

Chapter I

Introduction

Basic consideration

Currently, certain words in our world become unique because of the result of the meaning. This occurs because the factors that affect to the dynamics and emerge of the language, such as emotions, experiences, social, and media. There are words which are conceptual in forms and meaning, but in our mind they have another value beyond it, for example words such as *house* and *home*. Both refer to a place for living or residential building (Oxford advance dictionary: 2008); but, mostly the word *home* give more senses instead house, as in this example:

“A *house* is made of brick and stone, but a *home* is made of love alone”

(anonymous); or in a famous quote, “home sweet home”, not house sweet house.

The above case is one of the concerns in linguistic, which is meaning; and the branch which investigates the meaning is semantics. Semantics is the major branch of linguistic which studies the meaning of the language (Crystal, 2008, p.428). In semantics, meanings are categorize into several types which are lexical and grammatical meaning, denotative and connotative meaning, literal and figurative meaning, and primer and secondary meaning.

Discern of the language usage, the use of secondary meaning is dynamics based on the circumstances changes. Unconsciously, we find that there are several

words which considered to be negative for some group of people because the meaning value of the word. As a linguistic matter, the case of connotation is necessary to be concern since this type of meaning independently attached to some words, make it seems being “infected” by the people’ judge and emotion, for example the word *woman* which denotatively can be defined as a female person. However, the characteristic of connotation is adding some properties that we have learnt of what a woman possessed. It includes not only the physical characteristics but also the psychological and the viewpoint of the society. So in the past the word *woman* were burdened with such attributes (frail, prone to tears, cowardly, emotional, irrational) (Leech, 1974, p.14.). In addition, the effect of connotation need to be highlighted by the language user, because its sensitiveness in stimulating cultural or experience based perspective of a word moreover if the meaning is in contact with ethnic, custom, race, and religion. Parera (2004, p. 101) define the perception of the word *jihad* in two perspectives. In Muslim’s view, *jihad* connotes as an effort that need to be established in gaining the God’s mercy, whereas in western, any action that relates to *jihad* are considered to be terrorist action as it is reputed as a matter that should be avoid. Therefore, all of the examples of the connotations above have their own process in how they formed. The process of how the connotation occur become the primary interest of this research.

As what this research prompt, it is important to find out the process of how the connotation occurred. Therefore the researcher need to find a medium that could

be used to explore and identify the process. As for that reason, this research took movie as the object to analyze. Movie is a medium which rich of communication occurrence. According to Peransi (2005, p.146) movie is the medium of communication and expression. It is consider that movie contribute a great influence to its viewers, since it has a content that relate with the real life and moral that would affecting the people. Obviously, movie would be different with the real world since it was managed by the director of the movie itself. The visual effect, audio (music) support and even certain expressions of the characters are the features which support the viewers on creating the imagination on their mind. The used language in the movie intend to be dramatically to ensure the meanings and messages of the movie are delivered. This research tries to identify the linguistic branch that particularly concern the case of meaning, which the emerging of connotation in an American comedy movie known as *Norbit*. Based on the observation, the connotative meaning is used to emphasize the message of the characters through some expressions. The affected words contain a variant value which some is positive and negative for example the use of the word *gorilla* in some speech. Literally, Gorilla indicates a gigantic monkey with a black fur. The movie shows that it is uttered directly by someone, "You marry a gorilla". Obviously this cause the referred person is offended because equalize the person with an animal. Hence, the main point is, using animal as a term for a person is not to indicate by its appearance, but as an equation by imbedded the attributes that the animal has to the person.

In exploring the process, this research need to classify the connotations into their types to see how it occurred. Therefore, this research use expressive connotation (Baker, 1992) which in Dickins, Hervey and Higgins (2002), it can be divided into 5 types; Associative, attitudinal, affective, allusive, and reflected meanings. This research pick these types of connotation because they are not only concern whether the meaning of a word with another one is positive, negative or it is neutral, but they provide the explainable process of why the connotative meaning is occurred. Afterwards, they are effectively worked to determine and classify what kind of word which considered to contain connotation.

Research Question

Based on the background, this research is focus on answering, “How is the use of connotation in *Norbit* movie? “

Focus of the Research

To limit the research, this research focuses on *Norbit* movie as the main object. The main concern of this research is the use of connotation which they are classified into several types of connotation; Associative, Attitudinal, Affective, Allusive and Reflected (Dickins, Hervey, and Higgins, 2002) which in Baker (1992) perception these types of connotations were included as expressive meaning.

Objectives

The objectives of this research are to explore and identify the use of connotation in *Norbit* movie.

Significances

Theoretically, this research is to contribute the readers to have a better understanding about connotation on some aspects. The study also contributes to semantic study in English Department about the types of connotation. Practically, for teacher, the present research can explain about the process of how connotation applied in some words which become a useful way for student in distinguishing connotation meanings into their types. For department, it is hoped that the present research become the reference for the next researcher that will conduct the similar research with a different object.