

**A SOCIO-PRAGMATICS ANALYSIS OF METAPHOR EXPRESSIONS  
USED IN GEORGE W BUSH'S SPEECHES OF  
"GLOBAL WAR ON TERROR"**



**RESEARCH PAPER**

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## CHAPTER I

### INTRODUCTION

#### A. Background of the Study

In social, cultural, and political context, language is the one and only effective means to control people's opinion, by creating such propaganda to control the meaning of certain terms, through mass media, to reach certain aims. Although some people say that there is a great wall separated language and politics, but in fact, language places itself as a weapon (in political world) to do some invasion to another part of the (target) world.

In political field, language becomes a strategic instrument. Politics deals with the use of power to organize people (mind and opinion). Political language is an instrument used to control the society in general, which have various socio-cultural backgrounds (Santoso 2003:2). The most important thing to be considered is that political language always applies a certain ideology to become a common sense. Political language is used to refer to the usage of language by the government or political parties to encourage society. It contains authority and ideology to reach certain political aims.

Communication act, including political, is always strategically done. It deals with the strategy to reach certain aims. Before occur in linguistic form, there is always "strategic battle" deals with political, ideological, cultural, and social, to determine language choice that will be occurred.

Thus, in political field, the communication process that occurs is *abnormal* and not ideal (Santoso 2003:8), because there are certain people (who have authority) use the language based on certain political aims.

This research focuses on the use of metaphor expressions in the George W Bush speeches which discuss about “Global War on Terrorism” issue, because the writer sees that metaphor is an effective “weapon” that often used in politics communication, especially in the speech. Politics, like all spheres of social activity, has its own code - a term used by linguists to refer to a language variety particular to a specific group (Beard 2000:5). One of the problems with using these terms of political positioning is that it is very hard to find a vocabulary that describes them neutrally, without connotations, whether positive or negative. It seems that all the terms that are used in an attempt to place politicians and their views into categories carry connotation, and that these connotation differ depending on who is using them.

Therefore, this research tries to find the meaning of those connotation in the form of metaphor expressions based on the context of the speaker. Politician frequently uses metaphor in any occasions. There are only one aspect of political discourse, but they are useful starting points for looking at some of the ways in which political languages operates. Metaphor refers to when a word or a phrase is used which establishes a comparison between one idea and another. Beard (2000:21) mentioned that metaphor is

deeply embedded in the way we construct the world around us and the way that world is constructed for us by others.

In the global political context, every country has foreign policy and strategy to be applied in the international affairs. According to Holsti (1995:84) there are at least four purposes of the application of foreign policy that are common to all contemporary states. Those are security, autonomy, welfare, and status and prestige.

Since language is not an objective thing and always ideology soaked, the researcher is interested in analysing the meaning behind the speeches. In this study, the researcher observes the use of metaphor expressions, which is used as propaganda in George Walker Bush's speeches of "Global War on Terror" issues based on socio-pragmatics analysis. The writer finds that the use of metaphor as a massive propaganda may cause character assassination on Moslems and build a bad image for them. Gergez (1999:54) stated that "Terrorism" occurred as the most important issue in United States. Most of US official worry about Islam's threat, especially which comes from the country in which Moslem is a majority citizen. Those countries in Middle East and some part of Asia, including Indonesia became the target of propaganda expansion. Then, Global war on Terror became the greatest issue worldwide, after the attack of Pentagon and World Trade Center on September 2001.

One of the technique aspects of modern international political relationships today is the deliberate attempt by governments, through

diplomat and propagandist, to influence the attitudes and behavior of foreign population, or of specific ethnic, class, religious, economic, or language groups within those populations (Holsti 1995:152). With the development of communication system, propaganda and culture become essential elements in the analysis of state's capability, and become important parts of political activities (Nasution 1989:35).

In this context, American hatred was shown by the statements of the President which implicitly point out Islamic world as a “den of the terrorists”. In most of his speeches, Bush always mentions the word “Middle East” as a place where the terrorists are hiding and looking for shelter. Meanwhile, the world knows that Middle East is the center of Islamic Civilization. This propaganda implicitly shows that America want to emphasize that Middle East is the den of the terrorists. This was also their alibi to destroy Afghanistan and intervene their government, and also another Islamic country such as Iraq, Syria, Uzbekistan, etc. Though it is only a step to make their plans to build global governance runs well.

This is one of the example the use of metaphor expressions in George Bush's speech :

*“They (the terrorists) seek to impose their heartless ideology of totalitarian control throughout the Middle East.”*

The phrase “*heartless ideology*” is metaphorically occurred to indicate the hatred of the speaker. He wants to describe how cruel the ideology (in this case, Islam) is.

It can be said that “the war on the terror” proposed by America is not just about demolishing the threat or terror, but it is also a part of propaganda of an ideological battle. Ideological battle takes place against the background of history at the same time as they seek to transform them, for immediate tactical reason (Hadge & Kress 1979:155). Meanwhile, the ideology that is holding the world feels that they should defend their hegemony.

Many people wonder, why it should be Islamic world which becomes the rival of western civilization, in this context is America. The hatred began since the Crusade hundred years ago. That religious hatred grew to be an ideological emulation. America, as the symbol of Capitalist country, feels insecure of the existence of Islamic ideology. This Islamist ideology may threaten their hegemony in the world, considering that they have different points of view in many ways. Moreover, to prove that United States of America is a super power country, they should prove the greatness of their ideology by having a sparring partner. Their enemy at that time, Russia—which is the representation of communism ideology, had lost its bargaining position in the world after being beaten by United States of America in World War II. As a result, they tried to find another rival, and Islamic ideology is the chosen. Reviewing the history that Islamic ideology could build an emporium which is called Caliphate which was able to conquer almost half of the world hundred years ago; this ideology brings a great threat for the existence of their Capitalism ideology adopted by United States.

Today, United States of America becomes a superpower nation which automatically wants to defend their hegemony towards the nations all over the world. This country assumes themselves as an undefeatable country in all aspects, that is why they need to demolish their rivals, or those who threaten their authority. Consequently, they need to use a strategic way to weaken their rivals' position. To maintain their authority, usually they spread their influence to all over the world (through mass media) to build a bad impression of the rivals.

## **B. Previous Study**

Politics and language are commonly assumed as two different polar, which have no relations. Hence, there not too many linguist are interested in studying the relationship between those two items. Therefore, it's hard for the writer to find linguistics research of political language. But the writer finds several research related to Metaphor and socio-pragmatics study in any objects.

Here are some studies of socio-pragmatics that the writer found:

The first study of Metaphor was conducted by Nur Fatmawati Sutrisno (2006) with the title "Semantic Study of Metaphorical Language Used in the Josh Groban's "Closer" Album." She concluded that being or abstract concept is the most dominant in Josh Groban song's lyrics, especially on Josh Groban's album called "Closer". The writer also found that there are more connotative meaning than

conceptual meaning. It proves that the composers use metaphorical expressions to make his songs more interested and poetical.

Then the study of Socio-Pragmatics was conducted by Dwi Indarwati (2006) with the title “A Socio-Pragmatics Analysis of Phatic Utterances in Movie Manuscripts.” This study found that phatic utterances have three categories of actions; locution, illocution, and perlocution. Different illocution study research also found that the reasons of employing phatic can be for showing humiliation, anger, power, opening conversation, impression, teasing, confidential, welcome, respect, etc. The decisions of employing different types of phatic may result different classification of their politeness act.

In addition to the previous study, Sofri Wahyu Hidayati (2006) conducted a study with the title “Socio-Pragmatics Analysis of Anecdotes of English Textbook for Senior High School.” She found that the anecdotal utterances that are used in anecdotal text of English textbook for senior high school are created by violating the cooperative principle that consists of the violation of maxim of quantity, quality, manner, and relevance. Based on the speech act theory, especially illocution, the speaker or the writer violates those maxims in order to command, inform, protest, and to insult the hearer or reader.

Moreover, the next study of Socio-pragmatics was conducted by Alfin Amaliah Zahroh (2006) with the title “A Socio-Pragmatics Analysis of Apologizing Utterance on Aristocratic Movie Manuscripts.”

The study found that different reasons may influence different decision in employing strategy of apology. There are 6 intentions of the speaker in using the apologizing utterance. They are declaring, describing, expressing sorrow, committing, informing, and requesting. Different illocution may result different types of speech act classification. The reasons of employing apology are: showing guilty, anger, power, regret, and empathy. The aspects that dominated these elements are the scene and setting. This related to the time and place where the utterance is happened and the situation of the speaker.

Then the next study was conducted by Giri Lumakto (2006) with the title “A Comparative Analysis of English and Javanese Social Deixis (Socio-Pragmatics Study).” The research found that English doesn’t have relational social deixis forms, while the Javanese have the relational deixis. Both English and Javanese absolute social deixis words form are denoted by the use of family address term, profession title, and royal family address term. The Javanese absolute social deixis words can convert their meaning, in accordance to their addresser and addressee, while the English absolute social deixis cannot either. Most English absolute social deixis are phrase, while the Javanese are words.

Based on some studies that the writer found, this study gives new contribution of socio-pragmatics study in metaphor expressions which commonly used in political language.

### **C. Problem Statements of the Study**

Based on the background the researcher tries to formulate the research questions as follows:

1. What are the forms of utterances found in the metaphorical expressions used in George W Bush's speeches?
2. What kinds of metaphorical expressions that are occurred in George W Bush's speeches?
3. What are the speaker's intentions of the metaphorical expressions used in George W Bush's speeches?

### **D. Objectives of the Study**

The writer formulates the problem of research are as follows:

1. To clarify the form of metaphorical expressions used by George W. Bush in his speeches
2. To clarify the types of metaphorical expressions that are occurred in George W Bush's speeches
3. To identify the message behind the metaphor expressions in George W. Bush's speeches based on the context

### **E. Limitation of the Study**

In conducting the research, the writer focuses on the study of the metaphor expressions stated in George Walker Bush's speeches of "Global War on Terror" which are taken from the official website of

United States of America government. This is due to the fact that “Global War on Terror” becomes the greatest issue of international affair during the early of 21<sup>st</sup> century, and metaphor expressions are commonly used in political speech to describe the feelings of the speaker.

## **F. Benefits of the Study**

The researcher hopes that the research would be useful for the reader and the researcher herself. Those benefits are:

### **1. Practical Benefit**

This research will give a new point of view of interpreting metaphor expressions in political discourse that is usually implicit

### **2. Academic Benefit**

#### **a. For Students**

To encourage students study the language of political field since this study is rarely done.

#### **b. For Academic References**

Hopefully, this research will be a reference for the next research in the same field

## **G. Paper Organization**

This research will be conducted as follows:

Chapter I is Introduction. It consists Background of the Research, The Previous Study, Problem Statements, Objective of the

Study, Limitation of the Study, Benefit of the Study, and Paper Organization.

Chapter II is Underlying theory. It consists of the Notion of Pragmatics, Speech Act Theory, Socio-Pragmatics, Notion of Metaphor, Form of Utterance, and Summary.

Chapter III is Research Method. It consists of Type of Research, Object, data and data source, Method of Data Collecting, Technique of Data Analysis.

Chapter IV is Analysis and discussion. It consists of Data Analysis, and Discussion of the findings.

Chapter V is conclusion and suggestion.