

CHAPTER I

INTRODUCTION

This chapter presents an introductory section of the study. It provides the background of the study, research questions, aims of the study, scope of the study, research methodology, clarification of the terms, and organization of the paper.

1.1 Background of the Study

Language as one of the means of communications has several functions in our daily life. Language is used to exchange information among people (Halliday, 1994). For example, people use language when they demand and give some information to others. In this case, language refers to referential function of language in Jakobson's (1960) terms. In addition, language can also be used to express thought (Finegan *et al*, 1992). In other words, people communicate and express their wills, desires, or feelings with others using language. Here the language serves an expressive or emotive function (Jakobson, 1960).

The expressive or emotive function of language can be found, for instance, in song lyrics. It is reflected from the use of slang or metaphorical language which can trigger a certain emotional response (e.g. Martin, 2003; Martin and White, 2005). In

the song lyrics, the composers can freely express and communicate their emotions and feelings with their hearers. Therefore, in this case, the use of metaphorical language is an indication of the expressive function of language in song lyrics.

Composers use metaphors for variety of reasons. First, they use metaphors in order to get more appreciation from their listeners or readers. Second, they want to make their lyrics become more poetic. Third, through the use of metaphors in the lyrics they invite various interpretations from listeners. Thus, lyrics with a touch of metaphors will be interpreted differently by people who read or hear the lyrics and will be more valuable.

Metaphors for some people are a device to create poetic languages. In other words, metaphors are the device which is used to make extraordinary languages. In this sense, metaphors closely relate to literary works such as poems, novels, and song lyrics. For other people, however, metaphors do not only refer to stylistic features of language or figurative languages. Lakoff and Johnson (1980a, 1980b), for instance, argue that metaphors are also a part of everyday life. Moreover, they state that metaphors are vehicle in which people represent, feel, and think about one thing with respect to other things. According to them, ordinary conceptual system, namely what people think, act, and feel is metaphorical in nature (Lakoff and Johnson, 1980a, 1980b). They then propose conceptual metaphor consisting structural, orientational, and ontological metaphor for that kind of metaphor.

Metaphors especially conceptual metaphors (CM) have investigated with regard to various semiotic resources. In this case, CM has been applied to images such as cartoon (Bounegru and Forciville, 2011), advertising (Koller, 2009; Yu, 2009) and comics (Erden, 2009; Shinohara and Matsunaka, 2009), new sentences such as political texts (Zinken, 2003; McEntee-Atalianis, 2011) and song lyrics (Alvarez *et al.*, 2009), and movies (Rohdin, 2009; Eggertsson and Forceville, 2009).

In general, metaphors are a powerful device to influence people in everyday life (e.g Martin, 2004). More specifically, metaphors are used as tools to influence people emotionally in song lyrics since the lyrics are media used to share and negotiate feelings. In other words, metaphors are used to attract listeners' attention and build solidarity between composers and listeners as demonstrated by Alvarez *et al.* (2009).

Although studies on conceptual metaphors have been conducted, it appears that the Coldplay's song lyrics have not been explored in depth. The previous study which investigates song lyrics using CM only focus on Dido's song lyric *White flag* (Cardoso and Vieira, 2006) and the comparison between pop and rock music in general (Alvarez *et al.*, 2009). Therefore, the present study attempts to explore conceptual metaphors in Coldplay's song lyrics, specifically in Coldplay's album entitled *Mylo Xyloto*.

1.2. Research Questions

The research questions of the study are formulated as follows:

1. What conceptual metaphors are used in *Mylo Xyloto* song lyrics?
2. What types of conceptual metaphors are used in *Mylo Xyloto* song lyrics?
3. What possible reasons can be generated from the use of those conceptual metaphors and the types of metaphors?

1.3 The Aims of the Study

Based on the formulation of research questions above, the aims of the study are to identify conceptual metaphors and types of conceptual metaphors used in the song lyric of *Mylo Xyloto* album and to discover the possible reasons that can be generated from the use of the conceptual metaphors.

1.4 Scope of the study

This study investigates conceptual metaphors used in song lyrics. More specifically, the present study focuses only on the analysis of conceptual metaphors and types of conceptual metaphors found in *Mylo Xyloto* album and the identification of the possible reasons that can be generated from the use of the conceptual metaphors.

1.5 Research Methodology

This study primarily uses a qualitative method to achieve the aims of the study. It identifies, analyzes, and interprets data by describing and understanding the categorization of the data found in the analysis (Cresswell, 1998, 2003). Since the study is located within a qualitative approach, the present study employs a case study as its design. According to Yin (1981a), a case study focuses on single person or organization and investigates a contemporary phenomenon within its real life context; in this case the study focuses on an album of Coldplay.

The data used in this study are the fifth album of Coldplay entitled *Mylo Xyloto*. The album was released in 2011. The *Mylo Xyloto* got a reward as Billboard's Top Selling Album of 2009. This present study analyzes the lyrics of all the songs in the fifth album of Coldplay. These lyrics are chosen since those are contains a large amount of metaphors.

The collected data was analyzed using Lakoff and Johnson's (1980) framework on Conceptual Metaphor (CM). In analyzing the data, there are several steps. Those are doing close reading before analysis, identifying lyrics that contain metaphor, classifying or categorizing the song lyrics into the types of metaphor, describing the results of analysis.

1.6 Clarification of the Terms

To avoid misunderstanding, the following explanation is the clarification of key terms used in this study.

- Metaphors

According to Bredin (1984) cited in Pugsley (1990: 51), “Metaphor[s] [are] the application of the name of a thing to something else, in such a way that the name refers to both things simultaneously, and implies by such reference that they are similar to one another”

- Conceptual Metaphors

Kovesces (2010: 4) who states that conceptual metaphors is defined as “understanding one conceptual domain in terms of another conceptual domain”. Furthermore, Lakoff and Johnson states that “the essence of metaphor is understanding and experiencing one kind of thing in terms of another” (Lakoff and Johnson, 1980a: 5).

- Song lyrics

A lyric is a poem which is used and sung to accompany a lyre (Abrams, 1999; Childs and Fowler, 2006; Mikics, 2007). A lyre is a small stringed instrument. In the current usage, lyrics associates with a short poem which is written to be set to music (Abrams, 1999).

1.7 Organization of the Paper

The research paper is organized into five chapters. Each chapter contains several subtopics. The first chapter puts forward an introduction of paper. It present the background of the study, research questions, aims of the study, limitation of the study, research methodology in conducting the research, clarification of terms, and organization of the paper. The second chapter provides a theoretical framework of the paper. It includes more than one library theory related to the research questions. Third chapter consists of research methodology and research procedures. It elaborates the research questions, research design, data collection, and data analysis. In this chapter, the writer informs about procedures of analyzing the data. The fourth chapter covers findings from the data analysis that are represented. It discusses the writer's interpretation of the figurative language in song lyric. Furthermore, the discussion is elaborated in this chapter. The fifth chapter covers the conclusion of the study and its result. It consists of conclusion and suggestion for further study.