

**AN ANALYSIS OF METAPHOR IN
THE SPEECH OF KAMALA HARRIS**
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Abstract

The use of figure of speech has some purposes, such as to enhance the author's creation, influence the readers by what were written down in the literature works and to involve the readers to the speech or the story they read. Based on that statement above, the writer conducted a research. That is An Analysis of Metaphor in The Speech of Kamala Harris Based on Nordquist Theory. In this research, the researcher has some problems. Those are how to find the metaphors, what the meaning and feature of metaphors in the speech, and how many kind of Nordquist's methods that is often used by the translator. So, the researcher gives the limitation by only discussing the meaning and features of metaphors in the speech of Kamala Harris. The significance of the research is to expand the knowledge of the readers by giving suggestion about the metaphor. In the research, the researcher uses the qualitative method. It is a method that solves an actual problem by collecting the data, clarifying the data, analysing the data, and interpreting the data. The main data that the writer analyses in the research is the sentence of phrase of the speech. Based on the research, the writer finds that the metaphors is used in the speech.

Keywords: speeches, Methapor, Government.

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Introduction

A metaphor is a trope or figure of speech in which an implied comparison is made between two, unlike things that actually have something in common. It expresses the unfamiliar (the tenor) in terms of the familiar (Nordquist, 2019). It is a way of comparing two things uniquely because it does not use the words "like" or "as" when comparing two things. Moreover, metaphor is more than a literary adornment; it is fundamental to understanding the world, one's meaningfulness in the world, and communication with others (Creed and McIlveen, 2017). In other words, the study of metaphor is crucial to revealing uttered words in a way that might not be understood simply by looking at their literal meanings.

It can be said that metaphor is one of the most appealing branches of linguistics to discuss. Moreover, metaphor has the ability to change the way people think of a concept on an unconscious level. It helps people to see things in a different way. They provide new insight and can even

change the way we think. Metaphors are not just a literary technique; metaphors are a psychological technique. People use them without even realizing we're using them. Because metaphors are so intrinsic to how we see the world (Burkley, 2017).

Metaphors are widely used by many politicians to influence society to believe in what they say. Metaphors are often instilled in speeches and interviews in order to gain more votes in a presidential election or for other purposes. The use metaphor as a part of figurative language aims to help the listener to visualize that is meant by a phrase or expression to convince their thoughts, aims and ideas are equitable and to make their point clear and vivid to people. some may argue that the purpose of political speeches is to manipulate listeners and that the speaker only desires to gain or keep their power (Beard, 2006).

One of the most influential speakers who often inspires many people is Kamala Harris. She is a vice president of USA from 2021 until now. She also the first district

attorney African-American lady in California (2004). She is an inspirational woman that earning a reputation for toughness as she prosecuted cases of gang violence, drug trafficking, and sexual abuse.

She delivered many speeches in her life also during her term as vice president. From many speeches she delivered the researcher only do research of speeches from Kamala Harris in 2022.

However, the significance of investigating as well as discussing metaphors in Kamala Harris's speech was that there were likely metaphors and phrases that she used in her speech. That being said, most likely people use metaphors in everyday lives, which the researcher assume is necessary for anyone, particularly those who listen to Kamala Harris's speech, for example, to be able to grasp the uttered words.

Method of the Research

The researcher uses the qualitative method in this research. Creswell (2009, p. 4) declared that "qualitative research is means for exploring and understanding the meaning individuals or groups ascribe a social or human problem". In other hand Arikunto (2010, p. 22) assumed that "the data's source of qualitative research is the view which is formed of words spoken and written observed by the researchers, and also the objects were observed by the detail in order to be taken the meaning implied in the document or objects". In collecting the data, the researcher reads some books that are related to the theories of metaphor, and he also learns the content of the speech while the researcher is finding and underlining the metaphor's existence in the speech.

clarifying the data, the researcher classifies the data according to the metaphor. In analyzing the data, the researcher investigates the metaphor based on the theories that existed in chapter II to get the features and the meaning. In interpreting the data, the researcher explains the data that was

analyzed to reach the conclusion. It is because of the ways of collecting data and interpreting the object without using numbers or statistics. Commonly, the research design in qualitative methods is flexible with unpredictable previous steps and results.

Object of the Study

The data for this study are the scripts of Kamala Harris's speech from in 2022 that indicates the metaphor. Moreover, it hopefully gives a new insight into how to analyze the metaphor.

Technique for Collecting the Data

The data collection technique in this research the researcher had some steps to get the data. In the first step, the researcher read the speech of Kamala Harris while finding potential metaphors that appeared in the speech. The researcher read the speech from speech to speech. In the second step, the researcher underlined and wrote down the sentences or phrases, including the figure of metaphor. In the third step, the researcher figured out the use of sentences or phrases in the speech. Finally, the researcher selected the data and analyzed the data that explained the data analysis.

Technique for Analyzing the Data

Data analysis are described as follow:

1. The researcher identified the selected data to found the types of metaphor used the theory of Norquist's.
2. The researcher analyzed the analysis process, the researcher analyzed the meaning of metaphorical sentences and phrases. Afterwards, the researcher classified those metaphorical sentences and phrases according to Nordquist's method. The researcher only classified those metaphorical sentences and phrases into the kinds of metaphors that elaborated on them. After classified them into the kinds of metaphor, the

researcher elaborated on the meaning of metaphorical sentences and phrases in the speech.

3. Final thoughts. The last step is the researcher concluded the motive of the data that had been obtained and finding the procedures are used to translate the data.

Findings

Metaphor in The First Speech of Kamala Harris

In the first speech, Vice President Kamala Harris Speech Remarks on January 6th Anniversary. "Democracy Won't Stand If We Don't Defend It" The writer found two kinds of metaphor, Complex Metaphor and Creative Metaphor. The complex metaphor seems to have nothing in common with the sustained metaphor though as a trite metaphor acquires new emotional coloring by adding a certain word and becomes sustained, the same is observed with the complex metaphor.

If in the case of sustained the metaphors a word intensifies the meaning, in the case of complex metaphor it is the sentence or even a paragraph that creates the same effect. This variety of metaphors can consist of one or more sentences; it can also include a whole paragraph. The characteristic feature of this type of metaphor is that it can be divided into constituent parts being either metaphors themselves or other stylistic devices.

Meanwhile, A creative metaphor is an original comparison that calls attention to itself as a figure of speech. Also known as a poetic metaphor, literary metaphor, novel metaphor, and unconventional metaphor. Contrast with conventional metaphor and dead metaphor.

Metaphor in The First Speech of kamala Harris is :

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No	Type of Metaphor	sentence	discription
1.	Complex Metaphor	"You stand on the brink of a new frontier"	Stand on a brink means you are now about to experience something important. While a new frontier is the liberal principles and policies of democratic party under the leadership of former US President John F. Kennedy. It refers to a field of study or a battle that has not yet been explored. So, the expression refers to people (students) who are now about to fight and struggle for an unknown future.
2.	Creative Metaphor	"These are the folks who have been by your side literally and virtually since your first day as a tiger"	The sentence above is a creative metaphor which the speaker utters to deliver her feelings and ideas in a way that is imaginative. The meaning of this sentence is to compare students whose life has been accompanied by friends whether directly or indirectly. Creative metaphors often attract attention as a figure of speech.

The data 1 called a complex metaphor because the metaphor (or figurative comparison) and literal meaning are expressed through more than one figurative term or a combination of primary metaphors. Meanwhile, in data 2 called creative metaphors are sentences used by writers or speakers to express ideas and feelings in writing or speech so that the writing or speech becomes easily understood by the reader. Metaphor This displays a new expression based on existing reality and usually found in a social environment or literary work. Kamala Harris used these metaphorical figures of speech in her speech could certainly added to the uniqueness and strength of the literary work itself. In addition, figurative language helps readers imagine and describe a thing or object more clearly.

Metaphor in The Second Speech of Kamala Harris

In the second speech, *Vice President Kamala Harris Gives Commencement Address at Tennessee State University*. The writer found two kinds of metaphor, *Primary Metaphor and Dead Metaphor*. Many figures of speech or idiomatic phrases started as metaphors but have lost their metaphorical meaning as they've become everyday terms or phrases. This transition is a natural part of the evolution of a language that linguists call "*semantic shift*."

No	Type of Metaphor	Sentence	Discription
1.	Dead Metaphor	<i>"It is a world where long-established principles now rest on shaky ground."</i>	Shaky ground means are about to fail. The sentence explains that the long-established principles are likely to fail. By using the expression "shaky ground" the speaker tries to add more color to her speech. However, the expression is very common that most people are very familiar with it.
2.	Primary Metaphor	<i>Some radical faction that maybe newly resurgent but whose roots run old and deep.</i>	Roots run old and deep is primary metaphor. It is used to portray the radical faction whose existence has been there for long and has gained a lot of supporters.

The primary metaphors in data 2 are used for the basic relationship that exists between a subjective or abstract experience such as a good experience and a concrete experience such as rising. data 1 is Dead metaphor which is a type of metaphor that has been frozen, often used in everyday life for a long time and continuously. Kamala Harris used this kind of metaphor to place an object that is the same as the message she wants to convey in the form of an expression. In addition, Kamala Harris used this metaphor to explain or describe something by referring to other things that are considered to have similar characteristics to something or someone you want to describe. So that the listeners or the readers around her, can more clearly understand what she is conveying.

Metaphor in The Third Speech of Kamala Harris

In the third speech, Vice President Kamala Harris Speech at White House Diwali Celebration. The writer found three kinds of metaphor, Primary Metaphor, Dead Metaphor, and Root Metaphor.

No	Type of Metaphor	Sentence	Discription
1.	Dead Metaphor	<i>"Heart of gold"</i>	While "heart of gold" used to be a surprising phrase to draw a comparison between a kind person's heart and valuable material, readers now overlook the literal meaning of the common phrase.
2.	Primary Metaphor	<i>"What they were doing when our democracy came under assault."</i>	Under assault is a primary metaphor because it can be intuitively understood once we read it. The terms under assault means being attacked or severely criticized. These two concepts correlate to each other.

The primary metaphors above are used for the basic relationship that exists between a subjective or abstract experience such as a good experience and a concrete

experience such as rising. These two concepts are usually correlated in experience, and form the main metaphor that good is exhausted. Kamala Harris used this metaphor because it is a language disclosure technique, a style of discussion whose meaning does not refer to the literal meaning of the supporting words, but to the added meaning, the implied meaning. This is a language expression technique used by Kamala Harris to represent her feelings and thought conveyed to the people around her.

Metaphor in The Fourth Speech of Kamala Harris

In the fourth speech, Vice President Kamala Harris Speech in A Moderated Conversation with Ambassador Marykay Carlson & Young Women. From the fourth speech by Kamala Harris, the writer found seven conceptual metaphor that she uses in her speeches. A conceptual metaphor also known as a generative metaphor is a metaphor (or figurative comparison) in which one idea (or conceptual domain) is understood in terms of another.

Conceptual metaphors are part of the common language and conceptual precepts shared by members of a culture. These metaphors are systematic because there is a defined correlation between the structure of the source domain and the structure of the target domain.

No	Type of Metaphor	Sentence	Discription
1.	Conceptual Metaphor	<i>"You are also a product of the education."</i>	In the expression, a product of education refers to students who have passed their education and are expected to contribute in many ways for their country. The terms product of education is a conceptual metaphor. There is a defined and clear correlation between the terms and its target meaning. People generally understand this correlation quite easily. Since conceptual metaphor is shaped from a collective cultural understanding, it eventually becomes a linguistics convention.
2.	Conceptual Metaphor	<i>"Our personality is our temperature."</i>	"Personality" is a complex idea made up of emotions, thoughts, behaviors and more. Temperature is a direct felt experience we know what it's like to be hot or cold. In order to "get a hold of" that complex idea of "Personality", we use the idea of heat and cold.

The conceptual metaphor above is used as one of the most important terms in cognitive linguistics, which refers to the

process of building cognitive links, or mappings, between several concepts (conceptual structures), relating to different domains. Metaphor is “understanding and experiencing one kind of thing in relation to another. This kind of figurative language was also Kamala Harris’s way of involving the readers or the listeners to be more creative in interpreting the words that she conveys as well as possible. By using figurative language, speech or word are more effective, and ore suggestive to the readers or the listeners. In addition, by using figurative language in a speech or conversation, the topic will attract the attention, create freshness, be most lively, and give rise to the vivid images of dreams.

Metaphor in The Fifth Speech of Kamala Harris

In the fourth speech, Vice President Kamala Harris Speech at The National Education Association 2022 Annual Meeting & Representative Assembly. From the fifth speech by Kamala Harris, the writer found three conceptual metaphor that she uses in her speeches.

The words “implied metaphor” should be broken down into two parts, “implied” and “metaphor.” The latter is one of the most commonly used types of figurative language in literature. It occurs when the writer compares two unlike things without using “like” or “as.” This kind of comparison suggests that one thing is another, whether it actually is or not. It allows readers to think about things in a new way. The best metaphor are those that are as original as possible.

When the word “implied” is added into the balance, it makes the metaphor process slightly more complicated. Now, one element of the metaphor, one of the two things being compared, is hidden. It is not directly expressed but is instead alluded to in the text.

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No	Type of Metaphor	Sentence	Discription
1.	Implied Metaphor	<i>Dates that occupy not only a place in our calendars but a place in our collective memories.</i>	This sentence is implied metaphor. It compares dates as a place in the calendars and memories.

The words “implied metaphor” should be broken down into two parts, “implied” and “metaphor.” The latter is one of the most commonly used types of figurative language in literature. It occurs when the writer compares two unlike things without using “like” or “as.” Implied means not directly expressed and a metaphor means a word or a phrase used for comparing different objects but they are not literally applicable.

Interpretation

Metaphor is based on the principle of identification. It becomes stylistic device when two completely different phenomena/ things/ events are united in the mind according to a certain feature, which one of them does not possess in reality. It happens when the creator of metaphor finds something in common in two presented things.

The term “metaphor” as the etymology of the word reveals, means transference of some quality from one object to another. The word “metaphor” has the same root as “amphora” - meaning the Old Greek vessel, which was used to carry or keep precious liquid. As David Grove states the aim of a metaphor is to transfer information. According to the traditional classification metaphors are divided into Genuine, Trite and Sustained (prolonged). The aim of the presented article

is to introduce absolutely different kind of metaphor not known before.

The motive for metaphor, according to Wallace Stevens, is a desire to associate, and finally to identify, the human mind with what goes on outside it, because the only genuine joy you can have is in those rare moments when you feel that although we may know in part, because we are also a part of what we know.

Conclusion

Metaphor has always been attracting researchers' attention. A lot of things have been written and are still being written about this phenomenon in philosophy, psychology, linguistics and literary theory, because metaphor is one of the crucial topics in contemporary science. Linguistics always considered it as means of filling the gaps existing in language and enriching the speech.

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In conclusion we would like to say that metaphor can be called a sentence, a paragraph

and even the whole story that can consist of several inner metaphors as well as other stylistic devices and even neutral phrases combination of which makes the effect of one metaphor and consequently raises strong emotions.

Suggestion

The researcher would like to give some suggestions based on the result of this research. The speeches of Kamala Harris and the other speeches by other speakers has many aspects that can be analyzed. It is certainly interesting to be discussed by future researchers.

There are some aspects that can be analyzed by future researchers. If future researchers are interested in gender studies, there are so many speeches could be used as a source of women's dehumanization. Also the literary works can be a source of knowledge for students to implement their activities in reading. The researcher recommends speeches as possible reading material. These speeches offer potential benefits for learning English, such as language mastery and vocabulary mastery.

Related to learning activities, this speech can be a reference for lecturers to teach linguistics subjects. Linguistics is one of the compulsory subjects that have to be taken by students of the English Language Education Study Program. This speech can increase students' interest and improve their ability to read literary works, particularly English speeches.

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