AN ANALYSIS OF THE USE OF METAPHORS AND METONYMIES FOUND IN NEWS TITLES OF TABLOID *BOLA*

THESIS

Submitted as a Partial Fulfillment of the Requirement to Obtain Strata One (S1)
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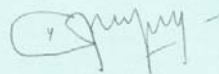|	
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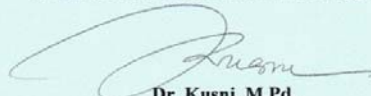NIP. 19510721 197503 2 001   NIP. 19490912 197503 1 002

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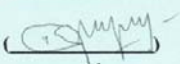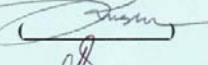
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ABSTRAK

Rizkya, Rezie. 2010. *An Analysis of Metaphors and Metonymies Found in News Titles of Tabloid Bola.* Unpublished Thesis Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negri Padang.

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Metafora dan metonimi merupakan gaya bahasa majas di mana keduanya membandingkan dua hal. Metafora merupakan majas yang membandingkan dua hal karena memiliki persamaan dan metonimi adalah majas yang membandingkan dua hal karena memiliki hubungan satu sama lain. Kedua majas ini banyak ditemukan dalam penulisan judul berita dalam koran atau tabloid, khususnya tabloid *Bola* agar judul berita menjadi menarik dan pembaca tertarik untuk membaca isi berita. Penelitian ini membahas tentang jenis-jenis metafora dan metonimi yang ditemukan di judul-judul berita dalam tabloid *Bola*, menganalisa makna dan fungsi komunikasi dari metafora dan metonimi serta memaparkan bagaimana hubungan metafora dan metonimi tersebut dengan isi dari berita.

Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Metode ini terdiri dari pengumpulkan data dan menganalisanya untuk menjawab pertanyaan yang berkaitan dengan objek penelitian. Data penelitian ini diambil dari tabloid *Bola* yang terbit selama bulan Maret 2010. Data- data ini kemudian dianalisa berdasarkan parameter yang ada.

Hasil penelitian ini menunjukkan bahwaada tiga jenis metafora yang ditemukan pada penulisan judul berita di tabloid *Bola* yakni metafora *structural* (67,21%), metafora *ontological* (26,23%), dan metafora *orientational* (6,56%) . Sedangkan ada empat jenis metonimi yang ditemukan dalam penulisan judul berita, yaitu metonimi *whole for the part* (60,47%), metonimi *part for the whole* (32,56), metonimi *container for the content* (2,33%), dan metonimi *object for the user* (4,65). Makna dari metafora dan metonimi ini secara umum adalah makna konotatif (makna kiasan). Dari makna metafora dan metonimi ini bisa dilihat hubungan antara judul dan isi berita. Walaupun menggunakan metafora dan metonimi pada judul berita, judul-judul tersebut tetap mencerninkan isi berita. Sedangkan fungsi komunikasi yang ditemukan adalah fungsi *expressive* dan fungsi *informational* dimana fungsi *expressive* lebih sering ditemukan pada metafora dan fungsi *informational* banyak ditemukan pada metonimi.

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Padang, January 2011

The Writer

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CHAPTER 1

INRODUCTION

1.1 Background of the Problem

Generally, a newspaper or a tabloid is a printed medium that delivers news and other information. It is commonly published daily or weekly. It means that through newspaper, people will get updated news and information. Since newspaper or tabloid is a news and information center, the content of the newspaper, especially its news must be interesting and attractive in order to attract the readers' attention. So, it is the journalist's duty to make the reader interested to read the news in a newspaper.

Based on the observation before conducted this reserach, there are some aspects that should be considered when reporting news in a newspaper or a tabloid. The first one is the content of the news itself. The second one is the choice of word that is used. The third one is language style. Another aspect is how the journalists or newsmakers make the title of the news, it is not less important to be paid attention to. From the title of the news, the reader's attention will be attracted. Also, the title of the news will provoke the readers' curiosity to read the news. So, it can be said that the title of the news in newspaper is one of important elements for good and interesting news.

Furthermore, the relationship between the title and the content of the news also gives contribution to good news delivering in newspapers or tabloids because from the title, the topic of the news can be predicted. News title should be made in a short sentence but it can represent the whole news content and it should be

interesting in order to catch the readers' curiosity (Hidayat, 2010:1). So that, good news title should enable the readers determine the content of the news (the information). Therefore, the cohesiveness between title and the content of the news is absolutely needed.

It has been stated before that news title should be attractive in order to catch the readers' attention. From the title, the reader will be able to catch the topic of the news. The journalists or newsmakers use many techniques in creating the news' title. One of the techniques is the use of language styles. The figure of speech is one of language styles that is often used in designing news title.

Basically, figure of speech is a rhetorical device that achieves a special effect by using words in distinctive ways. According to Bradshaw (2010), the figure of speech is the combination of words whose meaning cannot be determined by examination of the meanings of the words that make it up or to put it another way, an idiom uses a number of words to represent a single object, person or concept. In other word, there is indirect meaning when using the figure of speech.

Metaphor and metonymy are the examples of the figure of speech that are commonly used in designing news' title. According to Corbett and Connors (1999:60), metaphor is an implied comparison between two things of unlike nature but have something in common. In news title is often found it, for example; *drama di Bumi Sriwijaya* 'Drama in Bumi Sriwijaya'.

The other form of figure of speech that is often found in news title is metonymy. Metonymy is a language style that uses one word to explain the other

thing but still have relation closely, Keraf (2007:143). The use of metonymy can be easily found in news title. *London paling sibuk* 'London is the busiest city' is one of the examplesof metonymies.

The use of metaphor and metonymy tends to refer to something or other objects. Since the use of them is mostly found in news title in newspaper, the meaning of metaphor and metonymy can also be found in the content of the news. Moreover, to determine the meaning of metaphor and metonymy, it can be also done by using context because context also has important role to interpret both metaphor and metonymy in news title.

There are some reasons why the research entitled "An Analysis of Metaphor and Metonymy as Found in News Title of Tabloid *Bola*" is important. The first one is based on the writer's observation; it is found that there are many titles of the news in forms of metaphor and metonymy. The form of metaphor and metonymy are different from each title of the news because they have many types. Because of that, it is important to classify metaphor and metonymy according to their types. Moreover, it can be seen what kind of metaphor and metonymy that are commonly used in the news titles.

Furthermore, in news titles there are many metaphors and metonymies found. Metaphor and metonymy are part of the figure of speech; it means that those news titles do not have the literal meaning. So, the analysis about the meaning of metaphor and metonymy in news title is needed. Moreover, as a part of language style, the use of metaphor and metonymy in news title cannot be separated from the communicative function of language. It means that analyzing

about the communicative function of metaphor and metonymy is also important to see the newsmakers' intention use metaphor and metonymy in news titles.

As stated before that the appropriate news title at least involves two things; attractive (by using figure of speech) and enable the reader to know the news content. It means that from the title, the reader can catch the topic of news. For this reason, it becomes an interesting phenomenon to be analyzed about what the relationship between news title that use metaphors and metonymies and the content of the text is.

In this research, the writer found out the types of metaphor and metonymy in news titles and described meanings and communicative function of metaphor and metonymy in news titles based on the content of the news. Also, the writer described what the relationship between the use of metaphor and metonymy in news title and the content of the news is

.

1.2 Identification of the Problem

There are some aspects that can be studied related to metaphor and metonymy that are found in news titles. The first phenomenon is pragmatics point of view. The pragmatics point of view studies meaning of metaphor and metonymy in news titles through contextual meaning. It means that to interpret the meaning of metaphor and metonymy in news titles, the role of context is needed.

The second phenomenon is semantics point of view. Naturally, metaphor and metonymy are related to semantics study. The meaning of metaphor and metonymy in news title can be explored through finding the semantics meanings communicative function of metaphor and metonymy in news titles. Then, the

other aspect that can be analyzed from semantic point of view related to metaphor and metonymy in news title is identifying the types of metaphor and metonymy.

The last phenomenon that can be analyzed related the use of metaphor and metonymy in news titles is discourse study. The problem that can be seen in the point of view of discourse is how the use of metaphor and metonymy in news title has relation to the content of news itself. Since title of a text (in this case is news content) is the possible expression of topic of the news, title should be equivalence with the topic.

1.3 Limitation of the Problem

In this research, the writer focused on metaphor and metonymy found in news titles in *Bola* tabloid that were published on March 2010. The writer limited the research in finding the types of the analysis of metaphor and metonymy found in news titles, determining the meaning and communicative functions of metaphor and metonymy in news title and analyzing the relationship between news title and the content of the news through semantics study.

1.4 Formulation of the Problem

The problem of this research was formulated as "What are the types, meanings and communicative functions of metaphor and metonymy in news titles and what is the relationship between the use of metaphor and metonymy in news titles of tabloid *Bola* and content of the news?"

1.5 Research Questions

Based on formulation of the problem above, the writer formulated research questions as follows:

1. What are the types of metaphor and metonymy found in news titles of Tabloid *Bola*?

2. What are the meanings of metaphor and metonymy found in news titles of tabloid *Bola* on content of the news?

3. What is the relationship between the use of metaphor and metonymy in news titles with the content of the news of tabloid *Bola*?

4. What are the communicative functions of metaphor and metonymy in news titles of tabloid *Bola*?

1.6 The Purposes of the Study

1. To find out the types of metaphor and metonymy in news titles of Tabloid *Bola*.

2. To find out the meanings of metaphor and metonymy in news titles of tabloid *Bola* based on the content of the news.

3. To describe what the relationship between the use of metaphor and metonymy in news titles with the content of the news tabloid *Bola*.

4. To find out the communicative functions of metaphor and metonymy in news titles of tabloid *Bola*.

1.7 The Significance of the Study

The result of this study is expected to give contribution to linguistics field. It is hoped that this research gives enrichment for linguistic studies especially about metaphor and metonymy. Moreover, the result of this research is also hoped to be useful for the readers who are interested in doing and developing research about metaphor and metonymy in newspaper, especially in news' title and the relationship with the content of the news. Also, in practical using, the result of this research is expected to be useful for the journalists or newsmakers who want to design an interesting and appropriate title for the news.

1.8 Definitions of Key Terms

1. Figure of speech: a way of saying something other than the literal meaning of the words.

2. Metaphor: the use of language to say something other than the oroginal one by comparing the similarity and making analogy between two things.

3. Metonymy: a figure of speech used in rhetoric in which a thing or concept is not called by its own name, but by the name of something intimately associated with that thing or concept.

4. News title: title of the news in newspaper or tabloid.

5. *Bola* tabloid: tabloid that delivers news and information about sport mostly football that is published twice a week. However, for this research, the writer took the data from tabloids *Bola* special edition (March 2010) that were published three days a week (twelve times in a month).

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1 The Communicative Functions of Language

Since metaphor and metonymy are parts of figurative language, their existence cannot be separated from the function of the language. According to Leech (1981:40) the only function of language is to expound knowledge and pass information, so as to facilitate cooperation between members in society. Moreover, he states that there are five types of communications function of language; they are information function, expressive function, aesthetic function, directive function, and phatic function

Information function is the basic of communictive function of language. It is used to pass the information or conveying the information. Language also has expressive function, which can be used to express the originator's feeling and attitudes. For example: swearwords and exclamation. Another communicative function of language is directive function that its aim is to influence the behavior or attitudes of other, for example: command, and request. The fourth communicative function is aesthetic function. It can be defined as the use of language for the sake of the linguistic artifact affect for example poetry language. The last communicative function of language is phatic function that maintains the social band. It is keeping communication links open and keeping the social relationship in good pairs. It is no so much when on says, but the fact that one says it all.

However, Jakobson (in Schiffin, 1994) offers some communicative functions to extend the Buhler's system. There are six Jacobson's models of communicative function: emotive function, connotative function, referential function, phatic function, metalinguistic function and poetic function. In analyzing the language functions in news title, the writer will use Leech theory, the five functions of language.

2.2 The Nature of Semantics Meaning

Generally, semantic is defined as one of linguistics field that studies about meaning of words, phrases, sentences, and text. It is a main study about meaning. According to Yule (1994:4), semantics is a study between linguistics forms and entities word; that is the word literally connect to thing.

Leech (1983) identifies there are seven types of meanings. The first type is conceptual meaning. It is the conceptual meaning that becomes the central factor in communication. Conceptual meaning gives an intention to logical meaning or denotative content. Conceptual meaning refers to the logical sense of the utterance and is recognizable as a basic component of grammatical competence. It is alternatively described as the cognitive or the denotative meaning

The second type is connotative meaning. It is the communicative value an expression has by virtue of what it refers to, over, and above its conceptual content. It means the communicative value an expression has by virtue of what if refers to, over, and above its conceptual content.

The third type of meaning is social meaning, which means a piece of language conveys about the social circumstances of its use. The other type is affective meaning. This meaning concerns how language reflects the personal feeling of the speaker, including the attitude to the hearer what is he or she talking about. Affective meaning can be used to express the emotion, for example when speakers adopt an impolite tone to express displeasure.

The next type of meaning is reflected meaning. It is the meaning that arises cases of multiple conceptual meaning. Most of reflected meaning is illustrated by taboo meaning. The other meaning is collocative meaning. This meaning acquires on an account of the meaning of word that tends to occur in its environment. The last type of meaning according to Leech is thematic meaning. It concern about what is communicated by the way in which the speaker or writer organizes the message in term of ordering, focus, and emphasize.

Fromkin (1990:205) says that semantics is the study of linguistics meaning of words, phrases and sentence. Generally, Fromkin points out that there are two categories of meaning. The first one is *denotative meaning*. It is related to scientific language that involves the factual objective information. Denotative meaning shows the real or literal meaning to the fact without any interpretation. It also can be called intellectual meaning of a word. It is also can be called intellectual meaning of word. In this case dictionary definitions are included to denotative meanings.

The second type of meaning is *connotative meaning*. It is the suggestive meaning of a word-all the vales judgment, and status implied by a word, the

historical and associative accretion of unspoken significance behind the literal meaning. Connotation meaning is a kind of meaning that relate to emotional values or additional meaning beyond its central meaning. Therefore, metaphor and metonymy are types of language styles which the meaning concerns with connotative or imaginative.

2.3 A Brief Review of Figure of Speech

Tedjasudana (1988:5) defines the figure of speech is the use of a word non-literal sense but in imaginative and creative way. Similarly, Perrine (1988:56) says that figure of speech is the language that cannot be taken literally and says something other than ordinary way. It means that figure of speech deals with non-literal meaning or connotative meaning.

Matthews (1997:128) says that the figurative language or the figure of speech is not intended to be interpreted in a literal sense. Applying to the imagination, the figurative language provides new ways of looking at the world. It always makes use of a comparison between different things.

In addition, Wiehardt (2009) says that the figure of speech is a word or phrase that departs from everyday literal language for the sake of comparison, emphasis or clarity. The figure of speech uses words or expression with a meaning is different from the literal interpretation. When a writer uses literal language, he or she is simply stating the facts as they are. The figure of speech, in comparison, uses exaggerations or alterations to make a particular linguistic point.

According to Bradshaw (2010) idiom or figure of speech is combinations of words whose meaning cannot be determined by examination of the meanings of the words that make it up. It uses a number of words to represent a single object, person or concept. There are many kinds of the figure of speech. First, the figure of speech as comparison, it is divided into; simile and metaphor. Second, the figure of speech as overstatement, it is classified into; hyperbola and hendiadys. Third, the figure of speech as understatement, it consists of irony, litotes, euphemism, and antithesis. Fourth, the figure of speech involves omission and ellipsis. Fifth, the figure of speech as association, it includes metonymy and synecdoche. Last, the figure of speech as stressing personal dimension, it consists of personification and apostrophe.

The figure of speech is the use of a word which is different from its normal meaning, or a phrase with a specialized meaning not based on the literal meaning of the words in it such as a metaphor, simile, metonymy, or personification. In addition, Nordquist (2010) defines the figure of speech as a rhetorical device that achieves a special effect by using words in distinctive ways.

From the opinions above it can be concluded that the figure of speech is the use of phrase or language other than literal meaning. It uses words or expression with a meaning is different from the literal interpretation. The figure of speech can be found in novel, advertisements, poetry, and also in newspaper or tabloid. The figure of speech consists of many types, for instance, metaphor and metonymy.

2.4 The Basic Concept of Metaphor and Metonymy

2.4.1 Metaphor

2.4.1.1 Definitions of Metaphor

Metaphor is a part of figure of speech that is used to compare something with another. According to Renkema (1993:103) metaphor is a form of figurative language in which an object and a concept are denoted by using another object or concepts. The replacement of object or concept is based on the similarities between the two objects or concepts. The example is *life is a journey.*

Furthermore, Corbel and Connors (1999:60) state that metaphor is an implied comparison between two things of unlike nature but they have something in common. Metaphor is interpreted figuratively because the speaker and the hearer both know that literal interpretation of such utterance would be non-rational. Metaphor can be said as the use of a word or a phrase to mean something different from literal meaning.

Moreover, Kovecses (2002:1) makes complete definition of metaphor. He indicates metaphor is the figure of speech in which one thing is compared to another by saying that one is the other, for instance "He is a lion". In addition, metaphor can be characterized by pointing out five common features. First, metaphor is a property of words; it is linguistics phenomenon. Second, metaphor is used for some artistic and rhetorical purpose. Third, metaphor is based on resemblance between the two entities that are compared and identified. Fourth, metaphor is a conscious and deliberate use of words and people must have special

talent to be able to do it and do it well. Fifth, metaphor is a figure of speech that it can be done without, it is used for special effects, and it is not an inevitable part of everyday human communication thought and reasoning.

In addition, according to Kovecses (2002:4), metaphor can be conceptual and linguistics. Conceptual metaphors involve two concepts and have the form A is B. Linguistics metaphor or metaphorical linguistics expression is linguistics manifestations of conceptual metaphor.

Furthermore, metaphor involves comparison between two things explicitly. Croft and Alan (2004: 55) say that metaphor involves a relationship between a source domain, the source of literal meaning of the metaphorical expression, and a target domain, the domain of the experience actually being described by the metaphor. For example: in *time is money*, *time* is the target domain and money is the source domain. (Lakoff and Johnson 1980).

Moreover, Knowles and Moon (2005:2) state that metaphor means the use of language to say something other than the original one by comparing the similarity and making analogy between two things. Furthermore, Wikipedia (2010) defines metaphor as making comparison between two objects or ideas that are expressed by using word instead of another. From these quotations, it can be summarized that metaphor is expressing something other than what is the ordinary one by making analogy or correlation between two things or ideas.

Furthermore Knowles and Moon (2005:5):

"Metaphors are instance of non-literal language that involves some kind of comparison or identification, the comparison in a metaphor is implicit. If we say that someone is a fox or something is a jewel, it means that we are comparing them to a fox or jewel, and means that

they have some qualities that are traditionally associated with foxes or jewel."

From the quotations above, it can be concluded that in metaphor there is direct comparison between two things or objects that are associated.

In his statement, Deignan (2005:34) defines general definition of metaphor in linguistics term: "a metaphor is used to talk about an entity or quality other than that referred to by its core, or most basic meaning. This non-core use expresses a perceived relationship with the core meaning of the word, and in many cases between two semantics fields." It means in metaphor, an entity is expressed by its core or the basic meaning.

Metaphor consists of two structures, they are tenor and vehicle. Tenor is the subjects to which attributes are described (topic) and vehicle is the subject whose attributes are borrowed. To analyze the metaphor, Knowles and Moon (2005:7) identify three elements of metaphor. They are metaphor (a word, phrases, or longer stretch of language), its meaning (what it refers to metaphorically), and the similarity or connection between the two things. According to them, metaphor refers to vehicle, meaning refers to topic or tenor, and similarity or connection refers to grounds (the relation between the literal and metaphorical meanings). From the explanation above, there are three elements that build a metaphor. They are metaphor, its meaning and the connection. These elements

Knowles and Moon (2005:9) explain that by using metaphor, something can be conveyed, through implication and connotation and it is not through straightforward and literal language. Although the metaphor may seem concrete

and vivid, the meaning is communicated between writer and reader in a less precise way. So, this makes metaphor such a powerful tool in communication of emotion, evaluation, and explanation too. Moreover, through metaphor, ideology can be examined.

2.4.1.2 Types of Metaphor

Metaphor can be classified in to many types. Lakoff and Johnson (1980:14) divide metaphor into three basic types (conceptual metaphor). They are structural, ontological and orientational. Structural metaphor is metaphor in which one concept is understood and expressed in terms of another structured, sharply defined concept. The example can be seen in "argument is war". Source domains supply frameworks for target domains: these determine the ways in which we think and talk about the entities and activities to which the target domains refer, and even the ways in which we behave or carry out activities, as in the case of argument.

Ontological metaphor is a metaphor in which an abstraction, such as an activity, emotion, or idea, is represented as something concrete, such as an object, substance, container, or person. It allows us to conceptualize and talk about things, experiences, and processes. The example is "we are working toward peace".

The next type is orientational metaphor. It is a metaphor in which concepts are spatially related to each other. According to them, orientational metaphor organizes a whole system of concepts with respects to one another. It typically

involves an orientational or spatial concept of some kinds, such as up/down and in/out. The example can be found in "more is up or less is down".

Similarly, Kovecses (2002:32-35) also classifies metaphor based on its cognitive function also into three. They are metaphor, ontological metaphor, and orientational metaphor. Structural metaphor according to him, in this kind of metaphor the source domain provides a relatively rich knowledge structure for the target concept. In other words, the cognitive function enables speakers to understand target a by means of the structure of source B (since conceptual domain (A) is conceptual domain (B)). The example can be seen in 'life is a journey.'

The next type is ontological metaphor. It provides much less cognitive structuring for target concept s than structural ones do. Their cognitive function seems to be merely giving an ontological status to general categories of abstract target concepts. Ontological metaphor enables people to see more sharply delineated structure there is very little or none. It can be conceived that personification as a form of ontological metaphor. The example is 'life has cheated me". Knowles also add that in ontological metaphor gives qualities of human beings into non-human things.

The last type is orientational metaphor provides even less conceptual structure for target concepts than ontological ones. Their cognitive function is to make a set of target concepts coherent in conceptual system. This kind of metaphor serves the function has to do with basic human spatial orientations, such

as up-down. The example is 'more is up, less is down: speak *up*, please and Keep your voice *down.*'

Lakoff and Goatly in Deignan (2005:38) categorize metaphor into innovative metaphors, conventional metaphors, dead metaphor, and historical metaphor. The first type is *innovative metaphor.* It is fewer that one use per thousand corpus citations of word, or all citations from a single source. The example can be seen in *he held five icicles in each hand.*

The second type of metaphor according to Lakoff and Goatly is *conventional metaphor* is metaphorical sense dependent on a core sense by either corpus or semantic criteria. Its example is the wind was whispering through the tress. The next type is *dead metaphor* is metaphorical sense not dependent on a core sense by either corpus linguistic or semantic criteria.

Moreover, the last type of metaphor according to Lakoff and Goatly is *historical metaphor*, it is the former literal sense is either not represented in corpus or is so different in meaning as to be homonymic for current speakers. The example can be found in *pupil* that means young student.

From the explanation above, it can be concluded that metaphor is the expression of an understanding of one concept in terms of another concept, where there is some similarity or correlation between the two objects or ideas. It is characterized by five common features: as property of words, as artistic and rhetorical purpose, comparing resemblances between two things, conscious and deliberate use of words, and figure of speech. Moreover, metaphor can be in conceptual and in linguistics term.

2.4.2 Metonymy

2.4.2.1 Definitions of Metonymy

Metonymy is a language style that uses one word to explain the other thing but still have relation closely. Perrine (1988:596) says that metonymy is that metonymy is something closely related to the thing actually mean are a like in that both substitute some significant detail or aspect of an experience for the experience itself. Metonymy is the figure of speech which consists in substituting for the name of a thing, the name of an attribute or something closely related.

Ungered and Schimid (1996:115) say that metonymy involves a relation of contiguity between what is denoted by the literal meaning of a word and its figurative counterpart. They also add that metonymy is mapping within one mode. One category within a model is taken as standing for another category within the same model.

"Metonymy is a cognitive process in which one conceptual entity, the vehicle, provides mental access to another conceptual entity, the target, within the same domain, or idealized cognitive model (ICM), (Kovecses, 2002:145). It means that metonymy is conceptual in nature; its main function is to provide mental access through one conceptual entity to another with specific conceptual relationships among their elements. Metonymy is the use of a word in place of another if the meanings of the words are contiguously related.

Kovecses in Knowles and Moon (2005:42) explain the use of the term vehicle entity and target entity in analyzing metonyms. The vehicles entity is the word or phrase which is being used metonymically, while the target entity is the

intended meaning of referent, for example, threads as vehicle entity while clothes a s target entity, plastics as vehicle entity while credit cards as target entity.

According to Norquist (2010:1) metonymy is a figure of speech in which one word or phrase is substituted for another with which it is closely associated. Furthermore, he adds that metonymy is also the rhetorical strategy of describing something indirectly by referring to things around it, such as describing someone's clothing to characterize the individual. Similarly, Wikipedia (2010:1) states that metonymy is a figure of speech that consists of the use of the name of one object or concept for that of another to which it is related or contiguity. It can be summarized that metonymy is substituting one object with another one that associated or contiguity, for example, the use of hand to refer to the workers.

Hoskins (2010:1) says that metonymy is a figure of speech that uses the name of an object, person idea to represent something with which it is associated. Metonymy is also the rhetorical strategy of describing something indirectly by referring to things around it, such as describing someone's clothing to characterize the individual. The example can be seen in: *London paling sibuk* (London is the busiest city).

From the explanations above, it can be concluded that metonymy is the figure of speech that replacing one object with another that is associated. In other word, metonymy is a trope in which one entity is used to stand for another associated entity.

2.4.2.2 Types of Metonymy

Metonymy can also be divided into many types. Deignan (2005:57) classifies metonymy into two; non-conventional metonymy and conventional metonymy. Non-conventional metonymy or innovative metonymy is one of the most frequently discussed types of metonymy in the general literature on semantics. Nunberg in Deignan (2005:57) give 'ham sandwich' as the example:

> "The ham sandwich is sitting at table 20". The metonymy can only be understood in the context in which they are uttered, because the use is not an established sense of the term."

Conventional metonymy, it includes uses such as *Whitehall, the palace, and the screen*. They become part of lexicon. Conventional metonymy is used to refer to a general class or entities, or to the same entity at a number of times and in a number of context, rather than to one specific instance of an entity.

Knowles and Moon (2005: 43) classify metonymy into; the part for the whole, the whole for the part, the material for the object, and the container for the contents. *The part for the whole* is the very basic general metonymy. This kind of metonymy mentions the vehicle entity first and target entity second. The example is the use of *hands* to refer to *workers*. Moreover, Kovecses (2002) says that part for the whole metonymy is metonymy that the things are viewed as the whole by only mentioning the part.

The second type of metonymy is *the whole for the part*. It is reversible to the part for the whole. The example can be seen in the sentence *England scored just before half time*. Moreover, Kovecses (2002) says that whole for the part metonymy is metonymy that the things are viewed as the part by mentioning the whole.

Then, the next type of metonymy according to Knowles and Moon is *the object for the user*. This kind of metonymy can be seen in the example 'the buses are on strike'. *The container for the contents* is the last type of metonymy. The example is 'dish' as vehicle entity and 'form of prepared food' as target entity.

2.4.3 The Diferrence between Metaphor and Metonymy

The use of metaphor and metonymy is quite similar but there is difference between them. Both of them are used to compare two things in a sentence but in different ways. Metaphor is making a comparison by substitute a thing by another because of the similarity. Meanwhile, metonymy is used to compare two things because of they are associated:

> "Traditionally, metaphors and metonymies have been regarded as figures of speech, i.e. as more or less ornamental devices used in rhetorical style. However, expression like the foot of the mountain or talks between Washington and Moscow indicate that the two phenomena also play an important part in everyday language. Moreover, philosophers and cognitive linguists have shown that metaphors and metonymies are powerful cognitive tools for our conceptualization of abstract categories." Ungered and Schmid (1996:114)

From the quotations above, it can be concluded that both metaphor and metonymy belong to figure of speech that often used in daily language.

Kovecses (2002:146) states that metaphor and metonymy are figure of speech that involves the substitution of one term for another. In metaphor, the substitution is based on similarity while in metonymy; the substitution is based on contiguity or associated. For example: 'The cream puff was knocked out in the first round of the fight' (metaphor), 'We need a new glove to play this base' (metonymy).

Metaphor and metonymy both involve a vehicle and a target. Metaphor involves an interaction between two domains construed from two region s of purport, and the content of the vehicle domain is an ingredient of the construed target through processes of correspondence and blending. In metonymy, the vehicle's function is merely to identify the target construal. (Croft and Alan, 2004:193).

In addition, Knowles and Moon (2005:4):

'Metonymy and metaphor have fundamentally different functions. Metonymy is about referring: a method of naming or identifying something by mentioning something else which is a component part or closely or symbolically linked. In contrast, metaphor is about understanding and interpretation: it is a means to understand or explain one phenomenon by describing it in terms of another.'

From the qoutations above, it can be summarized that metonymy and metaphor are different; metonymy tend to show the referring something to another one, while metaphor is about understanding and interpretation something by saying something in other terms of another.

2.4.4 The Translation of Metaphor and Metonymy

In this research, the data of metaphor and metonymy are in Indonesian because they were taken from tabloid *Bola* that written in Indonesian. Since this thesis is written in English, it is needed to translate all of metaphors and metonymies into English.

The translation of metaphors and metonymies from Indonesian into English is influenced by culture. According to Newmark (1988:94) most of cultural words can be detected easily since they are associated with a particular

language and cannot be literally translated, but many cultural customs are described in ordinary language, where the literal translation would distort the meaning and a translation may include an appropriate descriptive functional equivalence.

The translation of metaphors and metonymies in this research was done just to make the languge of this thesis becomes equal. Since it is the translation of language from Indonesian into English that both of these countries have different culture, the cultural influences should be considered. The aspects of metaphor and metonymy are still analyzed based Indonesian.

2.5 Topic, Title and the Content of the News

Basically, topic is what the text exactly tells about. According to Brown and Yule (1983: 72), "the use of word 'topic' means that the topic of a text is equivalent to the title and that, for any text, there is a single correct expression which is 'the topic'. This would be the case if text could only be understood completely as long as they were accompanied by the single, correct title." It means that in every text, there is always a key idea, that is topic.

Moreover, according to Nunan (1993: 125), topic is the subject matter of the text. It delimits a unit of text or talk and the central organizing principle for a lot of discourse. The use of topic is often marked with the repeated use of a word to serve a clue to the topic.

Keenan and Schieffelin in Brown and Yule (1996) state that topic is a proposition which some claim is made or elicited. They add that topic is the idea

of a single correct noun phrase as expressing the topic with the idea of single correct phrase or sentence. In addition, Aristotle (2008:1) states that topic is one of the various general forms of argument employed in probable as distinguished from demonstrative reasoning, denominated. He also adds that topic is the general subject matter of a conversation or discussion.

From the explanations above it can be concluded that topic is the general idea of a text or a disscussion. The use of topic is often marked with the repeated use of a word to serve a clue to the topic.

According to Brown and Yule (1983:138), title is defined as the possible expression of the topic. They add that the best way to describe the function of the title of a discourse is as a particularly powerful thematisation device. For the example, when in a title is found the name of individual thematised, it will be expected the individual will be the topic. So, it can be conclude that good title should describe the whole of topic in the text.

Naturally, title is a part of text or discourse that is firstly read by the reader. So, it should be interesting and attractive in order to invite the reader's attention. Besides, title should describe the content of the text. Rifai (1995:69) states that there are some characteristics when designing good titles. The first one is it should be interesting so it can interest the reader. Also, title should enable the reader to find the information that is explained in the text, so that they can catch the topic of the text. Then, title should be clear and it does not make the reader confused. So that, the use of figure of speech in forms of metaphor and metonymy is one way to design interesting title, especially news title.

It can be said that appropriate news title should cover the whole content. According to Mulyadi (2007:1), the title of the news should be clear, easy to be understood by the readers, and interesting in order to catch the readers' attention. Then, a text will be understood easily if it has an appropriate title as guidance. Moreover, interesting news' title will invite readers' attention to read the whole news content. Then, the title should be equivalent with the topic of the text.

Text is a group sentences that have certain meaning. Schiffrin (1994:379) defined text as the linguistic content of utterances: the stable semantic meaning of words, expression, and sentence. Text provides for the "what is said" part of utterances; context combines with "what is said" to create an utterances. The content of news is one of example of the text.

Halliday and Hasan in Tanskanen (2006:3) stated that text is a unit of language in use. In addition, text is the record of discourse that written and made up of sentences. It other word, text can be also defined as discourse without context.

It can be concluded that between topic, title, and the content of the news have relationship. Topic is what text tells about. It can be expressed in form of title. Then, title of a text should be interesting and it can represent the whole content of the news.

2.6 Language of the Newspaper

Newspaper is a lightweight and disposable publication (more specifically, a periodically) usually printed on low-cost paper called newsprint. It may be

general or special interest and may be published daily, weekly, biweekly, monthly, bimonthly, or quarterly. The language of newspaper reporting is subject to a number of constraints: the need, for instance to compress a great deal of information into a limited space and the need to be clear or unambiguous. Since newspaper must be also comprehensible to people from very diverse educational and social backgrounds they are, in principle designed to be simple to read (see Devlin, S. 2004).

Besides, Predtechhenskaya (2002) says that the language of a newspaper usually reports the news brief, and a journalist has to convey the most essential parts of the news in the most economical way possible, while attracting and keeping the reader's attention. It means that language in newspaper should be brief and effective. Moreover, language of newspaper should be interesting to attract the readers' attention gives motivation to the readers to read the newspaper.

In addition, Sumadiria (2005:53) suggests the characteristics of language in newspaper. According to him, the language of newspaper should be simple, clear, to the point, grammatically correct, avoiding unfamiliar words, avoiding technical terms, giving priority to the active sentences, using appropriate words, and interesting.

From the explanations above, it can be concluded that there are some characteristics of language in the newspaper. One of the points is the language should be interesting. It is aimed to motivate the readers to read the news. The use

of metaphor and metonymy in the newspaper (in the news titles) is one way to make the language of newspaper becomes more interesting.

2.7 Previous Studies

There were some researchers that had already done the research about the figure of speech. The first, a study of figurative language was done by Mulyani (2001). Mulyani studied about figurative language in her study *An Analysis of figurative language As Found in The newspaper "Media Indonesia"*. The figurative language investigated by her is only focused on the types and meaning of figurative language as comparison found in editorial column of "Media Indonesia" which were published from October 2000 to January 2001. She found that there were four type of figurative language in "Media Indonesia". There were simile, metaphor, personification, allegory and antithesis. Her finding showed that the dominant type of figurative language in "Media Indonesia" is metaphor.

Second researcher was Nurdewi (2003), she did a research on figurative language which the title *An Analysis of figurative language found in "Kompas" newspaper.* The figurative language that was investigated by Nurdewi only focused on types and meaning of figurative language used as relationship, they were metonymy, synecdoche, allusion, euphemism, ellipsis, inversion, and gradation in opinion column of "Kompas", which were published from August to October 2003. She concluded that there were three types of figurative language as relationship used in "Kompas" newspaper. There were metonymy, allusion, and euphemism.
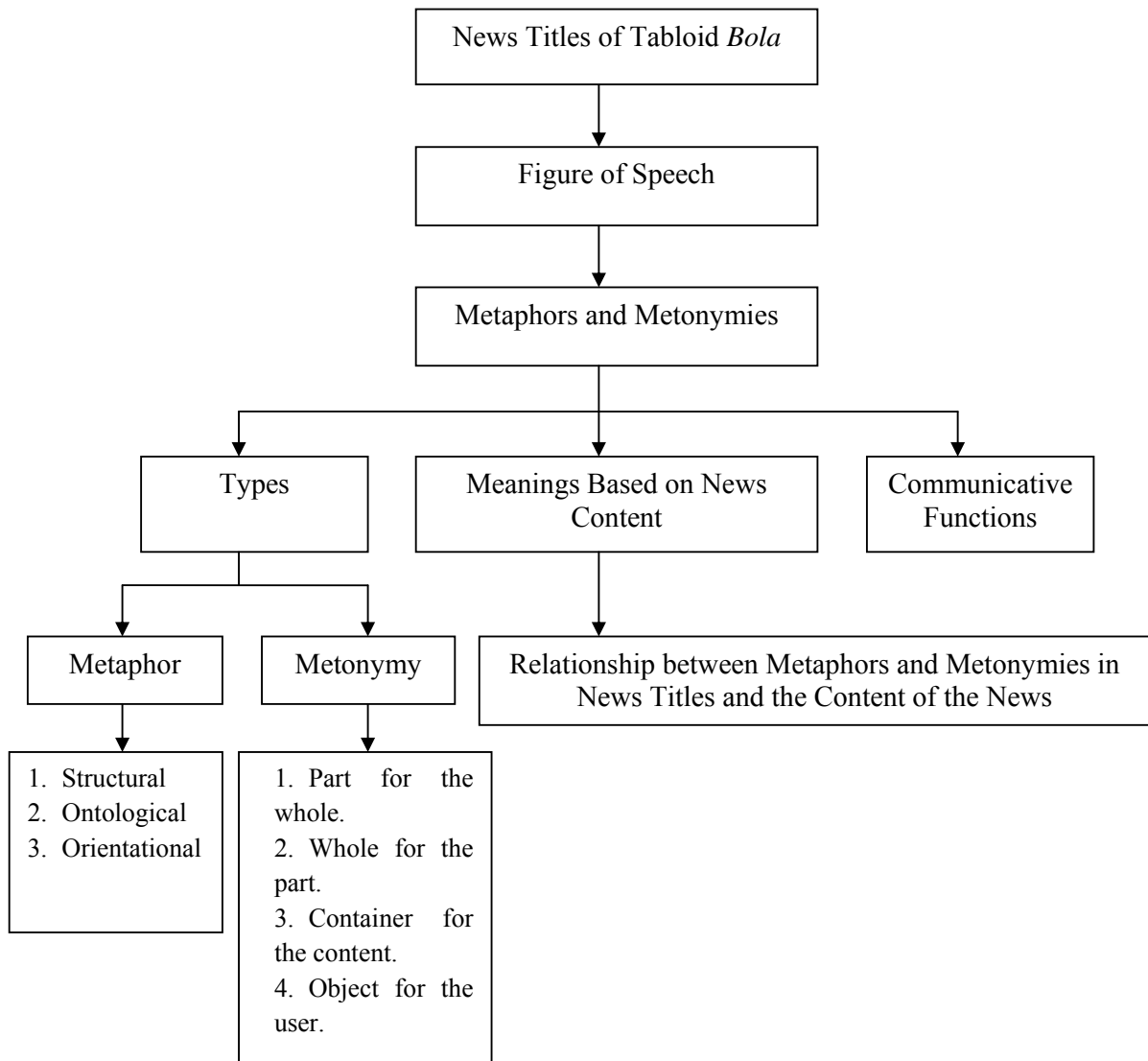
The next researcher was Prahastuty (2006) in *her research Analysis of Metaphor in Political Article from "Rakyat Merdeka,* she analyzed the metaphor found in political articles from 'Rakyat Merdeka' Newspaper. In her research, she analyzed the type, meaning, and identified common metaphor purposes. Furthermore, Delvi (2006) studied about metaphor which the title *An Analysis of Minangkabauness Metaphor used by students of Padang State University in daily Conversation*. In her research, she did analyzing about forms, linguistics meaning and communicative function of Minangkabauness' metaphor used by Padang States University's students in daily conversation.

The previous studies above analyzed the use of the figure of speech in oral and written language. Since this research analyzed about the use of metaphor and metonymy found in news's title in newspaper, these three previous studies helped the researcher to analyze the meanings of metaphor and metonymy found in news titles in Tabloid *Bola* and also the connection between those titles and the contents of the news.

2.8 Conceptual Frame Work

In delivering news in newspaper or tabloid, the journalists should consider some points. One of them is the relationship between news title and the content of the news. Since in designing news title, the journalists often use language style in form of metaphor and metonymy, the writer is interested to analyze about the relationship between the use of metaphor and metonymy in news title and the content of the news. It will be done by identify the types and finding out meanings and communicative functions of metaphor and metonymy and see the relationship

between title that use metaphor and metonymy and the content of the news. The

following scheme will show the conceptual framework of research

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┌─────────────────────────────────┐
│   News Titles of Tabloid Bola   │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│        Figure of Speech         │
└─────────────────────────────────┘
                 │
                 ▼
┌─────────────────────────────────┐
│    Metaphors and Metonymies     │
└─────────────────────────────────┘
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Types	Meanings Based on News Content	Communicative Functions

Metaphor	Metonymy	Relationship between Metaphors and Metonymies in News Titles and the Content of the News

1. Structural 2. Ontological 3. Orientational	1. Part for the whole. 2. Whole for the part. 3. Container for the content. 4. Object for the user.

CHAPTER 5

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusions

Based on the analysis and finding above, it can be taken some conclusions. The first conclusion is there were three types of metaphor that were found in news titles of tabloid *Bola.* They are structural metaphor, ontological metaphor, and orientational metaphor. The use of structural metaphor is more frequently found. Then, there are four types of metonymy found in news titles of tabloid *Bola.* They are the part for the whole-metonymy, the whole for the part-metonymy, the container for the content metonymy, and the object for the user metonymy. The part for the whole- metonymy is more frequently used. The use of metaphors and metonymies in news title is to make them interesting.

The second conclusion the meanings of metaphor and metonymy in news titles of tabloid *Bola* is connotative meaning and the literal meaning can be found in the news content. The third conclusion is from the meaning of metaphor and metonymy based on news content, it can be seen how the relationship between the use of metaphor and metonymy in news titles and the contents of the news. The meaning of metaphors and metonymies are what the news told about. After analyzing all of data, it is concluded although using metaphor or metonymy (not literal meaning), the titles still represent the whole content of the news.

The last conlusion is about the communicative function of metaphor and metonymy in news title. There are two kinds of communicative function that were

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found. They are expressive and informational function. The expressive function was frequently found.

5.2 Suggestions

This research is expected to be useful for the readers to add the knowledge about metaphor and metonymy, especially the use of them in news delivering. Besides, the researcher hopes that this research can be useful for the readers who want to develope the study about figure os speech especially metaphor and metonymy. Moreover, it can be preliminary study for further research about metaphor and metonymy in newspaper.

Finally, the researcher hopes that in news delivering, especially in designing news title, the journalists keep using language style like metaphor and metonymy. It is also expected that the journalists in designing news titles more selective, careful and creative to use choice of words.

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