

CHAPTER IV

CONCLUSION

In this chapter, I would like to draw some conclusions based on my analysis in Chapter III. So far *The Simpsons* TV series is well-known with its criticism. However, through its language, *The Simpsons* as a cartoon series is obviously created not only for social criticism but also for entertainment. It can be seen in the use of language play in *The Simpsons* TV series. In my analysis, I divide the language play that is used in *The Simpsons* TV series into two categories. One contains the language play which reveals social criticism and the other contains the language play used purely for entertainment. From the analysis, we can see that the number of the language play used for entertainment is greater than that used for social criticism. As a cartoon series, *The Simpsons* TV is created for entertaining and pleasing people besides revealing social criticism. This is in line with what the creator of *The Simpsons*, Matt Groening, says. Although *The Simpsons* is created to criticise the Americans' life, the essence of creating *The*

Simpsons is for entertainment. (<http://www.snpp.com/other/interviews/groening00a.html>)

The kinds of language play used for social criticism and those for entertainment are different. Language play for social criticism uses morphological aspects: anagram, infixation and blending; semantic aspects: total nonsense and mime; and graphological aspect. Whereas, language play for entertainment uses phonological aspects: rhyming, metathesis, addition and alliteration; morphological aspects: clipping, baby talk, blending, compounding, anagram, palindrome and suffixation; and semantic aspects: allusion and mime. I would say that the linguistic aspect mostly-used in both categories is morphology. It shows that *The Simpsons* script writers often play with the word formation. It is easier for the script writers to create new words form than playing with word sounds or meanings.

Besides, the kinds of language play used for entertainment are more varied than the kinds of language play used for social criticism so that there are many kinds of language play used for entertainment. To the script writers, it is easier to play with words to create language play for entertainment than for social criticism. There is no hidden message in the use of the language play for entertainment as long as it can entertain and please the audience. Therefore, the script writers can play with words freely. Whereas, to create language play for social criticism in *The Simpsons*, the script writers have to be sure that the language play reflects criticism about Americans' life so they do not play with

words as freely as when they use the language play for entertainment. There are many things that the script writers should consider to reach the purpose.

The kind of language play that is mostly-used for social criticism is anagram. The dominance of anagram makes the use of the language play for social criticism more complex than the use of the language play for entertainment. As we know, anagram is one of the most complicated types of language play. It is difficult for the audience to find the significance of the words only by watching the TV series. The audience should relate the meaning of the words to the context in the film and the situation in the United States nowadays so that the audience will get the significance of the words and know what social criticism the film reveals.

The use of language play for entertainment is simpler because it is to please and entertain the audience. If the script writers used complex language play, the audience would not enjoy *The Simpsons* TV series because the audience would not understand what the films shows. This fact makes the kinds of language play for entertainment easier to find. In addition, to get the significance of the words, the audience only needs to watch the films.

From the analysis, I find that *The Simpsons* TV series criticises what happens in the American society nowadays. The critics show that there is a change in the American lifestyle and social life. For example, many American youths idolise a brat or adopt a bad eating habit. Nowadays, many Americans begin to neglect their old-but-seemingly-better belief and lifestyle. They develop a

new lifestyle or belief which fits their modern life. The freedom of the Americans cause the change in the American lifestyle and social life. They have much freedom to do anything they want. Moreover, a busy lifestyle also causes the change. Many Americans have no choice but to change their lifestyle because of their activities.

In *The Simpsons* TV series, it is not only its funny pictures that can make the audience laugh but also its language. The script writers use language play to entertain and amuse the audience. The use of the language play for entertainment in *The Simpsons* TV series is not only to create humour but also to make the audience feel curious about something, to get a clear description about something or to give the audience a new impression about a character. All of the effects that appear through the use of language play makes the audience put more interest in watching *The Simpsons* TV series.

After doing the analysis, I would say that the use of language play in *The Simpsons* TV series shows the creativity of *The Simpsons* script writers in creating new words or playing on words to make the audience take an interest in watching *The Simpsons* TV series. The use of language play in *The Simpsons* is not only to entertain the audience but also to criticise the American lifestyle by presenting the audience with the knowledge about what is happening to the Americans nowadays, so that it can be a lesson, especially for the Americans, so that they would be introspective about their lives and make a change to get a better life.

The language play for social criticisms in *The Simpsons* makes me realise that the use of language play is not only for entertainment or for fun but we can reveal something such as criticisms or satires through the use of language play. It shows that the use of language is not limited to communication but it may be used for other purposes.

The use of language play in *The Simpsons* TV series shows that language is dynamic and flexible. It always develops throughout the course of time and it is not bound by strict rules. Nowadays, people feel free to express themselves through language and they are more creative in using language. The important thing is not the rules but whether others can understand what we say.