

CHAPTER 2

LITERATURE REVIEW

2.1. Review of Related Theories

In this research, the writer uses figurative speech as the device of analyzing the data. The writer includes some studies on polygamy and talk show in order to extend the readers' view toward the problems of the discussion.

2.1.1. Polygamy

The issue of polygamy is a hotly debated issue for society, especially for Moslems. Although this marriage is laid down in Quran, the controversy still emerged because people focus largely on the vagueness of the Quran verses on the issue which results in two different interpretations. For people who against polygamy, they argue that polygamy is tolerated only on the grounds of necessary, for example, for the protection of widows and orphans after war, which is exactly what had happened in the time of the Prophet. But for the favor parties, the practice of polygamy is better than the practice of having unlawful mistresses and girlfriends. However, polygamous marriages are permitted only if the permission of the court has been obtained. This permission is made dependent on such requirements as the consent of the previous wife. The stipulation which is laid

down in the Quran insisting that all wives should be treated equally. Because of the reason, polygamy is believed to be difficult for a man to fulfill.

Furthermore, the practice of polygamy in various Muslim countries has introduced to restrict. For instance, in Syria, a man is permitted to practice polygamy if the court is satisfied that he is financially able to maintain multiple wives properly. In Iran, besides requiring that a man be financially capable of supporting polygamy, he must guarantee that he can treat the co-wives with equal justice. Even when these requirements are fulfilled, the polygamous marriage cannot be entered into unless the present wife consents to the marriage or has been sentenced to imprisonment, is addicted to drink, drugs, or gambling, has disappeared, is certified insane, or is afflicted with incurable disease. Iraq stipulates that man who wants to embark on polygamy must treat the co-wives equally. In Tunisia, the practice of polygamy is completely prohibited. Similar with Iraq, Muslim modernists in Indian Sub-Continent have argued that the ideal marriage in Islam is monogamy. While polygamy in Pakistan has recently decreased in the wake of some restrictions placed upon its practice by the Muslim Family Law Ordinance (MFLO) (Nurlaelawati, 2007).

However, some efforts had been made by Indonesian woman activists for a long time in order to fight to have polygamy prohibited or restrict its arbitrary practice. These protracted struggles had only gained a positive response from the Government in the 1970s. According to the ratification of the Marriage Law, the Indonesian Government did place boundaries on the practice of polygamy by putting a number of conditions on the legal conclusion of polygamy marriage. The

conditions that made court allow man having polygamy are when wife is unable to perform her duties as a wife or because she is suffering from some physical defect or incurable disease, or she is unable to bear descendants. The polygamous marriage can be solemnized only if these all conditions are fulfilled, and if one of the stated reasons exists. Then, failure to fulfill the requirements collectively incurs the prohibition of its practice. Because of the reason, the approval of court is absolutely essential and this means that the polygamous marriage can only be legally recognized if it is approved in the court.

2.1.2. Talk Show

Talk as a mode of interaction and presentation of self. However, is not only characterized by its public or private style, but also the position of the speaker itself as the source. Distinctive for the talk show genre is the centrality of people and their experiences and revolve around personal experience and emotional. Television talk offers most people the only way to see and hear who the public figures or politicians are and to interact with them. Because of the reason, talk is the principal way for others to know who we are (van Zoonen and Holtz-Bacha, 2000).

Television talk show is an invention of twentieth century television broadcasting that combines “talk” and “show” together. It takes a form of conversation between host, guest, and other participants such as expert and audience and transforms it into a highly popular form of information and entertainment through institutions and technologies of television. In some talk

show, such as *Oprah* and *Kick Andy* are considered success to persuade their audiences because of their talk show concepts. Both talk shows have similar atmospheres. Both hosts can deliver the talk show as if the daily conversation.

2.2. THEORETICAL FRAMEWORK

There are four types of figure of speech which are used in the analysis of this study; euphemism, metaphor, repetition and simile as several kinds of figurative speech that used by Aa' Gym in *Kick Andy*.

2.2.1. METAPHOR

Traditionally, metaphor was viewed as unique form of linguistic expression associated with literature. Lakoff and Johnson (1980) argue the case for metaphor as central to not just language but to human cognition as well (cited in Zubair, 2007). According to Amer, metaphor is an integral component of the human conceptual system and how we understand aspects of the world in which we live. It can be one facility for mappings the understanding of complex domains by constructing them in experientially concrete or familiar ones. This mapping may emphasize certain aspects of the target domain and hide others, and may attribute additional meanings to the target domain (2007). It could be used as a vehicle for achieving reclassification (deterrence is reclassified as a form of sin, with the simple present tense form of the verb (*is*) giving the new classificatory relationship the modal status of categorical fact.

Metaphor is considered as the basic of all figures of speech. In its simplest form, metaphor replaces one word with another, resulting in one concept representing another. This figure of speech does not state a comparison but suggest a comparison (Keraf, 1985, p. 132). Metaphor and other figurative speech not only offer a vocabulary for understanding our relationships but they also shape our understanding (West and Turnar, 2006, p. 286).

Within the frame of conceptual metaphor theory, metaphor is seen as coherent conceptual systems by means of which we structure and understand abstract experiences. These coherent systems take the form of tightly structured mappings that build on a number of *gestalts* or image schemas, which relate to our orientation in space and to our experience with physical objects and substances, providing us with a physical and experiential basis for understanding (Lakoff, 1993; Lakoff and Turner, 1989 in Holmgreen, 2008).

2.2.2. EUPHEMISM

Euphemism is the kind of the figure of speech in which the speaker is considered to use another word to say something in order to be more polite. Then, it could make the audience be more persuaded (Keraf, 1985). Meanwhile, in cognitive terms, euphemism is used when one wants to name things without calling up a mental picture of them (Mihas, 2005). The aim of using euphemism is to strike at a person's imagination, and it do not form complete pictures in the mind, nor they completely define an event or object. Because of the reason, the ability to understand the true meaning of a statement is obscured. While a popular

synonym for euphemism in the media is ‘spin’ in which means deliberate shading of news perception.

2.2.3. REPETITION

Repetition is a major rhetorical strategy for producing emphasis, clarity, amplification, or emotional effect. According to Keraf (1985), repetition is considered as the figure of speech in which the speaker often repeat some word or sentences in order to focus with those word or sentences.

2.2.4. SIMILE

This figure of speech is similar with metaphor. This figurative speech compares something explicit, in which the speaker directly said something as if something else. Different from metaphor, people is more easily to recognize the simile because there is a connecting word such as *as if; looks like, alike, and so on* (Keraf. 1985).

2.3. REVIEW OF RELATED STUDIES

There are some studies that focus on the figurative speech. First, it is the study of Zubair in 2007. She analyses metaphor used by Pakistani women while talking about their literacies and selfhood. She conducted three projects. One of her projects was conducted in two villages of Southern Punjab where 35 women were interviewed regarding their literacy practices during 1996 to 1998. The

finding indicated that although the rural women in the data considered literacy and higher education as empowering.

Secondly, it is the study of Walker (2003). His research studies about the use of conceptual metaphor analysis in order to compare editorials and opinions articles from news media organization in the UK, Japan and the US. This study set out with two-fold aims: firstly, to reveal the underlying political ideologies of the writers and explore whether evidence can be found to support the hypothesis that two fundamental systems of morality based on the ideal family underlie conservative and liberal worldviews; and secondly, to compare the western and Japanese corpora in order to explore the extent to which the use of conceptual metaphor analysis may reveal Japanese cultural values.

Moreover, Rahimi, A and Sahragard, R, (2006) studied about the Euphemization and Derogation in Emails on the Late Pope. By using the critical discourse analysis, they attempt to explain how a single reality, in this case is the death of the Pope, John Paul II, is presented and viewed entirely differently by different people having a range of religious and political perspectives reflected in their emails. They used euphemization and derogation as the techniques for analyzing the self-representation of the Late Pope.

In this study, the writer tries to analyze the figurative speech used in talk show conversation that all the participants were men. The writer considers to find how figurative speech used by Aa' Gym in answering all questions. Therefore, these findings would bring something different in the way of using figurative

speech such as euphemism, metaphor, repetition, and simile for analyzing transcripts data in which tends to persuade or change the mind of the audiences.