

**ARTIKEL**

**METAPHOR IN BARACK OBAMA'S SPEECHES**

Disusun dan Diajukan oleh:  
**NANCY KRISTIANI PANGGABEAN**  
NIM. 209220034

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**Dosen Pembimbing Skripsi**



**Prof. Dr. Berlin Sibarani, M.Pd**  
19581021 198303 2 002

**Ka. Program Studi**  
**Sastra Inggris**



**Syamsul Bahri, S.S, M.Hum**  
19690104 200312 1 002

## METAPHOR IN BARACK OBAMA'S SPEECHES

\*Nancy Kristiani Panggabean

\*\*Prof. Dr. Berlin Sibarani, M.Pd

### ABSTRACT

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This research deals with Metaphorical Patterns in Barack Obama's speeches. This research uses a qualitative approach. The objective of the study were to find the metaphorical patterns in Barack Obama's speeches. The data were collected from the speech of Barack Obama. The study revealed that there are five metaphorical patterns are used in Barack Obama's speeches: general reifying, animizing and personifying metaphors, materializing abstract process, process, object or substance. The speech was the representative of his sayings to white people. The responses of white people were analyzed by theory and the responses are: white people receive and felt happy because everything that he said about unity is good in the speech.

**Keywords:** *Metaphorical patterns, Metaphor, Barack Obama's speeches*

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\*Graduate Status

\*\*Lecturer Status

## **INTRODUCTION**

### *Background of the Study*

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, it is utilized by the society to cooperate, interact, and identify themselves. People can only express that 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. People 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, the writer have previously matched certain characteristics of the object when people 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. According 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 comparing the reality to another object or situation as a way of associating unlike things to generate new meanings. Of course, what people 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.

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 the readers 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. 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.

## **REVIEW OF LITERATURE**

Linguistics is the scientific study of human language. In describing and explaining the nature of human language. It is relevant of what is universal of language, how human beings know language, how language can vary. Linguists focusing on structure attempt to understand the rules regarding language use that native speaker know (not always consciously). In the *Journal of Pragmatics* 34 (2002: 345 – 348) stated that linguistic communication crucially involves meaning: Speakers intend their addressees to understand just what they mean to convey to them.

The first basic thing to know about metaphor is that it is a figurative of speech, which is used for increasing the beauty of poetry, prose and drama. Metaphor is nothing but an indirect comparison of two things. The thing which it is compared to becomes a metaphor. Knowless and Moon (2006: 2) a metaphor is used to show similarity between two most unlikely things. The writer thinks metaphor as something outside normal language requires special forms of interpretation from listeners or readers metaphors exhibit characteristic and systematic features that involve language and thought as a way of experiencing the world to compare the reality to another object or situation in the form of new meanings.

Furthermore, the view of metaphors for the writer refers to expression of an understanding for one concept in terms of another concept as an implied comparison. As a result metaphors are conceptual structures which pervade

ordinary language. While metaphor is seen as a very important mode of thinking and talking about the world, it is accepted to understand one domain of experience in terms of another.

Geeraets (1995: 204) stated that metaphor is a cognitive phenomenon, rather than a purely lexical one and metaphor should be analyzed as a mapping between two domains.

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, or what it literally means, in order to suggest some resemblance or make a connection between two things.

Goatly (1997:46) states there are seven types of metaphorical patterns, such as: general reifying, specific reifying, animizing and personifying metaphors, materializing abstract process, process object or substance, and categories of root analogy and preconceptual experience.

Based on Saeed's theory (1997:305), there are four features of metaphor, they are: conventionality, systematic, asymmetry, and abstraction.

Haliday (1995: 118) has suggested that mental processes can be categorized into three basic kinds, as follows: perceptual, cognitive, and effective, these three mental processes are related to individual experiences in their cultural environment or their language group itself.

Lakoff (1980) on his research “Metaphor” in *Conceptual Metaphor in Everyday Language*, Lakoff found there is an effect of using metaphor it was proved by the data analysis.



## RESEARCH METHODOLOGY AND FINDINGS

### *Methodology*

In designing this research, the writer applied a descriptive qualitative process. Nazir (1998: 34) described that descriptive qualitative is a method of research that makes the description of the situation of events or occurrences clearer. It is understood that descriptive qualitative is a method of research which provides the description of situation, events or occurrences, so this method is an intention to accumulate the basic data.

### *Techniques of Analyzing the Data*

The data were analyzed as follows:

1. Transcribing all the patterns of metaphor in the speeches.
2. Identifying the patterns of metaphor found.
3. Interpreting metaphor found in the speeches.
4. Calculating the number of the patterns of metaphor.

$$X = \frac{F}{N} \times 100\%$$

Note:

X = percentage of the obtained metaphors.

F = the frequency of the metaphors.

N = the total number of all metaphors.

5. Describing the findings of the study based on the statements available in the part of chapter I particularly at problems of the study.

## *Findings*

Having analyzed the data, the findings are presented as follows:

1. There are four types of metaphorical patterns found in *A More Perfect Union* speech, they are: General reifying is four (8%), materializing abstract process is twenty two (45%), process is twenty two (45%), and object or substance is one (2%) and there are five types of metaphorical patterns in NIH Address on Ebola Vaccine Research Potential namely general reifying is nine (34,6%), animizing and personifying metaphors is one(3,8%), materializing abstract process is four (15,4%), process is four (15,4%), and object or substance is eight (30,8%) .

2. Based theory, 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, or what it literally means, in order to suggest some resemblance or make a connection between two things. It can be also mean that the metaphorical patterns used to show or to express the feeling, idea, and situation of Barack Obama in his speech. He also used the metaphorical patterns to show different situation that happened in the past of his country. It can be seen in the example in the sentence “we do not need to recite here the history of racial injustice in this country”.

## CONCLUSION AND SUGGESTIONS

### *Conclusion*

After analyzing the data, some conclusions are drawn by as follows:

1. There are four of seven of metaphorical patterns found in the “*A More Perfect Union*” speech uttered by Barack Obama namely general reifying, materializing abstract process, process, and object or substance and five types of metaphorical patterns in NIH Address on Ebola Vaccine Research Potential namely general reifying, animizing and personifying metaphors, materializing abstract process, process, and object or substance.
2. The metaphorical patterns used to show or to express the feeling, idea, and situation in Barack Obama speech.

### *Suggestions*

Based on the conclusions, the following suggestions are directed to:

1. Contribute to the English Department especially to the students who study Metaphorical patterns to help them understand and comprehend it and enrich their knowledge about metaphorical patterns.
2. Other researchers who want to do some researches about Metaphorical patterns in other media beside speech as a comparison or source in conducting further study.