CHAPTER II
THEORETICAL FRAMEWORK AND REVIEW ON RELATED LITERATURE

2.1. Semantics

The term *semantics* was created by a French linguist, Michel Breal in the late nineteenth century. It reflects the origin of the Western tradition of linguistics analysis in the writing of Greek thinkers from the fifth century BC onwards. The word semantics is derived from the ancient Greek adjective "*semantikos"* (relating to sign) and based on the noun *semeion* (sign). This derivation has close relation between the linguistic signs; those are words, phrases, sentences and utterances. The study of the meaning or morphemes, words, phrases and sentences in linguistics is called "semantics".

Semantics is one of the familiar terms in linguistics subject. It becomes more popular term than phonology, morpology or syntax. Finegan (2006: 173) says that "Semantic has to do with meaning, and liguistic semantics is the study of the systematic ways in which languages structure meaning, especially in words and sentences." In defining linguistic semantics, we must invoke the word meaning. In everyday interaction, we use the words meaning and to mean in different contexts and for different purposes.

Meaning is a part of language. Language is viewed as the vocabulary which is contained in literary works based on traditional linguistics. In the study of language, language definitions are sometimes based on meaning and sometimes on function. The study of meaning in traditional linguistics has not clearly shown what meaning is. In other definitions about semantics based on Griffiths (2006: 15), it is the study of word meaning and sentences meaning, abstracted away from context of use, is a descriptive subject. As addition, Leech (1981: 9) defines semantics is central of the study and representation of the meaning of language expressions, the study of human mind thought processes, cognition, and conceptualization and the relationships of meaning among them. It is an attempt to describe and understand the nature of the knowledge about meaning in their language that people have from knowing the language. Griffiths also calls semantics as a toolkit, due to its use semantics can help people to analyze the meaning. From those theories, semantic is about study of the meaning of words and phrases in language.

2.2.   Meaning

Meaning has important role in communication. The good communication can happen if the intention of the sender can be accepted by the recipient. Riemer (2010: 3) says that meaning is the heart of language. If the language has not meaning to deliver it will be meaningless and the communication between people will not happen. Riemer also likens language without meaning would be like

having lungs without air. People have their own way to interpret the meaning based on their knowledge and the capacity of their comprehension.

Meaning has different types in semantics. The types of meaning can help to show how they all fit into the total composite effect of linguistic communication and show how methods of study appropriate to one type may not be appropriate to anothers. Leech (1981: 23) divides the types of meaning into seven types. Those types are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning. The types will has different definitions and functions in communication.

2.2.1. Conceptual Meaning

Conceptual meaning is also called referential meaning, denotative meaning, descriptive meaning, or sense that refers to the logical, cognitive, or denotative content of an expression. Leech (1981:10) states that the aim of conceptual semantics is to provide, for any given interpretation of a sentence, configuration of abstract symbols which is its 'semantics interpretation', and which shows exactly what we need to know if we are to distinguish that meaning from all other possible sentence meanings in the language, and to match that meaning with the right syntactic and phonological expression. The meaning of a word in language is its referent in the real world. For example, the word "eye" has referent to t*he part of the body you see with.* The example shows us that conceptual meaning has relation with world which is has referent that refers to something in the world.

2.2.2. Connotative Meaning

It refers to the associations that are connected to a certain word or the emotional suggestions related to that word. The connotative meanings of a word exist together with the denotative meanings. Leech creates the definition of connotative meaning as the communicative value an expression has by virtue of what it refers to, over and above its purely conceptual meaning (1981: 12). If in conceptual meaning the word 'student' is refer to a person who studies something, in connotative meaning of student includes, among others, capable of knowledge, using uniform, lazy or diligent and etc. connotative meaning may also differ from one society to another.

2.2.3. Social Meaning

Social meaning refers to the usage of language in and by society which has big proportions in determining the meaning that certain speaker has to use and wants to convey, those factors include social class of the speaker and hearer and the degree of formality. Social meaning is that which a piece of language conveys about the social circumstances of its use (Leech, 1981: 14). As example, the place where we live that has level; house, home, residence, domicile, mansion, castle and palace. Like the word "home" can has some meaning in its use like domicile (official), residence (formal), abode (poetic) and home (ordinary use).

2.2.4. Affective Meaning

Affective meaning also called as emotive meaning because it has relation with the personal feeling. Leech defines the affective meaning is the meaning of word which reflects the personal feelings of the speaker, including his attitude to the listener, or his attitude to something he is talking about (Leech, 1981: 15). As such, only the person using a word will be aware of the particular affective meaning that they hold with the word. In order to get people attention to be quiet, we might say either (1) *I'm terribly sorry to interrupt, but I wonder if you would be so kind as to lower your voice as a little* or (2) *Will you belt up*. Factors such as intonation and voice timbre are also important here. The impression of politeness in the sentence (1) can be reserved by tone of biting sarcasm; sentence (2) can be turn into a playful remark between intimates if delivered with the intonation of a mild request.

2.2.5. Reflected Meaning

Reflected meaning refers to terms which have more than one meaning surfaces at the same time, so there is a kind of ambiguity. According to Leech, reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when on sense of a word forms part of our response to another sense (Leech, 1981: 16). It refers to certain associations with another sense of the same expression or in other words, reflected meaning is meaning of the reflection of what is emerging by the speaker in response what the speaker saw. Example: ouch, oh, ah, well, oh my god.

2.2.6. Collocative Meaning

Collocative meaning is the meaning that related to the characteristics of specific meaning, the word is only suitable for use in pairs with more specific words. Leech defines collocative meaning consists of the associations a word acquires on account of the meanings of word which tend to occur in its environment (Leech, 1981: 17). Thus, collocative meaning should be commensurate and used in its place. For example, word *handsome* is identical with *men* and the word *girl* is related to with *beautiful*. Another examples, the words *heavy news* have meaning of a *piece of sad news*, *fast friend* are means *a reliable friend* and *fast woman* which means *a lady of easy virtue, etc.*

2.2.7. Thematic Meaning

Thematic meaning relates to or constitutes a topic of discourse; the meaning that the word conveys is that of something that is connected with the theme of something. Thematic meaning is communicated by the way in which a speaker or writer organizes the message, in terms of ordering, focus and emphasis (Leech, 1981). For example:

1. Tiara brought a new car in her birthday.

2. A new car was bought by Tiara in her birthday.

We can assume that the active sentence answers an implicit question "what did Tiara buy?", while the passive sentence answer the implicit question "who did buy a new car?", that in other words, the example number (1) is more to

know about the object and the example number (2) is more to know about the subject.

Tabel 2.1. Seven Types of Meaning According to Leech

1. Conceptual Meaning or Sense		Logical, cognitive or denotative content.
Associative Meaning	2. Connotative Meaning	What is communicated by virtue of what language refers to.
	3. Social Meaning	What is communicated of the social circumstance of language use.
	4. Affective Meaning	What is communicated of the feelings and attitudes of the speaker/writer
	5. Reflected Meaning	What is communicated through association with another sense of the same expression.
	6. Collocative Meaning	What is communicated through association with words which tend to occur in the environment of another word.
7. Thematic Meaning		What is communicated by the way in which the message is organized in terms of order and emphasis.

Leech has devided types of meaning into seven types. Meaning has important role in understanding what is communicated. Thus, the seven types of these meaning has contribution to the field of semantics. The study of meaning is a new field of this century, in days to come; the field of study will progress and will have much value in analysis of meaning in field linguistics.

2.3. Figurative Language

Figurative language is the language that is used to create certain effects. It Is a form of rhetorical figure of speech, the use of which among other things is intended to create the impression for the reader imaginative. Rozakis in Lonanda

(2013: 18) state that it is about saying one thing in terms of another". It means that figurative language can be used to say something into different choice of words. The words that contain figurative language cannot be intepreted literally because those are may have comparing, exaggerating, resembling something and something that has kind of implicit meaning.

The words that have implicit meaning is different from language that actually we use in daily activity. As addition, Abrams in Lonanda (2013: 18) explained that "Figurative language is a deviation from what speakers of a language apprehend as the ordinary or standard, significance or sequence of words, in order to achieve some special meaning or effect." It makes us to know deeper the expression that conveyed by speaker or writer. Figurative language is usually use by the writers or authors in the their literary works. It has something to make the works more powerful than the daily use of language. The deviation of language has occurred in figurative language. This figurative language is often used as the technique to tell the story by the author. It is used to obtain the effect containing the meaning behind figurative language in which the use of it makes the description of the short story more powerful than the daily use of language or it is called literal language.

The use of figurative language creates the literary works to have high art value. This style of language makes the language more interesting and poetic. According to Tajali (in Lonanda, 2013: 10), he stated that figurative language has the purpose in three elements as he mentioned "The language that uses figures of speech is called 'figurative language' and 'its purpose is to serve three elements of

clarity, forth, and beauty in the language." The aim of figurative language is to give the clarity because it explains about the comparison of the different things which has meaning behind its expression. Furthermore, the more comparison used by the author in the short story, is better of his work to be read by the reader. It shows the ability and the creativity of the author in using the language. In addition, it also proves that the use of figurative language has made the language more colorful, rich, and aesthetic.

There are some types of figurative language. Some linguists have different perceptions to divide the kinds of figurative language. Little (in Lonanda, 2013: 11) divided into three kinds, they are comparison, association, and other figure of speech. Meanwhile, Perrine in Lonanda (2013: 11) divided it becomes ten kinds, they are metaphor, simile, synecdoche, personification, metonymy, allegory, overstatement (hyperbole), irony, symbol, and paradox. Rozakis in Lonanda (2013: 11) divided into allegory, ambiguity, apostrophe, conceit, connotation and denotation, contrast, metaphor, irony, hyperbole, irony, litotes, metonymy, onomatopoeia, oxymoron, personification, sarcasm, simile, symbolism, synecdoche, synesthesia, transferred epithet, and understatement. The researcher uses the types of figurative languages by Perrine to describe it more deeper.

2.3.1. Simile

Simile is a direct comparison and can be recognized by the use of the words means like and as. Simile is comparison which has explicit characteristic, it means that they state something similar with each other directly that use words like as and like (James L. potter in Biladina, 2014: 20). As example, *his head is*

hard as a stone. From that expression, it is not like his head has shapes like a stone but it has means that he has a stubborn behavior.

2.3.2. Metaphor

Metaphor is a rather like a simile except that the comparison is not direct but implied. It is a comparison of two unlike things that suggests a similarity between the two items. Leech (1969: 150) states that, "Metaphor... - making believe that tenor and vehicle are identical. But as many writers have observed, the pretense often seems more serious and more real than the 'real' world of literal understanding." From that theory, a metaphor actually makes one thing become something very different by renaming it. A metaphor can sometimes use words like is, are, or was (and other words) to signal that a metaphor is present. However, a metaphor never uses the words like or as to compare. As example, *her father is boiling mad after seeing her little brother broke his glass.* From that example, it has means he is so angry now.

2.3.3. Irony

Irony is like the opposite of what is meant. H.W Fowler in Leech (1969: 171) describes that, "Irony as a mode of expression which postulates a double audience, one of which is 'in the know' and aware of the speaker's intention whilst the other is naive enough to take the utterance at its face value." It can be subtle ridicule or in other word, irony is a stylistic allusion to the contrary from the truth. Sometimes irony is simply a mockery of it. Is it satire or the joke may be determined by the way the speaker said is determined by the situation. As

example, *Oh nice! You eat my lunch.* From the example, it means someone must not eat it. In that expression actually contain a disappointment after knowing someone eat his lunch but he hides it to makes that someone feels guilty.

2.3.4. Personification

Personification is a figure of speech in which an animal, object, or idea is given human form or characteristics. That definition also can be support by the theory from Leech, he defines *personification whereby an abstraction is figuratively represented as human ... actually combines all three categories – the concreteness, the animistic and the humanizing* (Leech, 1969: 158). It is like making an inanimate object or animal acts like a person. An example of personification can be seen in this expression, *even the time speaks out to him that he is already too late.* That expression is like shows the word *time* can speak, as we know that time does not have mouth to produce sound. It has means *the time is already out when he wants to start doing something.*

2.3.5. Hyperbole

Hyperbole is a style that contains an overstatement, by exaggerating a thing. That definition can be supported by theory from Wren & Malik in Rohmah (2012: 28) that states, *in hyperbole a statement is made emphatic by overstatement. Seems to have a different perception on hyperbole, it is simply an exaggeration, but exaggeration in the service of truth, not just to dramatize or emphasis an idea.* It means, when we say true something and use expression that

exaggerating our words to get more intention for the hearer. This type of figurative language is used by poets and writers for special effect. For example the expression of *He is missing his girlfriend to the moon.* That expression has meaning that *he really misses his girlfriend so much.* He uses that expression for representing his feeling.

2.3.6. Synecdoche

This type of figurative language uses a part of something to refer to the whole. According to Diyanni, in Rohmah (2012: 31), *it is using a part to signify the whole*. It means when we say something, we only mention a part to represent the whole. Synecdoche is divided into two types, they are;

1. *Pars pro toto* which means the style of figurative language that use something to all.

   Example: *Indonesia* has accused Malaysia intervened about Thailand.

   In that expression, the word *Indonesia* is used to represent the government in Indonesia, not all Indonesia's citizens.

2. *Totum pro toto* that explain part of something to all.

   Example: That *shirt* suits you.

   The word *shirt* from that sentence represents that shirt that he is used makes looks good for him until head to toe. That expression means the shirt is good looking when it is worn by him.

2.3.7. Allegory

Allegory is an extended or prolonged metaphor. We can say that an allegory has two meanings, the literal meaning and the symbolic one. The literal meaning is a metaphor for the real meaning behind it. Using allegory, an author can present one thing in the guise of something else. A story which contains of allegory usually contains a series of actions which are in fact, represent other actions. As example, Human life is *a wheel! Sometimes is up and down.* That sentence has meaning of human life that successful and not successful, sometimes feels like reach the highest level and sometimes in the lower level in life.

2.3.8. Metonymy

Metonymy is a figure of speech in which one thing is used to stand for itself. According to Parrine in Rohmah (2012: 30), metonymy is the use of something closely related for the thing actually meant. In addition, metonymy is substituting an attribute of a thing for the thing, itself (Diyanni in Rohmah, 2012: 30). From those theories, metonymy uses one word or phrase substituted for another which is closely associated. The rhetorical strategy of describing something in this figurative language is indirectly by referring to things around it. For example, *Anne bought Alexander Christie* when she went to Nagoya Hill last night. Alexander Christie in here refers to one brand of watches. Thus, that expression means Anne bought a new watch branded Alexander Christie last night.

2.3.9. Paradox

Paradox is statement which seems to contain two opposite facts but is or may be true. It is supported by theory by Kennedy states that, paradox occurs in a statement that at first strikes us as self-contradictory but that on reflection make some sense (Kennedy in Listiani, 2015: 30). As example, (1) *She feels lonely in that crowded place,* (2) *He felt like a stranger when he met his best friend.* Both examples show two opposite things but really felt. In the first example, even though she is in the crowded place because she does not have friend or someone who can talk each other, she feels alone like nobody there. For the second example, he is like he does not know his best friend well at that time, maybe he feels his best friend already change in in one night, so he feels awkward.

2.3.10. Symbol

Symbolism is often used by writers to enhance their writing. According to Diyanni (in Listiani, 2015: 28) symbol is any object or action that represents something beyond its literal self. That theory means that it is a figure of speech where an object, person, or situation has another meaning other than its literal meaning and the actions of a character, word, action, or event that have a deeper meaning in the context of the whole story. A symbol can be defined simply as any object or action that means more than itself. For example, *she always uses white ribbon in her hair*. As we know that white stands for colour, it is like a colour of fresh now or milk. In that expression, the word *white* has meaning of life and purity.

Review Previous of Study

In conducting this research, the researcher learn to some previous of studies, it will be helpful the researcher as an addition idea to do this research well. There are three previous of studies that are taken as addition idea. First is *A Stylistic-Pragmatic Analysis of Figurative Language in Harper's Bazaar Magazine Advertisement* by Nurita Widyanti. Second is *A Figurative Language Analysis on Sylvia Plath Poems* by Fitri Iryanti. The last is *An Analysis of Figurative Language Found on the Song Lyric by Taylor Swift's "Speak Now" Album* by Heny Listiani. The researcher will mention it one by one and making the differences of them with the reseach of the researcher.

The first previous of study is taken from the title "A Stylistic-Pragmatic Analysis of Figurative Language in Harper's Bazaar Magazine Advertisement" by Nurita Widyanti from Faculty of Languages and Arts Yogyakarta State University in 2013. There are three objectives of this research. The first is to identify the types of figurative language used in the advertisements in *Harper's Bazaar Magazine*. This research explores six types of figurative language: simile, metaphor, metonymy, synecdoche, personification and hyperbole. The second is to find out how figurative language is used in the organization of *Harper's Bazaar Magazine* advertisements. The last is to provide a brief description and discussion of the speech act related to the use of figurative language. The data source of this research was advertisements from *Harper's Bazaar Magazine* published in November 2012 to January 2013. For this previous study is not much different

from the research in formulation of the research, but the object that used in this research is different from the previous of study.

The second previous of study is by Fitri Iryanti, entitled "*A Figurative Language Analysis on Sylvia Plath Poems*" in 2010 from Letters and Humanities Faculty, Syarif Hidayatullah State Islamic University. This study discusses about the figurative languages are analyzed for their meaning in common sense and with the context of the poems. The researcher of this study focus only on figurative language of the three Sylvia Plath's poems, they are; Mirror, Morning Song and Metaphors. The study also has different object from this research. It only has one aim when the research made this study.

The last previous of study is about An Analysis of Figurative Language Found on the Song Lyric by Taylor Swift's "Speak Now" Album. This study is arranged by Heny Listiani in 2015 at English Education Department of State Institute for Islamic Studies, Salatiga. This study concerns with the descriptive analysis of figurative language in The Song Lyric by Taylor Swift's "Speak Now" Album. The objective of the study is to find out the types of figurative languages that are used in The Song Lyric by Taylor Swift's "Speak Now" Album. The object of this study is also different from this research, this last of previous study use song lyric to find out the kinds of figurative language.

The differences between these three previous researches with this research are the approaches that used to analyze the research. The first and the third previous research do not mention the approach. Both of them directly discuss about figurative languages. Meanwhile, the other one research uses the same

object but different novel source and different approach. Therefore, by using the guidance from the previous research before, the researcher hope that it will be helpful to develop the research and use as a proved related with the research.

2.4. Theoretical Framework

This research uses semantics approach to analyze connotative meaning of figurative language that found in *Persuasion* novel. It has been arranged by using the theories by some experts, one of them is Leech (1981: 9) that defines semantics is central of the study and representation of the meaning of language expressions, the study of human mind thought processes, cognition, and conceptualization and the relationships of meaning among them. He also divided the types of meaning into seven, they are; conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning and thematic meaning. In this research, the researcher uses connotative meaning to analyze the figurative languages as the object of the research. There are many types off figurative languages, the researcher only analyzes 10 types of figurative languages based on Perrine in Lonanda (2013: 11) that divided them becomes metaphor, simile, synecdoche, personification, metonymy, allegory, overstatement (hyperbole), irony, symbol, and paradox. After the analysis, the researcher makes the conclusion. The theoretical frame of this research is illustrated below.
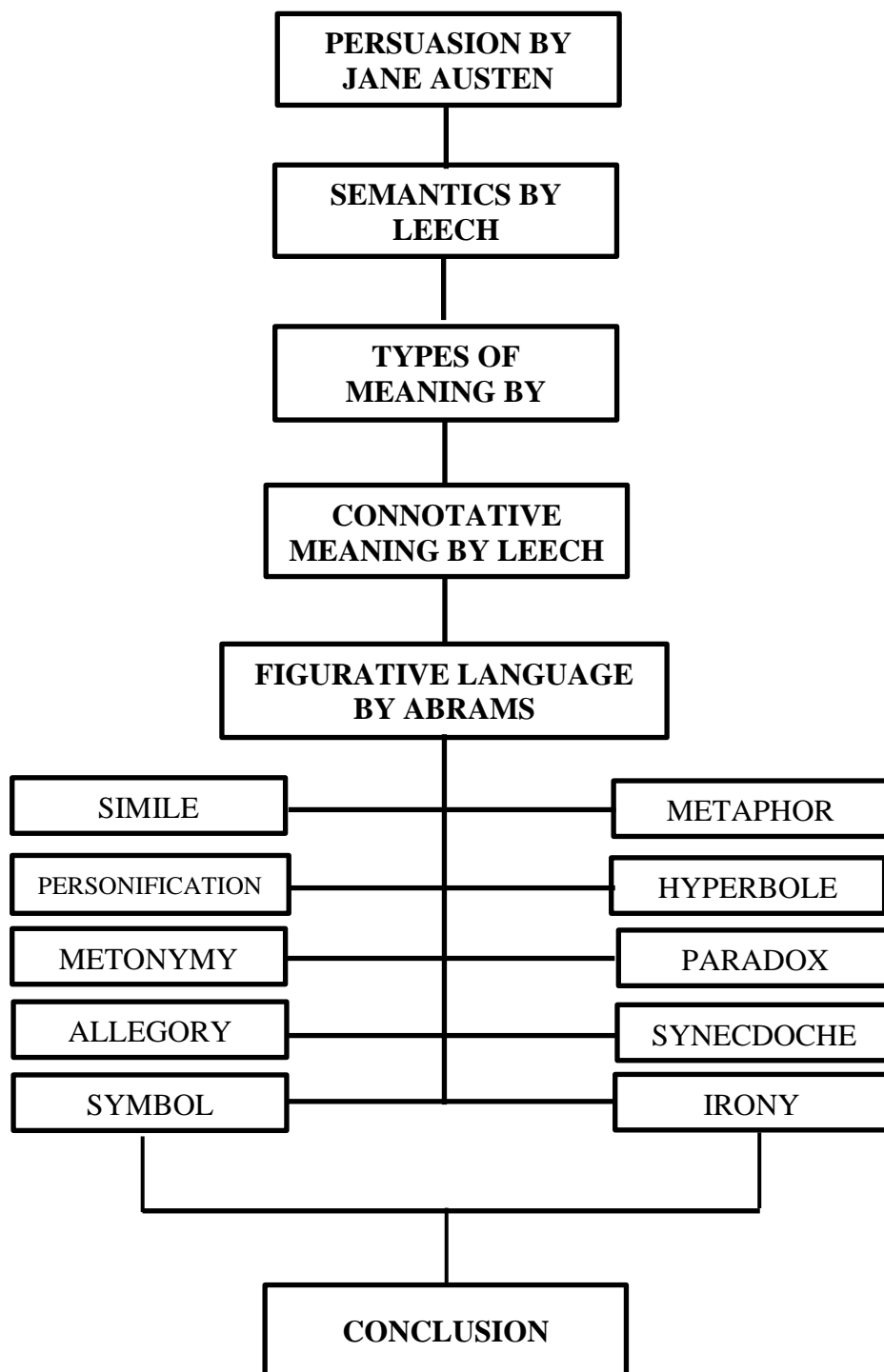
Figure 2.1. Theoretical Framework