famous work “An Introduction to Functional Grammar” is one of the linguists who spent long time to study on metaphor in general and Grammatical metaphor in particular.

There are three types of metaphor, lexical, grammatical and contextual metaphor. Grammatical Metaphor (GM) is one of the most interesting theoretical notions developed by Halliday (1985/1994) within Systemic Functional Grammar (SFG). GM is a major area of interest within the field of Systemic Functional Linguistics (SFL). Halliday (1985) defined GM as employing one grammatical class or grammatical structure instead of another. SFG has dissociated itself from viewing metaphors as simple lexical transference of meaning. The literature puts the accent on the grammatical aspect of the variation, which is considered a significant element in rhetorical transference (Halliday, 1985). GM often involves lexical variation, which, however, is not

functionally dominant, as certain metaphorical expressions may be interpreted in terms of grammar as an efficient instrument for achieving variation in meaning.

SFL considers language as a semantic layout of meanings that are generally bound up with a particular context. According to SFL, language thus cannot be separated from either its speakers or its context. The real beginning of the conscious study of grammatical metaphors began with Halliday. The term grammatical metaphor, as conceptualized by Halliday, fulfills certain important needs in discourse and text, including opening up a new dimension of a semantic space. Halliday (1985, 1994) referred to GM as the incongruent ways of encoding language. Therefore, GM, as a resource for incongruent conveyance of information, seems to be a characteristic feature of scientific texts, since it allows objectification as well as abstraction. He puts 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. The incongruent ways of encoding language are referred to as GM (Halliday, 1985, 1994; Halliday & Matthiessen, 1999). GM has been of paramount importance in the development of scientific genre, particularly in the form of nominalized processes (Webster, 2005; Halliday & Webster, 2009).

Halliday (1985, 1994) has classified GM into two categories: Ideational metaphor (or metaphors of transitivity) and interpersonal metaphor (or metaphors

of mood), which Ideational metaphor (IGM) includes process types and nominalization; only ideational grammatical metaphors of the latter kind will concern us in this paper.

Nominalization is the most common form of ideational grammatical metaphor, especially in science, technology, political and business discourse. Nominalization turns actions or processes into concepts, while also reducing the number of clauses and compressing more information into each nominal group. As Halliday has argued in his IFGs (Introduction to Functional Grammar; in all three editions of 1985, 1994 and 2004), each nominalized or metaphorical wording in the metaphorical domain has its congruent wording in the congruent domain. The metaphorical domain explains the situation in more interesting and more formal ways in comparison with the congruent one. The most common form of Ideational metaphor seems to be nominalization, which is a characteristic feature of scientific texts. According to Halliday (2004), “nominalization is the single most powerful resource for creating grammatical metaphor”.

Sinar (2008: 7) states that discourse is related to the social context since the discourse is used in communication. The use of Ideational metaphor is motivated by social context which covers the context of situation. It means that social context play a role in the production of ideational metaphor in discourse.

Ideational metaphor that the researcher used to analyze the data is one of the GM classifications. With Ideational metaphor people can shift their congruent words into the metaphorical one. They can change the “doing” into a

“thing” which can be represented by nominal group as a way to make their words more understandable and reduce the ambiguities of the words.

Grammatical metaphor is a substitution of one grammatical class, or one grammatical structure, by another, for example, “his departure instead of he departed” (Halliday & Martin, 1993: 79). Halliday used the term grammatical metaphor to refer to the meaning transference from congruent to metaphorical in grammar.

According to Halliday and Matthiessen (1997), noun is the most grammatical metaphor in the word level, it makes the verbs which express the process and the adjectives which express the characteristics metaphorical lose functions of their own, so that they can not reflect something in the form of noun.

The example of this phenomenon can be found on *Barack Obama’s speech* (episode: ‘A More Perfect Union’ in Philadelphia, March 18th, 2008) “I ***chose to run*** for the presidency at this moment in history”. The metaphorical wording of “***chose to run***” can be changed into “***follow***” since Barack Obama changes the verb “***follow***” becomes “***chose to run***”. The problem of the readers or listeners is they face difficulties in understanding the message of the speech. By identifying the ideational metaphor in Barack Obama’s speech, the readers or listeners have better understanding to mean the message of the Barack Obama’s speech.

The researcher chose episode which is from 2008, it is ‘A More Perfect Union’ Philadelphia. Through this research the researcher wants to know the types of Ideational metaphor used in this speech. The readers sometimes face

difficulties to understand the Ideational metaphors that exist in a discourse. So that we can see how he uses Ideational metaphor towards what he expressed, and enable us to have a better understanding of how Ideational metaphor works in Barack Obama's speech.

Many researchers have been done on ideational grammatical metaphor. Kazemian, Behnam and Ghafoori (2013) investigate Ideational metaphor in Scientific Texts: A Hallidayan Perspective. This paper adopts Hallidayan Systemic Functional Grammar to pinpoint and analyze nominalization and the role played by it. With a corpus of 10 authentic scientific texts drawn from very influential magazines, the analysis is conducted based on nominalization, its frequency and process types. Shahab and Davtgari (2015) interprets Ideational metaphor in Pharmaceutical Research Articles. The study was an attempt to examine the frequency, process type, and function of IGM in the discussion sections of pharmaceutical research articles.

This research concerns to ideational grammatical metaphor in social context because a discourse cannot be separated from context. The research is done to investigate the Ideational metaphor in Barack Obama's speech. Barack Obama's speech commonly presented in formal situation; so, it is believed that people could encounter the use of GM especially the ideational one in its presentation. For that reason, the researcher chose to analyze the application of Ideational metaphor in Barack Obama's speech to find out how GM is useful for a speech.

The second reason for the researcher to choose this data not only because Barack Obama is one of the most inspiring people in the world but also his speech becomes special and popular after he has become a president of the United State. The researcher decided to conduct a study entitled “Ideational Metaphor in Barack Obama’s Speech of Presidential Election”.

Moreover, now Barack Obama is an American President who is famous for not only his talent in political field but also in numerous persuasive speeches because the language he chose always makes his speech powerful and convincing. One of the strategies that we are easy to recognize in all his speeches is using not only lexical metaphors but also grammatical metaphors to make the discourse vivid and easy to understand for all classes of citizen.

The research aims at describing how ideational grammatical metaphor are employed Barack Obama’s speech and also identifying the type of ideational grammatical metaphor used in it. By this research, the researcher wants to find out if the application of ideational grammatical metaphor in a speech is considered useful or the otherwise.

In conclusion, the reseacher chose this topic because of my interest in metaphor in general and GM in particular; the appearance with high frequency of metaphor in adult speeches and the admiration to American President Barack Obama’s powerful and convincing speeches.

1.2 The Problems of the Study

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

- (1) What types of ideational metaphor are found in Barack Obama's speech?
- (2) How is ideational metaphor linguistically realized in Barack Obama's speech?
- (3) Why is ideational metaphor coded in the way it is in Barack Obama's speech?

1.3 The Objectives of the Study

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

- (1) to identify the types of ideational metaphor are found in Barack Obama's speech, and
- (2) to describe how the ideational metaphor linguistically realized in Barack Obama's speech.
- (3) to reason for ideational metaphor coded in the ways it is in Barack Obama's speech.

1.4 The Scope of the Study

The scope of this study is limited into the ideational metaphor on Barack Obama's speech. There are three aspects which observed in this study. The types of the Ideational metaphor are found in Barack Obama's speech, the way of using

Ideational metaphor in Barack Obama's speech and the reason why Ideational metaphor used in Barack Obama's speech. This study applies the concept theories of the systemic functional linguistics (SFL) proposed by Halliday.

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 types of Ideational metaphor are existed in the Barack Obama's speech. Thus, theoretically the results of the study are expected to display Ideational metaphor as the context of ideational metaphor is applied.

b. Practically

The objectives of this study are;

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