

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Research Background**

In recent years, the use of figurative language is can be found only on poetry or novel, but also in a daily life, such as advertisements, magazines and song lyrics. In advertisements, Kronrod and Daziger (2013) states that the use of figurative language produce more succesful campaign than those who do not. They mention that the goal of figurative language in advertising is to create positive impression of a product through a component of unique words. Figurative language is a conspicuous departure from what users of a language apprehend as the standard meaning of words, or else the standard order of words, in order to achieve some special meaning or effect (Abrams, 2011). Through figurative language, writers can increase the sense of beautify and emphasize the meaning in a unique but still in a brief way. As Gibbs and Turner (1997) cited in Ramadhani (2015) added that figurative language is the type of language that helps convey exact meaning in an artistic manner. It may use colorful words imaginatively or even make up new word. Arp & Johnson (2012) mention that figurative language provoke readers descriptive imagination of literary works and also provide more effective meaning than direct statements because it is a way of saying much in a brief mark. In music, lyrics become the most important part since through the lyrics, the writer can express their feelings, thoughts, emotions, moods, experiences or journeys that they want to share to the listener. Since nowadays people can express their thoughts or experience both in poems and a songs. As Murphy (1998) stated that lyrics are set

to be a poetic text reflecting the individual journey or cultural observation of the songwriter. The uniqueness of figurative language in a literary works, especially in song lyrics drive the writer to analyze the works and analyze the meaning of figurative language.

Arp & Johnson (2011) states that figurative language is language uses words or expressions with a meaning that is different from the literal interpretation. According to the definitions, we can know that figurative language is language that writer used which does not contain the real meaning, in order to increase the aesthetic meaning and effect. Ogunsiyi (as stated in yeibo 2012) notes that figurations do not only decorate literature and endow them with aesthetic value, they also convey connotative meanings and produce certain special effects, which enrich the texts and make their meanings more precise and concrete. Figurative language is usually found and made in literature, such as novel and poem, however figurative language also exist in song lyrics as an artwork in order to makes the lyrics more complicated yet beautiful, because it brings huge meaning. Since literature and artwork needs a beauty in the language so that it becomes an art. It means, people need a tool to make the literature become an art, and one of the way is by putting some figurative language. Figurative language makes readers to think harder, deeper and be aware of every single word that might seem unfamiliar, odd or even does not make sense. Because figurative language is not the literal meaning of one word as Arp & Johnson (2012) mention that figurative language is language using figure of speech that cannot be taken literally. However, figurative language is necessary because it

helps writer in emphasizing the meaning through simple words and gives dramatic effects on the sentences, lines or the whole works.

Arp & Johnson (2012) stated the reasons of using figurative language. One of it is Figurative Language bringing additional imagery into verse, in order to make the abstract become more concrete and make poetry or any other literary works more sensuous. In kinds of figurative language we might find an imagery as a way to explain the meaning and depicts the ambience vividly. Figurative language brings an imagination through language and meaning while imagery add more concrete imagination in language through the sense of the reader. Figurative language and imagery are related as they both is to give the aesthetic effect and depicting the ambience clearly, so listeners or readers can understand the messages or the effects that the witer wants to deliver.

Imagery, according to Arp & Johnson (2012) is the representation through language of sense experience. Imagery consists of descriptive language that functioning as a way for the reader to better imagine the world in the piece of literature. According to Abrams (2008) imagery is a term which used to signify all the objects and qualities of sense perception referred to in a poem or other work of literature. From the definitions above, we can know that imagery is language that the writer or lyricist used in depicting all the things that they experienced through their sense and put it to the work of art so that the reader would imagine the concrete ambiencea. As Kennedy (2003) states that imagery is a word or sequence of words that refers to any sensory experience. The word *image* itself according to Arp & Johnson (2012) suggest a mental picture, something seen in mind's eyes, named

visual imagery, but an image may also represent sound, smell, taste, touch, internal sensation and movement or tension in the muscles. Through imagery, readers need to play their imagination, especially to their sense, from sense of smell, sight, hear, touch, taste, temperature and movement. Imagery helps reader to imagine the situation that writer tries to depict and know better and deeper the purpose of the works.

Song Lyrics is considered as an artwork as Blade (1996) stated that song lyrics means an artwork filled with messages that want to be transferred by the writer or composer to the listener or the viewer. Also Hornby (1986) as cited in Dwi (2017), added that song is a number of verses set to music and intended to be sung. Lyrics typically express thoughts, feelings, mood, emotions and experience through the words, by using figurative language in a song lyrics, will make the song contain a huge and various meaning and make beautiful story for the listener. The use of imagery also emphasizing the ambience, so that listener would understand the meaning of the song and can imagine the situation through their sense. With a great arrangement of music and lyrics, that is become a reason people choose to express their feelings through music, because songs usually represent someone's feelings, when the feelings seems can not be disclosed by words. Because nowadays, people no longer expresses their feelings in a poem, but through a song, where people can easily download and play it everywhere. Since the lyrics of the song contains a figurative language and imagery that might sound or seems unfamiliar or even does not make sense for some people, then the analysis of figurative language and imagery in song lyrics should be conduct, especially since analysis of imagery

usually conduct only in poems. Based on this reason the writer of the research doing this study of analyzing the figurative language and imagery used in song lyrics more deeply.

Coldplay is a British rock band from England that is formed in 1996. Consisting of Chris Martin as the Vocalist, Jonny Buckland as guitarist, Guy Berryman as bass player, and Will Champion as the drummer. *A Head Full of Dreams* is the seventh studio album by Coldplay which released on 4 December 2015 which won as the British album of the year after selling 1.9 million copies sold worldwide. This album written based on the vocalist who also become one of the songwriter's life experience, that makes this album so popular at that time. This band known to their unique songs which greatly make listener feel variety of emotions through the lyrics and of course the sounds of the vocalist Chris Martin. Coldplay has become a huge musician that not only sing a song, but they already spread love and inspiration to their audiences through the lyrics and music that they sing. Since the beginning of their career, Coldplay has put their concern to the global and environmental issues, but through the time specifically from 2002, the band was in a constant evolution of self-discovery and self recovery via music. Coldplay known as a great band with a great songs, many audiences love them since the lyrics of their songs typically unique since they loved to put figurative language, mythological Greek or philosophy. The uniqueness of Coldplay in wrote the lyrics drive researcher to choose Coldplay's songs to be analyzed.

Further, there are some previous related studies that can be taken as reference, the first study is *Imagery and Figurative Language in Wordsworth's poem's "The*

*World is too much with us*” and “*My Heart Leaps up*” by Patel (2014), in this study the writer’s purpose is to find out the functions of figurative language that is used in Wordsworth poem, by using a systematic procedure as a method, they find out that in the first Poem titled “The World is too much with us” the theme is a materialism versus nature, which is depicting in the beginning of the poem, Wordsworth accused the modern age of having lost their connection to the nature. Wordsworth told the story about humanities progress at the cost of preserving nature throughout the sonnet. While, in the second poem titled “My Heart Leaps up”, wordsworth used imagery which is depicted by how wordsworth described the nature that he saw from his childhood. Wordsworth thought that a child is the father of the man, since they are deeply learned in nature and does not speak lie. Which means sometimes children are wiser than their fathers and they always say the truth.

Second study is entitled *Figurative Language and Stylistic Function in J.P Clark-Bekederemo’s Poetry* by Yeibo (2012), this study investigates the stylistic value and the role played by figurative language in producing desired meaning and aesthetic effects in the poetry. The writer examines the figurative devices to aspects of meaning in the texts, in relation to context of situation and textual function. This study found out that figuration was a significant feature of poetry, and the author has deliberately deployed this device to effectively encode the meaning of the texts and also achieve aesthetic value, in relation to context of situation and textual function.

Third study is entitled *Figurative Language in Christina Perri’s Head or Heart Album* by Nashrulloh in 2016. This study uses Perrine’s (1992) theory of

figurative language and descriptive method as the methodology is investigating the existence of figurative language in Christina Perri's Head or Heart Album. As the result, researcher found that there are 57 sentences containing figurative language which the most frequently figurative language that she used is Hyperbole.

Fourth study is entitled *Analysis of Figurative Language and Imagery in Taylor Swift's Song* in 2017. This research analyze the figurative language and imagery in Taylor Swift's song in the album 1989 by using theory from Arp & Johnson (2011) and qualitative descriptive as the method, the writer found that 42 figurative language with the most dominant is personification allusion and metonymy, with 62 imagery with the most dominant is visual imagery in the album 1989 of Taylor Swift.

Based on the previous studies, despite the similarity from the previous studies that is the study of figurative language, this study has different data source that is Coldplay's song lyrics in the album *A head full of a Dreams*. In this case the writer has not only analyzed the existence of figurative language in song lyrics but also find out the kinds of imagery that they used in words, phrases, clauses or sentences in the song lyrics of *A Head Full of Dreams, Birds, Hymn For The Weekend, Everglow, Adventure of a Lifetime, Fun, Army of One, Amazing Day, Up&Up and kaleidoscopia*. This finally will reveal the aesthetic effect and the messages of the song lyrics.

## **1.2 Research question**

Based on the background of the study, the writer will identify the problems which are in the research will be formulated, such as :

- a) What kinds of Figurative Language used in Coldplay's song lyrics ?
- b) What kinds of Imagery used in Coldplay's song lyrics ?

## **1.3 Purpose of study**

The purpose of this study are related to the research question. They are:

- a) To find out what kinds of figurative language used in Coldplay's song lyrics
- b) To Find out what kinds of imagery used in Coldplay's Song lyrics

## **1.4 Scope of The Study**

The writer will limit study by only focuses to analyse song lyrics of Coldplay in A Head Full of Dreams album which released in 2015 as the data of the research and analyse it based on the theory of figurative language by Arp & Johnson (2012) .

## **1.5 Significance of The Study**

The writer hopes this study will expand and enrich the knowledge of readers about analysing the figurative language and imagery in literary works, especially in song lyrics . The writer also expects this study will enlighten and beneficial for those who are interested to conduct further and better research in analysing the figurative language and imagery on song lyrics.