

CHAPTER II

LITERATURE REVIEW

This chapter presents the definition of meaning, the definition of semantics, types of meaning, definition of figurative language, types of figurative language, *kitchen nightmares* TV show and Gordon Ramsay, YouTube, and previous studies related to the research topics.

A. The Concept of Semantics

1. Definition of Meaning

In terms of pragmatics and semantics, meaning is defined as the message or the information conveyed by words, sentences, and symbols in a context (Nordquist, 2018). Without meaning, there will be no language, or there will be no interaction in human daily life.

Meaning is concerned with morphemes and words (Pardede, 2016). When we use the word “mean”, we use it differently way. Some words or signs conveyed a direct meaning. Some signs are representing the indicated thing, and the others do not have any sense of the thing they refer to, these are symbolic (Bagha, 2011). The signifiers of meaning are all sign phrases (the interpreted, the fact of denoting, and the signification).

Ogden and Richards in their book under the title *The Meaning of Meaning* (1923) give some lists of the definitions of meaning. The meaning can be defined below:

1. An intrinsic property from some things,
2. The other words related to the word in a dictionary,
3. A word connotations,
4. The thing from the speakers’ understanding,
5. The thing that should refer to the speakers,
6. The thing that is certain from the speakers as the reference,
7. The thing that the hearer believes is being referred to.

Those definitions, according to Leech, are those of philosophers, psychologists, philologists, literary critics, and other specialists, in other words, they are explained in terms of other scientific fields. They result in a variety of frames of reference, as each professional seeks to understand the significance of each field's requirements. As a result, they will have very little in common. If we say "*bowl*", the concern must be with an object (a place for soup or rice). The relationship between words and objects to which they refer is the subject of meaning. These statements give a view about the definition of meaning that, meaning is the relationship between words and objects to which they refer (Pardede, 2016).

2. Definition of Semantics

Semantics is a branch of linguistics that refers to the study of meaning. It is concerned with the relation between words or symbols to which they refer. Other sources stated that semantics is the branch of linguistics study that focuses on the change of the meaning of the word. Semantics is also defined as the study of human responses to linguistics under the symbols (Hayakawa, 2013).

Semantics is the most abstract level of linguistic analysis because we cannot see or hear meaning the way we can hear and record sounds. Meaning is inextricably linked to the human capacity to reason and comprehend. Therefore, when humans strive to understand and analyze meaning, we are attempting to understand and study the human capacity to think. Leech (1981) states that the purpose of semantics is to "provide a systematic account of nature of meaning" (Bagha, 2011).

The study of the human mind revolves around semantics—thought processes, cognition, and conceptualization—all of which are inextricably linked to the way we classify and transmit our experiences of the world through language. According to Geoffrey Leech, semantics has a rule on a broader sense-communication on social structure and the world, which is communicated through cognitive processes and the like. The

understanding language implies comprehending meaning, hence meaning would be the starting point for communication (Pardede, 2016). Nick Reamer in his book under the title *Introducing Semantics* states that the word “meaning” refers to different things such as the idea in a piece of language, the thing referred to by a piece of language, and the translations in other languages. In addition, meaning is also related to the experience of language used as everyone who ever listened to people talking in another language that never heard before.

Hence, how might a semantic approach assist people in understanding something? One way it could be useful is a way to explain the “oddness” when reading or hearing English sentences like the following:

The fish ate the man

This sentence has a nice syntactic structure but a strange meaning structure. What is the source of the strangeness people are experiencing, given that the line *The man ate the fish* is entirely acceptable? One possible explanation is because the conceptual meaning of the noun *fish* differs greatly from that of the noun *man*, especially when the nouns are employed as the subjects of the verb *eat*. The types of nouns that can be subjects of the verb *ate* must refer to entities that can eat. The noun *fish* (unlike *man*) does not have this feature, which explains the oddity (Yule, 2010).

When learning more about semantics, it will discover a lot about how languages around the world match forms to meanings. And in the process, we will learn about ourselves and how we think, as well as gain knowledge that can be applied to a variety of subjects and applications. In this case, semantics may be utilized to deduce the meaning and effects of the commercial’s advertisement language, which is meant to communicate a message from the seller to the customer. It provides effective communication.

3. Types of Meaning

Geoffrey Leech in his book under the title *Semantics: The Study of Meaning* (1981) stated that there were seven types of meaning:

a. Conceptual Meaning

Conceptual meaning can be called denotative or cognitive meaning. It is widely famous to be the central factor in language communication. Leech (1981) assumed that conceptual meaning is the most important element of linguistic communication. The reason is conceptual meaning has complex and hard organization, and it can be compared to and related to the analogous organization at the syntactic and phonological levels of language.

The goal of conceptual semantics is to provide a set of abstract symbols for any given interpretation of a sentence that shows exactly what we need to know in order to distinguish that meaning from other possible sentence meanings in the language and match it to the appropriate syntactic and phonological expression. For example, the definition of the word found in a dictionary (the descriptive definition).

It will be evident from this explanation that conceptual meaning is an inextricable and vital aspect of what language is, to the point where it is difficult to define language without mentioning it. A language that communicated through means other than conceptual meaning (for example, a language that communicated only through expletive phrases like *Oh! Oho! Aha!*) would not be language in the sense that the term is applied to men's tongues.

b. Connotative Meaning

Connotative meaning is the communication value that an expression has due to what it refers to. The concepts of reference and conceptual meaning are involved. Connotative is not specific to language, but it is related to the communication system, such as; music and visual arts. For example, the word "*baby*" can be illustrated as a

drawing of a baby or an imitation of a cry baby. The overlap between visual connotation and linguistics is often found in advertising, where words are often used to introduce a product.

The fact that connotative meaning is secondary to conceptual meaning is due to the fact that connotations are very unstable: as we have seen, they fluctuate greatly depending on culture, historical period, and personal experience. Connotative meaning is as open-ended as human knowledge and views about the universe: any subjectively or objectively identifiable property of the referent might be contributed to the connotative meaning of the phrase that designates it (G. Leech, 1981).

c. Social Meaning

Social meaning is a piece of language that explains the social environment of language use. Social meaning is explained as the differences in dimensions and level of language style within the same language or it can be called dialectical (G. Leech, 1981).

The social circumstances are easily seen in the social relationship between the speaker and the hearer, which frequently uses words based on social standing. Speakers could utilize words differently depending on their social standing: the higher the speaker's social status, the more difficult the utterance to understand; the lower the speaker's social position, the more common words he used in his speech.

The illocutionary power of a statement, whether it is taken as a request, an assertion, an apology, or anything else, is also part of social meaning. For example, *Have you seen my book?* This sentence may mean a request as *Please help to find it* (Pardede, 2016).

d. Affective Meaning

Leech (1981) confirmed the definition of affective meaning is defined explicitly through conceptual and connotative content. Affective meaning is primarily a parasitic category in the sense that

we rely on the mediation of other categories of conceptual, connotative, or stylistic to communicate the feelings. For example, someone who talks directly to be quiet, but there are some ways to tell him more politely, but it has the same meaning, *“I really sorry to interrupt, but I wonder if you will so kind to speak a lower, please.”*.

The emotional expression will help to communicate the feelings or expressions and attitudes without the mediation of the kinds of semantic function. Politeness is included here, as well as other factors like voice tone (Pardede, 2016).

e. Reflected Meaning

Reflected meaning is the meaning when one word meaning forms the part from the response to another case. The case where the reflected meaning enters through the emotive suggestion illustrates by words that have a taboo meaning (G. Leech, 1981).

Pardede (2016) says that reflected meanings are less clear in poetry, necessitating a high level of linguistic attention. When words are linked to a sex connection, they are considered forbidden. For example, in the former, the word *cock* was deemed taboo and was substituted with *rooster* in farmyard connotation. The term for this type of substitution is called euphemism.

f. Collocative Meaning

An individual word's distinctive meaning is called collocative meaning. Collocative meaning as explained by Leech (1981) consists of the word association which acquires because of the word meaning that occurs in its environment. Collocative has a special property from individual forms.

Geoffrey Leech takes the example from the adjective *pretty* and *handsome* which has to mean *good-looking*. But, those adjectives can be distinguished with the range of nouns such as *pretty garden*, *pretty color*, *handsome car*, *handsome typewriter*, etc.

The words like *green* are also collocative with *grass*, and *dark* with *night*. The term collocate is a linguistics concept that refers to words that have collocative words (Pardede, 2016).

g. Thematic Meaning

Thematic meaning is communicated by the way from speaker organizes the message. Thematic meaning is mainly dealing with grammatical construction. It is a decision between expressions that have the same meaning but differ in communicative significance. For example, the active sentence has a different meaning from the passive sentence, even though they have the same meaning in a conceptual context.

From those explanations, the sentences can be examined as below;

Hana donated the old book.

The old book was donated by Hana

Despite the fact that these two sentences have the same meaning, their arrangement has caused them to have slightly distinct communication values (G. Leech, 1981).

B. Figurative Language

1. Definition of Figurative Language

Semantic studies include both literal and nonliteral meanings. The opposite of non-literal meaning is the literal meaning. When the speaker says something that has no other meaning than its natural meaning, it is referred to as literal meaning. Non-literal meaning, on other hand, occurs when the speaker says something that has a different meaning, or when there is a concealed meaning. Figurative language can be defined as language that uses words or idioms that have a meaning that differs from the literal meaning. The figurative language is difficult to understand because we cannot find the meaning in the dictionary such as in the other vocabulary (Saputri & Setyaningsih, 2014).

Figurative language can be defined as a form of expression that is used to increase effect often by comparing one thing with another thing that has the same meaning or familiar to the listener or reader (Harya, 2017). In comparison language, figurative language is overused with alterations in particular grammatical aspects. There are substantial reciprocal links between the figure of speech and vocabulary. Because it is difficult to understand figurative meanings without understanding the meanings of words, even connotative meanings. Of course, the expressions' meaning will become odd or not understandable. To know the meaning of figurative language we need to use imagination to imagine what the words refer to (Ersyadi, n.d.).

Figurative language can be used in daily communication and the most used in literary works such as; poems, novels, advertisements, etc. The use of figurative language has the function to make a literary work more interesting, beautiful and has a deep meaning.

2. Types of Figurative Language

There are some types of figurative language. Geoffrey Leech classified the types of figurative language into seven (Harya, 2017). The types are below:

a. Metaphor

A metaphor is often treated as a phenomenon without reference to the other kinds of transferred meaning. Metaphors compare two different objects by identifying and substituting one with another (G. N. Leech, 1981).

The role of metaphor ranges from flattery to abasement; from the fundamental notion of an idea to a minor beauty; from clarifying a point by analogy to stirring the audience's thought by startling; and from invoking connections and emotions to merely being a likeness. Metaphors can be found in a variety of forms, including nouns, verbs, and adjectives.

Metaphor is more than a stylistic device; it is the foundation of meaning and thought. One of the most appealing aspects of metaphor is that it brings an idea to life. Although grasping the thread of an abstract notion can be challenging, when the idea is expressed in tangible terms, it comes to life. Furthermore, metaphor can provide greater weight to the meaning of a literary piece. A writer can convey a lot of information with a few words by using metaphor (Syarwani, 2017).

For example, *she is sweet honey*. Figuratively, she is a sweet girl. The word "*honey*" describes that girl as sweet as honey. The other example is *My relationship between me and him has turned sour*, the metaphorical sense of the word *sour* has means unfriendly or not harmonious.

b. Metonymy

Metonymy is the figure of speech that uses the name of the thing, person, or others to represent it. *Webster's Third New International Dictionary* defines the metonymy as a figure of speech in which the name of one item is substituted for the name of something else with which it is associated. In practice, metonymy is viewed as a residual category that encompasses all types of meaning transference that are not classified as synecdoche or metaphor.

Metonymy is sometimes disregarded in literature due to the more powerful effect of metaphor, yet it is nonetheless incredibly essential. Metonymy, unlike metaphorical intuition, does not open new paths; instead, it shortens distances in order to allow the quick intuition of things previously known (G. N. Leech, 1981).

For the example "*The White House*" refers to the American administration. The other example is *The girl turning heads when she walks*. Literally, *turning* heads has meant she turns the heads of people watching her as she walks by them.

c. Hyperbole

Hyperbole is the type of figurative language which makes subjective claims, however for exaggeration. Hyperbole is frequently concerned with personal values and sentiments: that is, with making subjective assertions that we could not check unless we were able to go inside the skull of the person about whom allegations are made, no matter how exaggerated they were.

In determining the truth of such claims, the address must rely exclusively on society's general standards and the understanding of the speaker. Hyperbole represents something greater or less, worse or better which is impossible as actual (G. N. Leech, 1981). For example, *there are a thousand things to do*. The word "*a thousand*" means many works to do.

The other example *with all the quantity of love*. It has means to emphasize that his or her love is infinite in quantity and unparalleled in quality and that it cannot be compared to anybody else's. The speaker's goal is to convince us that no matter how large the incentive, he/her would refuse it, therefore he/her comes up with a huge number to represent the maximum (G. N. Leech, 1981).

d. Litotes

Litotes is a phrase used to describe a type of understatement in which the speaker utilizes a negative sentiment when a positive one would have been more forceful and obvious. Litotes is understood by denying the opposite. For example: not bad. The phrase "not bad" is a negative expression. It can be categorized as litotes because it consists of the opposite meaning than has meant "good".

According to Shovel (2015), litotes have an impact since they talk directly about the subject while also opposing a bad term to emphasize the good meaning. The utility as a method of understatement, modesty, and insult has resulted in widespread use

and an almost universal presence in language and culture (Mitrovic et al., 2020).

e. Irony

Irony is the figurative expression that is opposite to the speakers' means. Sometimes consist of sarcasm. It is possible to begin irony with an example to which the term *SARCASM*. Sarcasm is defined as expressing the opposite of what is intended, such as saying something beautiful with the purpose of making the hearer comprehend something horrible (G. N. Leech, 1981). For example, *you singing well*. This expression can be categorized as irony when the expression is used by a person who has a bad voice.

Irony differs from sarcasm in that it has more nuance and wit. In sarcasm, mockery is used forcefully for damaging aims, frequently bluntly and contemptuously. It can be used in an indirect way, and it can be ironic.

Irony, which originated as literary and rhetorical forms, is demonstrated in the arrangement or structure of either language or literary content, whereas sarcasm is present in the spoken word and manifested mostly by vocal inflection (Singh, 2012).

f. Simile

The Simile is the type of figurative language that comparing between things by using the word "as" and "like". The very circumstantially simile is a limitation (G. N. Leech, 1981). For example, *Her face is bright like a diamond*. The word "face" is compared with "diamond" which means her face is shining.

In literary works, the simile is combined with metaphors to improve the text's effect and beauty. Simile, unlike metaphor, is an overt comparison that explicitly and precisely explains the object. It is the first and most basic method for conveying the beauty of a message, and it is used in poetry, prose, and daily conversations. Even children

who talk about their desire utilize simile as a way of expressing themselves.

Fromilhague (1995) states that similes serve a variety of purpose: It helps communicate quickly and effectively: they are one of a group of linguistic techniques that expand the available linguistic resources. Second, they can be used as cognitive tools for thought, allowing us to think about the world in new and different ways (Fadaee, 2011).

g. Personification

Personification expresses the human characteristic of an object. For example, The sun smile at us. It is impossible. Figuratively, it expresses that the sunlight up the place (G. N. Leech, 1981).

A writer can say something literally or figuratively. If the meaning is literal, the words mean exactly what they say. However, the meaning of figurative language, the description adds to the words' meaning and comprehension. Personification is similar to metaphor in that it involves the humanization of an object, an animal, or an abstract phrase (truth, death, nature, betrayal, frustration, hunger, or fate) in order to make a normally disembodied notion or element dramatically effective.

The use of personification is to provide life and vibrancy to statements or concepts since we always see the world through the human perspective (Sayakhan, 2017).

C. *Kitchen Nightmares* TV Shows and Gordon Ramsay

Kitchen Nightmares is a reality TV show in the United States which adapted from a famous English TV show of the same title. This Fox television show is well-known for the rude and severe criticism provided by its hosts. The host of this TV show uses scathing criticism and commentary to inspire restaurant owners to get their businesses back on track.

The show's plot revolves around the host visiting a dying or about to go bankrupt restaurant. The presenter will taste their meals and offer his true

opinions and criticisms. Furthermore, the restaurant owner may agree or disagree with the host's statements about whether the show will continue.

Gordon Ramsay, one of the most well-known British celebrity chefs, hosts *Kitchen Nightmares*. Gordon Ramsay is a prominent restaurateur who has gained 16 Michelin stars for a number of his establishments. Gordon Ramsay is a well-known name in the entertainment industry. Ramsay began his career in the entertainment industry in 1996 as a judge on the competitive BBC cookery show *Master Chef*. Following that, he was offered the opportunity to host two TV shows in the spring, *Hell's Kitchen* and *Kitchen Nightmares*, both of which are based on American TV shows of the same name. Gordon Ramsay is a chef with a volatile personality. He can be harsh or rude at times, and he can also be nice and friendly at other times.

D. YouTube

YouTube is the one kind of social media that gives access to any video online. YouTube provides many videos in all categories, such as; music, film, tutorial, education, history, clip, vlog, etc. Users can access, download, share, give some comments, and other feature on it (DeWitt et al., 2013). Another potential of YouTube is both video and audio elements are combined and users can adjust the quality of the video.

E. Previous Studies

Other researchers conducted a study about the use of figurative language in advertisements. And the researcher took some they research. The first is Sofyan et al., (2020) under the title *Using Figurative Language in Cosmetic Advertisements on Indonesian Television*. The result shows that from 23 cosmetic advertisements, the most figurative expression used is hyperbole and the others were personification, repetition, metaphor, simile, and parallelism.

The second is Wibowo (2016) under the title *Figurative Language of Maybelline Cosmetics Advertisement Found in Catalogue Online on Pinterest*. Based on the result of the research, the researcher took the data from Pinterest that publish in the year 2016 up to 2018. There were eleven sentences categorized into eight types of figurative language such as

personification, paradox, metaphor, apostrophe, symbol, allegory, hyperbole, and repetition.

The third research is by Harya (2017) under the title *An Analysis of Figurative Languages Used in Coelho's Novel Entitled "Alchemist"*. The result shows that 70 sentences have figurative language. The most figurative language used in the novel is a simile and the second is personification. The researcher also explains that using figurative language in the novel makes the reader can imagine the story.

The fourth research is about broadcasting that came from Sihite (2016) under the title *A Stylistic Analysis of Figurative Language Style Found in English News Broadcasting Program*. The result showed that the selected statements, sentences, and utterances use many types of figurative styles, and the most dominantly used is personification.

The fifth research comes from *Kitchen Nightmares* TV Shows that came from Pramono (2020) under the title *Impoliteness Strategies Performed By Gordon Ramsay in Kitchen Nightmares Season 2 Episode 6*. The result showed that all types of impoliteness strategies (bald on record, positive impoliteness, negative impoliteness, sarcasm or mock impoliteness, and withhold politeness) were done by Gordon Ramsay to female participants and four types of impoliteness strategies (bald on record impoliteness, positive impoliteness, negative impoliteness, and sarcasm or mock impoliteness) performed on male participants.

According to the previous study above, the researcher is interested in finding the figurative languages that are used on *Kitchen Nightmares* TV Shows. The data were taken from the one of channels on YouTube. The new thing in this research with the previous research is, that most previous research only discusses figurative language in literary works such as poems, music, novel, and advertising. But, figurative language on reality TV-show is difficult to find. Also, this research not only analyzed the kind of figurative language, but this research also explains the reason why this TV shows'

program uses those dominant types of figurative language because most studies that discuss figurative language only discuss the dominant type.

The researcher used Geoffrey Leech's theory, because Leech's approach is rhetorical which refers to the successful use of language in its most general sense, focusing on regular conversation, and then more planned and public uses of language. Leech says that people regarded semantics to be an unsatisfactory field: it was difficult to distinguish semantics from linguistics and say, "here we have linguistics dealing meaning in terms of subcategories, structures, similar to grammatical structures". On other hand, meaning is a window into the world and into social interaction through language communication. Meaning is defined in terms of interaction between language and context (Pertejo, 2007).