

# CHAPTER ONE

## INTRODUCTION

### BACKGROUND OF THE STUDY

Nowadays, songs become an important part in our lives. As we know, a song usually reflects the composer's condition. Songs are one of the devices to convey language because they express the thoughts of the singer and the composer as well. The composer expresses his thoughts and feelings and sometimes describes his behaviors through his songs. As Hampson says in his article entitled "Thought on Song of America Project", "Song is a metaphor of the imagination; it is poetic thought encapsulated in music, particularly in lyrics" (Hampson 1).

In expressing his thoughts, sometimes the composer uses metaphor. The metaphor which is usually applied by the composer is actually cognitive metaphor. Cognitive metaphor is a kind of metaphor which people often use in their daily conversation. People often use cognitive metaphor within their utterances without realizing it. We can see it from a very common saying people often say "Time is money". "Time is money" can be reflected in an expression such as: "You are wasting my *time*." The speaker tends to say that wasting time is like wasting money. Therefore, this expression can prove the saying "Time is money". People probably

are not aware of the fact that it is a cognitive metaphor because it sounds ordinary, but it shows that “Time is money” is a structural metaphor, a part of cognitive metaphor, through which time is structured like money in the sense that time is very valuable.

The cognitive metaphor becomes interesting for me to analyze because it is always related to the human’s thought. As Lakoff and Johnson say, “We shall argue that, on the contrary, human thought and processes are largely metaphorical. This is what we mean when we say the human conceptual system is metaphorically structured and defined. Metaphors as linguistic expression are possible precisely because there are metaphors in a person’s conceptual system” (Lakoff and Johnson 6).

My topic belongs to cognitive linguistics, particularly cognitive metaphor. I choose to analyze two songs that contain metaphors. The songs are 50 Cent’s famous songs because 50 Cent has his own style in composing his songs. 50 Cent who has a real name Curtis Jackson, is an orphan and born in South Jamaica but he has lived at New York City all his life. 50 Cent is a rapper and he spent his hard life in street. 50 Cent’s surroundings makes his lifestyle getting closer to free sex, politics, riots caused by racism, drugs, etc. 50 Cent’s lifestyle influences his style of compose music to become distinctive and his choice of words in his songs usually supports the theme of the songs. Thus, this thing makes 50 Cent different from other singers or composers. In spite of that, there are a lot of metaphors found in 50 Cent’s songs. Moreover, the metaphors used by 50 Cent are so uniquely arranged as to distinguish his songs from other singers’ or composers’. The writing style of 50 Cent becomes a challenging topic to analyze. It is due to the fact that 50 Cent often uses dirty words

to reveal people's bad habit such as free sex. The topic of this thesis is the cognitive metaphors in 50 Cent's songs entitled "Candy Shop" and "Amusement Park".

In this thesis, I analyze two songs; they are "Candy Shop" and "Amusement Park" because these songs obviously contain a lot of metaphors in their lyrics, which I find to be the most important thing to be contemplated on. As a result, I take *The Cognitive Metaphors in 50 Cent's Songs Entitled "Candy Shop" and "Amusement Park"* as the topic of my thesis because I want to analyze the metaphorical concept of those songs. I also find that 50 Cent applies misogyny in both songs. Misogyny is hostility toward the female gender thus makes women just like toys or objects for men because men dominate women. It is based on patriarchal system (Johnson 1). Therefore, the misogyny ideology which I used to analyze is divided into two parts which have a different assumption in honor women's dignity. The first is the one which degrades women by called them as sex maniac, and another which admits that men are freaks of sex.

The significance of this study is to find out how 50 Cent, whose songs are very distinctive in terms of his lyrics, uses a great number of metaphors and how he uses them to reveal the message of his songs and to find out that 50 Cent objectifies women in those songs and thus he applies misogyny in it with the presence of the metaphor. Hopefully, after reading this thesis, people will be more aware of their words, so they can avoid the misunderstanding in interpreting the cognitive metaphor which they often use in their daily life.

## **STATEMENT OF THE PROBLEM**

1. How does 50 Cent use the metaphor to reveal his message in his songs?
2. How is misogyny reflected in 50 Cent's songs?
3. How is the schema paradigm used as the basis in the analysis of this thesis?

## **PURPOSE OF THE STUDY**

1. This study is to know how 50 Cent uses the metaphor to reveal his message in his songs.
2. This study is to know how misogyny is reflected in 50 Cent's songs.
3. This study is to know how the schema paradigm used as the basis in the analysis of this thesis?

## **METHODS OF RESEARCH**

In the process of writing this analysis, the first step I take is reading the lyrics of some of 50 Cent's songs, and then I decide to analyze the lyrics of "Candy Shop" and "Amusement Park". The next step is analyzing and making the concept of the structural metaphors in 50 Cent's songs. The last step is analyzing the literal meaning of some lines and the practices of misogyny in these 50 Cent's lyrics.

## **ORGANIZATION OF THE THESIS**

This thesis starts with the acknowledgements, in which the present writer acknowledges the work and contributions of other parties. It is followed by the abstract, a concise summary of the entire paper in Indonesian. The first chapter is the introduction to the analysis, which consists of Background of the Study, Statement of

the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. The second chapter is the basic theory which I use in the analysis. The third chapter is the analysis of the data consisting of the specifications of cognitive metaphors which are found in 50 Cent's songs. The last chapter contains the conclusion of the thesis, the writer's comments and suggestions. In the final part, the writer presents successively the bibliography and the appendix.