

**ANALYSIS OF METAPHORS IN  
TV SERIES BRIDGERTON SEASON 1**



**A THESIS**

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ANALYSIS OF METAPHORS IN TV SERIES BRIDGERTON SEASON 1

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On July 5, 2024, the Board of Thesis Examination has kindly approved a thesis by Zhaula Azerina Shalihia Rizal (N041201072) entitled *Analysis of Metaphors in TV Series Bridgerton Season 1* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

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With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No. 1805/UN4.9.1/KEP/2022 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Zhaula Azerina Shaliha Rizal (F041201072) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

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Zhaula Azerina Shaliha Rizal

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## ABSTRACT

Zhaua Azerina Shaliha Rizal. **Analysis of Metaphors in TV Series Bridgerton Season1** (Supervised by Kamsinah and Husain Hasyim).

Figurative language is the use of words or expressions in a non-literal context to communicate meaning beyond their literal meanings. One component of figurative language is metaphor, metaphors are used to communicate complex concepts or emotions by connecting them to something more relatable or concrete. In movies, metaphors are often used to express an atmosphere or to deliver a significant message. This study aims to identify the meaning and type of metaphors that contained in Tv Series Bridgerton Season 1. This research is descriptive qualitative method. The data were analyzed with using theory that is proposed by Lakoff & Johnson (1980) to identified the types of metaphors that has been used in Bridgerton Season 1. By applying Lakoff & Johnson's theory, analysing the meanings by identifying the Target and Source, the author found that there are 90 metaphors that has been identified from 8 episode of Bridgerton Season 1. Classifying them into 3 types of metaphors by Lakoff & Johnson, the author found there are 51 structural metaphors, 26 orientational metaphor, and the least used is ontological metaphor with 13 metaphors. It was found that Bridgerton Season 1 contain 3 types of metaphors according to Lakoff & Johnson theory and with structural metaphors that is most frequently used.

Key words: figurative language; metaphor; Bridgerton Season 1



## ABSTRAK

Zhaula Azerina Shaliha Rizal. **Analisis Metafora dalam Serial TV Bridgerton Musim 1** (Dibimbing oleh Kamsinah Darwis dan Husain Hasyim).

*Bahasa kiasan adalah penggunaan kata atau ungkapan dalam konteks non-harfiah untuk mengkomunikasikan makna di luar arti harfiahnya. Salah satu komponen bahasa kiasan adalah metafora, metafora digunakan untuk mengkomunikasikan konsep atau emosi yang kompleks dengan menghubungkannya dengan sesuatu yang lebih mudah dipahami atau konkret. Dalam film, metafora sering digunakan untuk mengekspresikan suasana atau menyampaikan pesan yang signifikan. Penelitian ini bertujuan untuk mengidentifikasi makna dan jenis metafora yang terdapat dalam serial televisi Bridgerton Musim 1. Penelitian ini menggunakan metode kualitatif deskriptif. Data dianalisis dengan menggunakan teori yang dikemukakan oleh Lakoff & Johnson (1980) untuk mengidentifikasi jenis-jenis metafora yang digunakan dalam Bridgerton Musim 1. Dengan menggunakan teori Lakoff & Johnson, menganalisis maknanya dengan mengidentifikasi Target dan Source-nya, penulis menemukan ada 90 metafora yang telah ditemukan dari 8 episode Bridgerton Musim 1. Mengelompokkannya kedalam 3 tipe metafora penulis membaginya menjadi 51 metafora struktural, 26 metafora orientasi, dan yang paling sedikit digunakan adalah metafora ontologis dengan 13 metafora. Ditemukan bahwa Bridgerton Musim 1 mengandung 3 jenis metafora menurut teori Lakoff & Johnson dengan metafora struktural yang paling sering digunakan.*

*Kata kunci: bahasa kiasan; metafora; Bridgerton Musim 1*



# CHAPTER I

## INTRODUCTION

This chapter presenting about the background, identification and scope of the problems, research questions, objective of the study, and significance of research.

### A. Background

Figurative language describes expressions that have meaning but are not literally true. Figurative language makes use of figures of speech (such similes, metaphors, and clichés) to make stronger impressions or propose new imagery. It is very helpful for conveying a certain idea or emotion. Moreover, figurative language will help the readers feel go a long with the characters by full of imagination, wisdom until the end of the story. The use of figurative language gives imagination to the readers so that they can feel the atmosphere conveyed by the author. It is very difficult to analyze features of the words especially in term of metaphor because metaphor is meaning that hidden in nature of human language. Humans always add up metaphor in each and every of language in any of communication. Sometime the communication might breakdown because there is no method to send meaning and expectation without using metaphor (Lakoff & Johnson. 1980).

Lakoff and Johnson (2003: 5) state that the basis of metaphor is understanding and experiencing one thing in terms of another or understanding and interpreting one thing in terms of another. for example,



*being your friends should come with a warning sign.* The word *warning sign* here does not refer to a traffic sign, but it means that if you are friends with them, you should be careful because they might be a careless or dangerous person. That's the charms of a metaphor, it can mean anything depending on the context. Lakoff & Johnson divide metaphors into 3 categories which is structural, orientational, and ontological. A structural metaphor in which an abstract context is expressed in terms of a clearer context for example, *time is a resource*. The orientational metaphor relates to space for example, *I'm feeling up*. The words up refer to happy. Ontological metaphors are usually associated with substances for example, *he is fell in depression*.

Nowadays, metaphors likely to be use in conversation, narrative text, and even movie dialogue. Metaphors are used to express a variety of emotions, images, and expressions by combining and comparing to different objects or situation. Figurative language including metaphor has been used in books, narrative text even in movie dialogue. This is interesting because most of that movie's dialogues have been more sparkling by the use of metaphor. Metaphors could be found in many kinds of movie genre, romantics, science fiction, detective, horror, comedy, thriller, drama, adventure even in a mystery movie. Many authors use metaphor in the dialogues to express the significance of the movie and its objective. The author and reader may misunderstand a metaphor in their connection, and

most people use metaphors as poetic and imaginative devices. Also, metaphor becomes the lucky charm to attract the audience. Because the use



of metaphors is many and different ways of expressing them, metaphors are grouped into several types so that people are not confused about which type of metaphor is used in books and movies.

There are still many movie goers who do not capture the plot of a movie. There are many reasons that cause this to happen, for example, there are too many problems in the plot and it could also be due to the use of figurative language in the movie and many other reasons. In this research I want to focus my writing on the meaning of the use of metaphors in a TV series. TV series contain many episodes so that if there are viewers who do not understand some of the utterances made in some episodes, it makes them no longer interested in continuing the series or looking for the meaning of the utterance either through books or browsing. This research is very important because by knowing some of the meanings of metaphors in a movie, we can enjoy the movie better and also catch what message the author wants to convey. It also minimizes misunderstandings in a movie plot.

Bridgerton is one of historical fiction-romance Netflix series created by Chris Van Dusen for Netflix that used many metaphors. This series originally from novel books by Julia Quinn. It is set in the competitive world of Regency era London's ton during the social season, when marriageable youth of aristocracy and gentry are introduced into society, and it centers on

ational family. The icon of the series is actually the using of metaphor by the of the characters, which is Lady Whistledown, the nameless and



scandalous newsletter that narrates each episode. Because this TV series is set in the 18s, there are some utterances that are rarely used in today's era, so the audience has to figure out what the meaning of the utterance is. For example, *you must make haste* which means hurry up or move quickly. There may be some old British people who still use some of the words that used in the regency era but many young people also don't understand the meaning of the words.

#### B. Identification of Problems

1. The use of metaphors in a dialogue has its own charm, making it difficult for the audience to understand what are the meaning of metaphors that the author wants to convey.
2. There are so many metaphors used in this TV series that it is difficult for the audience to categorize them.

#### C. Scope of the Problems

This study is focusing on analyzing the meaning of metaphors used in the Tv Series 'Bridgerton' Season 1 and divided them into several types. There are many hidden messages from the author wants to convey to the viewers.

#### D. Research Questions

1. What is the meaning of the metaphors that contained in the Bridgerton Series Season 1?
2. What types of metaphors are employed in Bridgerton Series Season 1?



#### E. Objective of the Study

1. To identify the meaning of the metaphors that contained in the Bridgerton Series Season 1
2. To classify the types of metaphors that are employed in Bridgerton Series Season 1

#### F. Significance of the Research

1. This study is intended to complete previous work dealing with the analysis of metaphors.
2. This study aims to serve as a reference when analyzing the meaning of metaphors.
3. This study supposed to provide an understanding of metaphor for audiences who are not native English speaker.



## CHAPTER II

### LITERATURE REVIEW

This chapter presenting about the previous study, theoretical background; the definition of figurative language and metaphor.

#### A. Previous Study

Thammachai, A. (2010) focused his research on the use of metaphors in *Harry Potter and the Deathly Hollows*. The objective of the study is to analyze metaphorical language used in the novel. This study identifies the meanings of the metaphors used in the novel, and also shows how to divide the metaphors into different types and describes the role each metaphor plays in the novel. Collecting the data through the novel, then the grouping of the data into 16 types, the application and the meaning to be conveyed, and the final step is the summarization of the data. Which leads to the writer found 183 metaphorical languages in this novel. They could be separated in 16 types, and top three of metaphorical language in this research is mixed metaphor 42.62%, complex metaphor 10.38%, and simple or tight metaphor 9.83%. The results could be divided to three level of found frequency; maximum, moderate, and minimum. The relationship between my research and this research is that we both focus on metaphor as an object to be studied.



Next is, Chairunnisa (2017) also did research on the use of metaphors in a movie called *Moana*, not only that, she also focused her

research on the metaphors of emotion that were used by the main characters in the movie. The author used theory from Lakoff & Johnson such as structural metaphor, orientational metaphor, and ontological metaphor and theory emotion that conducted by Kovecses. In this study, the writer found 15 structural metaphors, 12 ontological metaphors, and 3 orientational metaphors, but only a few that the writer analysed. In conclusion, structural metaphor is the most frequently used in the movie.

The last research is from Monika, R. (2020), she did research about 'Analysis Of Metaphor In " A Family Affair" By Kate Chopin'. Lakoff and Johnson (1980) Substitution Theory is applied in this analysis. The metaphor substitution theory only suggests that a metaphor can be replaced with another metaphor without affecting the meaning. By using Lakoff's theory of metaphor are ontological metaphor, orientational metaphor, conceptual metaphor etc. In analysing Kate Chopin's story, the researcher found 1 Conceptual Metaphor and 8 ontological metaphors. The author finds 8 metaphors in Kate Chopin's story " A Family Affair". The types of metaphor that found in this research are ontological metaphor and conceptual metaphor. The meaning of each metaphor is different depends on the types that use in the short story.

The difference between this study and the three other studies mentioned above is that the first study used a novel as the object of research and also used 16 types of metaphor to categorize, while in my study only three types of metaphor were used according to Lakoff & Johnson's theory.



In the second study, the focus is not only on the meaning of metaphors, but also on emotion metaphors, and the last study focusing the use of metaphors in short story and using substitution theory. This research focusing on the utterances that occur in the TV series Bridgerton season 1 and also analysing the metaphors in it by using the theory of Lakoff & Johnson (1980). Meanwhile, many other studies not only focus on metaphors but all the use of figurative language such as similes, idioms, hyperboles personification and etc. It is also still uncommon to analyse research about Tv Series Bridgerton, thus making this research fascinating for the audience.

## B. Theoretical Background

### 1. Semantics

Semantics is a branch of linguistics that studies the meaning contained in a language, code, or other type of representation. It looks at meaning itself, how words are given meaning, and how a complex expression's meaning is dependent on its constituent components. Making the difference between sense and reference is one step in this process. A reference is the thing that an expression points to, whereas sense is provided by the ideas and concepts connected to it. For Lehrer (1974:1) semantics is a very broad field of study, because it also makes references to elements of language's structure and function, allowing it to be connected to anthropology, philosophy, and psychology. The public meaning that phrases have, such as the meaning contained in broad dictionary definitions, is the main focus of semantics. In contrast,



speaker meaning refers to the personal or subjective interpretation that people give certain statements. It may deviate from the literal meaning in instances where someone identifies the term *needle* with drugs or pain (Yule, George 2010).

Ferdinand de Saussure (1857-1913) stated that every linguistic sign consists of two components, namely the signifier and the signified. What is meant by signifier is the form of language sound in the form of a certain sequence of phonemes, while what is meant by signifier is the concept of ideas, ideas, or understanding owned by the signifier. Kambartel (Bauerle,1979: 195) states that semantics assumes that language consists of structures that reveal meaning when related to objects in human world experience. The term semantics is more commonly used in linguistic studies because the other terms have a wider scope of objects, which includes the meaning of signs or symbols in general. There are several branches of semantics such as lexical, phrasal, formal, cognitive, and others.

In addition to the term semantics, there are also terms such as semiotics (often also called semiology and semasiology) which is a field of study that studies the meaning of a symbol or sign on a wider scope object, which includes symbols or signs in general. The difference between the two fields of study is that while the object of semantic study examines the meanings that exist in language, the object



of semiotic study examines the meanings that exist in all systems of symbols and signs.

## 2. Figurative Language

Figurative language is words that it's not the actual meaning, it is used to give a sense of beauty and to emphasize the meaning of what is being said. For example, *he is brave like a lion*, the meaning of the sentence here is that the word lion is described as a fierce creature so that it can also be interpreted into brave. The use of figurative language is common in poems, songs, and others. According to Krause (2008), figurative language refers to an "indirect" or "logical" point of view that maintains that the initial analysis is for literal meaning and if the interpretation does not make sense, then the sentence process reverts to the appropriate figurative language.

Keraf (2009) stated that Figurative language is a word or phrase that departs from every literal language which is very difficult to be understood by people even students because it has differentiation from its context and reality in meaning, in order to know that figurative language formed based on comparison and similarity. Figurative Language encourages one to imagine what is being presented in front of them. Reaske (1982) suggested that figurative language allows for new ways of imaginative description, and it is usually obvious whether a writer is using figurative language or literal language. So, it's no wonder why figurative language is widely used in movies because



every word makes the audience think outside of what is shown so that it makes a movie have its own charms. Keraf (2020) expressed that the purpose of figure of speech is to explain, reinforce, excite, or embellish an object. Since figurative language is widespread in every language, we must understand it well in order to interpret it.

Figurative language is a variety of language used to express a meaning contained in a literature work, which is stated indirectly, which is expressed by stylistic device. Leech in has classified figurative meaning into 8 types, there are; personification, simile, metaphor, hyperbole, irony, litotes, metonymy and oxymoron.

Types of figurative language according to Abrams there are ten types. Abrams stated that “figurative language has 10 types, there are:

- a. metaphor: one of types of figurative language that makes comparison between two things that are different to identify one with another. For example “she has a heart of gold” comparing she and a heart of gold are two entirely different thing.
- b. simile: comparison of two unrelated things that appear to have the same meaning using words such as “like” or “as”. For example “He’s as slow as a sloth”.
- c. synecdoche: figure of speech in which you use a part of something to stand for the whole thing. For example “I just got a new set of wheels” wheels refer to the whole car.



- d. personification: describes something that is not human as though it could feel, think, act, live, or die in the same way as people. For example “the flower danced in the breeze” flower is a dead thing so it can’t dance.
- e. metonymy: a concept is referred to by the name of something closely associated with that thing or concept. For example “the White House” is usually being used for the presidential administration.
- f. allegory: a narrative or visual representation in which a character, place, or event can be interpreted to represent a meaning with moral or political significance. For example children literature by Aesop “The Hare and The Tortoise”. The story is about a tortoise and a hare having a race. The message it conveys is determination and consistency triumph over arrogance.
- g. overstatement (hyperbole): bold overstatement, or the extravagant exaggeration of fact or of possibility. For example “I’ve seen this movie a hundred times” the use of a hundred times is exaggeration because it’s not possible to watch the same movie for a hundred times.
- h. irony: a way of speaking or writing by saying something while the meaning is another. For example “thanks Ben, because you have my car, I should walk to school” he doesn’t want to walk but because Ben have his car so he should walk to school.



- i. symbolism: the use of any person, situation, or object to represent an idea of some sort. For example the colour yellow represent of happiness.
- j. paradox: a statement which seems on its face to be logically contradictory or absurd, yet turns out to be interpretable in a way that makes good sense. For example “less is more” seems illogical and strange but at some point it can be true.

But in this study the researcher focusing on Lakoff & Johnson's theory.

### 3. Metaphor

Aristotle (Lan, 2005) stated that metaphor consists in giving the thing a name that belongs to something else; the transference being either from genus to species, or from species to genus, or from species to species, or on grounds of analogy. Metaphor is an expression used to compare two or more different objects. It can have the potential for clarification of a situation where there are similarities between two concepts.

Similes can be seen as a form of metaphor in which the figurative status of the comparison is made explicit through the use of the word ‘as’ or ‘like’. According to Lakoff (1992) Metaphor is one part of the figurative language. Metaphors are seen as a matter of language not thought. Metaphor is not in language at all, but in the way, conceptualized one mental domain in terms of another. A metaphor is given by characterizing such as cross-domain mappings. A metaphor



consists of a ‘literal’ primary subject (or ‘tenor’) expressed in terms of a ‘figurative’ secondary subject (or ‘vehicle’) (Richards 1932, 96). Metaphors do not have to be verbal, for example, like advertisements on TV, when a woman sprays perfume on her body, suddenly the atmosphere around the woman becomes like a kingdom, from there we can imagine that the perfume sprayed smells luxurious, because kingdom and luxury are two things that can be related.

The association of a particular tenor with a particular vehicle is usually an unfamiliar one: we have to make a leap of the imagination to recognize the new metaphor that is being alluded to. Lakoff and Johnson note that metaphors can vary from culture to culture, but they argue that they are not arbitrary because they are originally derived from our physical, social, and cultural experiences. Lakoff and Johnson (1980) argue that the essence of metaphor is understanding and experiencing one kind of thing in terms of another. Lakoff and Johnson also stated that metaphor is a tool that enables people to use what they know about their direct physical and social experiences to understand more abstract things like work, time, mental activity and feelings. There are three categories of conceptual metaphors identified by George Lakoff and Mark Johnson in *Metaphors We Live By* (1980).

Oriental metaphor relates to spatial relations like up-down, in-out, on-off, etc. For example, “I’m feeling down”, ‘down’ refers to sad emotion meanwhile ‘up’ is refers to happy feeling. The word up and



down here refers to the posture of the human body: when you are sad you tend to lean down, and when you are happy you tend to stand upright. Lakoff & Johnson stated “the physical basis for personal well-being: happiness, health, life, and control-the things that principally characterize what is good for a person-are all up” (1980: 16).

Kovecses (2010) stated that upward orientation tends to go together with positive evaluation, while downward orientation with a negative one. Orientational metaphors that are strongly cultural in content form an internally consistent set with those that are most directly derived from our experience of the physical world.

Ontological metaphors which associate activities, emotions and ideas with entities and substances. Ontological metaphors can also be described by abstract nouns projected to concrete nouns. Metaphors help us organize the reality we experience because we understand our experience in terms of objects and matter. It allows us to control units from our internal and manipulate them as if they were physical things. For example, “I can feel the *magnet* between us”, from the text *magnet* taken from the word magnet which mean a noun that is personified as to two people can’t stay away from each other.

Lakoff and Johnson stated that ontological metaphors are so natural and persuasive in our thought that they are usually taken as self-evident, direct descriptions of mental phenomena. They are among the



most basic devices we have for comprehending our experience. In personification, human qualities are imparted to non-human entities.

Personification is very common in literature. It is also common in everyday discourse. Ontological metaphors serve different kinds of purposes, and the different kinds of metaphors that there are reflect the different kinds of purposes that are served.

Structural metaphor also known as overarching metaphors which allow us to structure one concept in terms of another. To put it another way, structural metaphor is the process of understanding and expressing a one concept through another structured, well-defined concept. We can use the words about one concept to talk about another concept using structural metaphor. For example, “argument is war”, with argument you can take position, defend your position, your point being attacked, have strategies, win or lose just like in the war because they share a lot of similarities.

We can use what we know about war to understand and talk about argument. War is the source domain and argument is the target domain. According to John Goss (1995) a structural metaphor need not be explicitly articulated or defined but it operates as a guide to meaning and action in the discursive context within which it operates. Structural metaphors are also based on systematic correlations in the speaker's experience, such as orientational and ontological metaphors.



### C. Conceptual Framework

