

CHAPTER I

INTRODUCTION

A. Research Background

A tool of communication that is used in everyday life by human being is called Language. Based on its use, language can be used to convey or receive an idea that is conveyed through a collection of words that have meaning. Chomsky said, by learning language, we are near of with what some people call the “human essence,” the special rate of mind thus far as we know, unique to human and then are not separated from any critical phase of human presence, individual or social.¹ According to Finegan, from his opinion language is frequently sees as a vehicle of mind, the expression of the system that mediates the transfer of mind from one individual to another.² By using language, someone's can share the information, express the feelings, opinion, thoughts, imagination and their emotions in communicate with the others.

As human being, language cannot be separated from us because in every aspect of human life it is necessary to involve communication and social interaction in order to communicate well with others. Language can be written or spoken. According to M. A. K. Halliday, written language is the function of variety that used in language that is typically used in texts that are arranged in writing. Such as poem, magazine, newspaper, novel,

¹ Noam Chomsky, *Language and Mind*, (New York: Cambridge University Press, 2006), 88.

² Edward Finegan, *Language Its Structure and Use*, Fifth Edition (Boston: Michael Rosenberg, 2008), 6.

etc.³ While the spoken language is a language that is expressed directly and produced from articulated sounds which are usually followed by tone and body language like found in speech and conversation.

Speech is public speaking activity which is generally in the form of formal conversation carried out by speaker to express his opinion, or to provide overview of important thing or an event and must be discussed to provide understanding or information to the audiences. In delivering speech, speakers often use figurative language which is one of the strategies to attract the attention of the audiences. Figurative language does not convey the true meaning. It is related with semantic as one of the branches of linguistics that study about the meaning in language. According Griffiths, the study of word meaning and sentence meaning is called by semantic, that conceptually far away from the use of the context, is a descriptive subject. It is means to narrate and recognize the knowledge of nature about the meaning in their language that individually knowing from the language.⁴

According to Reaske, language which employs various figure of speech is called figurative language.⁵ Rozakis stated that figure of speech make language significant, moving and fascinating.⁶ Some examples are metaphor, hyperbole, simile, irony, sarcasm, etc. Figurative language is also often used in speech. As in the case with figurative language that found on speech of Dalia Mogahed entitled "What It's Like To Be A Moslem In

³ M. A. K. Halliday, *Spoken and Written Language*, Second Impression (Edinburgh: Oxford University Press, 1990), 43.

⁴ Patrick Griffiths, *An Introduction to English Semantics and Pragmatics* (Edinburgh: Edinburgh University Press, 2006), 15.

⁵ Christopher Russel Reaske, *How To Analyze Poetry* (New York: Monarch Press, 1966), 55.

⁶ Laurie Rozakis, *How To Interpret Poetry* (New York: Macmillan General Reference, 1995), 28.

America". Dalia Mogahed is an American consultant of Egyptian origin. She is a research director at the Institute for Social Policy and Understanding (ISPU) in Washington, DC. He is also President and CEO of Mogahed Consulting, a Washington, DC-based executive coaching and consulting firm specializing in Muslim and Middle Eastern businesses.

On Dalia's speech, she talk about how she live in America as a moslem. She talk about how American's people think about Moslem and she clarify the things that did not true. As a Muslims we are encouraged especially to clarify something that did not true. Someone who has knowledge of a truth is required to convey the truth to those who do not know it. The figure who is always strong in conveying the truth of Islam that keeps us on the bright path is the Prophet Muhammad Saw. Allah said :

أَفَمَنْ يَعْلَمُ أَنَّمَا أُنزِلَ إِلَيْكَ مِنْ رَبِّكَ الْحَقُّ كَمَنْ هُوَ أَعْمَىٰ إِنَّمَا يَتَذَكَّرُ أُولُو الْأَلْبَابِ

"Then is he who knows that what has been revealed to you from your Lord is the truth like one who is blind? They will only be reminded who are people of understanding." (QS. Ar-Ra'd [13] : 19)⁷

In her speech, the researcher found several figurative language that contain irony and sarcasm that made the researcher interested in identifying the use of irony and sarcasm contained in the speech. One of them is when Dalia said that a moslem just an airport security line delay, the sentence make me interested to analyzed the figurative language of irony and sarcasm that contain that speech. According to Reaske, the result from the contradict

⁷ Al-Qur'an, Ar-Ra'd (13):19.

between the real meaning from a word or statement and the suggestion of another meaning is called by irony.⁸ and sarcasm is a type of language that contains offensive and offensive teasing or sarcasm.⁹

There are several studies that have conducted related to this research. The researcher use it as a references to do this research. One of them is the research that has been done by Fransiska Neny Kris Harmastuty that conducted the research about an analysis the figurative language of The Scipt's Album "No Sound Without Silence". However, this research has different focus from the previous research. The research will be focus on identifying the irony and sarcasm, but the research do not concern to song's lyrics and short story, but it will be concern with speech. This research present a study entitled: The Analysis of Irony And Sarcasm on the speech of Dalia Mogahed Entitled "What It's Like To Be A Muslim In America".

B. Research Focus

Research focus is an attempt to explicitly state the questions for which the answer is to be sought. Research focus is a complete and detailed question regarding the scope of the problem to be studied.¹⁰ This research is focused on analysis of irony and sarcasm that found on speech of Dalia Mogahed entitled "What It's Like To Be A Muslim In America". The researcher interest in attempt to give appropriate solving of this problem as below :

⁸ Reaske, *How To Analyze Poetry*, 35.

⁹ Henry Guntur Tarigan, *Pengajaran Gaya Bahasa* (Bandung: Angkasa, 2009), 92.

¹⁰ *Pedoman Penulisan Karya Ilmiah* (Pamekasan: Institut Agama Islam Negeri Madura, 2020), 38.

1. What are the figurative language of irony and sarcasm that found in speech of Dalia Mogahed entitled “What It’s Like To Be A Muslim In America”?
2. What are the connotative meaning of irony and sarcasm that found in speech of Dalia Mogahed entitled “What It’s Like To Be A Muslim In America”?

C. Research Objectives

Research objectives aims to solve problems. Therefore, this section contains the objectives to be achieved in the research.¹¹ Based on research focus the writer proposed the research objectives below :

1. To identify the figurative language of irony and sarcasm that found in Dalia Mogahed’s Speech entitled “What It’s Like To Be A Muslim In America”.
2. To explain the connotative meaning of irony and sarcasm that found in Dalia Mogahed’s Speech entitled “What It’s Like To Be A Muslim In America”.

D. Significance Of The Study

This section describes the use or importance of research. These significance of study can be theoretical, and practical.¹²

- 1) Theoretical Significance
 - a. This research will give knowledge to the readers about speech of Dalia Mogahed entitled “What It’s Like To Be A Muslim In America” that indicate of irony and sarcasm.

¹¹ *Pedoman Penulisan Karya Ilmiah*, 38.

¹² *Pedoman Penulisan Karya Ilmiah*, 39.

- b. The readers can understand about what figurative language of irony and sarcasm in speech of Dalia Mogahed entitled “What It’s Like To Be A Muslim In America”.

2) Practical Significance

- a. The readers will get more knowledge or information that a speech is not only being listened but also being known the real meaning.
- b. The researcher hopes this study can be a references to English department students in analyzing the figurative language especially in identifying irony and sarcasm in speech by using semantic and as a reference for somepeople who have the interest in linguistic as guidance or comparison in writing thesis with the same subject.

E. Definitions of Key Terms

This part indicate the terms used in order to have the same part of the interpretation and avoid confusion of meaning.¹³ John W. Creswell suggest that you start your literature search at first by limiting your topic to a few of key terms using one or two short words or phrases.¹⁴

1. **Irony** is the result from the contradict between the real meaning from a word or statement and the suggestion of another meaning.
2. **Sarcasm** is a type of language that contains offensive and offensive teasing or sarcasm.
3. **Dalia Mogahed** is an American consultant of Egyptian origin and also the speaker in speech that will be analyze in this research.

¹³ *Pedoman Penulisan Karya Ilmiah*, 39.

¹⁴ John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, Fourth Edition (Boston: Pearson, 2012), 82.

4. **What It's Like To Be A Muslim In America** is the title of speech that will be analyze in this research.
5. **Speech** is public speaking activity which is generally in the form of formal conversation carried out by speaker to express his opinion, or to provide overview of important thing or an event and must be discussed.

F. Previous Study

The studies about figurative language have been done by the previous researchers. The first is the research by Laila Alviana Dewi entitled "Figurative Language in Maher Zain Song's Lyrics" from Faculty of Tarbiyah And Teacher Training State of Institute of Islamic Studies Ponorogo of English Education Department . In her research, she analyzed Maher Zain Song's Lyrics that contains the figurative language that used in. She classified the type of it that used in Maher Zain Song's lyrics. The researcher showed the result that from five songs of Maher Zain there are 42 lyrics containing figurative language. They are contain 14% personification, 14% simile, 5% irony, 5% methapor, 2% understatement types, 2% synecdoche, 7% paradox and 51% hyperbole. According to the result the researcher conclude that hyperbole is types of figurative language that most dominant used in Maher Zain's song.

The second previous study have been done by Fransiska Neny Kris Harmastuty entitled "The Analysis Of Figurative Language In The Script's Album "No Sound Without Silence"" from Department Of Language And Arts Education Faculty Of Teachers Training And Education Sanata Dharma University Yogyakarta, English Language Education Program. In

her research, she examine the The Script's album No Sound Without Silence that contains of types of figurative language. The researcher use cross tabulation to show the result. From the result, she found ten categories of figurative language in The Script's Album No Sound Without Silence. There are methapor, meiosis, idiomatic expressions, hyperbole, rhetorical questions, simile, metonymy, irony, sarcasm and personification.

The third previous study have been done by Hilalatul Aini entitled "Symbol And Irony Seens In Shirley Jackson's The Lottery: A Dynamic Structural Approach. From Mataram University, Faculty Of Teacher Training And Education English Study Program Language And Art Department. In her research she analyzed the symbols and ironies that found in short stories. The final result finding shows that there were two types of symbols; Symbols in the form of objects and symbols in the form of character's names. Ironies that the researcher found in that story classified into verbal irony and situational irony.

According to the the previous research before, the writer find the similarity and differences with this study. The similarities from the study before, this study have the same theme that analyzed the figurative language but this study only focuses on irony and sarcasm on speech. The differences is in the object that this research do not concern with song's lyrics and short story, but it concern with speech.

G. Review of Related Literature

1. Figurative Language

Figurative language is language which employs various figures of speech. Some examples are metaphor, simile, hyperbole, irony, sarcasm, etc. In general, figurative language is that kind of language which departs from the language employed in the traditional, literal ways of describing persons or objects. Using figurative language is making imaginative descriptions in fresh ways. It is usually immediately apparent whether a writer is using figurative or literal language.¹⁵

Abrams stated that Figurative Language is a conspicuous departure from what users of a language apprehend as the standard meaning of words, or else the standard order of words, in order to achieve some special meaning or effect. Figures are sometimes described as primarily poetic, but they are integral to the functioning of language and indispensable to all modes of discourse.¹⁶

Figurative language or figures of speech refer to the mode of expression in which words are employed to connote something other than the literal or conceptual meaning. Figures of speech normally add beauty, emotional sensitivity, or transfer the author's impression or thought through comparing or identifying a person or a thing with another one that has a meaning which the reader is familiar with.¹⁷ There are several types of figurative language that will be explained below.

a) Allegory

¹⁵ Reaske, *How To Analyze Poetry*, 33.

¹⁶ M. H. Abrams, *A Glossary of Literary Terms*, Seventh Edition (Boston: Earl MCpeek, 1999), 96.

¹⁷ Emmanuel C Sharndama and Jamila B A Suleiman, "An Analysis of Figurative Languages in Two Selected Traditional Funeral Songs of the Kilba People of Adamawa State," *Academic Journals* 4 (June 2013): 167.

Allegory is a literary statement presenting its meaning in a veiled way; the literal meaning is a metaphor for the “real” meaning. Allegory, in short, is simply one thing consistently being presented in the guise of something else.¹⁸

For instance : “*the Hind and the Panther*”

b) Alliteration

Alliteration is the repetition of the same sound at the beginning of several words which are near one another.¹⁹

For instance : “*Peter Piper picking a peck of pickled peppers*”

c) Allusion

Allusion is the process of referring to figures or even in life present in literature, that are well known. Both this process of referring to another thing and the particular figure, event, etc.²⁰

For instance: “*This ceremony reminds me of the proclamation of independence in 1945.*”

d) Antithesis

Antithesis is the results when a pair or more of strongly contrasting terms are presented together. If words, ideas, or clauses are widely divergent but present together there is a certain amount of resulting tension which makes the line highly provocative.²¹

For instance : “*God and Beast*”

e) Euphemism

¹⁸ Reaske, *How To Analyze Poetry*, 25.

¹⁹ Reaske, 26.

²⁰ Reaske, 26.

²¹ Reaske, 27.

Euphemism is a figure of speech which veils the obvious word with another, less direct one.²²

For instance : if one says “the sun *blossomed out of the horizon,*” of is saying euphemistically that the sun “*rose*”.

f) Hyperbole

Hyperbole is a figure of speech which employs exaggeration. Hyperbole differs from exaggeration in that it is extreme or excessive. Sometimes it is used for comic purposes, but more often it is used seriously. Hyperbole can produce a very dramatic effect.²³

For instance : “*In faith, I do not love thee with mine eyes, For they in thee a thousand errors note,*”

g) Imagery

Imagery is image, pictures, or sensory content, which we find in a poem. Images are fanciful or imaginative descriptions of people or objects stated in terms of our senses.²⁴

For instance : *The trees converged in a velvet meadow.*

h) Irony

Irony is the results from the contrast between the actual meaning of a word or statement and the suggestion of another meaning.²⁵ More explanation of irony will be discuss in the next section.

²² Reaske, 33.

²³ Reaske, 34.

²⁴ Reaske, 34.

²⁵ Reaske, 35.

For instance : Someone says to his friend “*you are very slim*”
whereas the fact is that his friend is very fat.

i) Metaphor

Metaphor is the figure of speech which compares one thing to another directly. Usually metaphor is created through the use of some form of the verb “to be”.²⁶

For instance : “*life is a hungry animal*”

j) Metonymy

Metonymy is the substitution of word closely associated with another word in place of that other word.²⁷

For instance : we speak a government as the “*white house*”.

k) Paradox

Paradox is the results when a poet presents a pair of ideas, words, images or attitude which are, or appear to be, self contradictory. However, while it may appear that these opposites are contradictory.²⁸

For instance: *Men work together whether they work together or apart.*

l) Personification

Personification is the process of assigning human characteristics to nonhuman objects, abstractions or ideas.

²⁶ Reaske, 36.

²⁷ Reaske, 36.

²⁸ Reaske, 38.

Attributing personal form to such nonhuman objects, abstractions or ideas.²⁹

For instance : “*The sky looks angry*”

m) Sarcasm

Sarcasm is usually mean or vicious antagonism; it is not clever as verbal irony. When one is sarcastic one is making an attack on someone or something. The method of this attack is usually to pretend to be making a compliment but, by the use extremely sharp verbal irony, really to be making an insult. Sarcasm is the use of sarcastic or cruel remarks frequently presented by way of ironical statement.³⁰ More explanation of sarcasm will be discuss in the next section.

For instance : when someone talk to someone else “*don't bother me, I'm living happily ever after*”

n) Satire

Satire is the technique of holding human vices, follies, stupidities, etc., up for contempt, usually with an aim to reform. It is usually directed at ideas, institutions, or governments, rather than at individuals. The satirist is less inclined to spew forth personal dissatisfaction than ideological disagreement. The satirist tries to point out flaws through a humorous treatment.³¹

²⁹ Reaske, 39.

³⁰ Reaske, 40.

³¹ Reaske, 40.

For instance : “But keep in mind, just because Trump calls it a scam, *doesn't mean that he's against it.*”

o) Simile

Simile is a direct comparison between things which are not particularly similar in their essence. A poet introduces a simile through connecting a word which signals that comparison is being made; the most frequently used connectives are "like" and "as", but "than" is also used.³²

For instance : "*she is lovelier than the ocean at dawn*".

p) Synecdoche

Synecdoche is a particular form of metaphor. The technique of synecdoche uses a part in order to signify the whole. Just as a caricaturist draws people in abbreviated terms, presenting a few characteristic and important parts, so does the poet sometimes choose to present only a small detail but an important one rather than a full description of something in its entirety.³³

For instance : "galloping *hoves*" represents "galloping horses"

q) Apostrophe

Apostrophe consists in addressing someone absent or something non human as if it were alive and present and could reply to what is being said.³⁴

³² Reaske, 41.

³³ Reaske, 41.

³⁴ Laurence Perrine, *Sound and Sense An Introduction to Poetry*, Fourth Edition (United States: Harcourt Brace Jovanovich, 1973), 63.

For instance : when the speaker in Shakespeare's "*Fear no or the het o' the sun*" is apostrophizing the body of dead boy.

r) Understatement

Understatement is saying less than one means that may exist in what are said or merely in how one say it.³⁵

For instance : when you give a gift to someone "*Here, take it, just a little gift*". In this situation, you said that you only give a little gift, but the truth is you give someone a precious and luxury gift.

s) Symbol

Symbol may be roughly defined as something that means more than what it is.³⁶ Symbols vary in the degree of identification and definition that their authors give them. Sometimes poets are much more specific in identifying their symbols. Sometimes they do not identify them at all.³⁷

For instance : "*Some dirty dogs stole my wallet at the bus*"

t) Ambiguity

Ambiguity allows multiple meanings to coexist in a word or a metaphor. It does not mean that the word or term is unclear; rather, it means the perceptive reader can see more than one possible interpretation at the same time.³⁸

³⁵ Perrine, 101.

³⁶ Perrine, 78.

³⁷ Perrine, 79.

³⁸ Rozakis, *How To Interpret Poetry*, 29.

For instance : "*They Flee from Me*" show : "*But since that I so kindly am servéd/ I fain would know what she hath deservéd.*" The word "*kindely*" means both "*served by a group*" and "*cortiously*"

u) Contrast

Contrast shows the difference between two objects. In this sense it is the opposite of comparison, which shows similarities.³⁹

For instance : *My mistress' eyes are like nothing like the sun; Coral is far more red than her lips' red; If snow be white, why then her breast are dun; If hairs be wires, black wires grow on her head.*

We see his mistress contrasted to various accepted symbols of adoration.

v) Litotes

Litotes is a special form of understatement. It affirms something by negating the opposite.⁴⁰

For instance : "*He's no fool*" means that he is very shrewd.

w) Onomatopoeia

Onomatopoeia occurs when the sound of a word echoes or suggest the meaning of the word.⁴¹

For instance : "Hiss" and "buzz"

x) Oxymoron

Oxymoron is the combination of contradictory or incongruous terms. The two words that are brought together to form a description

³⁹ Rozakis, 31.

⁴⁰ Rozakis, 33.

⁴¹ Rozakis, 34.

of this kind ought to cancel each other out by the nature of their contradictions instead, they increase the sense of each word.⁴²

For instance : "*Living death*," "*mute cry*," and Milton's description of hell as a place with "*no light, but rather darkness visible*"

y) Synesthesia

Synesthesia takes one of the five senses and creates a picture or image of sensation as perceived by another.⁴³

For instance : "the golden cry of the trumpet" combines "golden", a visual perception of color, with "cry" an aspect of the sense of hearing.

2. Irony

According to Abrams, In most of the modern critical uses of the term "irony" there remains the root sense of dissembling or hiding what is actually the case; not, however, in order to deceive, but to achieve special rhetorical or artistic effects.⁴⁴ Moreover, Keraf adds irony is a reference that wants to say something with a different meaning from what is contained in the sequence of words. Irony is an effective literary effort because it conveys impressions that contain great restraint. Whether on purpose or not, the series of words used deny its true meaning. Therefore, irony will work if the listener is also aware of the hidden meaning behind the series of words.⁴⁵ Reaske also stated that

⁴² Rozakis, 35.

⁴³ Rozakis, 37.

⁴⁴ Abrams, *A Glossary of Literary Terms*, 135.

⁴⁵ Gorys Keraf, *Diksi dan Gaya Bahasa* (Jakarta: Gramedia Pustaka Utama, 2008), 143.

Irony is result from the contrast between the actual meaning of a word or statement and the suggestion of another meaning. The intended implications are often actually a mockery of what is literally being stated.⁴⁶

Laurence Perrine stated that irony has meanings that extend beyond its use merely as a figure of speech.⁴⁷ She distinguish irony into three types, They are verbal irony, dramatic irony and irony of situation.

a. Verbal Irony

Verbal irony saying the opposite of what one means. It has many gradations, and only in its simplest forms does it mean only the opposite of what it said. In more complex forms it means both what is said and the opposite of what is said, at once, though in different ways and with different degrees of emphasis.⁴⁸ Abrams also stated that verbal irony is a statement in which the meaning that a speaker implies differs sharply from the meaning that is ostensibly expressed. The ironic statement usually involves the explicit expression of one attitude or evaluation, but with indications in the overall speech-situation that the speaker intends a very different, and often opposite, attitude or evaluation.⁴⁹

Verbal irony runs the danger of being mis-understood. With irony the risks are perhaps greater than with other figures, for if a metaphor is misunderstood, the reader goes away with exactly the

⁴⁶ Reaske, *How To Analyze Poetry*, 35.

⁴⁷ Perrine, *Sound and Sense An Introduction to Poetry*, 102.

⁴⁸ Perrine, 103.

⁴⁹ Abrams, *A Glossary of Literary Terms*, 135.

opposite idea from what the user meant to convey. The result of misunderstanding if, for instance, you ironically called someone a villain, might be calamitous. For this reason, the user of irony must be very skillful in its use, conveying by an altered tone or by a wink of the eye or pen, that he is speaking ironically and the reader of literature must be always alert to recognize the subtle signs that irony is intended.⁵⁰

b. Dramatic Irony

The term dramatic irony, which stems from Greek tragedy, often connotes something more specific and perhaps a little different from what the developing here. It is used a speech or an action in a story which has much greater significance to the audience of knowledge the character who speaks or performs it.⁵¹ Dramatic irony involves a situation in a play or a narrative in which the audience or reader shares with the author knowledge of present or future circumstances of which a character is ignorant; in that situation, the character unknowingly acts in a way we recognize to be grossly inappropriate to the actual circumstances, or expects the opposite of what we know that fate holds in store, or says something that anticipates the actual outcome, but not at all in the way that the character intends.⁵²

c. Irony of Situation

⁵⁰ Perrine, *Sound and Sense An Introduction to Poetry*, 104.

⁵¹ Perrine, 105.

⁵² Abrams, *A Glossary of Literary Terms*, 137.

Irony of situation occurs when there is a discrepancy between the actual circumstances and those that would seem appropriate or between what one anticipates and what actually comes to pass.⁵³ The irony of situation, with its dramatic nature, seems common to all periods. It is a chief feature in drama, but it is found also in ballads, lyrics, and certain forms of narrative poetry.⁵⁴

3. Sarcasm

Sarcasm usually mean or vicious antagonism, it is not as clever as verbal irony. When one is sarcastic one is making an attack on someone or something. The method of this attack is usually to pretend to be making a compliment but, by the use of extremely sharp verbal irony, really to be making an insult. Sarcasm is the use of caustic or cruel remarks frequently presented by way of ironical statement.⁵⁵

Sarcasm is a type of language that contains offensive and offensive teasing or sarcasm. The main characteristic of the sarcasm style is that it always contains bitterness and reproach that is bitter, hurtful and unpleasant to hear.⁵⁶ Elizabeth Camp in her journal entitled *Sarcasm, Pretense, and The Semantics/Pragmatics Distinction* distinguish into four types of sarcasm as follows :

a. Propositional Sarcasm

⁵³ Perrine, *Sound and Sense An Introduction to Poetry*, 107.

⁵⁴ William Van O'Connor, *Sense and Sensibility in Modern Poetry* (Chicago: Univesity of Chicago Press, 1948), 129.

⁵⁵ Reaske, *How To Analyze Poetry*, 40.

⁵⁶ Tarigan, *Pengajaran Gaya Bahasa*, 92.

In this type of sarcasm has function to delivering an implicature that is the contrary of a proposition that would have been expressed by a sincere utterance.⁵⁷ Propositional sarcasm targets and inverts a proposition that would have been associated with a sincere assertion of the uttered sentence.⁵⁸ The most straightforward cases of sarcasm are those in which the sarcasm's scope is directed toward some proposition to which a sincere utterance would have committed the speaker.⁵⁹

b. Lexical Sarcasm

Lexical sarcasm provides the best case for a semanticist postulation of sarcasm. Lexical sarcasm displays an even tighter connection to an evoked evaluative scale than propositional sarcasm. Where the evaluative scale in propositional sarcasm might be merely pragmatically evoked, lexical sarcasm most naturally targets expressions which denote the extreme end of a conventionally-associated, normatively-loaded scale—expressions like 'brilliant', 'inspired', 'genius', 'diplomat', and 'thrilled'—so that the sarcastic inversion contributes a value at the scale's extreme other end. Often, the targeted expression denotes a positive value, but it can also be negative.⁶⁰

c. Like Prefixed Sarcasm

⁵⁷ Elizabeth Camp, "Sarcasm, Pretense, and The Semantics/Pragmatics Distinction," *Aptara*, July 13, 1994, 2.

⁵⁸ Camp, 20.

⁵⁹ Camp, 21.

⁶⁰ Camp, 25.

Like propositional sarcasm, ‘Like’-prefixed sarcasm targets an entire proposition. But where bare propositional sarcasm is quite flexible in which of the various propositions associated with an utterance it can target focal content, presuppositions, or implicatures, as generated by sentences of any grammatical mood ‘Like’-prefixed sarcasm only combines with declarative sentences, and only targets content that is determined by composition of the constituent expressions’ conventional meanings plus lexically-focused pragmatic processes. This inevitably includes the sentence’s focal content, and often only that content. Further, where bare propositional sarcasm generates at most a strong implicature that the speaker is committed to the inverted content, utterances prefixed with sarcastic ‘Like’ actively commit the speaker to denying that content, in a way that robustly undermines deniability. Thus, flat-footedly sincere replies along the lines of are ruled out, and speakers cannot object to reports of them as having committed themselves to the denial of that content.⁶¹

d. Illocutionary Sarcasm

The final types of sarcasm to consider is illocutionary sarcasm. Illocutionary sarcasm expresses an attitude which is the opposite of one that a sincere utterance would have expressed.⁶² These are cases, like those offered by Kumon-Nakamura et al, where the sarcasm’s scope encompasses not just some element within the

⁶¹ Camp, 27.

⁶² Camp, 23.

uttered sentence, or some proposition associated with the utterance, but the entire illocutionary act that a sincere utterance of the relevant sentence would have undertaken. Often, as we saw, this targets speech acts with an illocutionary force other than assertion. It can also include the full range of implicatures, including especially implicatures that express evaluative attitudes such as pity, admiration, or surprise.⁶³

4. Meaning

In semantics, meaning is a complex phenomenon involving relationships between a language and the minds of its speaker, between a language and the world, and between a language and the practical uses which is put.⁶⁴ According to Geoffrey Leech there are some kinds of meaning in semantics.

a. Conceptual Meaning

Conceptual meaning or we can call it denotative or cognitive meaning, is widely assumed to be the central factor in linguistic communication. It has a complex and sophisticated organization compared to those specific to the syntactic or phonological levels of language.⁶⁵ Reaske stated that denotation has reference only to what is conventionally understood by a word. The denotative meaning of a word is thus void of any emotional or subjective overtones. When

⁶³ Camp, 32.

⁶⁴ Robert Poletto, Stefanie Jannedy, and Tracey L. Weldon, *Language Files: Materials for an Introduction to Language and Linguistics*, Sixth Edition (Columbus: Ohio State University, 1994), 219.

⁶⁵ Geoffrey Leech, *Semantics The Study of Meaning*, Second Edition (England: Penguin Books, 1985), 9.

examining a word, a critic should differentiate between its denotative and its connotative meaning.⁶⁶

b. Connotative Meaning

Connotation is one of the various implications that a word carries. Most words have many connotations. The use of connotation of a word to give some purpose and advantage. In speech if the speaker wants to direct the audience's attention she can do so by using a word that has appropriate connotation.⁶⁷

Connotative meaning is the communicative value an expression has by the writer of what it refers to. To a large extent, the notion of reference overlaps with conceptual meaning.⁶⁸ Connotative meaning is not specific language, but is shared by other communicative systems, such as visual art and music. Connotative meaning is relatively unstable: that is very considerably, as we have seen, according to culture, historical period, and the experience of the individual.⁶⁹

5. Speech

Speech is public speaking activity which is generally in the form of formal conversation carried out by speaker to express his opinion, or to provide overview of important thing or an event and must be discussed to provide understanding or information to the audiences.

⁶⁶ Reaske, *How To Analyze Poetry*, 31.

⁶⁷ Reaske, 29.

⁶⁸ Leech, *Semantics The Study of Meaning*, 12.

⁶⁹ Leech, 13.

Types of speech can be distinguished based on its purpose and the method of delivery. Based on the purpose of speech there are informative, persuasive, and recreational speech.

- a. Informative speech, This speech aims to convey information. The audience is expected to know, understand and accept the information. Informative speech is an effort for instill understanding. That is why the entire informative speech should be clear, logical, and systematic.⁷⁰
- b. Persuasive speech is speech that aims to influence opinions, attitudes, traits and behavior audience. It is not easy to influence the audience because the audience will be selective in facing efforts persuasion from a communicator / orator, lecturer, or speaker. With thus, it affects a person or the crowd “from outside ”requires specific techniques and tactics as well able to penetrate hidden obstacles in that human being. If this is not given enough attention, hence a great persuasive campaign effort with funds the big ones won't work either.⁷¹
- c. Recreational speech is a type of speech generally are mild, do not have a specific purpose such as informative and persuasive speech. But speech recreation is the most difficult type of speech to do because it not only requires speaking skills, but also intelligence.⁷²

⁷⁰ Dhanik Sulistyarini and Anna Gustina Zainal, *Buku Ajar: Retorika* (Banten: AA Rizky, 2020), 116.

⁷¹ Sulistyarini and Zainal, 119.

⁷² Sulistyarini and Zainal, 127.

Based on the method of delivery speech can be distinguished into three types. They are impromptu, manuscript, memorization and extemporane method.

- a. Impromptu method is a method of delivery without special preparations. The speaker and the topic meet, and talk started.⁷³
- b. Manuscript method, the speaker reads the speech for the audience. This manuscript method is safe to use in situations that demand punctuality and wording used.⁷⁴
- c. Memorization method is used when the content of the discussion concerns political sensitive cases or when time is very limited. Memorization method requires the presenter to write the material talk word for word and memorize it well.⁷⁵
- d. Extemporane method in its delivery demands a great deal of preparation thorough, remembering main ideas and sequence appearance, and perhaps memorizing a few sentences the first and last of the talks. However, nothing rigid attachment to choice of words. This is good method to use in speech at public face.⁷⁶

6. Dalia Mogahed

Dalia Mogahed was born in 1975 in Cairo, Egypt, and immigrated to the United States at the age of four. He received a bachelor's degree in chemical engineering with a minor in Arabic from the University of Wisconsin. After graduation, Mogahed joined the marketing department

⁷³ Sulistyarini and Zainal, 129.

⁷⁴ Sulistyarini and Zainal, 130.

⁷⁵ Sulistyarini and Zainal, 131.

⁷⁶ Sulistyarini and Zainal, 132.

of Procter & Gamble, a large consumer goods conglomerate. He later received an MBA from the Joseph M. Katz Graduate School of Business at the University of Pittsburgh.

Dalia Mogahed is an American researcher and consultant from Egypt. He is Director of Research at the Institute for Social Policy and Understanding (ISPU) in Washington, DC He is also President and CEO of Mogahed Consulting, a Washington, DC-based training and executive consulting firm specializing in Muslim communities and the Middle East. Mogahed is the former Executive Director of the Gallup Center for Muslim Studies, a non-partisan research center that provides data and analysis to reflect the views of Muslims around the world. He was chosen as an adviser by US President Barack Obama in the White House Office of Faith-Based Partnerships and Environment.

He is Director of Research at the Institute for Social Policy and Understanding (ISPU), a Muslim research organization based in Washington, D.C. and Dearborn, Michigan. Prior to ISPU, Dalia Mogahed headed the Gallup Center for Muslim Studies from 2006 to 2012, which conducted research and statistics on Muslims around the world. He was chosen as an adviser by US President Barack Obama in the White House Office of Faith-Based and Neighborhood Partnerships.