

CHAPTER I

INTRODUCTION

A. Background of the Study

Pragmatics deals with utterances by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Logic and semantics traditionally deal with properties of types of expressions and not with properties that differentiate them. Pragmatics is sometimes characterized as dealing with the effect of context. This is equivalent to saying it deals with utterances as context. One must be careful, however, for the term often used with more limited meanings.

The researcher focuses in using implicature, pragmatic part and a subdiscipline of linguistics. Implicature denotes either the act of meaning or implying one thing by saying something else or the object of the fact. Implicature can be determined by sentence meaning or by conversational context and can be conventional (in different senses) or unconventional. Figures of speech such as metaphor and irony provide familiar examples, as do loose use and damning with faint praise. Implicature serves a variety of goals: communication, maintaining good social relations, misleading without lying, style and verbal efficiency. Knowledge of common forms of implicature is acquired along with one's native language.

Regarding to its functions, figurative language always becomes interesting topic of study language and style, because of its role as a device to

create aesthetics effect on a literary work, and as linguistic expression of human thought. Abrams and Harpham (2009:118) define simple meaning to get understanding on figurative language that is apprehending the standard meaning in order to achieve some special meaning or effect. It means that figurative language is understood through comprehending the literal meaning of a word or a phrase in a sentence, and then it is connected to the context where the figurative language takes place in order to know what hidden meaning and message that a writer or speaker wants to convey.

The art of figurative language (especially the one that characterizing semantic change) is useful to describe a 'thing' or 'experience' or 'condition' that hardly explain. So, the user borrows word or phrases in which represent the 'thing, experience, or condition' they want to describe. This can also be understood as a way of giving analogies that clarify abstractions (Griffith, 1982:43). Beside supporting clear explanation and evoking the readers' feeling, figurative language also becomes the way of a language user expresses his/her ideas and messages. In a fiction, some of figurative language is used to emphasize values that the writer wants to share. In addition, frequently, the use of figurative language is relating social-culture of certain place, Lazar named this tendency as culturally determined (Lazar, 2007:2). Setting, one of elements in fiction which consists of place, social condition, social convention and values, atmosphere, is the factor that influences meaning of figurative language, especially metaphor and simile.

Metaphor and simile are the expression that giving comparison upon two entities in a discourse. They are similar in term of their function and structure. The function is to compare two different things by employing “two halves of metaphor” (Richard (1936) in Cornell and Way (1991:27-28)). The technical term is to facilitate analysis on the metaphor without confusion. Richard sees *the tenor* as the *underlying idea* or *principal subject* and *vehicle* as *what is attributed*, usually metaphorically, to the tenor. Thus, in the simile *love is like red rose*, “love” is the tenor and “red rose” is the vehicle. “Love” describes the one to be compared with figurative meaning of “red rose”. Red rose implies beautiful and attractive state of feeling.

However, there is a distinction to detect whether an expression is metaphor or simile. Metaphor compares something implicitly and indirectly, otherwise simile is explicitly and directly. It means the comparison or analogy within metaphor is not seen as clear as simile.

The examples of metaphor and simile respectively are (1) *her presence brought sunshine* (2). *Dan and Emil were fighting **like** a pair of young bulldogs*. The expressions above are adopted from findings on figurative language in novel Little Men. The first expression classifies metaphor because it indirectly compares “presence” to “sunshine”. Meanwhile the second is simile because it directly compares “fighting” to “a pair of young bulldogs”, with connective *like*. The easiest way to distinct simile and metaphor is the placement of commonest connectives *like* or *as* (Wales, 2014: 383), before the

comparison phrase. Some other connectives usually *than*, or a verb such as *resembles*.

According to Leech and Short (2007: 61) in a fiction, we administer language as style, so the focus is its aesthetic and artistic side. They mention four headings of style in fiction: lexical categories, grammatical categories, *figure of speech*, and cohesion and context. Nowadays, both figure of speech and figurative language are about the language that visualizing picture in people's mind, they are only different names (or terminology) for same thing. Nugiyantoro (2013: 30-31) classifies figurative language as intrinsic element in literature, the element that builds a literary work.

One a type of a literary work is movie. Movie, according to Bordwell and Thompson (2008: 3), is described as an art form with a language and an aesthetic all its own. In the movie, language is very important. Language is one of the human basic needs and it cannot be separated from their life. As social creature, people need language to communicate and interact with others to fulfill their needs, whether verbal or non-verbal. As part of intrinsic element, character is an important aspect because it carries the author's message that can bring various values in human life for instance morality and education.

Movie is the entertainment for the people. Most the people have watched the movies. There are many kinds of movie, they are horror, romantic, action, and cartoon. The movie is not only be a source of entertainment, but also it can be a source of education. Communication, like dialogue is the most

important parts in the movie. Sir John Pollock (1958) assumed that “A play as a work of art composed of work spoken or motion performed by imagined characters and having a subject, action, development, climax, and conclusion”.

In this research, the researcher chooses the movie entitled *Guardians of the Galaxy* as the object of research. *Guardians of the Galaxy* is a 2014 American superhero film based on the Marvel Comics superhero team of the same name, produced by Marvel Studios and distributed by Walt Disney Studios Motion Pictures. It is the tenth film in the Marvel Cinematic Universe (MCU). The film was directed by James Gunn, who wrote the screenplay with Nicole Perlman, and features an ensemble cast including Chris Pratt, Zoe Saldana, Dave Bautista, Vin Diesel, and Bradley Cooper as the titular Guardians, along with Lee Pace, Michael Rooker, Karen Gillan, Djimon Hounsou, John C. Reilly, Glenn Close, and Benicio del Toro. In *Guardians of the Galaxy*, Peter Quill forms an uneasy alliance with a group of extraterrestrial criminals who are fleeing after stealing a powerful artifact.

In *Guardians of the Galaxy*, the writer found many figurative language as part of the comedy the director put in. The example of figurative language found in the movie script can be presented as follows:

Yondu : I *slaved* putting this deal together
 Peter : *Slaved?* Making a few calls is ‘*slaved*’?

The type of figurative language used by Yondu in the expression above is hyperbole. By using by using the word ‘*slaved*’, Yondu wanted to state that

he felt being forced to agreed Peter's will to 'make a few calls'. Yondu used the word '*slaved*' since in his culture as 'Ravagers' they have their own code.

Other figurative language used is metaphore such as the expression used by Rocket when he said "Walk yourself, you little *gargoyle*." Rocket equalized a child with '*gargoyle*' as he felt that a child may influence other people to help him. *Gargoyle* itself is a carved or formed grotesque with a spout designed to convey water from a roof and away from the side of a building, thereby preventing rainwater from running down masonry walls and eroding the mortar between.

Based on the explanation above, the researcher is eager to analyze the figurative language in *Guardians of the Galaxy* movie script. By analyzing the figurative language, the researcher considers that it can be implemented in teaching and learning.

B. Problem Statement

Based on the background of the study, the writer formulates the problems as follows:

1. What are the types of figurative language used in *Guardians of the Galaxy* movie script?
2. What are the implicatures of figurative language used in *Guardians of the Galaxy* movie script?

C. Objective of the Study

Based on the problems statements above, the objectives of the study are as follows:

1. To classify the types of figurative language used in *Guardians of the Galaxy* movie script.
2. To describe the implicature of figurative language used in *Guardians of the Galaxy* movie script.

D. Significance of the Research

By conducting the research, the researcher expects that the results of this study can be beneficial, both practically and theoretically, in the following ways:

1. Theoretical benefit

Theoretically the research finding will enrich the research in linguistics field, especially in stylistics

- a. It is expected that this research will give a better comprehension toward the knowledge of language use in the literary texts especially in the use of figurative language.
- b. It is expected that this research in the future can be one of the sources of references in studying and analyzing figures of speech.

2. Practical Benefit

Practically, the findings will be useful for the following parties:

- a. Students have an example of pragmatic analysis of figures of speech that they do not learn in their study program and can be their source in conducting similar research.
- b. The research findings can be used as the examples of analysis of figures of speech using pragmatic approach. It will help lecturers as an informative input in teaching pragmatic.
- c. This research finding will be a motivation for the other researchers to conduct other researches concerning in pragmatic analysis of figures of speech.