

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Language as a means of communication always takes place within some sort of social context. Good in Thompson (2003) emphasizes that the use of language lies at the very heart of social lives. This is why effective communication requires an understanding and recognition of the connections between a language and the people who use it. Communication is defined as a means of transmitting information. To communicate means giving and getting different amounts of information and various characters and qualities of communicated messages at one time, which is conditioned by many factors such as the time, place and subject matter of what is being transmitted from the addressor to the addressee in a particular situation. The addressor communicates because he intends not only to exchange information, but he also aims at affecting the behavior of the addressee.

Then it can be said that these conditions are complex. Where, there are situations where one is required to use slang with a friend or formal language with a boss and to judge a candidate's campaign speeches. All of these acts require knowledge of the language, as well as the cultural and social forces acting on that language. Social context is a major factor that drives one's language choices. For example, the language used in an interview situation is much concerned with how one spoke as with what one actually said. One may have even practiced sounding

confident, for instance, or intelligent, so that one would make a good impression during the interview. One makes decisions every day, or has decisions made about her/himself by other people, based on the language use. Someone frequently evaluates a person's education, socioeconomic level, background, honesty, friendliness, and numerous other qualities by which a person speaks. When the speaker wants to make a particular impression on someone else, s/he consciously chooses her/his language, just as s/he chooses hair styles or clothing.

Language is not something somehow separated from the ideas it contains, but the way language is used indicates a great deal about how the ideas have been shaped. A speaker may say words clearly and use long complex sentences with correct grammar, but s/he still has a communication problem if s/he has not mastered the rules for social language known as pragmatics. In this study, the speakers should understand appropriately the concept of the language which is included in the area of linguistics.

This study will focus on the use of metaphor in “*Hitam Putih*” program on trans7 TV channel. The writer chose this program because she was interested in how the speakers use language in talk show. The speakers express their anger, sadness, or happiness through their language. Sometimes, they use metaphor to express their feeling. It was used to make some analogies or similarities of characteristic of one thing and another thing. For example when Abraham Samad said, “teror itu sudah seperti *sarapan pagi*”. the phrase *sarapan pagi* means that terror has become a habit for him. He used that phrase to make the analogy.

To investigate metaphor in a media such TV text and to describe metaphors' forms and functions, firstly they have to be reliably and systematically identified in order to create a solid basis for analysis. In order to do so, here are two major approaches to identify metaphor in discourse. Firstly, metaphor analysis can be approached top-down, i.e. the researcher starts out from (a) conceptual metaphor(s) and then searches for linguistic expressions that are compatible with that mapping (Chilton, 1996). Secondly, the search for metaphorically used words can be tackled from the bottom up (Pragglejaz Group, 2007) – without presuming a specific conceptual metaphor. Only at a later stage are conceptual metaphors derived from the linguistic expressions that have been identified.

In identify a metaphor, an approach of language in using as a symbolic system and not as a cognitive process. Steen's (2007) proposal was used to distinguish the different levels of analysis. Such a careful separation allows for more precise formulation of metaphor identification criteria and will thus lay the groundwork for ensuing analysis that may look at metaphor processing or may examine metaphorical patterns and how they relate to, for example, register, word class, style or communicative goals, focusing on how language is used in discourse. For example, Charteris Black (2004) demonstrates the role of metaphor in the development of ideology by examining its persuasive function. Semino (2008) explores the forms and functions of metaphors in different genres and topics by examining metaphorical patterns and relating their use in specific

contexts to conventional metaphorical patterns in language generally. Similarly, Cameron (2003) puts metaphor in use at the center of attention, emphasizing the importance of taking context into account. Metaphor can be approached as a system of language or a system of thought (Steen, 2009). This thesis deals with both of these approaches. Since language and thought present two different levels of analysis, they each require a different methodological treatment. One linguistic form does not necessarily correspond to one clearly delineated concept and may be connected to several levels of generality in conceptual structure.

This study refers to the use of metaphor in “*Hitam Putih*” a program on Trans7 TV Channel. *Hitam Putih* is a talk show which is broadcast on Trans7 TV channel. This program becomes one of a wanted program which is waited by society of Indonesia. In this channel, familiar public figure such as celebrity and actors or artists to be inspiration. *Hitam Putih* is a talk show program which is carried out through the mind reading. It means that when the participants are being interviewed by the host (Dedy Corbuzier), he/she will be powerless because of being bullied by the questions from the host which force them to explain about his/her life unconsciously. During the talk show, the host also will entertain the audience with some of wonderful attractions, where all the audience may laugh out loud.

Hitam Putih program is not going to be concerned in making this study, but what is going to be concerned in this study is the language use. Simply it can be means that that this study was focused on the metaphor used in *Hitam Putih*

program. There are some reasons for choosing the metaphor used in *Hitam Putih* program on Trans7 TV Channel as the object of the study. First, this program is known for indirection in their linguistics behavior, especially the host and the participant talk about unfamiliar things. Second, the program of *Hitam Putih* is a program which has great aspect of language. Because the language use in the *Hitam Putih* program is different among the host and the participants which are invited to be the respondents in the TV program. The language in this program is used to express the feeling that evoke among speakers. Sometimes, they s/he uses metaphor to express fear, anger or sadness. Finally, this studies which was focused on the use of metaphor in *Hitam Putih* program on Trans7 TV Channel was rarely found or conducted due to the limitation of data sources. These facts serve to be a motivation to conduct the present study dealing with the use of metaphor in *Hitam Putih* program on Trans7 TV channel in order to find out what types of metaphor which are used in the program of *Hitam Putih*.

1.2 The Focus of the Study

The study is focused on Lexical metaphors. Lexical metaphors concerns with the lexemes or words in primary meaning that are compared to the other. The concept of lexical metaphors is related to the explicit meaning and implicit meaning which is used by the speakers in *Hitam Putih* Talk Show.

1.3 The Problems of the Study

In relation to the background, the problems are formulated as the

following:

- (1) What types of metaphor are realized in *Hitam Putih* program on Trans7 TV Channel?
- (2) What is the dominant type of metaphor used in *Hitam Putih* program on Trans7 TV Channel?
- (3) How do the metaphors occur in relating to the speakers' intention in *Hitam Putih* program on Trans7 TV Channel?

1.4 The Objectives of the Study

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

- (1) to find out the types of metaphor which are realized in *Hitam Putih* program on Trans7 TV Channel
- (2) to find out the dominant type of metaphor that useful in *Hitam Putih* program on Trans7 TV Channel
- (3) to describe how the context of using metaphors in *Hitam Putih* program on Trans7 TV Channel

1.5 The Significances of the Study

The findings of the study are expected to be useful relevant theoretically and practically, where they are expected to enrich the theories of linguistics especially about metaphor, specifically the spoken language of certain aspect such as media or in a certain community and this study considers being useful initially to provide the information of metaphor used by participants of a talk show when

they express metaphor in the situation. Consequently, it will give better understanding and new insight on how metaphor is related to the aspect of linguistics study. This contribution will in turn give tentative framework for a comprehensive analysis of metaphorical expressions.

Since this research was focused on metaphor used in *Hitam Putih* program on Trans7 TV Channel, hopefully the findings will be useful for teachers and lecturers of linguistics to apply the metaphorical expression specifically in linguistics to the students either in university or high school which occur in daily conversation, then the students knowledge about the metaphor can be enlarged and brightened and also for the general people, they would have a clear understanding about the metaphorical expressions such as media or in a certain community, they can practice the metaphor which are used in a certain ceremony.