



**A STUDY OF CONCEPTUAL METAPHOR IN SEVERAL OF
BARACK OBAMA'S 2013 SPEECH AND REMARKS ON
ECONOMIC CRISIS**

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS
JEMBER UNIVERSITY**

2014



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A Thesis Presented to the English Department, Faculty of Letters Jember University as
One of the Requirement to Get the Sarjana Sastra Degree in English Studies

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DEDICATION

This thesis is gratefully dedicated to my parents, my one and only sister,
and people around me who have always ask me when this thesis is
completed. Thank you.

MOTTO

“Don't make friends who are comfortable to be with. Make friends who will force you to lever yourself up.”*

* Thomas J. Watson – former chairman and CEO of International Business Machines (IBM)

DECLARATION

I hereby state that the thesis entitled *A Study of Conceptual Metaphor in Several of Barack Obama's 2013 Speech and Remarks on Economic Crisis* is an original piece of writing. I declare that the analysis and the research which is described in this thesis have never been submitted for any other degree or any publication. I certify that to the best of my knowledge that all sources used and any help received in this preparation of this thesis have been acknowledged.

Jember, 24 January 2014

(Tedy Rizqy Pratama Putra)

APPROVAL SHEET

This thesis has been approved and defended in front of the examination committee of Faculty of Letters, Jember University.

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SUMMARY

A Study of Conceptual Metaphor in Several of Barack Obama's Political Speeches and Remarks on Economic Crisis: Tedy Rizqy Pratama Putra: 060110101023: 2014: 42 pages: English Department, Faculty of Letters, Jember University.

Revealing Barack Obama's political strategies based on the use of metaphorical expressions within his speech and remarks is the purpose of this research. Furthermore, this research discusses more about the use of metaphor in some political speeches and remarks.

The primary data in this research is transcripts of Barack Obama's political speech and remarks on economic crisis. This research attempts to apply the conceptual metaphor theory to describe, classify and explain in the field of economical discourse: because, there are many metaphorical expressions in Barack Obama's political speech addressed economy as their target domain. This domain most commonly used source domains include building, plants, journey (Kovecses, 2002:22). These three conceptual metaphors are frequently seen and used in Obama's political speech and remarks. Therefore, the study of metaphor on Barack Obama's speech and remarks is needed to interpret the metaphorical expressions in the field of pragmatics. The theory of conceptual metaphor proposed by George Lakoff and comparison theory on metaphor proposed by G.A. Miller taken from Stephen C. Levinson's books are used in this research. Those two theories are used to analyze and interpret the metaphorical expressions in Obama's speech and remarks.

As the result of this research Barack Obama uses many metaphorical expressions within his speeches and remarks. The metaphorical expressions play an important role in the speeches and remarks and are not just artistic or aesthetic purposes in Obama's speech and remarks on economic crisis.

Keywords: conceptual metaphor, economy, pragmatics, Obama.

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Hopefully, this thesis may have been a good contribution towards the English studies, especially those who intend to develop their knowledge on the study of conceptual metaphor. At last, this is not a perfect one, thus criticism and suggestions are welcomed.

Jember. 24 January 2014

Tedy Rizqy Pratama Putra

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