CHAPTER I
INTRODUCTION

A. Research Context

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 film is released coincide with the 108 anniversary of Theodor Seuss Geisel well known as Dr. Seuss. He is a cartoonist and a writer of famous children's books like 'The Cat in the Hat' and 'Green Eggs and Ham'. His books are most well-known books for children, bringing messages on such heady topics as racial tolerance, environmental stewardship, nuclear war, and the vital importance of unimpeded childhood fun in the era of World War II.

The example of a case as follows:

Ted is out of town. The city is behind him now. He is in front of Once-Ler House. The mechanical arms deposits Ted on the pile of rocks.

Once-Ler : “You want to know about trees? About what happened to them? **Why they’re all gone?**” (whispers) “It’s because of me.”

Ted : “Wait, what?”(A look of shock come over the Ted’s face)

Once-Ler : “It’s because of me! And my invention. The Thneed. **It was an amazing product that could do the job of a thousand!**”

The utterance “**Why they’re all gone?**” has an adjective pronoun “they” refers to tree. It gives the attributes of human being for the trees because it is described that the trees can go by themselves. In the next sentence is also depicted that the tree is something that could the job till a thousand. Whereas in reality, trees can not go anywhere and cannot do any work. They are plants that grow on the ground without having the ability to move anywhere. However, in that utterance, they (the trees) have visualize in human which have human emotion like ‘gone’ and ‘doing some jobs’. So, the both utterances are included in personification.
The addressor of the utterance above is Once-Ler and the addressee is Ted. The context of speech is about something that causes the trees are lost. Ted is really curious of that. This conversation is placed in Once-Ler’s house which is located away from the city and polluted. The goal of the utterances are to inform to addressee about what is actually happened in the past. The utterance as a product of a verbal act of the first utterance is a question and the second utterance is an exclamation.

The utterance *Why they're all gone?* means that Once-ler is feeling very annoyed with Ted who boldly came to the Once-ler house just to ask about the trees. But in his heart he is also well pleased because there is still a child who cares about trees. He is very grateful and wants to explain to him about the cronology of three. However, in other hand, he is also unwilling to remember his past were less pleasing. So, the implicature is that all of them (trees) are dissappeared by the cause of Once-ler greed who wants to enrich himself by cutting down all the trees in the valley. The second utterance, *It was an amazing product that could do the job of a thousand!* refers to the Thneed. Once-ler invention (Thneed) is the thing that pushed him to continue to cut down the trees and achieve his dream of becoming rich and successful people. So, the utterance has an implicature that Thneed is very useful for everyone at the time. It can be used as a hat, a shirt, a cleaning cloth, etc. This product is made of the tufts of Truffula tree.

The results of previous studies have obtained some kinds of figurative language contained in the various data sources such as bible, novel, song album and advertisement. However in this study, the type of figurative language obtained are more varied than in previous studies. So, it can increase knowledge for the readers about figurative language itself. In previous studies, the theory used in calculating the meanings are also varied, such as speech act, implicature, conceptual blending theory, etc. Therefore, the authors in this study using one of the existing theories that is implicature theory by adding violated maxim as a complement to the previous research.
Based on the phenomenon above, the writer is interested in conducting the analysis on figurative languages found in *Dr. Seuss The Lorax* movie. The writer tries identifying the types, implicature of figurative language and maxim violation in this movie. The writer chooses this movie because there are such kinds of figurative languages to be searched. The data are analyzed by using figurative language theory (Perrine, 1977), the speech situation is analyzed by using aspects of speech situation (Leech, 1999), the implicature is analyzed by using (Yule, 1996) and the violated maxim is analyzed by using (Grice, 1975). The title of this research is “**Figurative Language in Dr. Seuss The Lorax Movie Script: A Pragmatic Perspective**”

### B. Focus of the Study

Based on the discussion, the focus of the study is “Figurative Language in *Dr. Seuss The Lorax* Movie Script: A Pragmatic Perspective”. This focus is broken down into sub focuses as follows:

1. What are the types of figurative language in *Dr.Seuss The Lorax* movie script?
2. What are the implicature of figurative language in *Dr.Seuss The Lorax* movie script?
3. What maxim are violated in *Dr.Seuss The Lorax* movie script?

### C. Objectives of the Study

Based on the research problem above, the researcher has the objective study as follows:

1. To describe the types of figurative languages in *Dr.Seuss The Lorax* movie script
2. To clarify the implicature of figurative language in *Dr.Seuss The Lorax* movie script.
3. To reveal the violated maxim of figurative language in *Dr. Sauss The Lorax* movie script.
D. Benefit of the Study

The benefit of this research consists of theoretical benefit and practical benefit.

1. Theoretical Benefit

The result of the 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.

2. Practical Benefit

a. English Teachers

The result of the research can enrich the knowledge about pragmatics and figurative language. It is also can be the additional material in teaching both literature and linguistics especially in figurative language and pragmatics.

b. Future Researchers

The study can be the additional references for future researcher in conducting the research about figurative language and pragmatics.