

Affective Meaning Through Metaphorical Language In Selected Ost of “The Greatest Showman”

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Abstract

The aim of this study is to categorize metaphor and to analyze the affective meaning of selected song of “The Greatest Showman” Movie which are “Come Alive” and “This Is Me”. It is a qualitative study using content analysis to analyze the data based on Lakoff and Johnson (1980) theory for types of metaphors and Leech (1974) for affective meaning theory. There are 34 data that are analyzed which consist of 15 orientational, 14 ontological and 5 structural metaphors. Both of “Come Alive” and “This Is Me” showed similarities meaning to convey which is about trust and the process of self-acceptance in living life without having to worry about other people’s view.

Keywords: Metaphor, Affective Meaning, “Come Alive”, “This Is Me”

1. Introduction

Metaphor is a part of figurative language. Metaphor does not reveal the true meaning, in other words, it's beyond what it is written on the text. The studies of metaphor have been taken ever since 1980's, *Metaphor We Live By* as evidence written by Lakoff and Johnson (1980). Based on the book *Translating Jazz into Poetry from Mimesis to Metaphor* (Redling E, 2017), that conceptual metaphor which is in line with Lakoff and Johnson theory consists of two “conceptual domains” that is a “target domain” and a “source domain”. Similarly to the book of *Extended Conceptual Metaphor Theory* (Kövecses Z, 2020) stated conceptual metaphor is a systematic set of correspondences between two domains of experience.

(Lakoff & Johnson, 1980) state that metaphor is a tool of poetic imagination to create extraordinary language. They also mentioned that metaphor is prevalent in daily life, more than speech but also action and thought. As people can find metaphors in everyday life such as in novel, movie, and song lyric.

Even if people find metaphor easily in daily conversation, it will be easier if they understand it as a concept. (Lakoff & Johnson, 1980: 4-5) give an example :

“Argument is War”

I've never won an argument with him
Your claims are indefensible
He shut down all of my arguments

The example above shows that “Argument” is viewed as “War” or a battlefield where people can win or lose arguments. As the example shows there is no physical battle like a real war but it is a verbal battle where the terms of defense, attack, etc also reflect this. The first phrase, “Argument,” stands for the domain that has to be understood, while the second, “War,” symbolizes the domain that serves as the basis for understanding the target domain.

The theory used by the researcher is based on (Lakoff & Johnson, 1980) classified metaphor into three types, which are ; orientational, ontological and structural metaphor.

1. Orietational Metaphor

This type of metaphor delas with spatial orientaion, up-down.in-out, front back, on-off, deep-shallow, central-peripheral. where it arranges an entire system of concepts with respect to one another. For instance, HAPPY IS UP, from the point the concept HAPPY is oriented UP conduct to English expressions like “I’m feeling up today”. Spatialization metaphors are not given at random; they are based on physical and cultural experience.

2. Ontological Metaphor

This metaphor was conceptualized with the aid of the structure of human understanding of abstract notions and encounters with actual physical objects and substances (Hurford, 336). This metaphor makes sense of human experiences by using items or substances that have been drawn from certain characteristics based on the experience to create a unique creature (Lakoff & Johnson, 1980). For example, I am going to pieces – it shows the term “Mind” is viewed as a brittle object; an object that is easily broken. Hence, the term “pieces” do not represent the literal meaning.

3. Structural Metaphor

(Lakoff & Johnson, 1980) explained that this type of metaphor where concepts can be expressed and understood in terms of another structure. In other words, structural metaphor could do more than just orient concepts, refer to them, quantify them, etc, in addition, to use one highly structured and clearly delineated concept to structure another. In other words, the cognitive function involves allowing speakers to comprehend target X through source Y’s structure. For example :

Argument is War

The example shows the way structural metaphor works. The term “Argument” is viewed as “War”. Hence, the words in the example represent the term “War” and do not represent their literal meaning.

Affective Meaning

The study of the meanings of words and sentences is known as semantics. Because meaning is a component of language, semantics is a component of linguistics; the scientific study of language (Palmer, 1981).

(Leech, 1974) stated semantics, or the study of meaning, is central to the study of communication and has become increasingly important in social organization. It is also the center of study of the human mind – thought process, cognition, conceptualization – all of these are intricately linked with the way we classify and convey our experience of the world through language.

(Leech, 1974) classified meaning into seven types, which are conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning and collocative meaning. However, the researcher will only focus on the affective meaning. Affective meaning related to the emotion effect that listener or reader feel. For example, the word “home” may be just a word for general people but for people who lived abroad or spend most of their time outside and far away from home, the word “home” could be valuable because it shows a comfort place, family, happiness because they hardly feel it.

Affective meaning deals with personal feeling or attitude of the speaker to the listener, it includes the attitude to what speaker talking about (p.15). Leech also state that affective meaning tend to explicitly revealed in conceptual content on of the words used (p.15). Therefore, affective meaning show deeper meaning of a words.

Song

Song consists of music and lyric. (Irvine & Kirkpatrick, 1972) viewed music as a social movement because it uses a symbol to deliver a message where the music can influence the judgement of listeners, therefore music is also viewed in terms of entertainment. Beside listening to the music, the listeners also pay attention to the lyric.

Lyric is derived from Latin “lyricus” and Greek “lyrikos” which both mean “singing to the lyre”. The word lyric comes from the Middle French word “lyrique” meaning “a short poem expressing emotion”. Moreover, (Hornby, 1974: 822) said that song lyric are short poems set in a music to be sung. In this case, songwriters tend to beautify the language in their lyrics for entertainment, it is also because the lyrics tend to interpret the songwriter's mind. (Myers & Simms, 1989: 27) stated it is a device to express state of mind and moral, ethical or philosophical value, deeply felt emotion and thought as well.

(Diamond & Miniez, 1994), ESL consultant for the Adult Learning Resource Center in Des Plaines, Illinois stated that music is a good medium and source to teach English, they also agree that learning by songs assist students to subdue the barriers of culture. Diamond also highlight another feature :

“Music brings language alive, songs provide chunks of language complete with shadings of meaning and emotion; songs release tension and allow students to enjoyably hear and repeat language again and again.”

In this study, the researcher chose two songs from “The Greatest Showman” movie. There are 9 songs in thia movie and the researcher chose “Come Alive” and “This Is Me” based on the theme and language used in the song that is proper for education, particularly students or all age readers who read the lyric. The aim of this study is to identify and categorize metaphor and also to analyze how the metaphor expresses the affective meaning of those two songs.

Literature Review

The researcher reviews several similar previous studies to this present study. These previous studies have the same topic which is about metaphor. The first study was written by Jati (2018). Jati analyses about type of metaphor and the meaning of the songs. Jati analysis selected songs of Bring Me The Horizon which are Drown and Throne. In this study, Jati used theories of metaphors and formalist approach to know the type of metaphors while for the meaning of the song, it used the theories of denotative and connotative meaning also biographical approach. There are three types of metaphor found in this research which are conventional metaphor, mix metaphor and new metaphor. Furthermore, for the meaning, Drown songs tell about loneliness, frustrated and depressed people while Throne song tells about a person who wants to prove himself to other people that he can do anything.

Similarly to research that conducted by Nurman & Dindiana,. (2021). They investigate the type of metaphor in Bring Me The Horizon selected song lyrics and the intended meaning of it. The selected songs from the Amo album are “Medicine”, “In the Dark” and “Sugar Honey Ice and Tea” and to analyze the lyrics, the researcher used a descriptive qualitative method. The reason behind this research is to gain more knowledge about metaphor and how it works in the literary world. The findings of this research showed six types of metaphor which are dead, cliché, stock, recent, original metaphor and simile where these types are based on Newmark. Therefore, those three selected songs share similar intended meaning to each other which is about people who have social issues or feel belittled to not be affected by others' hurtful words.

As follow by Jama'an & Firza (2021) conducted study to unveil the figurative language use in Japanese song lyrics written by Miwa entitled, *Kimi ni Deaeta Kara* and to observe the objective of using connotative language. To analyze the figure of speech and its meaning, it used stylistic theory. The findings show metaphors give freshness in language, animate the lifeless and keeps away the boredom of monoton. The result of analysis also shows the song written has a love theme; a lot of dictions symbolize love and the figure of speech used by the songwriter adds aesthetic value to the lyric and the message of him is well delivered

3. Methods

In this study, the researcher chose to conduct qualitative research and content analysis to analyze the data. Qualitative research is described by some points follow as; exploring a problem, developing a phenomenon in detail, collecting data, analyzing the data for description by using text analysis form and interpreting the more important meaning of the findings (Creswell, 2012). The researcher choose to used content analysis as the research method. This study disclose the types of metaphor used and affective meaning in selected song of “The Greatest Showman” movie. Those songs are “Come Alive” and “This Is Me”.

The reseacher conducted library research for the data collecting technique. Based on (George, 2008), library research is to find sources which allows the researchers to find out what related work has already been done and how experts have rated it. George also state (p.1) :

“Library research is not a mystery or a lucky dodge, but an investigation you control from start to finish, even though you cannot usually tell what sources you will discover. On the other side, library research is a form of structured inquiry with specific tools, rules, and techniques”.

The steps of collecting data are as follows :

1. Finding the lyrics of selected songs (This is me & Come Alive). The researcher found lyrics from youtube Atlantic Records channel and lyricfind.com.
2. Understanding the theory of metaphor. Searching and understanding the theory of metaphor that will be used to analyze the lyrics.
3. Understanding the lyrics of selected song (This is me & Come Alive). The researcher read and understanding the lyrics.

4. Identifying and collecting the lyrics of the selected song. (This is me & Come Alive). The researcher identifies and collecting lyrics which containing metaphor.
5. Taking note of the lyrics. The researcher takes notes for classifying and analyzing metaphors.

To analyze the data, the researcher used content analysis. Content analysis defined as "analysis of the manifest and latent content of a body of communicated material (as a book or film) through classification, tabulation, and evaluation of its key symbols and themes in order to ascertain its meaning and probable effect" in Webster's Dictionary of the English Language's 1961 edition. Making reproducible and reliable inferences from texts (or other meaningful material) to the contexts of their use is the goal of the research technique known as content analysis (Klaus Krippendorff, 2018). In his book the forth edition of Content Analysis, An Introduction to Its Methodology mentioned 5 components of content analysis, as follows :

- a. Unitizing, Unitizing eliminates unimportant information while retaining that which cannot be split without losing significance within a continuum of otherwise homogeneous text, including documents, images, voices, videos, websites, and other observables. The researcher use Ost from "The Greatest Showman Movie" as unit which will be researched.
- b. Sampling, by confining observations to a manageable sample of units that is statistically or conceptually representative of the set of all conceivable relevant units, the population or universe of interest, sampling enables the analyst to maximize research efficiency. The researcher utilize purposive sampling using the instrument for collecting the data.
- c. Coding, it is necessary for content analysts to turn unaltered texts, original images, and/or unstructured sounds into analyzer-friendly representations. It is also for reducing the data to what matters.
- d. Abductively inferring of contextual phenomena, relies on presumptive models of the chosen context or existing analytical constructs as justification.
- e. Narrating, relying on narrative customs or discursive norms established within the content analyst's field while narrating the research's conclusion.

4. Result

In this chapter, the researcher discovered main part of this research. This section aimed to answer the first section. It focused discussing the types of metaphor in "Come Alive" and "This Is Me" which are selected ost or song of "The Greatest Showman" movie. There are 3 types of metaphor found in those two soundtrack which are orientational, ontological and structural metaphor. The explanation as follows :

1. Types of Metaphor
 - a. Orientational Metaphor

Oriental metaphor reflected the different spatial concept based on physical and cultural experience of human. There are 15 orientational metaphors found in “Come Alive “ and “This Is Me” . The most productive model of spatial orientation : up-down.

b. Ontological Metaphor

Ontological metaphor contained metaphor that see events, emotional activity and ideas as being. As long as humans can identify their experiences as substances or entities, they can refer to something, categorize it, incorporate it and measure it. In other word, the structure of human understanding of abstract concepts and experiences with physical objects and substances in the reality helped by conceptualize this metaphor.

2. Affective Meaning

“Come Alive” showed the illustrates what it means to overcome adversity and how to live a confident life. This illustrates the need to dream big and go after your dreams.

“*You stumble through your days*”, “*your head hung low*”, “*skies shades of grey*”, “*like a zombie in a maze*”, “*you’re a dead man walking*”, “*you asleep inside*”. These phrases were sung when Barnum is outside the museum and the show has not yet begun. It showed the initial situation of Barnum and the performer’s circumstances. It gives sadness, depressed and empathy to remember how the performer were before joining the Barnum show.

“*You can shake awake*”, “*you can flip the switch*”, “*sun is up and the color’s blinding*”, “*take the world and redefine it*”, “*come alive*”, “*leave behind your narrow mind*”, “*go and light your light*” *brighten your darkest day*”, “*let it burn so bright*”. These phrases were sung when Barnum entering the museum with a sharp gaze and helping other performer preparing the show. From his gaze and expression, Barnum shows his earnestness to perform. It gives excited and curious feeling of what kind performance that they want to show.

“*You’re dreaming with your eyes wide open*”, “*so you lock the door*”, these phrases was sung when Barnum tried to convince other performer to perform because they seems not confident about their appearance. However, “No more living in those shadows”, “we will be the light that’s turning” was sung when one of the performers got her confident to perform after received a smile from the audience.

There are two condition when the phrases “*come alive*”, “*go and light your light*”, “*let it burn so bright*”, “*reaching up to the sky*”, “*when the world become a fantasy*”, “*you’re dreaming with your eyes wide open*”, “*you’re electrified*” was sung. The first condition is before the performance as explained before and the second condition is during the performance. During the performance, they sung those phrases while dancing and full of happiness. It also showed by the reaction of the audience.

The meaning of “*This Is Me*” is about the process of self-acceptance where people begin to love themselves and accept the weaknesses or strength without having to pay attention to the opinions of others.

“*I’m not a stranger to the dark*”, “*Cause we don’t want your broken part*”, these phrases were sung in a melancholy and slightly dejected manner. This also depresses the mood of those in the singer's immediate vicinity. Additionally, listeners experience the same.

“*I won’t let them break me down to dust*”, “*when the sharpest word wanna cut me down*”, “*I’m gonna send a flood, gonna drown them out*”. These phrases weresung when the singer looked at the other performers with conviction while maintaining a piercing glance. Meanwhile, the phrase “I’m marching up to the beat I drum”, the performers leave the room

together, taking a strong step as they sing this line. These phrases convey the message loud and clear that they will not put up with mistreatment.

“Another round of bullets hits my skin”, “well, fire away”, “I won’t let the shame sink in”, “we are bursting to the barricades”, “reaching for the sun”, “we are warriors”. While the players were in the hallway getting weird stares, this song was being sung. They disregard the guests as they leave the room as a group. This gives the impression that they are unconcerned with other people’s opinions and will keep acting in this way.

There are some phrases of expression that are sung in different states but this doesn’t change the given impression, rather it reinforces it. Those phrases are *“I won’t let them break me down to dust”, “when the sharpest word wanna cut me down”, “I’m gonna send a flood, gonna drown them out”, “I’m marching up to the beat I drum”.* It is not just sung under the circumstances mentioned before. These phrases are also performed in front of people who reject them and in front of an audience while performing on stage.

5. Discussion

In this chapter, the researcher would like to discuss the result of the data. The findings showed there are three types of metaphor found in this study. Those metaphor proposed by Lakoff and Johnson (1980) which are orientational, ontological and structural metaphor. After analyzing two songs of “The Greatest Showman” movie, the researcher found that there are 22 metaphor in “Come Alive” consist of 12 orientational metaphors, 9 ontological metaphors and 1 structural metaphors. As for “This Is Me”, the researcher also found 12 metaphor which consist 3 orientational metaphor, 5 ontological metaphor and 4 structural metaphors. Therefore, the researcher can conclude that the most widely used metaphors are orientational metaphor.

The previous explanation has answered the first research question of this study which is “what are the types of metaphor used in the related song?”, those types are orientational, ontological and structural metaphor. After discovered the types of metaphor, the researcher continued to analyze the affective meaning of the song. Based on the findings part A and B, researcher found that “Come Alive” and “This Is Me” share similar meaning to be conveyed to the listener.

There are expressions that have similarity but different meaning such as expressions from “Come Alive”, “your skies shade grey” and “reaching up to the sky”. Both have the word “sky” but have different interpretation. The “sky” in “your skies shade grey” seen as someone’s feeling or emotion meanwhile the word “sky” in “reaching up to the sky” represent someone’s goal. As for the expression “reaching for the sun” has the same interpretation as “reaching up to the sky”.

In “Come Alive”, this song encourages the listener to be brave and confident to make dreams happen without afraid of people’s opinion. It can be seen from the data with code CAL9a.OrM, ud, CAL20.OnM, CAL23.OrM, ud and CAL34.OrM, fb. As for “This Is Me” showed the listener about self-acceptance. This song tells people to accept oneself with advantages and disadvantages that exist. The expression “This Is Me” or “This is who I’m meant to be” notify people to accept yourself for who you are. The data TML7.OrM, ud,

TML10.OnM, TML11.OnM, TML15OnM also showed to the listener that you have to be yourself and have the courage to face people who insult, ridicule and do bad things to you.

Essentially, both songs contain similar meaning. It is about faith, dream, love and pain. Both songs also want to encourage people to be more courageous to live life without paying attention on what others think.

When compared to previous studies, there are some differences found for instance, the study by Jati (2018) who analyzed Bring Me The Horizon's song lyric showed similar findings. One of the lyrics "what doesn't kill you makes you wish to dead" explained the term "dead" viewed as structural metaphor because it sees the term "dead" in another structure but it didn't explain more about the other structure. However, in this study there is a lyric "cause you're just a dead man walking", the researcher viewed "dead" as orientational metaphor because it sees as physical condition of a person. Furthermore, both in Jati (2018) and this study showed similar meaning of the term "dead" which mean as hopeless situation where people lost purpose in life.

6. Conclusion

In this chapter, the researcher presented the conclusion of the study. It includes types of metaphor and the affective meaning of selected song of "The Greatest Showman" movie which are "Come Alive" and "This Is Me". After analyzed those songs, it conclude that :

1. The first problem statement about the types of metaphor used in those songs. There are 34 metaphors found in total, it consisted of 15 orientational metaphors, 14 ontological metaphors and 5 structural metaphors. Therefore, orientational metaphor are the most widely used.

2. The second problem, as for the affective meaning. Both songs showed similarities in the message to convey. It is about trust and the process of self-acceptance in living life without having to worry about other people's view. In the end of the conclusion, the researcher hopes that the usage of metaphorical language will help the readers understand the song's message..

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