

CHAPTER I

INTRODUCTION

This chapter is the introduction to the research. It consists of background of the research, statement of problem, research objective, research significance, and definition of key terms.

1.1. Background

In daily life, people use language for conveying idea or opinion which contains meaning. Language contains meaning to clarify a communication. One of linguistics branch that study about meaning is semantics. Palmer (1976: 5) states, “Semantics is a component or level of linguistics of the same kind as phonetics or grammar.” It means that semantics is part of linguistic studies such as other part in that discipline. Saeed (2009: 3) explains, “Semantics is the study of the meanings of words and sentences.” People also can use other tools to analyze language such as phonology or syntax, but semantics is the best tool to analyze meaning in language. Griffiths (2006: 1) adds, “Semantics is the study of the “toolkit” for meaning.”

Campbell (2002:1) explains, “Meaning is everywhere, in our thoughts, in our words, in our actions in the world. Wherever we turn, it is there.” It means that meaning is something that has large influence for every aspect in life. Not only in semantic but also meaning becomes important part in every discipline like Psychology or Science. He adds that, “Each of us crafts a life around the meaning we find, setting goals, acting and reacting according to what we take this meaning to be.” It means that every human being is influenced by meaning. It is shaping

personality, way of life, and point of view. Words or sentences that have a message can influence human's life.

According to Leech (1981: 1) meaning is divided into seven different elements. He classifies types of meaning in seven types. It is conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, collocative meaning, and thematic meaning. Conceptual meaning related with logical, cognitive or denotative content. Connotative meaning related with what is communicated by virtue or what language refers to. Social/stylistic meaning related with what is communicated of the social circumstances of language use. Affective meaning related with what is communicated of the feelings and attitudes of the speaker or writer. Collocative meaning related with what is communicated through association with words which tend to occur in the environment of another word. The last is thematic meaning related with what is communicated by the way in which the message is organized in terms of order and emphasis.

Based on explanations above, the writer analyzes the topic types of meaning which is included in semantics. The reason why the writer analyzes this topic because types of meaning has important role be used as a tool to analyze words, phrases, or sentences.

Quote has close relation with proverb. Mukarovsky (in Penfield: 1983) states, "that proverbs are often used as quotes to indicate something the speaker for whatever reason does not wish to say directly." Quote commonly is conveyed with unique way grammatically and semantically with indirect purposes about what is conveyed by speaker or writer. Penfield (1983:4) explains that, "use of quotes can often help the speakers achieve their communicative goals more readily than can the use of other types of verbal behavior." It means that quote has

function to make a message can be easier to be understood by reader or listener. People use quote in order to achieve their goals in communication.

Besides, the writer use book entitled *Think and Grow Rich* written by Napoleon Hill as the object in this research, because *Think and Grow Rich* is one of interesting book particularly in personal development and achievement. This book organized through 25 years of research in collaboration with more than 500 distinguished men of great wealth who proved by their own achievements that this philosophy is practical. According to publisher's preface the book was inspired by Andrew Carnegie after he had made his millions and retired. It describes the famous Andrew Carnegie formula of personal achievement by which he accumulated hundreds of millions of dollars for himself and made no less than a score of millionaires of men to whom he taught his secret.

The similar researches about types of meaning were done previously by some researchers:

1. Langga (2012) entitled "The Meaning Analysis of Slang Used in Notorious B.I.G'S SONG "Love No Ho". The result of this research was based on seven types of meaning by Leech (1974), Notorious B.I.G most use connotative meaning than other types of meaning.
2. Dewi (2013) entitled "Meaning and Word Formation of Slang in 'Gangster Squad' Movie Script." The result of this research was there are two types of slang that used in "Gangster Squad" movie script: (1) primary slang and (2) secondary slang. In meaning, there are five types of meaning that appear in "Gangster Squad" movie script from seven types of meaning. There are four types of slang words from nine types based on theory.

3. Sumilat (2015) entitled: “Makna Slogan dalam Iklan Elektronik Berbahasa Inggris pada Majalah berbahasa Indonesia.” The result of the research shows that the types of meaning of the sentence in the slogans contain conceptual (denotative) and associative meaning. The associative meaning includes connotative and affective meaning.

Then the writer entitles this research “The Meanings of the Quotes in Napoleon Hill’s Motivational Book *Think and Grow Rich*.” The differentiation between this research and previous researches are the object and the way to analyze it. Both of previous studies use slang in song and movie script as the object, one uses slogan in advertisement as the object.

Meanwhile, this research uses quotes in book as the object. Then the way to analyze the object in previous studies are by choose the words or phrases and analyze the meaning directly. In this research the words or phrases are classified first in a table about what types of meaning it is. Then, start to analyze meaning of each word or phrase based on types of meaning.

1.2. Statement of Problem

The problem in this research is sometimes people do not really understand about the meaning that is conveyed by the writer in a book, as the result misunderstanding happens. By understanding types of meaning, it seems that misunderstanding will not happen. The writer confines the problem of the research question is: What are the meanings of the quotes based on Geoffrey Leech’s theory of seven types of meaning in Napoleon Hill’s motivational book *Think and Grow Rich*?

1.3. Research Objective

To find out the meanings of the quotes based on Geoffrey Leech's theory of seven types of meaning in Napoleon Hill's motivational book *Think and Grow Rich*.

1.4. Research Significance

1. Theoretically, this research can be one of source of knowledge in linguistic studies and can be one of reference for the next researchers to conduct similar research about meaning.
2. Practically, this research gives readers understanding the knowledge about meaning and types of meaning. Then, how to differentiate meaning and understand what is written in a book.

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1.5. Definition of Key Terms

1.5.1. Semantics: Semantics is the study of meaning communicated through language.

Semantics is the study of the meanings of words and sentences (Saeed, 2009: 3).

1.5.2. Meaning: Meanings have been taken to play a variety of roles in theories of linguistic understanding, of the determination of referents, of intentional states, and of a range of semantic phenomena (Davis and Gillon, 2004: 70).

- 1.5.3. Word Meaning:** There are two theories about word meaning they are reference and sense. Reference is a meaning of word or expression and their association with the object they refer to. Sense is deal with relationship between language and the world (Rodman and Hyams, 2011: 194).
- 1.5.4. Phrase and Sentence Meaning:** Phrases and sentences also have meaning of courses, but an important difference between word meaning on the hand and phrase and sentence meaning on the other concerns productivity (Saeed, 2009: 10).
- 1.5.5. Sense Meaning Aspect:** Sense meaning also called by theme that involves idea or message that is purposed. Sense meaning aspect can be reached if between speaker or writer and listener or reader use same language (Djajasudarma, 2009: 3).
- 1.5.6. Feeling Meaning Aspect:** Feeling meaning aspect has relation with speaker's attitude depends on situation (Djajasudarma, 2009: 4).
- 1.5.7. Tone Meaning Aspect:** Tone meaning aspect is an attitude of speaker to the listener or an attitude of writer to the reader. This aspect involves speaker or writer to choose words which appropriate with condition of listener or reader (Djajasudarma, 2009: 5).
- 1.5.8. Intension Meaning Aspect:** Intension meaning aspect is an aim or purpose, conscious or unconscious, effect he tries to promote (Djajasudarma, 2009: 6).
- 1.5.9. Conceptual Meaning:** Conceptual meaning sometimes called as 'denotative' or 'cognitive' meaning. It is widely assumed to be central factor in linguistic and communication. Conceptual meaning related with logical, cognitive or denotative content (Leech, 1981: 9).

1.5.10. Associative Meaning: Associative meaning contains so many imponderable factors that it can be studied systematically only by approximate statistical techniques (Leech, 1981: 18).

1.5.11. Connotative Meaning: Connotative meaning is the communicate value an expression has by virtue of what it refers to, over and above it purely conceptual content (Leech, 1981: 12).

1.5.12. Social Meaning: Social meaning is that which a piece of language conveys about the social circumstances of its use (Leech, 1981: 14).

1.5.13. Affective Meaning: Affective meaning is explains something related with feelings or emotions. It is largely a parasitic category in the sense that to express emotions rely upon the meditation of other categories of meaning include conceptual, connotative or stylistic (Leech, 1981: 16).

1.5.14. Reflected Meaning: Reflected meaning is the meaning which arises in cases of multiple conceptual meaning, when one sense of a word forms part of our response to another sense (Leech, 1981: 16).

1.5.15. Collocative Meaning: Collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. (Leech, 1981: 17).

1.5.16. Thematic Meaning: Thematic meaning is about what is communicated by the way in which a speaker or writer organizes the messages, in terms of ordering, focus, and emphasis. (Leech, 1981: 19).

1.5.17. Quote: Proverbs are often used as quotes to indicate something the speaker for whatever reason does not wish to say directly. Using of quotes can often help the speakers achieve

their communicative goals more readily than can the use of other types of verbal behavior
(Penfield, 1983:4).

