

**FIGURATIVE LANGUAGE IN *Dr. SEUSS THE LORAX* MOVIE SCRIPT: A
PRAGMATIC PERSPECTIVE**



PUBLICATION ARTICLE

Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree in English Education

by:

DITA KURNIATI

A320120236

**DEPARTMENT OF ENGLISH EDUCATION
SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2016

APPROVAL

FIGURATIVE LANGUAGE IN *Dr. SEUSS THE LORAX* MOVIE SCRIPT: A
PRAGMATIC PERSPECTIVE

PUBLICATION ARTICLE

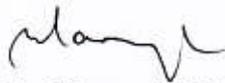
By:

Dita Kurniati

A 320 120 236

Approved by Consultants:

Consultant I



Dr. Maryadi, M.A.

NIP. 1958 03 04 1986 03 1001

Consultant II



Dra. Siti Zubriah Ariatni, M.Hum.

Nik. 225

ACCEPTANCE

FIGURATIVE LANGUAGE IN *Dr. SEUSS THE LORAX* MOVIE SCRIPT: A
PRAGMATIC PERSPECTIVE

By:

Dita Kurniati

A 320 120 236

Accepted by

The Board of Examiners of Schools of Teacher Training and Education
Muhammadiyah University of Surakarta

The Board Examiner:

1. Dr. Marvadi, M.A

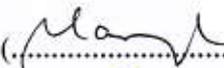
(Chair Person)

2. Dra. Siti Zuhriah Ariatmi, M.Hum.

(Member I)

3. Dra. Malikatul Laila, M.Hum.

(Member II)

(.....)

(.....)

(.....)

Surakarta, April 27th, 2016

Muhammadiyah University of Surakarta
School of Teacher Training and Education
Dean,



Prof. Dr. Haryono Joko Pravitno, M.Hum.

NIP. 19650428 199303 1 001

TESTIMONY

I am the researcher, signed on the statement below:

Name : DITA KURNIATI

NIM : A320120236

Study/ Program : Department of English Education

Title : Figurative Language in Dr. Seuss The Lorax Movie Script: A Pragmatic Perspective

Herewith, I testify that in this publication article there is no plagiarism of the previous literary work which has been raised to obtain bachelor degrees of university, nor there are options of masterpiece which have been written or published by others, expect those in which writing are referred manuscript and mentioned in the literary review and bibliography.

If later, the results of this this research is proven as plagiarism, I will fully responsible and willing to accept sanctions in accordance with applicable regulations.

Surakarta, April 14th 2016

The writer

Dita Kurniati
A 320 120 236



FIGURATIVE LANGUAGE IN *Dr. SEUSS THE LORAX* MOVIE SCRIPT: A PRAGMATIC PERSPECTIVE

UNIVERSITAS MUHAMMADIYAH SURAKARTA

Abstrak

Penelitian ini adalah penelitian tentang bahasa kiasan. Penelitian ini merupakan penelitian deskriptif kualitatif yang bertujuan untuk: **(1)** mendeskripsikan tipe-tipe bahasa kiasan (majas), **(2)** menjelaskan implikatur, dan **(3)** mengungkapkan pelanggaran maksim dari skrip film *Dr. Seuss The Lorax*. Data yang digunakan dalam penelitian ini adalah ujaran-ujaran yang mengandung unsur majas yang ditemukan dalam film *Dr. Seuss The Lorax*. Teknik pengumpulan data yang digunakan adalah dokumentasi dengan analisis isi dan observasi. Teknik analisis data meliputi reduksi data, penyajian data, dan kesimpulan. Satu analisis data menjawab tiga rumusan masalah sekaligus. Data-data tersebut dianalisis dengan menggunakan teori bahasa kiasan (Perrine, 1977), situasi ujarannya dianalisis dengan menggunakan aspek-aspek situasi ujar (Leech, 1999), implikaturnya dianalisis menggunakan teori (Yule, 1996), dan pelanggaran maksimnya dianalisis menggunakan teori (Grice, 1975). Dari 35 data, hasil dari penelitian tersebut menunjukkan bahwa: **(1)** Ada sepuluh tipe majas yaitu hiperbola (25.71%), metafora (25.71%), personifikasi (17.14%), simile (11.42%), metonimi (5.72%), ironi (2.86%), *understatement* (2.86%), *allusions* (2.86%), idiom (2.86%), dan peribahasa (2.86%). **(2)** Implikatur dari majas tersebut mencakup konvensional implikatur (0%) dan percakapan implikatur yang terdiri dari *generalized conversational implicature* (5.71%) and *particularized conversational implicature* (94.29%). **(3)** Pelanggaran maksim dari data tersebut adalah pelanggaran maksim kuantitas (14.28%), pelanggaran maksim kualitas (74.30%), pelanggaran maksim kesinambungan (5.71%) dan pelanggaran maksim cara berbicara (5.71%).

Kata kunci: bahasa kiasan (majas), deskriptif kualitatif, *Dr. Seuss The Lorax*, implikatur, pelanggaran maksim.

Abstracts

This research is about figurative language. This research is descriptive qualitative research which aims at: **(1)** describing the types of figurative language, **(2)** clarifying the implicature, and **(3)** revealing violated maxim of *Dr. Seuss The Lorax* movie script. The data used in this research are utterances containing figurative language found in *Dr. Seuss The Lorax* movie. The techniques of collecting data used are documentation by content analysis and observation. The techniques of analyzing data are data reduction, data presentation and conclusion. One datum analysis answers three research problems at once. The data are analyzed by using figurative language theory of Perrine (1977), the speech situation is analyzed by using aspects of speech situation of Leech (1999), the implicature is analyzed by using the theory of Yule (1996) and the violated maxim is analyzed by using the theory of Grice (1975). From the analysis of 35 data number of figurative language, the result of the study shows that: **(1)** There are ten types of figurative language namely hyperbole (25.71%), metaphore (25.71%), personification (17.14%), simile (11.42%), metonymy (5.72%), irony (2.86%), understatement (2.86%), allusions (2.86%), idiom (2.86), and proverb (2.86%). **(2)** The implicature of figurative language covers conventional implicature (0%) and conversational implicature that consists of generalized conversational implicature (5.71%) and particularized conversational implicature (94.29%). **(3)** The violated maxim of these data are violated maxim of quantity (14.28%), violated maxim of quality (74.30%), violated maxim of relevant (5.71%) and violated maxim of manner (5.71%).

Keywords: descriptive qualitative, *Dr. Seuss The Lorax*, figurative language, implicature, violated maxim.

1. Introduction

In a process of communication, the speaker always sends the message to the addressee. The sender does not only use direct expression but also uses indirect expression in order to make the utterance sounds good and interesting. Indirect expression means that the literal meaning of the utterance is different from the figurative meaning. This figurative meaning has been studied by the linguists in the study of literature. Figures of speech are imaginative tools in both literature and ordinary communications used for explaining speech beyond its usual usage. 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.

Perrine (1997:61) explains that a figurative language is a language using figures of speech and it cannot be taken literally. A figure of speech is any way of saying something other than the ordinary way, it is also explained as a way of saying one thing and another meaning. Language employs various figures of speech. Some examples are simile, metaphor, personification, metonymy, symbol, allegory, paradox, overstatement (hyperbole), understatement, irony, and allusions.

In conducting this research, the writer chooses to analyze some figurative languages found in the one of the popular movie, *Dr Seuss The Lorax* because there are many wise words conveyed in this film, aims to make people aware of how important the preservation of nature for humans. Moreover, the language used is easy to understand so it is not difficult for anyone who reads both among adults or children.

The writer decides to choose this movie because this movie is very interesting with several reasons. *First*, this film contains very good story which delivers very precise messages to depict and describe the nature circumstances around us today. *Second*, it has direct relation with the current case in Indonesia such as burned forest in Riau which raises a lot of smog and causes much harm to the surrounding community. The storyline in this film describes the human greed who cut down the entire tree in the forest for his personal interests and to increase his wealth. Until finally, he realizes that wealth is not everything, and all of the damages come from human's greed. *Third*, this film is the right movie watched by children. These films can be used as a medium of learning for children about how to preserve the environment, trees, plants, and the surrounding population in order to make it still looks beautiful and wonderful.

The focus of the recent study is "Figurative Language in *Dr. Seuss The Lorax* Movie Script: A Pragmatic Perspective". Based on that focus, the study aims at describing the types of figurative languages, clarifying the implicature, and revealing the violated maxim of figurative language in *Dr. Sauss The Lorax* movie script.

To know the conveyed meaning of the utterance, the writer uses the theory of implicature. According to Yule (1996:35) implicature is an additional conveyed meaning. Something that is being uttered must be more than just what the words mean. In order to make the message conveyed properly to the addressee, the communication that occurs is necessary to consider the following principles: (1) the principle of clarity, (2) the principle of consciousness, (3) and the principle of directness. The principle is clearly outlined in the Cooperative principle, Grice (1975). These cooperative principles include four maxims as follows: (1) Maxim of quantity, (2) Maxim of quality, (3) Maxim of relevance, (4) maxim of manner.

There are some previous researches that have been conducted by several researchers. The first previous study is conducted by Saputri (UMS:2011). The research aims at describing the type of figurative language and the implicature of figurative language used in Revelation Bible in New Testament. In collecting the data, the researcher uses documentation method. The result of the study shows that first, the type of figurative languages in revelation bible are: The figurative Languages of Simile, Metaphors, Personifications, Apostrophe, Paradox, Synecdoche, Hyperbole, and Symbol. Second, the implicature of figurative language used in revelation bible are: Commanding, Promising, Reminding, Threatening, Teasing, and Suggesting.

The second previous study is conducted by Yulidar (UMS:2014). The research aims to identify the types of figurative language and illocutionary act in the lyric of Owl City's Albums. The study belongs to descriptive qualitative research. The types of figurative languages found in this research are metaphor, simile, personification, symbol, paradox, and hyperbole. There are 13 illocution of Figurative Language used in Owl City's albums. There are Thanking, Asserting, Stating, Suggesting, Boasting, Complaining, Ordering, Requesting, Advising, Recommending, Blaming, Praising, and Condoling.

The third previous study is written by Fadaee (Islamic Azad University of Bandar Abbas:2010). The aim of this article is to find out the effect of using figures of speech on the writer's style and the addressee's understanding. The result shows that the writer wants to deliver the message of the novel in an implicit and indirect way. So, there are much figure of speech used beyond their literally meaning. The second result is that the addressee does not know the concept of the story by using these kinds of figure of speech. They must refer to the allegorical dimension of the novel and find its closed meaning.

The benefit of this research consists of theoretical benefit and practical benefit. From the term of theoretical benefit, the result of this research can give the contribution to the study of figurative language, especially

in analyzing the kinds of figurative language, in analyzing the implicature of figurative language, in analyzing the speech situation and in analyzing the flouting maxim. From the term of practical benefit, the teacher can enrich the knowledge about pragmatics and figurative language. It can also be the additional material in teaching both literature and linguistics especially in figurative language and pragmatics. For future researcher, the recent study can be the additional references for future researcher in conducting the research about figurative language and pragmatics.

2. Research Method

This type of research is the descriptive qualitative research. because the writer describes the data by referring the existence of linguistics elements within sentence and without counting them statistically.

The objects of this research are the figurative languages found in “*Dr Seuss The Lorax*” movie script. The data are in form of sentences/ utterances containing figurative language found in “*Dr Seuss The Lorax*” movie. The data source is the script of “*Dr Seuss The Lorax*” movie, written by Cinco Paul and Ken Daurio based on the book by Dr Seuss. This research uses documentation by content analysis.

Techniques of collecting data used in this research are documentation by content analysis and observation. The steps of data collection are as follows: (1) downloading the movie and its screenplay, (2) watching “*Dr Seuss The Lorax*” movie, (3) reading the movie script carefully, (4) underlying for the sentence which contains figurative language, (5) coding the data, and (6) retyping the data that is found in the movie script in a paper.

Miles and Huberman (in Sutopo, 2010) states that there are three qualitative data analysis techniques. They are data reduction, data presentation and conclusion. Based on the theory, the writer analyzes the data by using the following steps: (1) The writer categorizes figurative language based on Perrine Theory. (2) The writer presents the code, extension/ intention of the data, and data. (3) The writer analyzes the data refer to the three research problems. One datum analysis answers three research problems at once. (4) The writer summarises the finding into the form of table. (4) The writer discusses the finding and draws the conclusion.

3. Research Result and Discussion

In this section the authors will present the results of data analysis and discussion. The results of the data analysis are as follow:

3.1 Types of Figurative Language

The following table 4.1 is the finding of types of figurative language.

Table 4.1
Types of Figurative Language

No.	Types of Figurative Language	Example of Each Data	Σ	%
1	Hyperbole	022: <i><u>I have eyes everywhere.</u></i>	9	25.71%
2	Metaphore	013: <i><u>I found paradise...</u></i>	9	25.71%
3	Personofication	034: <i><u>Let's celebrate the world's rebirth –</u></i>	6	17.14%
4	Simile	002: <i><u>It's like living in paradise!</u></i>	4	11.42%
5	Metonymy	016: <i><u>Hey, mustache! Will you stop that!</u></i>	2	5.72%
6	Irony	010: <i><u>Sounds ridiculous, but I mean, that's cool.</u></i>	1	2.86%
7	Understatement	012: <i><u>I was searching the globe.</u></i>	1	2.86%
8	Allusions	022: <i><u>I'm Frakenstein's head on a</u></i>	1	2.86%

		<i>spider's boy!</i>		
9	Idiom	035: " <u><i>But I'm gonna keep my eye on you.</i></u> "	1	2.86%
10	Proverb	036: " <u><i>You can't reap what you don't sow</i></u> "	1	2.86%
Total			36	100%

The table 4.1 above shows that there are two biggest percentage of figurative language in *Dr. Seuss The Lorax* movie script. They are hyperbole and metaphore. The percentage of each data is 25.71%. There are five lowest presentage of types of figurative language namely, irony, understatement, allusion, idiom, and proverb. The percentage of each data is 2.86%. So it can be concluded that, hyperbole and metaphore are the types of figurative language that is often used in this movie script.

The writer analyzes the types of figurative language by using the theory of Perrine (1977). There are two kinds of figurative language found in the data that are not covered in Perrine theory. They are idiom and proverb.

The relationship between the present research and the previous research is that both of the present research and the previous research focus of figurative language. However types of figurative language found in present research is more than in the previous study. In the previous study in general, only found five to eight types of figurative language while in present research there are 10 types of figurative language found. So, the recent study is more complete than the previous study.

3.2 Implicature

In analyzing the implicature of the data which are some utterances containing figurative language, the writer uses the theory of implicature by Yule (1996). There are two kinds of implicature, they are conversational implicature and conventional implicature. Conversational implicature is divided in two kinds, namely generalized conversational implicature and particularized conversational implicature.

Table 4.2
Implicature

No.	Implicature	Example of Each Data	Σ	%
1	Conventional Implicature	-	-	0%
2	Conversational Implicature:			
	a. Generalized Conversational Implicature	006: " <u><i>... and the sell of a great-great-great grand father snail.</i></u> "	2	5.71%
	b. Particularized Conversational Implicature	009: " <u><i>It was an amazing product that could do the job of a thousand.</i></u> "	33	94.29%
Total			35	100%

The table 4.2 above shows that the most dominant implicature used in *Dr.Seuss The Lorax* movie script is particularized conversational implicature. That is 94.29%. It is because most of the data are the conversation between the characters in the film and occurred in a certain context. Grice (in Cummings, 1999:13) states that implicature is a technical term in the pragmatics, which refers to what is suggested in an utterance, even though neither expressed nor strictly implied. The speaker does not just simply mean causes the certain effect on the listener through the use of the utterance, instead of these effects can only be achieved by the listener if the intention is known by the listener.

From the results of the implicature of the data found that the data which are included in particularized conversational implicature are 8 data of hyperbole, 9 data of metaphore, 6 data of personifikation, 4 data of simile, 2 data of metonymy, 1 datum of irony, 1 datum of understatement, 1 datum of allusions, and 1 datum of proverb. The data which are included in to generalized conversational implicature are 1 datum of hyperbole and 1 datum of idiom. So, it can be concluded that most of figurative language found in the movie are included in particularized conversational implicature.

There is a difference in finding the implied meaning of the present reseach and the previous study. In previous studies, more researchers use speech act theory especially on illocutionary act in expressing the meaning of an utterance, even though there are some researchers who use the theory of implicature. In the current study, the researcher uses the theory of implicature to elevate the conveyed meaning. This is influenced by some factors such as the wealth of a sentence elements of the existing data and implied meaning that is generated from these data. It is because speech act theory has a specification on its intention and the data should be included in the specification. Therefore, the writer uses implicature theory because the intention produced is not bound by some specification and the result could be in accordance with the conveyed meaning in the data. So, implicature theory is more appropriate to be implemented in this current research.

3.3 Violated Maxim

In analyzing the violated maxim, the writer uses the theory of Cooperative principle by Grice (1975). There are four violated maxim namely maxim of quantity, maxim of quality, maxim of relevant, and maxim of manner.

Table 4.3
Violated Maxim (Grice's Cooperative Principle)

No.	Violated Maxim	Example of Each Data	Σ	%
1	Violated Maxim of Quantity	006: " <u>... and the sell of a great-great-great grand father snail.</u> "	5	14.28%
2	Violated Maxim of Quality	009: " <u>"It was an amazing product that could do the job of a thousand."</u>	26	74.30%
3	Violated Maxim of Relevant	005: GRAMMY NORMA: Then you know what? You'd need to find the Once-ler. TED'S MOM: " <u>Mom, it's not the really the time for one of your, you know, magical fables, okay?</u> "	2	5.71%
4	Violated Maxim of Manner	036: " <u>You can't reap what you don't sow</u> "	2	5.71%
Total			35	100%

The table 4.3 above shows that the biggest percentage of violated maxim in *Dr.Seuss The Lorax* movie scrip is violated maxim of quality. The percentage of violated maxim of quality is 74.30%. %. Grice (1975) states that cooperative principle describes how people interact with one another. It also describes as how people normally

behave in conversation. There are three principles in conversation namely the principle of clarity, the principle of conciousness, and the principle of directness.

From the overall results found that from 9 data of hyperbole, there are 8 data violate the maxim of quality and 1 datum violates the maxim of quantity. From 9 data of metaphore there are 8 data violate the maxim of quality and 1 datum violates the maxim of relevance. From 6 data of personification, all of them violate the maxim of quality. From 4 data of simile there are 2 data violate the maxim quality and 2 data violate the maxim of quantity. From 2 data of metonymy there is 1 datum violates the maxim of quality and 1 datum violates the maxim of relevance. One datum of irony, 1 datum of understatement, and 1 datum of allusions violate the maxim of quality. One datum of idiom and 1 datum of proverb violate the maxim of manner. So, it can be concluded that the most widely violated maxim in figurative language is violated maxim of quality.

The relationship between the present research and the previous study is that most of the previous studies just have two research questions namely the type of figurative language and the intention whether analyze by speech act or implicature. Most of the previous studies just clarify the implicature without revealing the maxim violation. So, this current research has a role to complement the previous researches, especially for those who do not include the element of violated maxim in it.

There are also some distinctions between the previous study and the current study. The fist is about the medium that is used. At the previous study, the media used are bible, song album, and novel. At the current study, the medum used is a movie script. The second distinction is about the theory used. At the previous study, the theory used to analyze the intention is speech act theory and implicature theory. This current research also uses implicature theory but with the addition of violated maxim. The findings in recent study are stronger and more applicable than the previous study because this research provides the reacher data and theory used.

4 Closing

Based on the research result and discussion, the writer presents the conclusions as follows:

- 4.2 From the analysis of 35 data number of figurative language, there are 10 types of figurative language found in *Dr. Seuss The Lorax* movie script. The types are hyperbole, metaphore, personification, simile, metonymy, irony, understatement, allusions, idiom, and proverb. The two types of figurative language namely idiom and proverb are not included in Perrine theory. The author adds two kinds of figure of speech as a complement of existing theories.
- 4.3 The implicature of figurative language are included in conventioanl implicature (0%) and conversational implicature that consists of generalized conversational implicature (5.71%) and paticularized conversational implicature (94.29%).
- 4.4 The data violate the cooperative principle's maxim namely violated maxim of quantity (14.28%), violated maxim of quality (74.30%), violated maxim of relevant (5.71%) and violated maxim of manner (5.71%).

This study is expected to be the major role to explain the implicature and violation of the maxim of figurative language that has been done by the speakers.

The English teachers can use the result of this research as the additional material in teaching and leraning process especially for linguistics or literature that containing figurative language. For the future resercher who wants to conduct a reasearch about figurative language and pragmatics, can use this research as additional references. This study only focuses on one medium that is a movie script. Therefore, for further researchers who want to do more research on pragmatics and figurative language are suggested to take advantage of other media such as magazine, chain stories, poetry, etc. For further researcher who are interested in analyzing the same object of research, namely *Dr.Seuss The Lorax* movie script, can use another theory such as ecocriticism theory from the study of literature.

BIBLIOGRAPHY

- Cummings, L. (1999). *Pragmatics, A Multidisciplinary Perspective*. New York: Oxford University Press.
- Fadaee, E. (2011). Symbols, Metaphors, and Similes in literature: A Case Study of Animal Farm. *Journal of English and Literature*. Volume 2(2), pp. 19-27. Accessed on Monday, December 14th, 2015 9.13 pm, from <http://www.academicjournals.org/ijel>
- Grice, H. P. (1975). Logic and Conversation. In P. Cole & J. L. Morgan (Eds.), *Syntax and Semantics*. Volume 3, (pp. 41-58). New York: Academid Press. Accessed on Tuesday, March 15th, 2016 7.02 am, from <http://www.ucl.ac.uk>
- Leech, G. (1999). *The Principle of Pragmatics*. London: Longman Group Limited.
- Perrine, L. (1977). *Literature: Structure, Sound, and Sense*. New York: Harcourt Brace Javanovich, Inc.
- Saputry, W. E. (2013). *A Pragmatic Analysis of Figurative Language Used in Revelation Bible in New Testament*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta.
- Sutopo, A. H. & Arief, A. (2010). *Terampil Mengolah Data Kualitatif Dengan NVIVO*. Jakarta: Prenada Media Group.
- Yule, G. (1996). *Pragmatics*. Oxford: Oxford University Press.
- Yulidar, L. (2014). *Figurative Language used in Owl City's Albums: A Pragmatics Perspective*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta.