CHAPTER I

INTRODUCTION

A. Background

Language plays an important role in human daily life. People use language to communicate with others. To communicate is to express a certain attitude. When people communicate with others, they actually produce an utterance as type of action. As an instrument of communication, language has the systematic arbitration it is utilized by the society to cooperate, interact, and identify themselves, it means that language has the ability to solve problems in society itself, and language is agreed by group of people who speak the language to label something which used to interact and communicate. It is natural for humans to have language, but the ways in which meanings are communicated through language are an expression of an understanding of one concept in terms of another concept. So, we tend to communicate with two kinds of language that involve literal and figurative meaning in order to explore the nature of meaning from one concept in terms of another concept in a careful and thoughtful way. In literal language, have previously matched certain characteristics of the object when refer literally to a newly encountered object what is said exactly. Meanwhile, figurative language is the opposite of literal language because in figurative language will explain the reality something being thought of and become an object. The obvious thing is that speaker can make their thoughts and feelings and intentions known to other speaker of the language and can understand what others say. And according

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to the Journal of Language Teaching and Research, Vol. 3, No. 1, pp. (2012: 180-187), figurative language acts as signifiers in texts and also helps the literary artist in achieving beauty in form. The ability requires possession of the words and how to recognize by others through the choice of a vocabulary where words are used in a non literal way. But, also compare the reality to another object or situation as a way of associating unlike things to generate new meanings. And of course, what we want to express and how to find out the meanings in what other people say, should have the powerful words to make ordinary strange and give us a joyful feeling about the object. So, there are two types of figurative language, they are: an effect such as rhyme which changes the structure of language without effecting its meaning and one which does effect the meaning and one which does the meaning such as metaphor.

Thus,Knowless and Moon (2006: 2) stated that metaphor is the use of language to refer to something other than what it was originally applied to. It means that it describes the metaphors we use the structure of our thinking, hiding, some features of the phenomena, and highlighting others. In addition, metaphors are used to understand concepts in term of concrete concept. And by using metaphors shows us new ways of perceiving humans experiences. In this case, metaphor is recognized as an important way of thinking constructing analogies and making connections. The relationship between ideas an important way of using language explain abstract ideas or to find indirect but powerful ways of conveying feelings. And in The Journal of Philosophy, Volume 77, Issue 8 (1980: 453 – 486) about Conceptual Metaphor in Everyday Language stated that

metaphor is most for most people a device of the poetic imagination and the rhetorical flourish-a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought.

By investigating people using metaphors, we need to distinguish the objects or concepts from the language used to express them, in which the use of metaphor can give expression of an understanding of one concept in terms of another concept. These are some similarities of correlation to understand the conceptualizations as individual and as participants in social life. People can convey their ideas and feelings into literature and art works using metaphor either poetry, novel, drama, film, or speech. They will be influenced by social, political, and their own experiences. Thus, the interpretation and interplay of metaphors can be found out from the speech of Barack Obama. Metaphors are used to express the thoughts and feelings or each speech can describes experiences, ideas, ideology, emotion, feeling, etc. the author in the speech not only expresses the thoughts and feelings. The author's feelings can be indicated in the speech and has a function for the social control for the other people. So, the author involves metaphors and people can be better to understand the emotions, attitudes, and conceptualization as individual and as participants in social life. The writer is interested in conducting this research because generally the readers including the writer herself sometimes found some difficulties in understanding the meaning from the speech, especially speech in Barack Obama. It is caused because the

speech writer merely uses figurative language in order to create speech to be more interesting, memorable, and authentic.

B. The Problem of the Study

The problems of this study are formulated as the following:

1. What types of metaphorical patterns are found in Barack Obama speech?
2. Why the metaphorical patterns are used the way they are?

C. The Scope of the Study

This research is focused to analyze metaphor in Barack Obama speech. The speech entitled **A More Perfect Union, Philadelphia, March 18, 20 08 and NIH Addressed on Ebola Vaccine Research Potential, Bethesda Maryland, December 2, 2014.** The speech told about the differences of white and black people in the past and the health care about Ebola vaccine research. So Obama invited his people to work and live together.

D. The Objective of the Study

In relation of the problem, the objectives of this study are:

1. To find out the pattern of metaphor in Barack Obama's speech.
2. To find out how are the metaphorical patterns used in Barack Obama's speech.

E.The Significance of the Study

Finding of the study are expected to give some knowledge:

1. Useful forstudents who want to improve their knowledge about Metaphor especially the students in English department.

2. To guide people who are interested in studying Metaphor.