The Intended Meaning of the Idiomatic Utterances Used in the Selected Speech of President Barack Obama in Addressing between the United States and Muslim Countries

Maksud yang Terkandung dalam Ungkapan-ungkapan Idiom yang Digunakan dalam beberapa Pilihan Pidato Presiden Barack Obama yang Mengarahkan Hubungan antara Amerika dan beberapa Negara Muslim

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Abstrak

Pemakaian Idiom digunakan dalam berbagai situasi, yakni situasi informal dan formal dalam pidato. Adapun tujuan penelitian ini diantaranya untuk meneliti beberapa tujuan komunikasi pembicara dan maksud tersirat idiom pada ungkapan metafor yang digunakan oleh pembicara dalam berpidato. Selanjutnya, penelitian ini membahas tentang penggunaan ungkapan idiom secara lebih jauh dalam konsep metafor. Konsep tersebut digunakan untuk membahas tentang beberapa tujuan pembicara yang menghubungkan antara sistem pemahaman dan pengalaman pembicara tersebut di dunia nyata. Objek kajian dalam penelitian ini adalah transkrip pilihan dari pidato Obama yang membahas tentang hubungan Amerika dan negara-negara Muslim. Teori konsep metafor diaplikasikan untuk menggambarkan ungkapan-ungkapan yang digunakan oleh Obama, khususnya idiom, yang mengacu pada hubungan negara-negara tersebut. Ungkapan idiom ini menghasilkan maksud tersirat, oleh karena itu peninjauan tindak tutur tak langsung dari teori yang digagas oleh Searle (dalam Yule, 1996) serta pelanggaran maksim yang digagas oleh Grice (dalam Levinson, 1983) dipakai untuk mencapai maksud dan tujuan Obama dalam menyampaikan pidato di negara-negara Muslim tersebut. Selanjutnya, teori pelanggaran maksim diaplikasikan untuk mengetahui beberapa maksud ungkapan idiom Obama. Dengan demikian, kajian konsep metafor (Kövecses, 2002) dan dua teori pendukung tersebut dipakai dalam penelitian ini. Kajian penelitian ini menggunakan metode kualitatif untuk menggambarkan dan menafsirkan ungkapan idiom dalam pidato tersebut. Dalam hasil penelitian ini dibuktikan bahwa Obama banyak menggunakan ekspresi idiom dalam berpidato. Ungkapan-ungkapan idiom tidak hanya digunakan untuk memperhalus gaya berpidato Obama, namun juga untuk mengungkapkan secara tidak langsung tujuan-tujuan komunikasi Obama dalam menyampaikan pidato di negara-negara Muslim.

Kata Kunci: Idiom, Konsep metafor, Prinsip Koperatif, Pelanggaran maksim, Tindak tutur, Konteks situasi

Abstract

The use of idioms is applied in any situations, informal and formal situation of the speech. The aims of this research are to examine the speaker's communicative purposes and implied meanings based on idiom in metaphorical expressions he used in delivering speech. Further, this research discusses more about the use of idiom in metaphorical concept. Such concept is used to treat the speaker's intentions related to his perceptual system and experience with the real world. The transcripts of selected speech of Obama in addressing between the United States and Muslim countries are used as the objects. The theory of conceptual metaphor is applied to describe Obama's idiomatic expressions to address the relationship between those countries. Since idioms generate intended meanings, the observations of indirect speech acts proposed by Searle (as cited in Yule, 1996) and maxims violation proposed by Grice (as cited in Levinson, 1983) are required to get the further interpretation. The theory of indirect speech acts is used to achieve the aims of Obama performing speeches in Muslim Countries. Further, violating maxims are treated to explore the implied meanings of Obama's idiomatic expressions. Thus, the study of conceptual metaphor (Kövecses, 2002) and two supporting theories of speech acts and maxims violation are conducted in this research. This study employs qualitative research to describe and to interpret the idiomatic utterances in Obama's speeches. The result of this research proved that Obama uses many idiomatic expressions in his speeches. The idiomatic expressions are used not only to refine the rhetorical style in his speeches, but also to imply Obama's communicative purposes in delivering speech in Muslim Countries.

Keywords: Idiom, Conceptual metaphor, Cooperative Principle, Flouting maxims, Speech acts, Context of situation

1. Introduction

Idioms are bound together with the language. They fascinate the idiomatic usage in any situations. They can be used not only in an informal situation, as many people believe, but also in a formal situation of the speech held. Seidl and McMordie (1978:7-8) suggest that the use of idiom in some situations tends to emphasize on the choice of words. The appropriate words of formal situation would be used when delivering a formal speech to a large audience or in a meeting place. This study analyzes the selected speech of President Barack Obama in addressing between the United States and Muslim Countries. Kövecses (2002:203-204) infers that idiom is produced by conceptual metaphors. The conceptual metaphor is a set of mappings to apply terms from one domain to another. Applying those terms, our conceptual system in mind will relate to our experience with the real world. Since idiom generates intended meaning, we associate a specific speech act to have a particular intention of meaning during communication. Thus, the theory of speech acts gives a framework in which idioms can be meant and understood well (Searle, 1979:49). After recognizing the intention of communication, the violation of the conversational maxims is further applied because either such intention or idiom is implied. This notion is pursued Grice's idea (cited in Levinson, 1983:157) that violation of maxims in co-operative principle can function to generate metaphor. However, the analysis using those theories is insufficient without dealing with context. Therefore, this analysis also conducts the theory of context proposed by Halliday & Hasan (1989) to refer to particular context in the selected speech of Obama. The particular context is important to get the interpretation of the intended meaning of the idiomatic utterance that is Obama used. This study analyzes Obama's utterances since he can embrace all the people through his speech to address the relationship between the United States and Muslim countries.

In accordance with those problems, this study tries to answer some questions as follow:

1. What types of conceptual metaphors which are used to generate idioms in the selected speech of Obama?
2. What is the intended meaning of speech acts in the idiomatic utterances according to the context in the selected speech of Obama ?
3. What is the implied meaning of the flouted maxims as the result of idiomatic utterances according to the context in the selected speech of Obama ?

In line with those questions, the study is designed to achieve some goals, namely:

1. To examine the classification of conceptual metaphors applied in the selected speech of Obama .
2. To analyze the intended meaning of speech acts in the idiomatic utterances according to the context in the selected speech of Obama.
3. To elaborate the analysis of maxims violation as the result of generating idiomatic expressions used in the selected speech of Obama.
4. To develop the analysis of metaphor, speech acts and violation of maxims as tools to get the interpretation of idiom in English speech.

2. Research Methodology

This study conducts qualitative research. Qualitative research is applied in this thesis as it is needed to analyze the data in the form of the text. This study uses qualitative to analyze and describe the intended meaning of the idiomatic utterances used in the selected speech of Obama. To get the data, first, the transcripts of the selected speech of Obama in addressing to Muslim countries are downloaded, such as in the Turkish Parliament in Ankara, Turkey, 6 April 2009; *on a New Beginning* delivered at Cairo University, Egypt, 4 June 2009; and at the University of Indonesia, 10 November 2010. They are reprinted from the website http://www.whitehouse.gov. The data are only taken by the speeches are held in Muslim countries because Obama intends to address the relationship between the United States and Muslim countries. The utterances are only chosen into twenty five idioms in the three selected speeches of Obama. Then, to analyze the data, the utterances of the selected speech of Obama are firstly categorized into limited group of the metaphorical concepts to generate the metaphorical idioms.

After categorizing the idioms, the types of conceptual metaphor used by Obama in his speeches can be revealed. Then, the data are analyzed in conceptual metaphor to know how idiom can be recognized. After that, the context

of situation of Obama's speeches are held and the speech acts are analyzed to achieve the communication strategies behind idiomatic expressions used by Obama. At last, the maxims violation is applied to generate and imply idioms in the selected speech of Obama.

3. Result

There 25 metaphorical idioms which further interpret in indirect speech acts and the maxims violation are categorized on the table below;

Metaphorical expressions		Declarative	Representative	Expressive	Directive	Commissive	Quality	Quantity	Relevance	Manner
LIFE IS JOURNEY	1	...carries on...			✓			✓			✓
	2	...going forward...				✓		✓			✓
	3	...take steps...				✓		✓	✓		✓
	4	...dead end.				✓	✓	✓			✓
	5	...go away.				✓		✓			✓
	6	...go through...				✓		✓	✓		✓
	7	...on the move			✓			✓			✓

Metaphorical expressions		Declarative	Representative	Expressive	Directive	Commissive	Quality	Quantity	Relevance	Manner
SOCIAL ORGANIZATIONS ARE PLANTS	8	...grow into...				✓		✓			✓
	9	...root out...				✓		✓			✓
	10	...rooted in...					✓	✓			✓

Metaphorical expressions		Declarative	Representative	Expressive	Directive	Commissive	Quality	Quantity	Relevance	Manner
AN ARGUMENT IS WAR	11	...fight against...				✓	✓	✓	✓		✓
	12	...forced upon...			✓			✓			✓
	13	...give in to...				✓		✓			✓
	14	...Cold War...				✓		✓			✓

Metaphorical expressions		Declarative	Representative	Expressive	Directive	Commissive	Quality	Quantity	Relevance	Manner
AN ARGUMENT IS A BUILDING	15	...build on...				✓		✓			✓
	16	...stand on the side...					✓	✓			✓
	17	...turn dialogue into...				✓		✓			✓
	18	...locked up...				✓	✓	✓			✓

Metaphorical expressions	Declarative	Representative	Expressive	Directive	Commissive	Quality	Quantity	Relevance	Manner
TIME PASSING IS MOTION OF AN OBJECT									

		D e cl ar at iv e	R e pr es e nt at iv e	E x pr es si v e	D ir e ct iv e	C o m m is si v e	Q u al it y	Q u a nt it y	R el e v a n ce	M a n n er
							e			
19	...look back...					✓	✓			✓
20	...focus on...				✓		✓			✓
21	...look forward...			✓		✓	✓			✓
22	...deal with...				✓		✓			✓
Metaphorical expressions		Indirect speech acts					Violating maxims			
CONFLICT IS FIRE		D e cl ar at iv e	R e pr es e nt at iv e	E x pr es si v e	D ir e ct iv e	C o m m is si v e	Q u al it y	Q u a nt it y	R el e v a n ce	M a n n er
23	...blow up...				✓	✓	✓			✓
24	...put out...				✓	✓	✓			✓
25	...stoke the flames of division...				✓	✓				✓
Total: 25 utterances		-	-	5	1 7	9	2 5	3	-	2 5

The table shows the types of conceptual metaphor used by Obama in his speeches. The conceptual metaphors that mostly applied in Obama's speeches are LIFE IS JOURNEY (7 utterances). The next are AN ARGUMENT IS WAR, AN ARGUMENT IS A BUILDING, and TIME PASSING IS MOTION OF AN OBJECT (each of them is 4 utterances). Next, it is followed by the conceptual metaphors SOCIAL ORGANIZATIONS ARE PLANTS and CONFLICT IS FIRE (each of them is 3 utterances). Therefore, it can be found that there are six conceptual metaphors used by Obama in his speeches to relate to his experiences in the real world. Such concepts are then generated by kinds of indirect speech acts to achieve the purpose of communication behind the intended meaning used by Obama. It shows that Obama's utterances perform *directives* (17 utterances), *expressives* (5 utterances), and *commissives* (9 utterances). Furthermore, it also shows that the meaning of all Obama's idiomatic utterances are implied. Therefore, the idioms used by Obama violate the conversational maxims.

4. Discussion

Obama applies six types of conceptual metaphors proposed by Kövecses (2002) and such concepts are generated by indirect speech acts and thus idioms are implied by means of violating the conversational maxims. Those conceptual metaphors are LIFE IS JOURNEY, AN ARGUMENT IS WAR, AN ARGUMENT IS A BUILDING, TIME PASSING IS MOTION OF AN OBJECT, ORGANIZATIONS ARE PLANTS, and CONFLICT IS FIRE. The following discussion refers to the problems formulated in chapter one. It refers to the types of conceptual metaphors and other pragmatics tools to generate intended meanings such as indirect speech acts and maxims violation that used by Obama in his speeches.

a. Metaphorical interpretation

Obama applies conceptual metaphors to systematize the phenomena of target domains such as life, social organizations, arguments, time and conflict. The aspects of such domains are used to describe source domains such as journey, plants, war, building, motion of an object and fire. The aspects of conceptual metaphors are courses; steps; goals and movement, development or governmental system, perceptions and ideas of disagreement and also supporting ideas, motion, problems and destroy. There are 25 metaphorical expressions which most of them apply the source domain journey (LIFE IS JOURNEY) to show the course of steps and facts to describe the situation of the United States and Muslim countries of making progress in all aspects, and also to emphasize of making peace between them and all religion relating to their occurring issues – especially perceptions of terrorism suspected by non-Muslims and mistrusts of Muslims towards Americans. Hence, Obama uses such course of steps and facts as approach to persuade people to make progress and to begin a peace relation. The source domain plants (SOCIAL ORGANIZATIONS ARE PLANTS) is also used to represent development and governmental system that includes the way to organize the business development and the independent justice system in country. Next, the source domain war (AN ARGUMENT IS WAR) is applied to represent disagreement and disbelief of certain issues between non-Muslims in the West and Islam. The source domain building (AN ARGUMENT IS A BUILDING) is also

conducted to represent supporting argument and to strengthen argument of American's efforts to build a solid partnership with Muslims and Muslims with all religion. Further, the source domain motion of an object (TIME PASSING IS MOTION OF AN OBJECT) is also used to describe the comprehension about time that is as an object that moves. It indicates Obama's efforts to achieve the future and world peace that should be done by the United States and Muslim countries. Last, the source domain fire (CONFLICT IS FIRE) is applied to represent problems and destroys that trigger conflicts and violence occurred in conflict areas of Muslim countries.

b. Indirect speech acts

The result shows that Obama also performs indirect speech acts as the strategies to reveal his purposes in delivering his speeches. After examining the context of situation of the speeches held by Obama, the purpose of his speeches mostly applies *directives* to persuade the audiences to make progress in all aspects, and to develop partnership between the United States and Muslim countries. Afterward, *commissives* are also used to signify Obama's intentions to make the audiences believe in his promises. Next, Obama also uses *expressives* to show his emotional concerns such as pleasure, lamenting, respect, praising, sympathizing, relief and commending of certain occurrences in Muslim countries and the United States.

c. Maxims violation

Since Obama's utterances are considered to idiomatic expressions, the meanings are then implied. As it is observed, most all the twenty five utterances are violated by the maxims of Quality and Manner. The violating of maxim Quality guides the use of euphemistic expressions, the figurative expressions that aim to refine the rhetorical style that the speaker used in delivering speech such as idioms. After that, the violating maxim of Manner also treats complicated meanings of idioms. In this case, figurative meanings shows that they are signifier of violation of conversational maxims.

5. Conclusion and Suggestion

This study concerns on metaphor that Barack Obama used in his idiomatic utterances of his speeches. The study of conceptual metaphor proposed by Kövecses (2002) is applied in this study to describe how Obama related such concept to his experiences of world in dealing with his purposes to deliver in Muslim countries. By using such concept, Obama thus signified communicative purposes and implied meanings behind idioms he used.

Referring to the first question in this study about types of conceptual metaphors to generate idioms used in the selected speech of Obama, it is answered that Obama applied six types of conceptual metaphors in his speeches. Obama mostly used conceptual metaphor LIFE IS JOURNEY (7 utterances) to address the relationship between the United States and Muslim countries. Clearly, it aims to describe their relationship and the steps to make progress in all aspects by linking to the facts of how the course of their relations can be potentially built a solid partnership. Then, Obama also used the conceptual metaphor AN ARGUMENT IS WAR (4 utterances) since he described his disagreements over particular issues of pressures to achieve democracy, and tensions between non-Muslims in the West and Islam. Next, Obama also used the conceptual metaphor AN ARGUMENT IS A BUILDING (4 utterances) since he described America's efforts to the approach of building a solid partnership with Muslims and Muslims with all religion, and to protect Muslim countries from Al-Qaeda's attacks. Afterward, the conceptual metaphor TIME PASSING IS MOTION OF AN OBJECT (4 utterances) is also used since Obama indicated his efforts to achieve the future; expectations of progress and world peace that should be committed by the United States and Muslim countries. Moreover, Obama also applied the conceptual metaphor SOCIAL ORGANIZATIONS ARE PLANTS (3 utterances) since Obama described the way to organize the business development and the independent justice system in Indonesia. Last, Obama also used the conceptual metaphor CONFLICT IS FIRE (3 utterances) since he represented issues occurred in conflict areas of Muslim countries that should be solved.

For second question, this study aimed to interpret the intended meaning of speech acts in the idiomatic utterances according to the context in the selected speech of Obama. It is clearly shown that Obama's utterances are indicated as *directives* (17 expressions), *commissives* (9 expressions) and *expressives* (5 expressions).

D*irectives* are mostly performed by Obama to persuade the audiences of Muslim countries to make progress together in all aspects, and to urge them to develop their partnership with the United States. Further, Obama intended to bridge the gaps relating to terrorism which suspected Muslims. He urged the United States to disregard bad views of Islam, and equally Muslims should disregard mistrust toward the United States. Hence, peace and better future between them can be achieved.

The last question is what the implied meaning of the flouted maxims as the result of idiomatic utterances according to the context in the selected speech of Obama is. It is found that Obama used idioms to refine his rhetorical style in delivering speech. Idioms are examined under conceptual metaphors which enable the audiences to think and signify about Obama's intention through their conceptual mind. The conceptual mind works by the process of maxims violation as a prominent note to interpret since they are implied. It pursues of what Grice (cited in Levinson, 1983:147) argued that idioms are exploited by violating maxims.

It is finally expected that this study will contribute to the study of idiomatic expression, which is analyzed in metaphor, for further researchers with the same interest in studying figurative meaning.

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