

CHAPTER I

INTRODUCTION

1.1 Background of the Study

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.

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

From many platforms in internet, metaphors are widely used by many politicians to influence society. 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 is also the first district attorney African-American lady in California (2004). Kamala Harris 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. She made history as the first Africa American woman, first Asian American and first daughter of immigrants to become vice-president of the United States. She also has championed progressive policies such as expanding and increasing coverage to million of Americans and increasing the minimum wage, She also helped to increase diversity in government by appointing more women and people color to key positions. From many speeches Kamala Harris delivered the researcher only do research of speeches from her in 2022.

However, the significance of investigating as well as discussing the type and meaning of 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.

1.2 Problems of the Study

Based on the background above, the problems of this study are:

1. What types of metaphors found in Kamala Harris's speech?
2. What are the meaning of metaphors used by Kamala Harris?

1.3 Objectives of the Study

Based on the problems above, the objectives of this study are:

1. To find metaphors in Kamala Harris's speech.
2. To find the conceptual meaning of metaphorical phrases is used in her speech

1.4 Significance of the Study

Based on the problems above, the significances of the study are:

1. Theoretically, this analysis is to enrich the reader's knowledge of metaphors, especially as it relates to the speech of Kamala Harris because it can improve their communication through indirect expression or implicit message and help the next researcher who analyzes metaphors. This study can contribute to the development of literary studies, especially for the literature study of some insight into the possible relationship between figurative language and literary work.

2. Practically, this research is expected to give information to the student. For the researcher, it is expected that studies can improve the students' or the reader's knowledge, particularly in figurative language dealing with the speech of Lady Kamala Harris.

1.5 Limitation of the Study

Kamala Harris is used a lot of figures of speech in her speeches. Therefore, to limit the discussion about figures of speech, the researcher sets a limit by only discussing the meaning and features of metaphors in the speech of Kamala Harris. It is because they are important elements in the study of figures of speech and the object of this study also limited on the speech by Kamala Harris in 2022.