

# **Metaphoric Analysis in Fashion And Style Column**

**at “*The New York Times*”**

**THESIS**

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at “*The new York Times*”**

**THESIS**

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## **STATEMENT OF AUTHENTICITY**

I declare that the thesis that she wrote to accomplish the requirement for the degree of Sarjana Sastra (SS) in English Language and letters Department, Faculty of Humanities and Culture, Maulana Malik Ibrahim State Islamic University of Malang by the title Metaphoric Analysis in fashion and style column at “The New york Times” is accurately her original work. It does not incorporate any materials previously written or published by another person, except those indicated in quotations and bibliography. Due to that fact, she is the only person responsible for the thesis if there is any objection or claim from others.

Malang, September 12, 2012

Nur Hidayati

## **MOTTO**

**One language sets you in a corridor for life. Two languages open every door  
along the way.**

**(Frank Smith)**

## **DEDICATION**

**This Thesis is especially dedicated to**

**My beloved mother Lamikem and my beloved father Mukadi (Alm.)**

**All my brothers and sisters**

**Mas Anhar, mas Lukman, mas Muhyidin, mbak Imro'ah, mbak Rilla,**

**mbak Sari.**

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*Alhamdulillahirabbil 'Alamin*

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## ABSTRACT

Hidayati, Nur. 2012. *Metaphoric Analysis in fashion and style column at "The New York Times"*. Thesis, English Language and Letters Department, Faculty of Humanities and Culture, The State Islamic University of Maulana Malik Ibrahim Malang.

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**Key Words:** metaphor, newspaper

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A metaphor often takes a word that is commonly used to refer to a thing or an action that we experience by our five senses and then uses it to refer to something that is beyond the reach of those immediate senses. As told by Percy metaphors are very strange because when you put two things together it's a way of discovering meanings which haven't been discovered before.

Journalistic writing has been a welcome source of natural language data for metaphor research. The popularity of newspaper text for metaphor research would seem to suggest that news is a very metaphorical register. Newspaper is one way to get information. In reading the newspaper, it is important to get what the newspaper intended to say. Therefore, newspaper should present the information clearly. However, constructing sentences sometimes produces more than one meaning. Therefore, the researcher wants to conduct this study about metaphoric analysis because readers can get misunderstanding or misinterpretation, from "The New York Times" newspaper in fashion and style column.

This research was conducted by using descriptive qualitative. By using this approach the writer expects to be able to explore the data which are suitable with the theory. The researcher used the articles of "The New York Times" newspaper as the relevant source of data. "The New York Times" is newspaper media online. By reading and understanding the data, the researcher selects and categorizes the data which are related to the problems of study, analyzing the categorized data and make conclusion.

Finally, this study shows that there are two types of metaphor found; dead metaphor and live metaphor. All of types of metaphors were used to give and evoke beautiful effect to the readers. The researcher also gave the meaning of each metaphor in order to understand the content of the news in those articles. Further the researcher also expects that this study not only can be used by those who want to do similar and deeper research, but also as references for further relevant researchers.



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## **CHAPTER I INTRODUCTION**

This chapter discusses the background of the study, statement of the problems, objectives of the study, significances of the study, scope and limitation of the study, definition of the key terms.

### **1.1 Background of the Study**

Metaphorical language associates with the figurative or metaphorical meaning, this refers to the non-literal meaning of a word, a clause or sentence . One of the metaphorical languages is metaphor. It is considered by linguists as the most basic where one object describes another object and both object are essentially disparate entities, but common in one more attributes (Shabani, 2008)

Metaphorical expressions were assumed to be mutually exclusive with the realm of ordinary everyday language: everyday language had no metaphor, and metaphor used mechanisms outside the realm of everyday conventional language. Nowadays, people need more actual and complete information. To get that information, there are several ways. Newspaper is one way to get information. In reading the newspaper, it is important to get what the newspaper intended to say. Therefore, newspaper should present the information clearly. However, constructing sentences sometimes produces more than one meaning. Therefore, the researcher wants to conduct this study about metaphoric analysis because readers can get misunderstanding or misinterpretation while reading The New York Times newspaper in fashion and style column.

The use of metaphor in every part of human life is about studying language. One of metaphor's curiosities is the uncertainty in finding metaphorical expression that say something different to what it really means, it means that metaphoric have literal meanings it can be interpreted in more than one meaning, in Setyaningsih (2012). The use of metaphor as part of language aims to help the writer to persuade the readers, listeners or viewers that their thought, aims and ideas are suitable and to make their point clear and vivid to the them. The readers needs to use various language tools in order to make the message persuasive and comprehensible to the readers, listener or viewers.

Lakoff (1980) stated, journalistic writing has been a welcome source of natural language data for metaphor research. The popularity of newspaper texts for metaphor research would seem to suggest that news is a very metaphorical register. However, most studies on metaphor in news have been small-scale or restricted in their focus, investigating only a small set of linguistic or conceptual metaphors, or have lacked a transparent method of metaphor identification. This research presents the first investigation of metaphorically used words in newspaper articles based on a systematic and transparent method of metaphor identification that captures all metaphorical language use regardless of source domain or lexical field. Besides its cognitive linguistic, sociolinguistic and discourse-analytical approaches, the work also adopts a psycholinguistic angle to investigate the influence of metaphor conventionality and metaphor signaling on people's mental representation of a news article. The work will appeal to anyone interested in newspaper texts specifically and metaphor variation across registers

more generally. It is also a helpful resource to those who are concerned with research methodology: it not only advances our knowledge of what characterizes metaphor in newspaper writing, but also furthers the development of research tools for the identification of linguistic metaphors as well as the description of conceptual mappings.

Metaphor is for most people device of the poetic imagination and the rhetorical flourish- a matter of extraordinary rather than ordinary language. Moreover, metaphor is typically viewed as characteristic of language alone, a matter of words rather than thought or action. For this reason, most people think they can get along perfectly well without metaphor. We have found, on the contrary, that metaphor is pervasive in everyday life, not just in language but in thought and action. Our ordinary conceptual system, in terms of which we both think and act, is fundamentally metaphorical in nature. Lakoff (1980) stated that the concepts that govern our thought are not just matters of the intellect. They also govern our everyday functioning, down to the most mundane details. Our concepts structure what we perceive, how we get around in the world, and how we relate to other people. Our conceptual system thus plays a central role in defining our everyday realities. If we are right in suggesting that our conceptual system is largely metaphorical, then the way we think what we experience, and what we do every day is very much a matter of metaphor.

But our conceptual system is not something we are normally aware of. In most of the little things we do everyday, we simply think and act more or less automatically along certain lines. Just what these lines are is by no means



obvious. One way to find out is by looking at language. Since communication is based on the same conceptual system that we use in thinking and acting, language is an important source of evidence for what that system is like.

Primarily on the basis of linguistic evidence, we have found that most of our ordinary conceptual system is metaphorical in nature. And we have found a way to begin to identify in detail just what the metaphors are and structure how we perceive, how we think, and what we do. It also took such systematic sets as evidence that we not only talk about one thing in terms of another, but that we also *think* in these terms. “Metaphors as linguistic expressions are possible precisely because there are metaphors in a person’s conceptual system”. Metaphors thus provide a window on the ways language is structured and on the ways in which we think and learn (Lakoff and Johnson, 1980).

Several previous studies on address terms have been carried out so far. Mahardiani (2008), her study focused on “ Translation of English metaphors into Indonesian in Bridget Jones’s Novel”. There are 107 items of metaphors found and translated in a novel. Based on Larson’s metaphor categories (1984: 249), there are two kinds of metaphors found in the novel they are dead metaphors (71 items) and live metaphors (36 items). Dewi (2010), she analyzed the Translation of Similes and metaphors in the ghost Novel. There are found as many 13 figurative of comparison are closed similes, figurative of comparison are open similes, 30 figurative of comparison are dead metaphors and 37 figurative of comparison are live metaphors. Setyaningsih (2011), focused on Conceptual Metaphor Analysis of Susilo Bambang Yudhoyono. Based on the analysis which has been conducted,

it is found that there are eight metaphorical expression. They are (1) State as Person (2) States as Location (3) The world as community, (4) Social Organization are People (Politics is war), (6) position is Liquid, and (7) crisis as ghosh, and (8) More is Up, Less is down.

From this analysis the researcher uses an American daily newspaper is '*The New York Times*' to be analyzed. "The New York Times" is one of the largest newspapers in United States of America and often get many awards. It is an American daily newspaper founded and continuously published in New York City. It is organized into sections: News, Opinions, Business, Arts, Science, Sports, Fashion & Style, Home, and Features etc. One of those column is about *fashion and style*, and the researcher focuses in this column to be analyzed which is those are fashion and style changes still just like language. Most of all section reveals based on latest even and news. There is a lot of stuff about information that useful for our life, moreover the developing of fashion and style it will develop the language itself. Study of metaphor is important for two basic reasons. First, because, consciously or not, we are employing metaphors all the time. Second, because the working of metaphor sheds light on the ways in which literal language operates. In fact, if literal language is simply conventional metaphor, then, far from being an anomaly, metaphor becomes basic.

While the previous studies above focused on translation and conceptual terms, this study focuses on metaphoric analysis in online newspaper. It is chosen since the language used in the newspaper are unique, interesting and also entertaining the readers in order to make newspaper exist in media online.

Furthermore, newspaper have been selected as the object because of their existence as one of the most frequently updates news. Besides, the researcher noticed that there are many metaphoric used in this online newspaper. For those reason the researcher carries out the research entitled “*Metaphoric Analysis in fashion and style at The New York Times*”.

### **1.2 Statement of the Problems**

Based on the background of the study, the problems to ne solved in this study are:

1. What kinds of metaphors are found in *fashion and style* column at The New York Times?
2. How are metaphors used in the *fashion and style* column at ‘The New York Times’?

### **1.3 Objectives of the Study**

Related to the previous problem above, the objectives of this study are:

1. To find out, define and describe kinds of metaphors that are found in the *fashion and style* column at ‘The New York Times’.
2. To explain how those metaphors are used in the *fashion and style* column at ‘The New York Times’.

### **1.4 Significances of the Study**

The significance of this study can give value contribution for the readers and the researcher herself. The finding of the study on metaphoric analysis are expected to give knowledge and information about the use of metaphore,

especially which is used in online newspaper . The researcher also hopes this study can be used by those who want to do analysis using the theory of metaphor. Further the researcher also expects that this study not only can be used by those who want to do similar and deeper research, but also as references for further relevant researchers.

### **1.5 Scope and Limitation of the Study**

In conducting this research, the researcher uses metaphor as the main theory and limits the scope of the theory into Linguistics and Metaphor area.

Here, the researcher discusses about metaphoric that are used in fashion and style column at the New York Times. Therefore, to avoid broadening of the discussion and to make this research manageable, the researcher limits this study only on fashion and style column which is published on february 2012.

### **1.6 Definition of the Key Terms**

Based on the tittle that is stated before, we should concern many important things. Concerning the tittle, to avoid misunderstanding and in order to get study easier for the reader to know the key terms , the researcher gives some definition related to the study.

- (1). Figurative language : Figurative language is language which has figurative meaning and incorporates the speaker's desire to touch the emotions, to cause shock and to persuade inti action (Peter, 2002: 12).
- (2). Metaphor : is a figure of speech like simile (comparison), but there are no comparison words such as **like** and **as** to separate human and nonhuman.

- (3). Newspaper : printed publication, issued daily or weekly, with news, advertisements (Oxford dictionary, 2003: 287).
- (4). Online Media : Digital media, which includes photos, video and music, distributed over the Internet, which are either non-copyrighted or copyrighted materials provided either freely or for a fee.

## **1.7 Research Method**

This point deals with the research method used in this study. The present study includes research design, source of data, research instrument, data collection, and data analysis.

### **1.7.1 Research Design**

This research uses a descriptive qualitative method since the purpose of this study is describing the data in the form of words and sentences rather than in the form of number or statistical. This study also descriptive that describing an actual linguistic condition systematically and accurately.

This study used qualitative method because it was adjusted to research question and the purposes of this study. Specifically, in analyzing and exposing the data, this data used textual and contextual meaning. Regarding to the object of the study, the researcher considered that this study was analyzed by a descriptive qualitative method since this study to find out, define and describe kinds of metaphors and to explain how those metaphors are used.

Those method used in this research in order to get more understanding about metaphoric language and also to reveal the importance of interpreting the metaphors in accordance with the context because in some cases the language is literal and sometimes metaphorical.

### **1.7.2 Data Sources**

In this research, the primary source is taken from *fashion and style* column at 'The New York Times'. The data are in the form of words, phrases and sentences used in *fashion and style* column published on February 2012.

The researcher chooses this media online newspaper taken by downloading (<http://www.nytimes.com/pages/fashion/index.html>) . The researcher chooses to use this source of data which is taken from the website, because this version of the text is authentically certified and most of section reveals based on latest even and news that the accuracy is guaranteed. It is also the most complete one.

The researcher chooses "New York Times" newspaper because this newspaper contains of some various of language that is used to persuade the readers also used to give and evoke beautiful effect to the readers. Beside that, those news selected because, linguistically, they contain and fraught with the exercise of metaphorical devices and intended meaning either explicitly or implicitly.

There are daily newspaper, but the researcher only chooses five articles which support the analysis contains many metaphorical thinking which are relevant to Larson, Lakoff and Johnson's theory of metaphor.

### **1.7.3 Research Instrument**

The instrument of this research was the researcher herself. It was because this research was related to readings. Thus, the researcher is also the one who collect and analyze the data.

### **1.7.4 Data Collection**

In order to get the data, the researcher follows some steps of data collection as follows. The first, the researcher found the data by downloading from <http://www.nytimes.com/pages/fashion/index.html> to get the news of the newspaper and identify them carefully in order to get metaphoric language. Second, the researcher classify based on the type of metaphor to make the data analysis easier.

### **1.7.5 Data Analysis**

In analyzing the data, the researcher follows some steps that put in order. The steps are as follows: first, analyze the data. This step is done by classifying the metaphoric, then analyzing metaphors found in the articles based on Lakoff and Larson theory. Next, discussion of the research finding, to do the possible metaphoric analysis used by Larson and Lakoff, is classified as a whole result. Finally the researcher draws the conclusion.

## **CHAPTER II**

### **REVIEW OF THE RELATED THEORY**

This chapter consist of the theory and review of previous study that support the research including conceptual metaphor which includes semantics, figurative language and conceptual domains.

#### **2.1 Semantics**

Semantics is one of the branches of linguistics studying about meaning, and it is considered as a major branch of linguistics devoted to the study of meaning (Crystal, 1991:310). The term is derived from Greek *semantikos* from the word *sema* (“to signify”, or “mean”). It considered as the relation between words or other symbols and the objects or concepts to which they refer, as well as with the history of meaning and the changes they undergo. As Palmer states that semantics is the technical term used to refer to the study of meaning, and since meaning is a part of language, semantics is a part of linguistics (1981: 1). Then, he adds that, meaning here, covers various aspects of language and might be include in semantics properly, or the way which it should be described in farhan, (2002).

Demers, Akmajian & Harnish (1981:225) in his book “Linguistics and Introduction to Language and Communication” stated that semantic is generally considered to be the study of meaning in language, while in logic semantic is generally considered to be the study of reference in language. In Longman dictionary (1983: 1011), Semantic is the study of meanings of



words and other parts of language, the general study of signs or symbols and what they stand for.

The same as Lyons, it is clear that semantic is a study of meaning. The term of meaning in the semantics theory can be described from the mind of speaker to the mind of the hearer by embodying them, as it was, in the form of one language or another (Lyons, 1981:139). But lately, some philosophers have debated about the term of meaning in the case of semantics definition. According to them, the word meaning will be unanswerable, if it is asked in such this question, what is meaning? Because the word meaning in English has some kind of existence on reality (presupposition of reality), and everything referred to as meaning is similar, if not deal in nature (presupposition of homogeneity).

Goddard in Oxford (1998:1) also stated that semantic is the study of meaning which stands at the very center of the linguistic quest to understand the nature of language and human language abilities. It is obvious that semantic has an important role in understanding and comprehending a language, especially for English, since semantic does not only concern the study of meaning but also the relationship between language and culture as Goddard (1998:1) also states: Another concern of semantic is to shed light on the relationship between languages and cultures. Much of the vocabulary of any language and even parts of the grammar will reflect the culture of its speakers indeed, the culture specific concepts and ways of understanding embedded in language, are an important part of what constitutes a culture.

Belong to most accepted theory of semantics, meaning is ideas or concepts, which can be transferred from the mind of speaker to the mind of hearer by embodying them, as it were in the forms of one language or another (Lyon, 1981:136). The identification of meaning without knowing the concept will not help us to answer the question about “meaning” clearly. Therefore, the term “concept” must be clearly defined. In fact, there is no evidence to suggest that concepts, in clear definition, term “concept” are relevant to the construction of an empirically justifiable theory of linguistic semantics.

Fromkin (1981: 164) states that semantics is the study about meaning of words, phrases, and sentences, from the statement above, we recognized that, when we are learning language, it includes learning the “agreed-upon” meaning of certain strings of sounds and learning how to combine these meaningful units into larger units that also convey the meaning.

Every words and morphemes in the language have their own meaning. There are some semantic properties of the word that speaker of the utterances agree to say. Of course, words have more properties which define their meaning than are shown. Evidence of semantic properties is found in some of speech errors that we make. Then, the meaning of word is specified in part by a set of semantic properties (Fromkin, 1981). Semantic property of a word can be shown as follow; the word “women” and “girl” in our mental dictionary have the same sense or meaning but through semantic properties of word we can clearly differentiate these two words in their meaning. As the word “women” consist of “female,

human, and not young” otherwise the word girl consist of “female, human and young. Therefore, we referred women to the old female and young female as girl.

It can be concluded, semantics is a study that discusses more about the relationship between word and meaning. Meaning itself is divided into three levels, namely lexical meaning, sentential meaning, and discoursal meaning.

## **2.2 Figurative Language**

Figurative language is language which has figurative meaning and incorporates the speaker’s desire to touch the emotions, to cause shock and to persuade into action (Peter, 2002: 12). By using the figurative language to induce parallel thoughts and feelings in others, so that he can create a sense of persuasion in his speech. In other words, figurative language is a device that the speakers to help him transfer his ideas or thoughts into the audience’ minds. Thus, he can persuade the audiences to agree with his ideas or phrase which is used for special effects and which does not have its usual or literal meaning (Longman Dictionary of Applied linguistics, 1985). Broadly defined, a figurative language is another style of saying something than the ordinary style, in Ima (2007).

According to Achmadi , (1990: 77) in literary rhetoric there is a classification of language style in the scope of descriptive language or figurative language. Figurative language is actually a part of language style in general. Talking about language is talking about beauty of language usage, which is simple and not excessive; but effective and can build a concrete description on the imagination.

Figurative language, as Abrams (1981: 42) stated that it is a deviation from what speakers of language apprehend as the ordinary, or standard, significance or sequence of words, in order to achieve some special meaning effect. Further, Charteris Black (2004: 7) stated. “ metaphor is a figure of speech that is typically used in persuasion; this is because it represent a novel way of viewing the world that offers some fresh insight,’ it can be concluded that metaphor is persuasive. Because of that, metaphor has rhetorical function or capacity to persuade and influence the thoughts and actions of the readers and listeners, in Setyaningsih (2011).

There are some kindsof figurative meanings are founded and existed by Dennis but here the researcher only writer about some kinds which are most familiar and used in everyday.

### 2.2.1 Simile (Similitude)

A comparison of one thing another is always explicit because the words ‘like’ or ‘as’ are used, Dennis (1996:62-63). For instance,

That darknesss to me was **like the fruit** of sloes, heavy and ripe to

The touch . . . I was a snug **as a mouse** in a hayrick

Simile is an explicit comparison of one thing to another, most of them linked by *like* or *as* . Above is one example about Laurie Lee in cider with Rose is here describing his memories of sleeping with his mother as three-year-old child.

Other speaker said writers compare things that are alike in one way, but different in most other ways. A simile uses the words “like” or “as” (Philips L, 2008.)

For example:

e.g She ran like the wind

In addition, Elizabeth (2005) states that simile can be singled out by thier specific structure of comparison, consisting of the relevant features.

In short, simile is the comparison between two things which are particularly similar in the application through the use of connecting words *like* or *as*.

### **2.2.2 Metaphor**

According to Knowles and Moon (2006), metaphor is the use of language to refer something other that what it was originally applied to, or what it ‘literary’ means, in order to suggest some resemblance or make a connection between the two things

In addition, Paul (2004:41) states that metaphor is a process of mapping between two different conceptual domains. First, target domain is the topic of concept that you want to describe trough the metaphor while the source domain refers to the concepts that you draw uon in order to create the metaphorical construction.

In conclusion, metaphor is the implicit comparison. It compares things without apply the words *like* or *as*.

### 2.2.3 Metonymy

A figure of speech in which one word or phrase is substituted for another with which it is closely associated (such as 'crown' and 'royalty'). Metonymy is also the rhetorical strategy of describing something indirectly by referring to thing around it, as describing someone's clothing in order to characterize the individual. For instance; *The pen is mightier than the sword* and *Her voice is full of money*.

Paul (2004:43) state, metonymy is based on a transfer within a single conceptual domain. Then, Dennis (1996:65) stated that metonymy is a name or descriptive term which is transferred to some objects different form, but analogous to, that it is properly applicable. For example;

Both Heaven and Earth know the power of love;

A metonymy does new name impose,

And things for near relation shrews.

In short, metonymy is a figure of speech in which one word or phrase is substituted for another with which it is closely associated.

### 2.2.4 Hyperbole

Hyperbole is one kind of figure of speech which is very common and it is often found in daily life. For the meaning, Dennis (1996:65) stated that hyperbole is a figure of speech that has statement

containing exaggeration. Moreover, it is used to express strong feeling or produce strong impression, and not intended to be understood literally.

For instance;

The bag weighed a ton;

It means that hyperbole helps to make the point the bag was very heavy although it is probable that it would actually weight a ton.

In short, it can be concluded that hyperbole is a one kind of figure of speech which has the purpose for making strong and lighting the sentence.

### **2.2.5 Irony**

Parington (2007:1548) stated, irony is “as a mode of speech in which the meaning is contrary to the words” (Dr. Johnson quoted in Wilson and Sperber, 1992:54) is incapable of explaining a number of types of ironic utterances. These include, ironical understatement such as “You can tell he’s upset” spoken upon observing someone clearly blind with rage. This the authors point out, means neither “You can’t tell he’s upset” or “You can tell he’s not upset”, as the traditional definition of irony, they say, would suggest.

So, it can be conclude that irony is other kind of figure of speech which has the meaning appear something different from what is intended.

### 2.2.6 Litotes

Dennis (1996:66) stated, litotes is ironical understatement in which an affirmative is expressed by negating its opposite.

This shelter is my home;

Love overcomes no small things;

Litotes does more Sense than Words include,

And often by two Negative hath stood.

## 2.3 Metaphor

The word ‘metaphor’ comes from Greek *metapherein*, meaning ‘to transfer’ or to ‘carry over’. Lakoff (1992) defines the word metaphor as a novel or poetic linguistic expression where one or more words for a concept are used outside of its normal conventional meaning to express a similar concept, in Dewi (2010).

There are several definition of metaphor proposed by several experts. Knowles and Moon (2006) define metaphor as the use of language to refer to something other than what it was originally applied to, or what it literally means. Meanwhile, Davinson (1979, in Leezenberg, 2001) defines metaphor as a matter of how people use words rather than of what those words mean.

The Davinson’s idea about “how people use words” is elaborated by Knowles and Moon (2006). They point out that people choose metaphors in order to communicate what they think or how they feel about something, to explain what a particular thing is like, to convey a meaning in a more interesting or



creative way, or to do all these. They moreover suggest that the function of metaphor is to give some similarities or make a connection between the two things, in Fajrin (2011).

Another definition of metaphor comes from Leezenberg (2001). He defines metaphor in a rather simpler way: a deviation from literal language. Through this definition, it is obviously seen that metaphor occurs when literal meaning of words or sentences is deviated.

From the previous explanation, it can be seen that metaphor occurs not only when people have no other words to refer to a particular thing, but also when people have a choice.

Meanwhile, Lakoff & Johnson (1980, in Noth, 1990) come up with an idea that metaphors are neither natural nor universal, but are culturally determined. They explain that metaphors are said to be culturally determined since they are built into the conceptual system of the culture in which the people live.

The purpose of metaphor itself is to describe entity and in more complex way than possible by using literal language. Usually the comparison is made without using words such as 'like' or 'as'. Newmark (1982: 84). It is also to appeal to the sense, to interest, to please and to delight. (Newmark 1988: 104).

From the above definition, it can be concluded that metaphor is a matter of how the words are used without referring to their literal meaning, while literal is what the words mean without referring to their context of use.

### 2.3.1 Classification of Metaphor

There are different types of metaphor stated experts. Below, the researcher will present metaphor types according to two experts, Larson and Newmark. Larson (1984: 249), in his book *Meaning- Based Translation; A Guide to Cross-Language Equivalent* states that there are two kinds of metaphor. They are dead metaphor and live metaphor.

#### 1. Dead Metaphor

Metaphor is used not only in the written text but also in daily conversation. Sometimes there are metaphors used in conversation or in written text that are understandable without thinking further. It is called dead metaphor. Larson (1984: 249) mentions that dead metaphors are “those are part of the idiomatic construction of the lexicon of the language”. When a dead metaphor is used, the listener or the reader does not think about the primary sense of the words, but only the idiomatic sense directly.

In addition, a dead metaphor is one which is understood directly without paying attention to the comparison. For example:

The leg of table

The bottom of the hill

The two examples above are idiom. From those examples, it is easy to see that there is a comparison, between the leg of a table and the leg of

the person or animal, and it happens to the bottom as well. However one no longer thinks of about a person when using the expression *leg of the table or bottom of the hill*. Thus, the person using them no longer thinks of the comparison on which it based.

## **2. Live Metaphor**

While a dead metaphor can be easily understood by the listener or the readers, it is pretty hard to understand the live metaphor. Larson (1984: 249) states that live metaphors are “those which are constructed on the spot by the author or speaker to teach or illustrate.” Moreover, a live metaphor is one which is understood only after paying special attention to the comparison which is being made. For example:

She is the devil

His eyes are jewel

### **2.3.2 Some of Conceptual Metaphor**

Lakoff and Johnson took such systematic sets as evidence that we not only talk about one thing in terms of another, but that we also *think* in these terms. “Metaphors as linguistic expressions are possible precisely because there are metaphors in a person’s conceptual system” (Lakoff & Johnson, 1980, p.6). Metaphors thus provide a window on the ways language is structured and on the ways in which we think and learn. In this view, they are no longer regarded merely as an element of poetry but are recognized as a central device

in human thought. This is the reason metaphor has become such an important topic of linguistic research.

Lakoff and Johnson's work on conceptual metaphor created a whole new field of research within cognitive linguistics. As with much groundbreaking research, it also has been heavily criticized (e.g. Jackendoff & Aaron, 1991; Murphy, 1996, 1997; Steen, 1994; Verwaeke & Green, 1997; Verwaeke & Kennedy, 1996). One point of critique is their method of data collection: it is not clear how they accumulated the examples offered in support of their claims. The bulk of their examples seem to be constructed rather than found and are presented out of a larger context. In this thesis I will take the view that to develop a deep understanding of metaphor, it is necessary to move beyond invented examples and decontextualized materials. If we want to understand how people use metaphorical language, its functions, in what kind of situations and in what ways it is used, how people understand metaphorical language and what kind of effects it might have on them, we need to look at real language as it is used and produced in everyday life. This focus on metaphorical language use by real people in real situations of use is only a recent phenomenon. In this work, linguistic metaphors are referred to as words, units or expressions that are metaphorically used, linguistic metaphors, metaphor related words or metaphorical expressions, in Vrije Universiteit (2011).

To understand more about conceptual metaphor, later Kovecses (2002: 5) gives some classic examples of conceptual metaphor each from Lakoff and Johnson's *Metaphors We Live By*. Below is a list of additional phrases that speakers of English use to talk using metaphorical expression. The small capitals are used for the statement of conceptual metaphors and italics for metaphorical linguistic expression.

#### **2.3.2.1 AN ARGUMENT IS WAR**

Your claims are *indenfensible*.

He *attacked every weak point* in my argument with him.

His criticism were *right on target*.

I *demolished* his argument.

I've never *won* an argument with him.

You disagree? Okay, *shoot*?

If you use that *strategy*, he'll *wipe you out*.

He *shot down* all of my arguments.

#### **2.3.2.2 LOVE IS JOURNEY**

Look *how far me've come*.

We're at a *crossroads*.

We'll just have to go *our separate ways*.

We can't *turn* back now.

I don't think this relationship is *going anywhere*.

*Where* are we?

We're *stuck*.

It's been a long, *bumpy road*.

This relationship is *dead-end street*.

We're just *spinning our wheels*.

Our marriage is *on the rocks*.

We've *gotten of the track*.

This relationship is *foundering*.

### **2.3.2.3 THEORIES ARE BUILDINGS**

Is that the *foundation* for your theory?

The teory needs more *support*.

We need to *construct* a strong argument for that.

We need to *butters* the theory with *solid* arguments.

So far we have *put together* only the *framework* of the theory.

### **2.3.2.4 IDEAS ARE FOOD**

All this paper has in it are raw facts, *half-baked* ideas, and warmed-over theories.

There are to many facts here for me to *digest* them all,

I just can't *swallow* that claim.

Let me *stew* over that for a while.

That's *food* for thought.

She *devoured* the book.

### **2.3.5 MORE IS UP, LESS IS DOWN**

The number of books printed each year keeps going *up*.

His draft number is *high*.

The amount of artistic activity in this state has gone *down* in the past year.

The number of errors he made is incredibly *low*.

His income *fell* last year.

He is *underage*.

If you're too hot, turn the heat *down*.

Furthermore, Kovecses (2002 ) explained that the nature of the relationship between the conceptual metaphor and the metaphorical linguistic expressions in the following way, the linguistics expression (i.e ways of talking) make explicit, or are manifestation of, the conceptual metaphors (i.e ways of thinking). To put the same thing differently, it is the metaphorical linguistic expression that reveal the existence of the conceptual metaphors. The terminology of a source domain that is utilized in the metaphorial process is one kind of evidence for the existence of conceptual metaphor.

In addition, comprehending conceptual metaphor means that the speakers need to know about conceptual domains. Therefore, in the follloing discussion present the conceptual domains.

## **2.4 The New York Times**

*The New York Times* is an American daily newspaper founded and continuously published inNew York City since 1851. *The New York Times* has won 106 Pulitzer Prizes, the most of any news organization. Its website is the most popular American online newspaper website, receiving more than 30 million unique visitors per month.

Although the print version of the paper remains both the largest local metropolitan newspaper in the United States, as well the third largest newspaper overall, behind *The Wall Street Journal* and *USA Today*, its weekday circulation has fallen since 1990 (not unlike other newspapers) to fewer than one million copies daily, for the first time since the 1980s. Nicknamed "the Gray Lady", and long regarded within the industry as a national "newspaper of record",<sup>1</sup> *The New York Times* is owned by The New York Times Company, which also publishes 18 other newspapers including the *International Herald Tribune* and *The Boston Globe*. The company's chairman is Arthur Ochs Sulzberger Jr., whose family has controlled the paper since 1896.

The paper's motto, printed in the upper left-hand corner of the front page, is "All the News That's Fit to Print." It is organized into sections: News, Opinions, Business, Arts, Science, Sports, Style, Home, and Features. *The New York Times* stayed with the eight-column format for several years after most papers switched to six columns, and it was one of the last newspapers to adopt color photography.

Access to the newspaper's online content is through a metered paywall. Frequent users (over 20 articles per month) have to purchase digital subscriptions, but access remains free for light users. There are apps to access content for various mobile devices, such as Android devices and the iPhone.

*The New York Times* was founded on September 18, 1851, by journalist and politician Henry Jarvis Raymond, who was then a Whig and who would later be the second chairman of the Republican National Committee, and former



banker George Jones as the *New-York Daily Times*. Sold at an original price of one cent per copy, the inaugural edition attempted to address the various speculations on its purpose and positions that preceded its release.

The paper changed its name to *The New York Times* in 1857. The newspaper was originally published every day except Sunday, but on April 21, 1861, due to the demand for daily coverage of the Civil War, *The New York Times*, along with other major dailies, started publishing Sunday issues. One of the earliest public controversies in which the paper was involved was the Mortara Affair, an affair that was the object of 20 editorials in *The New York Times* alone.

*The New York Times* is third in national circulation, after *USA Today* and *The Wall Street Journal*. The newspaper is owned by The New York Times Company, in which descendants of Adolph Ochs, principally the Sulzberger family, maintain a dominant role. As of December 26, 2010, the paper reported a circulation of 906,100 copies on weekdays and 1,356,800 copies on Sundays. According to a 2009 *The New York Times* article circulation has dropped 7.3 percent to about 928,000; this is the first time since the 1980s that it has fallen under one million. In the New York City metropolitan area, the paper costs \$2 Monday through Saturday and \$5 on Sunday. *The New York Times* has won 106 Pulitzer Prizes, more than any other newspaper.

In 2009, *The New York Times* began production of local inserts in regions outside of the New York area. Beginning October 16, 2009, a two-page "Bay Area" insert was added to copies of the Northern California edition on Fridays and Sundays. *The New York Times* commenced production of a similar Friday and

Sunday insert to the Chicago edition on November 20, 2009. The inserts consist of local news, policy, sports, and culture pieces, usually supported by local advertisements.

In addition to its New York City headquarters, *The New York Times* has 10 news bureaus in New York State, 11 national news bureaus and 26 foreign news bureaus. *The New York Times* reduced its page width to 12 inches (300 mm) from 13.5 inches (340 mm) on August 6, 2007, adopting the width that has become the U.S. newspaper industry standard. Because of its steadily declining sales attributed to the rise of online alternative media and social media, *The New York Times* has been going through a downsizing for several years, offering buyouts to workers and cutting expenses, in common with a general trend among print newsmedia.

The newspaper's first building was located at 113 Nassau Street in New York City. In 1854, it moved to 138 Nassau Street, and in 1858 it moved to 41 Park Row, making it the first newspaper in New York City housed in a building built specifically for its use. The paper moved its headquarters to 1475 Broadway in 1904, in an area called Long Acre Square, that was renamed to Times Square. The top of the building is the site of the New Year's Eve tradition of lowering a lighted ball, that was started by the paper. The building is also notable for its electronic news ticker, where headlines crawled around the outside of the building. It is still in use, but is not operated by *The New York Times*. After nine years in Times Square, an Annex was built at 229 West 43rd Street. After several expansions, it became the company's headquarters in

1913, and the building on Broadway was sold in 1961. Until June 2007, *The New York Times*, from which Times Square gets its name, was published at offices at West 43rd Street. It stopped printing papers there on June 15, 1997.

The newspaper remained at that location until June 2007, when it moved three blocks south to 620 Eighth Avenue between West 40th and 41st Streets, in Manhattan. The new headquarters for the newspaper, The New York Times Building, is a skyscraper designed by Renzo Piano.

In conclusion, The New York Times be able to give information in whole content for people. This newspaper also easily to be access through mobiledevices ,there are apps to access content for various mobile devices, such as Android devices and the iPhone. In the point, the users given easy of this media online newspaper.

## **2.5 Previous Study**

There are several prevous studies which are relevant with this topic that have been analyzed in the same field, those are:

First researcuhr is Dewi (2007) who has analyzed *An Analysis of The Translation Of Similes and Metaphors in The Ghost, A Novel Written By Danielle Steel*. Descriptive qualitative method is applied in conducting the research. The English similes found are classified based on Keraf's classification while the metaphors are classified based on Larson's. The findings f this research is that closed simile, open simile, dead metaphor and live metaphor are found in the

novel, in which open similes are the most common figures of comparison used by the author in delivering the messages or about 42.03% of figurative of comparison belong to open simile. While of the translation procedure, reduction procedure is mostly used by the translator in translating those similes and metaphors since the percentage is 20.29%.

Next researcher is Setyaningsih (2011) in her study entitled “*Conceptual Metaphor Analysis of Susilo Bambang Yudhoyono in The 5th Islamic Economic Forum*”. This research uses descriptive qualitative approach. Based on this research, the researcher concludes that Susilo Bambang Yudhoyono’s keynote address employs eight conceptual metaphors, those are: (1) State as Person, (2) States are Location, (3) The world as Community (4) Social Organizations are People (5) Politic is War, (6) Job is Liquid, and (7) Crisis as Ghost, and (8) More is Up, Less is Down. The analysis showed that he used metaphors to activate the emotion of the listener and to convince the audience about his future plans.

The third researcher is Fajrin (2011), who has analyzed ‘*The Metaphorical Use Of English Address Terms In Indonesian Blog Comments*’. The findings reveal that the Indonesian bloggers use several types of English address terms, those are kinship terms (e.g. bro and sis), titles (e.g. boss, moderator, master), term of endearment (e.g. sweetie), and generic term (e.g. dude). Most of them are used metaphorically, except for the term moderator and dude. Kinship terms which are used literally to address those having biological relationship with the interlocutor are used metaphorically as generic terms of address among the bloggers. Titles: boss and master are used metaphorically to address those

considered helpful and having exceptional skill at certain thing even if there is no occupational relationship between them. Sweetie belonging literally to a term of endearment is used metaphorically as a regular term among females.

The last, Nursyamsiah ( 2011) in her study entitled “*Translation Analysis Of Metaphors In The Lost Symbol Novel By Dan Brown*”. The analysis of this study is using a qualitative case method with textual comparison design, the data were collected through documents of the novels. Through a textual descriptive analysis, they were classified and analysed by using Knowles and Moon’s theory of types of metaphor (2006), Newmark’s theory concerning procedure of translation (1988) and Larson’s theory concerning the criteria of good translation. The findings reveal that there are two types of metaphor which consist of conventional metaphor (55.75%) and creative metaphor (44.25%). The procedure mostly applied in translating the metaphors is literal (34.51%).

Based on the result of previous studies above, this study analyzes about metaphoric in fashion and style column at The New York Times. The differences to the previous studies is the object of this study is the articles of online newspaper as the relevant data which has not been researched before.

## CHAPTER III

### FINDING AND DISCUSSION

This chapter consists of findings and discussions. The data taken in this research are obtained from the data sources which are from the internet. Moreover, it is categorized into kinds of metaphors and its uses in this data. In addition, the data presentation is followed by discussion and conclusion.

#### 3.1 Research Findings

This section deals with the answers of question on the research problems. The study is designed to get information concerning metaphoric language of the most influential news in 'The New York Times'. To understand the meaning of a word or phrase, we could not only interpret them based on their truth meaning but we have to notice the context where they are used or contextually. In order to get easier to understand the meaning of this study is done by using a metaphoric term.

This study is concerned with the text on the article of The New York Times. Actually there are 30 data exist on february, but the researcher only chooses five influential articles especially on February edition, in order to avoid the monotone the result of analysis and to avoid the broadening the data.

The researcher display the data based on the sequence the appearance of the data, they are: *Skin Brighteners Find a Welcome - February 8, 2012*, *Ted Gibson, Celebrity Hairstylist, Lobbies for an Oscar for Hair - February 14, 2012*, *The Sedate Spa Massage Goes Extreme - February 15, 2012*, *SKIN DEEP*;

*Enzymes Try to Grab the Spotlight - February 23, 2012, For Tired Faces, Korres Has a Cream, and Equinox Has Strawberries and Chocolate - February 29, 2012.*

## **Datum 1**

### ***Skin Brighteners Find a Welcome***

The first article that will be analyzed by the researchers *Skin Brighteners Find a Welcome* – February 8, 2012. This article gives information about new skincare product about whitening cream including the solution for woman who wants to make her skin brightener. In this article, the researcher finds synonymy which is shown in the analysis below:

#### ***Skin Brighteners Find a Welcome (1.1)***

Some people want to look gorgeous and attractive with the bright skin. They think that the healthy and beauty skin are defined in the skin color. In this article, the researcher finds the words that showing the pattern of stating a person metaphor. A metaphor of this sentence is *skin brighteners* which is compared with something alive as a hero for someone who has dark skin to make their appearance brightener. Yet, the readers no longer notice that metaphor is used since those words are used in their daily life it is because categorized as live metaphor. Therefore, the words *find welcome* means people who can get a bright skin with the certain treatment and they agree and accept the product of beauty treatment.

*With names that include words like Le Blanc, **Snow and White Cloud**, a slew of new skin-care products suggests that they can create the look of an extra-pale complexion that has been coated in SPF 50 since birth. (1.2)*

From the preposition above, the researcher get that there is one topic, two images and no point of similarity. In this case *skin* as the topic, is being compared with a snow and white cloud as the image of metaphor. However the readers do not know how come they are being compared with no point of similarity expressed in a metaphor. Yet, if we looked up by eyes there is a similarity between *snow* and white cloud, that they have the same color. Therefore, we can compare both snow and white cloud with skin, since both snow and white cloud have a white and clear color. Moreover, the point of comparison is left implicit the metaphor is classified as live one. It is categorized as a dead metaphor because dead metaphor is one which is understood directly without paying attention to the comparison.

*In Japan, where this type of item has been popular for a couple of decades, **lighter skin is exactly what it promises.**(1.3)*

Unlike simile, a metaphor has no word that mark the comparison such as ‘like’ or ‘as’. It simply makes the comparison directly called as live metaphor. Usually it uses ‘to be’ to show that two things are being compared. In this metaphorical expression, the part which acts as source domain is the phrase “*lighter skin is exactly what it promises*” whereas the target domain is



“*promises*”. By saying this metaphorical expression, the writer gave an impression that the country (Japan) has product for skincare treatment that promise this product can help to solve the skin problem especially for people who has dark skin to make their skin brighter.

*“In Asia, there are a lot of whitening products, and that’s what the category is called, which is in reference to the **pearl-white skin** that they aspire to have. (1.4)*

From the figure of phrase above, the topic of the metaphor *pearl*, in this case is *skin* that is being compared with *white skin* as the image. But there is no point similarity that shows the comparison between them. As a result, the readers are expected to guess what is the similarity between them. As we all know, they exist from different sides that are pearl and white skin. Therefore, since the readers do realize that metaphor is being used, the sentence to dead metaphor.

## **Datum 2**

### ***Ted Gibson, Celebrity Hairstylist, Lobbies for an Oscar for Hair***

In this second article *Ted Gibson, Celebrity Hairstylist, Lobbies for an Oscar for Hair* was published on February 14, 2012. Article above is about the journey of hairstylist who have many experience by using his skill especially as a hairdresser. He becomes celebrity hairstylist that got many award in many event. In this article, the researcher finds metaphor which is shown in the analysis below:

## Analysis

*“ I want to look my best, short of plastic surgery, and **do something to update my look**, and have a professional look at my hair with a fresh set of eyes.”*

**(2.1)**

In this metaphorical expression, the part that plays role as source domain is the phrase ‘*do something*’ whereas the target domain is ‘*to update my look*’. The sentence ‘*do something to update my look*’. Here, Mrs. Rocco want to make transformation of her appearance. She will makeover or doing some treatment to keep her beauty. She feels proud that she can show the good appearance in order to make happy someone who is see her style. It is categorized as dead metaphor because the listener or the reader does not think about the primary sense of the words, but only the idiomatic sense directly.

*“If you think of it that way, **it’s a lot of money**, but if you think about it as a very unique gift to give someone, **then it’s worth it**.” (2.2)*

In this metaphorical expression, the part which acts as source domain is the phrase “*it’s a lot of money*” whereas the target domain is the phrase “*then it’s worth it*”. The speech above is looks like the author seems to giving his advice for the listeners or the readers . Here, Armand Rocco one of husband’s client of the famous hairstylist wants to indicate a payment of the salon is expensive for a haircut. He tries to make comparison between money with the gift for someone and those are as a worth to respect what the hairstylist have done. It is categorized

as live metaphor because it is understood only after paying special attention to the comparison which is being made.

*A late bloomer who started in the fashion business at 33 after helping to develop Aveda products, **Mr. Gibson, 46, is an image-maker**, known for styling the tresses of rising-star celebrities like Ashley Greene of “Twilight” fame, Mila Kunis of “Black Swan” and Jessica Chastain, recently nominated for best supporting actress for “The Help.”(2.3)*

A metaphor in the sentence above compares the ‘*image-maker*’ with ‘*hairstylist*’, a job that is a way in which someone's hair is cut or arranged. The word *image-maker* here is not actually the general make image for some people. It actually refers to he as a make up artist make their appearance (celebrities) appropriate the character what they have played. He works very well to make appearance is different with the true character that is own by those artist.

*“If you think about all the people who wanted to do this before me, they have been straight, white with an accent — Vidal Sassoon, Frédéric Fekkai, John Freida and Horst Rechelbacher,” said Mr. Gibson, who favors pink shirts and the über-masculine scent Le Labo Santal 33. “It’s new territory. **It’s scary at one point, and exciting at the other.**” (2.4)*

Based on the speech above, the researcher finds state as person metaphor. The part which acts are source in the phrase “*It’s scary at one point, and exciting*

*at the other”* whereas the target domain is *Mr. Gibson*. The author of this article wants to compare the side effect when he does something different with other guy like wear pink skirt which is really weird for common people and it is distinguished attitude for a man but in other side his attitude can kick his job to be more interesting with his own style.

*No more. **On a blustery Tuesday evening**, inside the cozy West Village apartment Mr. Gibson shares with Jason Backe, the celebrity colorist with whom he builds his brand and his life (and Spencer, their Norwich terrier), the couple is tussling over who came up with the phrase “mixing up the magic.” (2.5)*

*On a blustery Tuesday evening* in the phrase above is a dead metaphor. Since one whom reads it does not think the primary sense of the words but directly think about meaning of the idiom. It is easy to see that *a blustery* is compared with the character of human being. At that time, no one expect that the news on that Tuesday evening can make people shock and shattered. And what means by the idiom *On a blustery Tuesday evening*.

*They remain optimistic, though, and have even alerted their friends near their upstate getaway — they call them their Catskills Queens — that **“they will be our second-string cast of characters,”** said Mr. Backe, adding his own reality check to lower expectations: The networks “are not ready for an interracial gay couple on TV.” (2.6)*

From figure of speech above, the topic of the metaphor *they*, in this case *Mr. Gibson and other gay couple* being to be *second-string*. Those words present that common people not ready to accept them and it is difficult to receive the differences of gay people because of their sexual preference which is automatically make gay people exclude from the community and become a stranger. Those word which are constructed on the spot by the author or speaker to teach or illustrate it because categorized as live metaphor.

### **Datum 3**

#### ***The Sedate Spa Massage Goes Extreme***

The third data is *The Sedate Spa Massage Goes Extreme - February 15, 2012* tell about extreme massage. This treatment give different treatment for the client which is give new experience for them that are intended to affect all of the senses, using music, colored lights, vibrations, spinning tables, gemstones, even live snakes at one spa in Israel. In this article, the researcher finds metaphor which is shown in the analysis below:

#### ***“The Sedate Spa Massage Goes Extreme” (3.1)***

In this metaphorical expression, the part which acts source domain is the phrase “*the sedate Spa massage*” whereas the target domain is “*extreme*”. By using this metaphorical expression, the title of article above gave an impression that the Spa massage have different treatment. That treatment give different way

with not unusual treatment of message and can give the client new experience or something new in facilities or therapist that can try their braveness.

*“People were like ‘You can’t do a massage to rock,’ ” Mr. Brown said. “But it’s very possible.”(3.2)*

Based on figure of speech above, the metaphor appear in that words. Those looks like the author seems to make sure the listener or the reader that massage can not make people have fun with rock music but here the author said that those are possible to be done. Common people usually massage in the quiet place, and comfortable situation in order to refresh the mind and body. But it is possible to use new treatment with rock music while doing massage.

*“If you have color or aromatherapy or earphones or a vibrational experience, you’re going to be transported from where you’ve been,” said Susie Ellis, president of SpaFinder.com, an industry Web site . (3.3)*

Based on the sentence above, the word transported is categorized as metaphor because in this case color of or aromatherapy or earphones or a vibrational experience is compared with the transportation that can bring the client wherever they want. But there is no similarity point of similarity expressed that shows the comparison between them. So that, the readers are expected to guess what is the similarity between them. As we know, the different the real transportation can bring us to other place with transportation like car, bus, airplane etc. But here, the author want try to make the client going to be transported where

they've been by the color or aromatherapy or earphones or a vibrational experience, moreover actually only their imagination that can do that.

*The spa advertises that the resultant feeling has been described as*  
**“soaring Superman-style to distant galaxies.” (3.4)**

In this metaphorical expression the feeling of human has described as soaring Superman-style to distant galaxies. It means that after doing that treatment the client will get high satisfaction like a superman while fly to the galaxies. The author try to persuade the reader to compare the result of doing spa will give the client the prove in their style will be nice appearance like aliens become a super hero as Superman.

*And while clients are also unlikely to drift off to dreamland during a*  
**rock 'n' roll massage, Mr. Brown of Bliss said that those who tried it would still**  
*emerge relaxed or at least in a different **frame of mind** from their usual one at*  
*work. (3.5)*

Based on the speech of figure above, it is used a metaphor. In this case, when the client dong rock and roll massage, they feel relax until sleep during the treatment done. The massage will make comfortable situation for them which is bring them in dreamland during they are sleeping and they feel fresh inside and outside when they get up. Also *frame of mind* is the way he thinking about something, he has different mindset while think about his work than other person.

It is categorized as live metaphor because those which are constructed on the spot by the author or speaker to teach or illustrate.

#### **Datum 4**

##### ***SKIN DEEP; Enzymes Try to Grab the Spotlight***

The fourth article is *SKIN DEEP; Enzymes Try to Grab the Spotlight* tell about healthy most important in our life. Some disease can attack every people if they can not keep their enzymes because enzymes are one of the secrets to longevity. In this article, the researcher finds metaphor which is shown in the analysis below:

##### ***SKIN DEEP; Enzymes Try to Grab the Spotlight (4.1)***

In this metaphorical expression is look like the word *Enzymes* a unusually way to remove the spotlight in the human body. Here, enzymes is useful and important for health. In this case, the author use those word in order to convey and persuade the reader that this article can give them information for healthy especially for someone who has same problem.

***"Within a week, they changed my life, " said Dr. Cooper, a Miami chiropractor who runs the Enzyme Therapy Center there, one of a growing number of holistic medical practices dedicated to treating ailments like acne and sports injuries with enzymes. (4.2)***

In this metaphorical expression, the part which conduct as source domain is the phrase “*they*” whereas the target domain is “*changed my life*” . In this



quotation gave us impression that his life changed because of he is broke his health by his disease. In this part, he wants to share the current condition during those disease attack his body.

*And in the United States, sales of Almased, a weight-loss supplement that includes "enzyme-rich honey," more than doubled from 2009 to 2011, according to the company. (4.3)*

From figure of speech above, the topic of the metaphor *enzymes*, in this case is being compared with a bee as a image. But there is no point of similarity express that shows the comparison between them. So that, the readers are expected to guess what is the similarity between them. As we all know, different bee has different characteristic and different life, so do enzyme. They absolutely different, bee as a animal but enzyme as a protein that is produced by a living organism. Here, honey means that enzyme sold in some stores and to enjoy a profit for a certain company. And therefore, since the readers do realize that a metaphor is being used, the sentence belong to live metaphor.

#### **Datum 5**

*For Tired Faces, Korres Has a Cream, and Equinox Has Strawberries and Chocolate.*

The last articles is *For Tired Faces, Korres Has a Cream, and Equinox Has Strawberries and Chocolate* was published on February 29, 2012. This article suggest to the reader to do facial for tired face became look fresh with nature

ingredients such as sunflower, strawberries. In this article, the researcher finds metaphor which is shown in the analysis below:

### **Analysis**

*For the winter skin doldrums, the Greek skin care company Korres is promising a facial in a jar for all skin types. (5.1)*

In this metaphorical expression is look like the word *Enzymes* a unusually way to remove the spotlight in the human body. Here, enzymes is useful and important for health. In this case, the author use those word in order to convey and persuade the reader that this article can give them information for healthy especially for someone who has same problem. It is categorized as dead metaphor because when the listener or the reader does not think about the primary sense of the words, but only the idiomatic sense directly.

*Strawberries are said to have lightening qualities, while the caffeine in chocolate can in theory invigorate the skin. (5.2)*

From figure of speech above, the topic of the mataphor *Strawberries*, in this case is being compared with a human being as a image. But there is no point of similarity express that shows the comparison between them. So that, the readers are expected to guess what is the similarity between them. As we all know, strawberries as a plant and it is impossible that those plants can speak like a human being.

### 3.2 Discussion

Newspaper as media information to get news. Good information can convey and persuade the listeners or the readers that the message of information can be delivered to them. Therefore, the language used in online newspaper gives an important role because it can attract people to read even they give responses or comment in that news. To understand the text of online newspaper, we have to determine the speakers who produce the utterances and the speaker's or writer's position in space and time. The researcher uses metaphor term to understand the meaning on that newspaper. There are many terms that can be used to analyze the metaphor to make it easy in understanding the meaning on the article, especially in *The New York Times* online newspaper.

Here, the researcher decided to analyze the kinds of metaphor by Larson (1984) that is divided into live metaphor and dead metaphor. From the result above, it can be seen that metaphors are the most common figures of comparison found in the article, which mean that the things in the metaphors are compared without explicitly pointing to the similarity and that the author expects the readers to explore their feelings to understand the meaning of metaphors. The researcher believes that one of the reasons is that dead metaphor and live metaphor are considered as an effective way in delivering what the author's mean. It can produce an imaginative pleasure so that something abstract becomes a concrete one, something complex becomes simple and even strengthens the message.

Based on the findings, there are two kinds of metaphors they are dead metaphor and live metaphor (Larson: 1984). The number of dead metaphor type is

the smallest one. The examples of those dead metaphors are illustrated as follow:

*Snow and White Cloud* in this expression is categorized as a dead metaphor as Larson's view (1984: 249). In this case *skin* as the topic, is being compared with a snow and white cloud as the image of metaphor. However the readers do not know how come they are being compared with no point of similarity expressed in a metaphor. Yet, if we looked up by eyes there is a similarity between *snow* and white cloud, that they have the same color. Therefore, we can compare both snow and white cloud with skin, since both snow and white cloud have a white and clear color. Moreover, the point of comparison is left implicit the metaphor is classified as dead one.

Live metaphor are the largest type of metaphor found in this articles. Here are the example: *"If you have color or aromatherapy or earphones or a vibrational experience, you're going to be transported from where you've been"*. Based on the sentence above, the word transported is categorized as metaphor because in this case color of or aromatherapy or earphones or a vibrational experience is compared with the transportation that can bring the client wherever they want. But there is no similarity point of similarity expressed that shows the comparison between them. So that, the readers are expected to guess what is the similarity between them. As we know, the different the real transportation can bring us to other place with transportation like car, bus, airplane etc. But here, the author want try to make the client ging to be transported where they have been by the color or aromatherapy or earphones or a vibrational experience, moreover actually only their imagination that can do that.

This chapter has described findings and discussion. It has discussed the collected data and then analyzed and interpreted the result of the research as well. The discussion has communicated based on the theoretical foundation given in the previous chapter. In the next chapter, some conclusion that can be drawn based on findings and discussion will be spelled out. Moreover, some suggestions related to the study will be elaborated.

## **CHAPTER IV**

### **CONCLUSIONS AND SUGGESTIONS**

This chapter presents conclusion and suggestion. The conclusions are taken from the data presentation and discussions in the previous chapter. In addition, the suggestion contains some supportive oppinions of the researcher that are intended for those who are interested in reading the paper as well as conducting further study related to the metaphor.

#### **4.1 CONCLUSIONS**

Based on the data discussion in the previous chapter, the researcher would like to highlight some conclusions that show overall figures of the study. Metaphor is a type of figurative that compares two unlike things implicitly without using the word *like* or *as*. There are two kinds of metaphors found in the articles stated Larson (1984: 249). The first metaphor is dead metaphor. Live metaphors are the largest kinds of metaphors found in the articles. While, the smallest quantity of metaphor types found in the article is dead metaphor.

In this study, the researcher uses semantic theory on metaphor language which conclude dead metaphor and live metaphor in order to make the articles more interesting and convey the listeners or readers can easily get the information and understand the meaning until the message from the articles delivered to the listeners or the readers. It is beacuse to point something does not mean to use certain word but many various words that can be used. Therefore the compose has

the right to express the idea or mind to make articles exist in the online newspaper into various word.

The most important thing in understanding that there are many words are related to one another in a variety of ways. In short, that word to the dead metaphor and live metaphor term sometime we have to consider from many context such the grammatical and context. Moreover, all of metaphor language above were used appropriately. They were used to give and evoke beautiful effect to the viewers. Besides, the researcher also gave the meaning of each metaphors in order to understand the content of the utterances or speech.

#### **4.2 Suggestions**

In regard to the research, the writer proposes some suggestion that might be helpful for who are interested in conducting a research in this field. Firstly, finding and choosing an appropriate object to be analyzed need a broader knowledge about metaphor theory. It will be able to help them to avoid having wrong interpretation, especially in determining metaphor language which include dead metaphor and live metaphor. Secondly, using certain theory as the tool of an analysis will assist the student to determine the main issue of the research and to dismantle data not only in spoken but also in written texts.

Finally, the researcher also suggest for new researcher who is interested in this similar analysis about metaphors will have broader perspective in conducting and using different approach, theory, and data before they come with their research paper as the requirement of *Sarjana* degree.

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## Skin Brighteners Find a Welcome

With names that include words like Le Blanc, **Snow and White Cloud**, a slew of new skin-care products suggests that they can create the look of an extra-pale complexion that has been coated in SPF 50 since birth. In Japan, where this type of item has been popular for a couple of decades, **lighter skin is exactly what it promises**. But in the United States, where there is a broad mix of races and skin tones, these skin-care offerings (sometimes identical to what is sold in Asia, just in different packaging) are being touted as overall brighteners, to help fade acne scarring, **lighten dark spots and give aging skin a youthful glow**.

“According to where you are in the world, there are different ways to express what women are concerned about,” said Christine Dagousset, an executive vice president who oversees Chanel’s fragrance and beauty business in America. “In Asia, there are a lot of whitening products, and that’s what the category is called, which is in reference to the **pearl-white skin** that they aspire to have. In the U.S., it’s different because it’s more about evening the complexion, and it’s for all ethnicities. We call it brightening. It’s not about the color of the skin.”

Combining the words “skin” and “whitening” might bring to mind a Michael Jacksonesque complexion transformation. But these cosmetic products, which are available in department stores and beauty boutiques, don’t include strong (and potentially hazardous) ingredients to bleach the skin, like topical steroids. This new crop of whiteners also works without hydroquinone, a skin lightener that has been banned in some countries and can potentially lead to ocrinosis, or the transformation of the color of skin protein to a definitely not attractive bluish hue. And they’re being marketed for all skin tones, to tackle everything from 20-somethings’ acne scars to the sunspots that tend to appear on skin as it ages.

“They really have a broad demographic,” said Kim Burrs, brand marketing director for skin care at Sephora.

Dr. Ellen Marmur, a New York-based dermatologist affiliated with Mount Sinai Hospital, described the process. “Essentially, these all work in different ways to eliminate the pigment, which is called melanin,” she said, adding, “They’re all mildly effective.”

Each of the new lines on the market offers its own cocktail of active ingredients. In the Chanel Le Blanc line, pearl extract works with a patented molecule that the company calls TXC, or transexamic acid cetyl ester, which is said to reduce melanin production and has earned a “quasi-drug” categorization in Japan. (Next month, Shiseido is introducing two new products as part of its White Lucent line, an eye cream and a serum, which have also been awarded this classification.)

Dior has developed a formula for its Snow line that combines birch sap and hibiscus with other ingredients, including water imported from Iceland. The La Prairie White Caviar range, which was recently expanded to include more items like a hand and eye cream, uses extracts of natural ingredients like ginseng, licorice root and — not surprisingly, from a brand that charges \$350 for its eye cream — caviar.

Even without the word “white” in the names, many skin-care brands are introducing **their own dark spot combaters**, typically containing vitamin C, which, Dr. Marmur said, acts as an exfoliant. This month Kiehl’s is introducing Clearly Corrective Dark Spot Solution (\$49.50), which promises that its C molecules are so small they are more easily absorbed by the skin. Perricone MD is coming out with Vitamin C Ester 15 (\$120), which is packaged in a set of slender tubes and (not unpleasantly) smells a lot like a frozen orangesicle. StriVectin Get Even Brightening Serum (\$89) blends niacin with vitamin C, and L’Oréal Paris new Youth Code Dark Spot Correcting and Illuminating Serum Corrector (\$24.99) uses a form of vitamin C, ascorbyl glucoside, mixed with vitamin B3, which also purportedly slows melanin production.

### **Ted Gibson, Celebrity Hairstylist, Lobbies for an Oscar for Hair**

Hair guru Ted Gibson, center, talking to a guest during a reception to honor the opening of his salon.

But Ted Gibson — known for his makeovers on TLC’s “What Not to Wear” — is the kind of celebrity hairdresser that has Mrs. Rocco, a wife of 30 years, excited to cheat. “I wanted a special experience, because I’m frustrated with my hair at this point in my life,” said Mrs. Rocco, who has an auburn bob and typically pays \$100 for cut *and* color. “I want to look my best, short of plastic surgery, and **do something to update my look**, and have a professional look at my hair with a fresh set of eyes.”

Armand Rocco, her husband and an owner of the Kitchenworks, their custom-cabinet business, doesn’t mind paying \$950 to have his wife be one of the first shorn by Mr. Gibson himself at his new salon in the W hotel in Fort Lauderdale later this month. “I didn’t think about it as \$950 for a haircut,” he said. “If you think of it that way, it’s a lot of money, but if you think about it as a very unique gift to give someone, then it’s worth it.”

A late bloomer who started in the fashion business at 33 after helping to develop Aveda products, Mr. Gibson, 46, is an image-maker, known for styling the tresses of rising-star celebrities like Ashley Greene of “Twilight” fame, Mila Kunis of “Black Swan” and Jessica Chastain, recently nominated for best supporting actress for “The Help.” A calming presence who doles out compliments as he touches his clients’ hair, he has done bodacious looks for more than 15 magazine covers in the past year or so, including Lucky, BlackBook, Essence, Playboy and InStyle Hair.

Mr. Gibson, 6-foot-3, built and still apple-cheeked thanks to well-placed [Sculptra](#) injections, has all [the trappings of a star hairdresser](#): a namesake line of shampoos tailored to hair colors

like “**captivating copper**”; backstage gigs coiffing for Lela Rose, among others at [New York Fashion Week](#); and now two luxurious but unpretentious salons, including the Manhattan original in the Flatiron district. Since August, Mr. Gibson — a relentless self-promoter on Facebook and Twitter (13,800 tweets and counting) — has been campaigning on both sites to get the [Academy of Motion Picture Arts and Sciences](#) to award an Oscar for hair, so hairdressers might at last get their due.

His growing profile is all the more remarkable given his roots. “If you think about all the people who wanted to do this before me, they have been straight, white with an accent — Vidal Sassoon, Frédéric Fekkai, John Freida and Horst Rechelbacher,” said Mr. Gibson, who favors pink shirts and the über-masculine scent Le Labo Santal 33. “It’s new territory. It’s scary at one point, and exciting at the other.”

That a gay black man is the face of the Ted Gibson brand still surprises some. When he’s part of an entourage, “people think I’m the bodyguard half the time,” he said. “Then they realize, oh, you have a brush in your pocket or you have a can of hairspray.” Those who’ve never met him or seen his picture often make assumptions: “People always think I’m a white Englishman,” he said.

He grew up as an Army brat, whose father, an operating room technician, now deceased, and his mother, a cafeteria worker, eventually settled in Killeen, Tex. There, he played football and raised cattle for 4-H. At 15, he came out to his unsuspecting parents. “I just knew I needed to be who I was,” he said over egg-white omelets on the deck of Steak 954 at the W hotel in Fort Lauderdale. “It was tough.”

MR. GIBSON’S career trajectory has surprised his mother, Beatrice, 81. “I didn’t think he would get as far as he is now,” she confessed. “He was *so* shy.”

No more. On a blustery Tuesday evening, inside the cozy West Village apartment Mr. Gibson shares with Jason Backe, the celebrity colorist with whom he builds his brand and his life (and Spencer, their Norwich terrier), the couple is tussling over who came up with the phrase “**mixing up the magic.**” It’s become a catchphrase of Mr. Gibson’s on “What Not to Wear,” which they watched that night while eating Middle-Eastern takeout, followed by homemade brownies. But Mr. Backe contends he coined it. “**I could have invented the light bulb, and no one would believe me!**” Mr. Backe exclaimed, joking.

At lunch at A Voce on Madison Avenue, Mr. Gibson confided that he was thinking of raising the price of his haircuts to \$1,500. Mr. Backe (pronounced BAH-key) mimed popping a pill and said, “And I take a Klonopin.” (By contrast, a cut with a Gibson stylist costs \$75 to \$200.)

At times, their banter might seem worthy of a reality-TV show. Although they did appear on “The Real Housewives of D.C.” back when they had a licensed salon in the area, a show isn’t in the works. They remain optimistic, though, and have even alerted their friends near their upstate getaway — they call them their Catskills Queens — that “they will be our second-string cast of characters,” said Mr. Backe, adding his own reality check to lower expectations: The networks “are not ready for an interracial gay couple on TV.”

In an interview, Mrs. Gibson admitted it took time to become comfortable with her son’s being gay. “You don’t want that to happen, but nowadays you see it all the time, two girls or

two boys, and young, too,” she said. She recounted the night more than 30 years ago when her son told them. “Of course, his daddy didn’t like it so well. But I talked to him.”

She talks to her son daily, and sometimes they pray together. “A lot of parents don’t speak to their kids” after learning they are gay, she said. “I think that’s awful.”

Mr. Gibson, when asked about his mother’s feelings about his sexuality, grew quiet, and tearful. “She still denies that I told her,” he said. “She still has this thing that she didn’t hear me say it. That’s classic Beatrice Gibson. She’s a strong woman. She was married to a military husband, and she had to be strong.”

ON “What Not To Wear,” Mr. Gibson stands out because of his daring choices. He dyed an Asian waif’s rose-highlighted stringy hair fuchsia *and* gave her blunt bangs, a makeover that brought 2,000 new fans to the show’s Facebook page, said Stephanie Eno, the senior director of production for TLC. “His demeanor brings a calm, and his cachet builds that instant trust,” she added.

On set on Dec. 15, Msr. Gibson tried to coax [Frances Ruiz](#), a young-adult novelist, to share why, at 28, she still had never been kissed.

After asking her to name her favorite thing about herself (her eyes), he transformed Ms. Ruiz’s brown shoulder-length hair into an asymmetrical bob in a red hue that made **her blue eyes pop and flattered her neckline**. “It’s not just about the hair,” Maggie Zeltner, the supervising producer, said between takes. “It’s about the why. Ted’s good at getting to the *why*.”

Sounding Oprah-esque, Mr. Gibson asked Ms. Ruiz, “What is it that’s hindering you from being your greater self?”

“I just don’t want to cry on TV,” she said.

“Why?” he persisted.

Before her tears started, Ms. Ruiz managed to stammer, “It’s embarrassing.”

“You are an amazing human being,” he said. “What’s wrong with showing the world that?”

## **For Tired Faces, Korres Has a Cream, and Equinox Has Strawberries and Chocolate**

For the winter skin doldrums, the Greek skin care company Korres is promising a facial in a jar for all skin types. The Wild Rose + Vitamin C Advanced **Brightening** and **Sleeping** Facial includes wild rose oil, a natural source of [vitamin C](#); distilled rose water; vitamin E; sunflower, rose hip and jojoba oils, and rosemary leaf extract. Apply to the face and neck at **bedtime**. (\$48 at Sephora).

## **WHAT’S FOR DESSERT?**

Instead of eating a bunch of strawberries and chocolate after your spin class at [Equinox](#), why not smear them on your face? The upscale gym chain's spa is offering facials based on these antioxidant-containing foods. Each facial lasts an hour (\$139.50 for members, \$155 for nonmembers). Strawberries are said to have **lightening** qualities, while the caffeine in chocolate can in theory invigorate the skin.

## **BOUFFANT IN A BUBBLE**

[Hale](#), shown here, is a new clean-air hair salon in TriBeCa. Stylists use the John Masters Organics product line, and colorists, who work in a space separated by French doors and decorative windows, use the most natural products available (no ammonia or parabens). An enclosed vented "fume room" is the site of procedures dependent on noxious products like hair spray. Cuts and color both start at \$100.



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No	Tanggal	Materi Konsultasi	Paraf
1	05 Februari 2012	Menyusun Research proposal	
2	13 Maret 2012	Koreksi Proposal Skripsi Bab I	
3	17 Maret 2012	ACC Proposal	
4	14 Mei 2012	Revisi Bab I	
5	29 Mei 2012	Revisi Bab II	
6	19 Juni 2012	Revisi III	
7	13 Agustus 2012	Revisi Bab III dan bab IV	
8	11 September 2012	Koreksi keseluruhan dan ACC	

Malang, 11 September 2012

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