

CHAPTER 1

INTRODUCTION

1.1 Background

Language is also influenced by social, cultural, historical and political factors, and linguistics can be applied to semiotics for instance, which is the general study of signs and symbols both within language and without. Literary critics study the use of language in Literature. Translation entails the conversion of a text from one language to another. Speech language pathologists work on corrective measures to remove communication disorders largely at the phonetic level, employing a combination of cognitive and phonological devices. Language is the human capacity for acquiring and using complex systems of communication, and language is any specific example of such a system. The scientific study of language is called linguistics.

Linguistics is the scientific study of language. There are broadly three aspects to the study, which include language form, language meaning, and language in context. Language can be understood as interplay of sound and meaning. The discipline that studies linguistic sound is termed as phonetics, which is concerned with the actual properties of speech sounds and non-speech sounds, and how they are produced and perceived. The study of language meaning, on the other hand, is concerned with how languages employ logic and real-world references to convey, process, and assign meaning, as well as to manage and resolve ambiguity.

Semantics is the study of meaning. Semantic is needed because is a branch of linguistics that studies about meaning and writers use it to get the meaning of words of sentence which

shows in Obama speech. The formal study of semantics intersects with many other fields of inquiry, including lexicology, syntax, pragmatics, etymology and others. Independently, semantics is also a well-defined field in its own right, often with synthetic properties. In the philosophy of language, semantics and reference are closely connected. Further related fields include philology, communication, and semiotics. The formal study of semantics can therefore be manifold and complex.

Figurative language is a language which uses figures of speech (a way of saying one thing and meaning another). Keraf (1986:129) identifies that figurative language is based on two categories: direct and indirect meaning. The figures of speech compare one thing with another thing and find the similarity between these two things. Moreover, we can find some examples to compare the figure of speech. The first one is rhetoric figure of speech and the second is allusion figure of speech. Both can be found in simile, metaphor, allegory, personification, satire, hipalase, irony, innuendo, antiphrasis and paronomasia.

Speech is an activity of public speaking or giving speeches to express their opinions, or give you an idea about something. The speech is usually delivered by who gives speeches and statements of a thing / event that is important and should be discussed. Speech is one of the theories of Indonesian learning.

1.2. The Problem of the study

The Problem of the study formulated as:

1. What types of figurative meaning used in Obama Speech?
2. To find out the dominant type of figurative meaning on Obama Speech?

1.3. The Scope of the study

In this case, the author would like to try to analyze the speech Obama during his tenure as President of USA. The data of Obama speech will be taken from January – June 2014 and the research will identify the figurative in speech. The study emphasizes on the analysis of figures of language which refers to Wren and Martin's theory (1990:359).

1.4 The Objective the Study

The objective of this study are :

1. To identify the types at Figures of speech on Obama Speech.
2. To find out what types of figures of speech dominantly used on Obama speech.

1.5 The Significance of the Study.

1. The result of the study will be usefull for the writer.
2. Give a better understanding about figures of speech in the spoken language.
3. Will be useful for improve linguistics research.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Language

Language is influenced by social, cultural, historical and political factors and linguistics can be applied to semiotics, for instance, which is the general study of signs and symbols both within language and without. Literary critics study the use of language in literature. Translation entails the conversion of a text from one language to another. Speech language pathologist work on corrective measures to remove communication disorders largely at the phonetic level, employing a combination of cognitive and phonological devices.

Language is creative our communication is not restricted to a fixed set of topics, people constantly produce and understand new messages in response to new situations and new experiences. At the same time, language use is subject to very specific rules and constraints. There seems to be an infinite number of things we can say, but a language does not have an infinite number of words nor an infinite number of ways of combining words. If it had, people could not learn it.

The linguist's task is to explicate this implicit knowledge. To describe a language the linguist writes a grammar. As Chomsky and Halle (1968: 1) put it, we use the term grammar to mean two things: the explicit description and explanation of it by the linguist.

2.2 Semantics

Semantics is the study of meaning. The term is derived from Greek *Semanein* (to signify or mean) it is concerned with relation between words or other symbols and objects or concepts to which they refer. As an empirical study of word meaning existing language, semantics is a branch linguistics (Encyclopedia Americana, 1971:546).

It is obvious that meaning plays a very important role in any situation of communication. Without meaning, all the utterances of a language are useless or without meaning here will be no interaction of thought as we do in daily life. Meaning is concerned with the relation between words and objects to which they refer, this statement leads us to propose that meaning is the relation between words and objects (furniture consisting of flat top with four legs to supports).

The general definition of semantics is the study of meaning. It deals with all linguistics aspects from word, phrases and sentences in language. It is also redefined clearly that semantics limit its study to nature of meaning only. It can be relative when it is studied on where it has its own contextual meaning. Many linguistics use the function of the term to refer to the study of meaning to suit own interest and orientation. Moreover, the term is used referring to other things beyond the semantics property.

Some linguists have proposed definition of semantics described as follows:

1. Encyclopedia Americana (1972:1) "Semantics is a branch of linguistics as an empirical study of word meaning in existing language."
2. Leech (1981: 6): "Semantics as a study of meaning which is also as center of the study of human mind, thought process, cognition and conceptualization."
3. Lyons (1976:1) "Semantics is generally defined as the of meaning."

2.3 Types of Meaning

Semantics is the study of meaning (Leech 1981: 153) as follows other.

1. Conceptual Meaning
2. Connotative Meaning
3. Social Meaning
4. Affective Meaning
5. Reflective Meaning
6. Collocative Meaning
7. Thematic Meaning

2.3.1 Conceptual Meaning

Conceptual meaning means denotative/cognitive meaning, logical meaning or virtually meaning. It is literal meaning as it is commonly written in dictionary that shows the basically concepts of things. The conceptual seem to be more accurate than other types of meaning. It can be studied through scientific analysis that is by giving a set of feature of the word. This conceptual meaning covers assent component of meaning, which are conveyed by literal used of word. In conceptual meaning there are two principles based on Leech as following:

1. Principle of contractiveness means the meaning of the word can be put into conventional analysis and done according by semantics feature such as the word “Human and Chair”.

experiences when one use or hear it. Then meaning developed from culture to culture, language to language which depends on the situation or context, it can be positive meaning or negative meaning and the meaning of connotation open ended.

In connotative meaning there is also additional meaning that makes the meaning of something other then conceptual or the real meaning. This is usually done by using various devices of comparison such as personification, symbolism, and metaphor. For instance, “He is a lion”. In here by any reason a man will never be a lion. A man is a man and a lion is a lion. In our daily speech, we often apply such language use. In sentence above, we personify the as a lion, because of his strength. But if we kept realizing that he is a man who has power as a lion.

2.3.3 Social Meaning

Social meaning is the meaning by feature of its social context. If we are concern with meaning that’s determined with it’s social circumstances we are dialing with social meaning. The social circumstances can easily be seen in social relationship between the speaker and the listener that is frequently in usage of words according to social status.

For example:

- 1).They chucked a stone at the cops and then did a brunch with the loot.
- 2).After casting a stone at the police station they absconded with the money.

Based on social status analysis, the first sentence above could be said by criminals and the second by the chief inspector in making his official report. The social statues then make it possible than words are used differently by speakers.

2.3.4 Affective Meaning

Affective meaning is kind of meaning that reflects or expresses the attitude and feeling of emotion of the speaker of writer toward the person or object he addressed to (Leech, 1981: 17). Affective meaning relates to how the speaker influences the listener getting communication by use the polite sentence therefore the meaning performs by particular way is conveyed by considering some factors such as intonation and voice timbre and he will make the impression of whether politeness or rudeness.

A speaker often shows his interlocutor. For instance, the sentence are showing politeness that the speaker wants to get people to be quite, we might say as follow:

“I’m terrible sorry to interrupt but I wonder if you be so kind as to lower your voice a little”.

Politeness is included here and the factor such as timber is also important to effect. On the other hand, the sentences are showing the rudeness as bellow:

You talk too loudly and I heard; I don’t like it and I don’t want to here any word of yours anymore.

In affective meaning intonation is also very important to take consideration. Affective is useful to know emotional expression as for displeasure expression by adopting impolite tone and for friendliness expression by adopting casual tone. So the effective meaning is characteristic by highly connotation and spontaneous creation which frequently happens when the people feel happy, angry, etc and directly it will influences the hearers to consider the meaning of the speaker utterance.

2.3.5 Reflected Meaning

Reflected meaning means the meaning that is concerned with two conceptual meanings. The two terms because it is the voluble in communication/synonymous expression. It is also called as the meaning that arises in case of multiple conceptual meanings when one sense of a word forms part of our response to another sense or in another word it can be said that the reflected meaning is the meaning which is expressed by using something different from conceptual meaning.

For instance: The dog is coming

- 1). Detonating an animal
- 2). Detonating someone that is hated by the speaker

In reflecting meaning, words are said to be taboo, in cases that they are connected.

2.3.6 Collated Meaning

Collated meaning means the meaning concerns with the word, which collocates to the other word on the basis of the same/common ground or it said the combination of words that is suitable which tends to accustom its environment. For example: "pretty" can be collated to a girl, flower, garden, color, village, etc. and the word "handsome" can be collated to a boy, man, car, vessel, etc.

The terms "pretty" and "handsome" can share a common ground in the meaning of food looking. It is the same meaning, that is, something, producing bad smell or bad taste, but they are unacceptable if they are used for the same context.

2.3.7 Thematic Meaning

Thematic meaning is the meaning that concerns with two sentence (Active and Passive) and based on what a speaker express as realized in the same expression based on the arrangement and focuses or emphasized.

According to Leech (1981: 37) described that “thematic meaning” is the what communicated by the way in which the message is organized in term or order and emphasis”. It is the choice among expression which have the same sense but different in communicated values.

For example:

- 1).The bad boy hit the child.
- 2).The child was hitting by the bad boy.

These sentences have the same meaning but different in communicative value. We can clearly see that the first is active form, while the second is in the passive form. In active sentence, it emphasizes:”who hit the child ?”. While in passive sentence, it emphasizes “ who was the hitting by the bad boy ?”.

2.4 Figurative Language

Language plays an important role in human communication. Without language, people cannot communicate each other. Wardhaugh (1972:3) states that language is a system of arbitrary vocal symbols used for human communication. The main function of language is as a tool of communication. As a main tool of communication, language has a very important role in human’s life. Language is a specific human’s characteristic that makes

them different from other. By using language, people can say their intents, wants, messages and information to other people.

Language may be used for communication on a literal or on a figurative language level.

Literal meaning used word only for their actual, basic meaning. In may be taken fact value. In literal 'fire' means a flame-producing oxidation of combustible material; 'gold' is a metal of high value.

When we says:

My heart is on fire with for you

She had a heart of Gold

Most of usage is basically figurative without realized. In fact so many originally concrete words or sentence have been given. Expended meanings that we can hardly utter two or three sentences together without rising figurative language. For illustration, pick out the figuratively used words in the following sentences:

She is a sweet-tempered girl

He is black-hearted rogue

The original basic core meaning of the words we picked out have been extended so that. We accept sweet as word the applied to temperament. But actually such as usage must be figurative language, for sweet literally means having the test of sugar.

There are two kinds of language. They are literal language and figurative language. The literal language has meaning as it is uttered. Literal language refers to facts without any exaggerations or alterations of the subject. It is important to understand what is the figurative language itself before we make an analysis in the media like on Obama speech.

Figurative language refers to a way of using description to create a special image and bring out one's emotions. It is also closely linked to the senses. There are several types of figurative language.

2.5 Types of Figurative

According to Wren and Martin (1990:359), a figure of speech is a departure from the ordinary form of expression, or the ordinary course of ideas in order to produce a greater effect.

Therefore, figures of speech are a way to express our mind so that the listeners or readers can be interested in our expression and those are used to increase shock, novelty, appearance or illustrative consequences.

The theories of figure of speech that used to analyze the data are the Perrine's theories. Perrine stated that "Figures of speech are another way of adding extra dimension to language". A figure of speech is any way of saying something other than the ordinary way. There are eleven types of figures of speech based on Wren and Martin (1990:359) theories .They are metaphor, simile, personification, synecdoche, metonymy, symbol, allegory, hyperbola , apostrophe, understatement and verbal irony.

2.5.1. Metaphor

A metaphor is a figure of speech that says that one thing is another different thing. In metaphor the comparison is implied, but the comparison is without using the words of comparison such as like, as, etc.

e. g : All the world's a stage. (*Shakespeare*)

In this sentence Shakespeare picturing that this world is a stage and life is a drama. The people merely go through the stages of their life acting it out.

2.5.2. Simile

Simile is also very closely related to metaphor. It is also comparing one thing and another, but in simile the comparison is explicit, indicated by the adding or using the words of comparison such as like, as, resemble, etc.

e. g : His explanation was as clear as mud.

It means not clear at all.

2.5.3 Personification

Personification is a special form of metaphor that pictures inanimate things to act, speak or talk like humans (Perrine, 1969).

e. g : The powder touches the baby gently

From that example it is clearly seen that there is personification because the powder cannot touch the baby and the one who can touch a baby is human being

2.5.4 Synecdoche

Synecdoche is a kind of figurative language that mentions part of a thing to signify the whole thing or users the whole to signify the part.

e. g : I did not see your nose at the party last night.

The sentence above is synecdoche, because the speaker uses *nose* as a part of you.

Thus the sentence means that the speaker did not see “you” in the party last night.

2.5.5 Metonymy

Metonymy is also a rhetorical or stylistic device in which one thing is named or referred to by another related thing.

e. g : The white house has decided the new constitutions.

From the example “the white house” is associated or closely related to the president.

2.5.6 Symbol

The words of symbol mean merely what they are and something else that are represented by the words. It means that a symbol uses a word or phrase which is familiar in society and has one meaning.

e. g : He gives his girlfriend a red rose.

The meaning of “red rose” is physical desire.

2.5.7 Allegory

Allegory is a narrative or description that has a second meaning beneath the surface one.

e. g : A fortuneteller likes to use this figure of speech whether to predict one’s past or future life. If he says, “I see a star above your head”, actually he means that his customer is going to get a fortune luck or promotion in the future.

2.5.8 Overstatement

Overstatement is simply exaggeration but exaggeration in the service of truth. It is exaggerated to create an effect and not meant to taken literally. It is a way to emphasize something to say by describing it as far more extreme as it really is a sentence.

e.g: I will die if I did not pass the exam.

The sentence above contains hyperbole because the speaker did not really mean what she/he has said.

2.5.9 Apostrophe

Apostrophe is addressing someone’s absence or something nonhuman as if it were alive and present and could reply to what is being said.

e.g: My love, my love, my love, why have you left me alone? (James Joyce’s poem) In that poem the speaker is apostrophizing the departed sweetheart.

2.5.10 Hyperbola/Understatement

Understatement is the opposite of the overstatement/hyperbole, which is saying less than one means, may exist in what one says or merely in how one says it.

e.g : A king said “please come to my hut”.

It is clearly seen that the king’s sentence is understatement because he says less than he means, of course that actually mean the palace (kingdom) not a hut.

2.5.11 Irony

Verbal irony is saying the opposite of what one means. When someone says something ironical, he does not really mean what he says.

e.g : Your hand writing is very good that I could not read it.

From the example actually the speaker means that the hand writing is very bad.

2.6 Rhetorical Speech

A rhetorical question is a question which does not expect an answer. For example: "What's the use? Rhetoric is speech which is more concerned with style than with content. Thus, a rhetorical speech would be a speech which sounds great, but doesn't say a whole lot.

2.6.1 Understanding of Speech

Speech is researched in terms of the speech production and speech perception of the sounds used in vocal language. Other research topics concern speech repetition, the ability to map heard spoken words into the vocalizations needed to recreate that plays a key role in the vocabulary expansion in children and speech errors. Several academic disciplines study these including acoustics, psychology, speech pathology, linguistics, cognitive science,

communication studies, otolaryngology and computer science. Another area of research is how the human brain in its different areas such as the Broca's area and Wernicke's area underlies speech.

It is controversial how far human speech is unique in that other animals also communicate with vocalizations. While none in the wild will have comparably large vocabularies, research upon the nonverbal abilities of language trained apes such as Washoe and Kanzi raises the possibility that they might have these capabilities. The origins of speech are unknown and subject to much debate and speculation.

The motor theory of speech perception is the hypothesis that people perceive spoken words by identifying the vocal tract gestures with which they are pronounced rather than by identifying the sound patterns that speech generates. It originally claimed that speech perception is done through a specialized module that is innate and human-specific. Though the idea of a module has been qualified in more recent versions of the theory, the idea remains that the role of the speech motor system is not only to produce speech articulations but also to detect them.

The hypothesis has gained more interest outside the field of speech perception than inside. This has increased particularly since the discovery of mirror neurons that link the production and perception of motor movements, including those made by the vocal tract.

The theory was initially proposed in the Haskins Laboratories in the 1950s by Alvin Liberman and Franklin S. Cooper, and developed further by Donald Shankweiler, Michael Studdert-Kennedy, Ignatius Mattingly, Carol Fowler and Douglas Whalen.

2.6.2 Classification of Speech

Speech processing includes the following areas of study:

1. *Speech recognition* (also called voice recognition), which deals with analysis of the linguistic content of a speech signal and its conversion into a computer-readable format.
2. *Speaker recognition*, where the aim is to recognize the identity of the speaker.
3. *Speech coding*, a specialized form of data compression, is important in the telecommunication area.
4. *Voice analysis* for medical purposes, such as analysis of vocal loading and function of the vocal cords.
5. *Speech synthesis*: the artificial synthesis of speech, which usually means computer-generated speech. Advances in this area improve the computer's usability for the visually impaired.
6. *Speech enhancement*: enhancing the intelligibility and/or perceptual quality of a speech signal, like audio noise reduction for audio signals.
7. *Speech compression* is important in the telecommunications area for increasing the amount of information which can be transferred, stored, or heard, for a given set of time and space constraints.
8. *Speaker* is the process of determining who spoke when in a signal.

2.6.3 The Function and Purpose of Speech

The follow writer will explain the function of speech and the purpose speech.

1. The function of speech

Speech is an utterance with a good arrangement to be delivered to the crowd.

1. Expressive (express speaker's feelings → *I feel great today.*)
 2. Directive (get others to do things → *Clean up your room.*)
 3. Referential (provide information → *The apples are on the table.*)
 4. Metalinguistic (comments on language → *Nouns can be mass or count.*)
 5. Poetic (aesthetic language--poems, mottos, rhymes → *A stitch in time saves nine.*)
 6. Phatic (language for solidarity and empathy → *Yo, bro. Put 'er there.*)
2. The purpose of speech

A good speech can give a positive impression to those who heard the speech. The ability of a good speech or speaking in public / Public can help to achieve a Good career.

Speech Generally do one or more of the following:

1. Influencing others to want to follow our willingness to volunteer.
2. Gives an insight or information to others.
3. Makes others happy with an entertaining speech so that others happy and satisfied with the greeting we deliver.

2.7 Previous research

1. There was a study done by Elda Shinta Marina from HKBP Nommensen University entitled "An Analysis of Advertisement Meaning Found in Newsweek Magazine". This research held on Medan in 2006. The data was taken from Obama speech, there was 6 speeches analyzed by applying descriptive qualitative.

2. There was a study done by Hajuanda Silitonga from HKBP Nommensen University entitled “An Analysis of Semantic Meaning in Slogans Indosat Cards”. This research held on Medan in 2006. The data was taken from Obama speech, there was 6 speeches analyzed by applying descriptive qualitative.

2.8 Biography of Obama

Obama was born on August 4, 1961 in Kapi olani Maternity & Gynecological Hospital (now Kapi olani Medical Center for Women and Children) in Honolulu, Hawaii and is the first President to have been born in Hawaii. His father was a black exchange student from Kenya named Barack Obama Sr. He died in a motorcycle accident in Kenya in 1982. His mother was a white woman from Kansas named Ann Dunham, who was an anthropologist and died from cancer. His mother married Barack Obama Sr. in 1961 and divorced him in 1964. His stepfather was from Indonesia named Lolo Soetoro after his mother married him in 1965. She divorced in 1980. He spent most of his childhood in Hawaii and Chicago, Illinois, although he lived in Indonesia with his mother and stepfather from age 6 to age 10. He moved back to Hawaii after that to live with his grandparents.

Barack Obama's presidential campaign for the White House started in early June 2008 when he defeated Hillary Clinton in the 2008 Democratic primaries. Hillary Clinton was favored to win but Obama won many smaller state caucuses (local party elections) by having a lot of volunteers. He decided not to accept government money for his campaign so that he could accept more money from people. He raised the most amount of money ever for a presidential campaign. Obama's campaign theme was that he was a man of hope and change. He was also against the

war in Iraq. He was in favor of giving money to American car companies. He was in favor of sending more troops to Afghanistan.

During the campaign, some people said that Obama's friends included Tony Rezko, a landlord, and former member of the Weather Underground Bill Ayers; Obama said that they were not his friends. Obama also had trouble when his minister at church, Jeremiah Wright, was videotaped criticizing America. During the campaign, Obama said that his opponent, Republican candidate John McCain, was just like George W. Bush, something that John McCain said was not true.

Obama defeated McCain in the election on November 4 by a wide electoral majority of 365 to 173, meaning that he won the most votes in enough states to send 365 people to officially elect him. The popular vote (based on the total number of votes across the country) was closer, with Obama winning 53%, McCain 46%.

CHAPTER III

RESEARCH METHODE

3.1 Research Design

A research is a way that is conducted in order to research the intended goal. This research in conducted by using the descriptive method with qualitative approach.

Narsir (1998): says Descriptive methode is a method of research that makes the description of the situation of events or occurrence, so that this method has an intention to accumulate the basic data.

Sumadi Suryabrata (2003) says: The qualitative data is used for descriptive and histories research .

3.2 The Source of Data

Data is the most importance in this research. The source of the data is the object where the writer can get the data. Data is from this study is the speech of OBAMA which will be taken from January – June 2014. Recorded from youtube. The 6 speeches of taken is data

Table 1: speech of Obama (Data)

NO	Date	Title of Speech	The message
1	January 31,2014	Presidential proclamation National African History Month 2014	we hold fast to the values gained through centuries of trial and suffering
2	January 17,2014	Remarks by the President at Appropriations Bill Signing	your dedication and your strength and your devotion to doing your jobs well.
3	February 27,2014	Remark by the President on “ My Brother Keeper” Initiative	Working more effectively with each other, with those philanthropies, and with local communities to implement proven solutions.
4	July 10,2014	Remarks by the First Lady LULAC Unity Luncheon	Building an even better future
5	July 17,2014	Remarks by the President on the Economy-Wil Minton,DE	should be training workers to fill new jobs. We should be preparing our kids to face global competition.
6	March 17,2014	Remarks by the President Obama and President Abbas of the Palestinian Authority	Seize this opportunity to achieve a lasting peace.

3.3 Technique of Collecting Data

In collecting the data the writer collected the data of Obama by down 6 speech. The speech happen in different occasion. The writer will take data from January – June 2014. To collect the data, descriptive research was used and based on the following step:

Firstly, read the related books. Secondly read the literature. The third is choosing the speech, finding out the figure of speech in the speech then counting and tabulating the whole type of figure of speech and finally finding out the dominant type of the figure of speech.

3.4 Technique of Analysis Data

The data are analyzed in the following procedures:

1. Collecting data by taken the recorded speech.
2. Classifying the figure of speech into their types.
3. Identifying the figurative meaning as found in the Obama speech.
4. Finding out the most dominant types of the figure of speech used by Becky this

formula:

$$x = \frac{f}{n} \times 100$$

Where :

X= the percentage f the type of figures f speech

F= frequency f the figures speech

N= total number of the figures f speech

