CHAPTER I

INTRODUCTION

1.1.Background of the Research

Public spheres where public communication or public speaking like what usually happens in politics and media considers the ability to communicate ideas properly and persuasively to be crucial for successful communication. Everyone knows that throwing special linguistic features or tools is needed to successfully achieve the goal in communicating. This figure of speech has been a target of people to be looked down. There are many people that have analyzed about the metaphor used by presidents in their political speech. Hanne Penninck (2014) made a research about metaphor used in political speeches responding to the financial crises of 1929 and 2008 as her dissertation. The same thing has been done by Masaryk University student Kristína Pavlíková in 2015 who made an analysis about (counter) terrorism metaphors in the speeches of Barack Obama.

It's known that metaphor can be found in almost all discourses. Spoken discourse like speech, debate and lecture must have something to do with metaphor whatever the purpose is. Political speech who have a purpose to persuade, debate to win an argument, lecture to make better understanding, all of them can involve metaphor as the linguistic tool to support them reach the goal of the communication. Biook Behnam (1996) is one of many people who gets interested to see deeper through prose fiction which includes the analysis of metaphor in it. Another researcher, Berkan Ulu (2010) who made a research about

stylistic analysis of ekphrastic poetry in English as his Phd dissertation. Another research related to metaphor has been done by one of students in Jambi University, Ladika (2018) tries to see the figurative language used by a controversial Muslim preacher, Dzakir Naik. In that research, he also discusses about metaphor, but in general way. He just analyzes the meaning of the metaphor. Different from this research, in this research the metaphor will be taken and broken down into small pieces so that it can be analyzed in deeper way.

Metaphor in general way is a figure of speech that makes an illustration that one thing is actually another thing (Underwood. A.M,). It's derived from the Greek word which means "to transfer". Metaphor is said as the most common or familiar figure of speech (Craig White, n.d). That's one of the reasons why this research made. Another reason is because metaphor has been taught to people (at least in Indonesia) since elementary school that makes everyone could easily relate to the metaphor since they have the background knowledge about that. The fact that metaphor can be found anywhere and in all form makes the researcher gets interested to see how people use metaphor.

In order to get the best result of analysis, the researcher tries to find the best subject for this research. At first, the researcher wants to pick Dzakir Naik as the subject because there is no research about the use of metaphor by him yet. But, Dzakir Naik has been a subject of another research about figure of speech done by Jambi University Student. Then, the researcher chooses Ken Robinson as the replacement. There are some reasons behind this decision. First is because Ken Robinson is the best TED speaker. By that fact, the researcher hopes that he can provide the best use of metaphor since he knows how to deliver a speech

appropriately. The second reason is because Ken Robinson is a professor of education and art. Since the researcher is also under the faculty of education, the researcher hopes that there will be something that can be learnt from Ken Robinson as the tools in education.

However, these days, with the high advancement of technology, we can now find metaphor in a new place which is online platform. It is because the target that online platform has is different from the target of speech in offline platform such as politics and poetry or prose in literary work. We know that to access online platform, we at least need a tool to access and the fact that not all people have access to online platform. Comparing to Television as a tool for some politicians to share their political speech, it is more affordable than the tool to access online platform. It is also because of stereotype that tells Television is more purposeful than hand phone or computer that can access online platform. People believe that with Television they can get all newest information easily and they don't need to buy hand phone or computer to just access online platform to get information which they can also get from Television. The lack of knowledge in some people makes it clear that not all people have and want to access online platform. This is what makes online platform differs from spoken discourse on Television and written discourse in literary work.

The two aspects above, tool and knowledge make a category of people to be able to access online platform. Based on the two aspects, it can be concluded that the most visitor of online platform is young and productive age with range between 19 to 28. In this range of age, almost everyone has an access to online platform and also has enough knowledge to operate the tools. Pew Research

Center (2018) cites that 100 % American people in that productive range have a hand phone, but 6% of them don't have an access to online platform because they use cell phone that does not support the access to online platform. Seeing this fact, it can be clearly seen that most young and productive people nowadays can easily access online platform. Not too far with the percentage of smartphone user worldwide, 97,5 % people all over the world with the range of age between 18 to 34 years old own smartphone and be able to access online platform (Nielsen Company, 2016). It is also found that 80% college student and 91% college graduate in America have smartphone and be able to access online platform (Pew Research Center 2018). Based on this fact, it can be said that online platform visitor is dominated by young, productive and intelligent people with the range of age between 18 to 34 years old. Comparing this with the Television where speech usually occur and book where poetry or prose written, they clearly have different target. The data above proves that online platform has its own target and it's difference from the target of offline platform.

Here we come with an interesting question, "is the metaphor on online platform same as the metaphor in political speech or poetry since they have different target?". The researcher will try to see how TED speaker uses metaphor on speech posted in online platform.

1.2.Research Questions

This proposed research aims to answer the following research questions:

1. What kinds of metaphor used by TED speaker, Ken Robinson in his educational speeches?

1.3. Research Objectives

The general purpose of this study is focusing on answering the research questions above. It is basically conducted in order to:

1. Find out the kinds of metaphor used by TED speaker, Ken Robinson in his educational speeches.

1.4. Limitation of the Research

This study would only focus on the metaphor used by Ken Robinson. Even though metaphor is included into figures of speech and claimed as a part of rhetorical strategy, the researcher would not analyze the other part of figure of speech nor rhetorical strategy. Not all speech in the online platform (ted.com) would be taken as the data of analysis. The researcher would take some data in form of video that contained speech from the site randomly. It had a chance that the data would have different speakers, video-length and theme. It's important to note that the researcher would analyze the data by using the Conceptual Metaphor Theory (CMT) by George Lakoff and Mark Johnson (1980).

1.5. Significance of the Research

The finding of this study was expected to be useful for researcher and the reader of this research, also for people who get interested to see deeper into metaphor found in online discourse. This study would provide information that can help people both theoretically and practically. Theoretically, this research would enrich the analysis about metaphor in online discourse or platform. Practically, this research would provide information of how online-discourse

speakers, especially TED speakers use metaphor when they transfer their ideas through public speaking or speech.

1.6. Definition of Key Terms

- Metaphor: a figure of speech which makes an illustration that one thing is actually another thing.

- Style: someone's choice of words, figures of speech, devices (rhetorical or otherwise, shape of the sentence, shape of the paragraph and every conceivable aspect of someone's language and the way he uses it.

- TED Talk: nonprofit online platform where people share not only a raw idea, but an idea with evidences gotten from observation and research.

- Online discourse: The term online discourse represents many different forms of communication, ranging from synchronous (same time) to asynchronous (different time), and from text-only to voice, video, and all three combined. The context in this research, online discourse is asynchronous and in form of video.

- Speech: a thought or feeling delivered to audience and expressed through articulated sound.