

## **2. REVIEW OF RELATED LITERATURE**

This chapter provides the theory and relevant studies used to analyze the figurative language in the transcript of *Genshin Impact's and Honkai: Star Rail's Special Program videos*. The study's main theory is Harris (2018) theory of rhetorical devices, but the writer focuses on the theory of figurative language. The writer uses two studies related to the writer's studies. The first study, conducted by Junior (2023), is about the use and function of figurative language in stand-up comedy. The second study, conducted by Lauw (2023), is about the use of rhetorical devices in speech.

### **2.1. Review of Related Theory**

In section 2.1, the writer uses one theory to analyze the transcript of *Genshin Impact Special Program videos*. This study's leading theory is Harris (2018) theory of rhetorical devices, where Harris (2018) classifies the devices into balance, emphasis, transition, clarity, syntax, figurative language, restatement, sound, drama, and word play.

Out of 10 rhetorical devices Harris (2018) lists, the writer focuses on figurative language theory. The writer uses the theory to analyze the types of figurative language in the transcripts. In this chapter, the writer summarizes the 11 types of figurative language from Harris (2018) theory of figurative language.

#### **2.1.1 Figurative Language**

As a part of rhetorical devices, Harris (2018) describes how often figurative language is used in creative works, giving them an interesting touch for readers or listeners. On the other hand, figurative language is also commonly used to clarify something that is not commonly known and compare it with something familiar to give understanding.

Harris (2018) describes 11 categories of figurative language: simile, analogy, metaphor, catachresis, metonymy, synecdoche, personification, allusion, eponym, apostrophe, and transferred epithet.

##### **2.1.1.1 Simile**

The first category of figurative language listed in Harris' book is simile. "A simile compares two very different things that have at least one quality in common" (Harris, 2018, p.

85). To put it in simpler words, it is a comparison of two different subjects that still have one similarity. According to Harris (2018), similes in poetry are used for artistic effect, while in formal situations, similes are used to increase interest and clarify an idea in a more creative way (p. 85). An example of simile is, "After long exposure to the direct sun, the leaves of the houseplant looked like pieces of overcooked bacon" (Harris, 2018, p. 85).

From the example above, Harris (2018) explains how the subject, *the leaves of the houseplant*, is directly compared with the image of *overcooked bacon* using the word *like*. In the example, the sentence writer emphasized the *leaves* condition and compared it to a more familiar image, the overcooked bacon. This is because the subject and image both have a similar brown color and shrinking look (p. 85 - 86).

Harris (2018) also provides a guideline in creating similes,

- The use of a more widely recognized image,
- The image and subject must be significantly different.

Since there are numerous elements in simile construction, Harris (2018) outlines several direct methods. The first one is the common use of *like* to compare one noun to another (p. 86). An examples Harris (2018) provides on the use of *like* to construct simile is, "Like the web of a drunken spider, the new organizational chart seemed to lack careful planning." (Harris, 2018, p. 86).

While comparing a verb or clause to another, Harris (2018) shows that simile typically uses *as*. For example, "Just as a pencil sharpener grinds away the excess wood and pencil lead to form a new, sharp point, so the copy editor trimmed the surplus text to create pointed, direct story." (Harris, 2018, p. 86).

The third one is the use of *as...as*. According to Harris (2018), it is commonly used "when an adjective or adverb forms the subject of the comparison" (Harris, 2018, p. 86). An example of using *as ... as* construction in simile is this sentence, "His greeting was as sudden as an unexpected honk" (Harris, 2018, p. 86).

From all of the examples above, Harris (2018) mentions that imagery can be written first before the subject, such as the image of *drunken spider* or *pencil sharpener*, in which both imagery were used first before the subject (p. 86).

There are a lot more methods to construct similes. Hence, Harris (2018) provides several other methods to construct similes below,

X is like Y	X is not like Y	X is the same as Y
X is more than Y	X is less than Y	X does Z; so does Y
X is similar to Y	X resembles Y	X is as Z as Y
X is Z like Y	X is more Z than Y	X is less Z than Y
as Y, so X	X, as if Y	X makes me think of Y

Figure 2.1 Methods to Create Simile

Source: Harris, R. A. (2018). *Writing with clarity and style: A guide to rhetorical devices for contemporary writers* (2nd ed.). Routledge, p. 88.

### 2.1.1.2 Analogy

Like simile, according to Harris (2018), an analogy compares two different objects by highlighting anything they have in common. There are several characteristics of analogy,

- Analogy highlights multiple similarities
- Analogy is designed to provide clarity of concept
- Analogy is a useful tool for readers to understand complex concepts

Harris (2018) explains how analogies can be used to explain difficult or technical information, making it easier for general audiences to digest the information. Below is an example Harris (2018) provides,

A virtual device, like an impersonator, pretends to be something other than it really is. For example, just as a cab driver with the aid of a lab coat may impersonate a doctor, an area of computer memory with the aid of software can impersonate a disk drive. The computer uses this pretended drive as if the drive were a real piece of hardware, but it is only virtual hardware.

In order to solve a problem, you first have to know what the problem really is, in the same way that you can't untie a knot until you've found the knot.

—Aristotle

Figure 2.2 Example of Analogy

Source: Harris, R. A. (2018). *Writing with clarity and style: A guide to rhetorical devices for contemporary writers* (2nd ed.). Routledge, p. 90.

From the example above, Harris (2018) explains how Aristotle used the image of untying a knot to explain the subject of problem-solving. This analogy clarifies Aristotle's explanation of the need to solve a problem by identifying it first (p. 90).

### 2.1.1.3 Metaphor

According to Harris (2018), metaphor compares two distinct things while defining the subject as the picture. Contrary to the first two figurative languages mentioned above, Harris (2018) explains how a metaphor considers the subject as the picture rather than just how it is similar to the subject.

For example, in the sentence from Joshua Reynolds, "The mind is but a barren soil; a soil which is soon exhausted and will produce no crop, or only one, unless it be continually fertilized and enriched with foreign matter. —Joshua Reynolds" (Harris, 2018, p. 91). In this example, Harris (2018) states how Joshua Reynolds used the word *is* to create a more dramatic effect in showing how the mind is a barren soil. Even so, both the subject and image used are still somewhat similar.

To provide a better understanding, below is a list Harris (2018) provides on several methods to construct metaphors using the word *life* as the subject. In this instance, the word *river* will be used as the imagery.

<b>life is a river</b>	<b>the river of life</b>	<b>life's river</b>
<b>life flows</b>	<b>swimming upstream in life</b>	<b>a flowing life</b>

Figure 2.3 Methods to Create Metaphors

Source: Harris, R. A. (2018). *Writing with clarity and style: A guide to rhetorical devices for contemporary writers* (2nd ed.). Routledge, p. 94.

### 2.1.1.4 Catachresis

A catachresis "is a striking, even extreme, implied metaphor that often makes use of a grammatical misconstruction" (Harris, 2018, p. 95). According to Harris (2018), there are many ways to create catachresis, but one of the most common ways to create catachresis is to replace the intended idea with related objects.

For instance, "I will speak daggers to her, but use none. —Hamlet" (Harris, 2018, p. 95). From the example, Harris (2018) states that Hamlet used the word *daggers* to express anger or threat. The word *speak daggers* sounds more threatening because it gives the idea of *threatening death with daggers*.

#### **2.1.1.5 Metonymy**

Similar to catachresis, metonymy is another type of metaphor. According to Harris (2018), a metonymy occurs when something strongly associated with the subject is used instead of the subject. In short, it uses an associated word to refer to the subject.

To have a better understanding of metonymy, Harris (2018) provides an example of metonymy, "You cannot fight city hall" (Harris, 2018, p. 102). From the example, Harris (2018) explains that the word *city hall* does not mean the building but rather the whole process of government. However, rather than trying to visualize the associated object's meaning, readers will understand it as the building as they still know that the word represents an unknown scheme.

#### **2.1.1.6 Synecdoche**

According to Harris (2018), synecdoche is also a category of metaphor, and it is similar to metonymy. However, instead of substituting the association with the subject like metonymy, synecdoche substitutes something partly or fully. According to the explanation Harris (2018) provides, several substitutions can be used to create metonymy,

- Genus for the species
- Species for the genus
- Material for the thing made
- Part for a whole
- Whole for a portion

Harris (2018) points out that the more common form of synecdoche is the use of part-the-whole substitution. Still, whole-for-part substitutions are also common in synecdoche. Harris (2018) provides two examples of both substitutions, "It is certainly hard to earn a dollar these days. [*a dollar* substituted for *money*]" and "See those little brown domes up at the ceiling? You're being watched by electronics. [*electronics* substituted for *video surveillance systems*]" (Harris, 2018, p. 104).

#### **2.1.1.7 Personification**

According to Harris (2018), personification is another type of metaphor in which inanimate objects, other non-human beings, or even thoughts are given human characteristics. Many possible human traits can be incorporated, including forms, behaviors, feelings, attitudes, etc.

Harris (2018) provides a simple example to illustrate the use of personification on the object, "The ship began to creak and protest as it struggled against the rising sea" (Harris, 2018, p. 106). Harris (2018) explains how the object *ship* is protesting or struggling, which cannot happen in real life since it is just an inanimate object. However, giving personification to the object allows readers to understand better the situation or the build-up through familiar human terms.

#### **2.1.1.8 Allusion**

Allusion, according to Harris (2018), is a brief reference to something popular, such as famous people or memorable events. Allusion can function as a shorter analogy or be used as an example when focusing on a point. To create an effective allusion, Harris (2018) lists below some of the qualities an allusion must have,

- Familiarity. Consider the familiarity of the reference to the audience.
- Endurance. Consider making a reference that could last for a long time, not something that may be gone overnight.
- Specific Attribute. Some people or events may have more than one attribute. Therefore, it is better to be specific when addressing the attribute.

To gain a better understanding of this device, Harris (2018) provides an example of allusion, "You must borrow me Gargantua's mouth first. 'Tis a word too great for any mouth of this age's size. —As You Like It, 3.2.238" (Harris, 2018, p. 114).

For this example, Harris (2018) uses a case of allusion from one of Shakespeare's creations titled *As You Like It*. To provide a better explanation, the word *Gargantua* was used by Shakespeare, even though the name Gargantua is not that popular. However, the usage of the sentence, "'Tis a word too great for any mouth" (Harris, 2018, p. 114), already indicates that *Gargantua* is a name for a giant, making the allusion work.

#### **2.1.1.9 Eponym**

Following Harris (2018), an eponym is a category of allusion where the reference to a popular person or event is used to substitute the attribute. Since it is similar to how allusion works, Harris (2018) states that eponym also needs the reference to be known but not too well known by the audience. Still, in cases where the reference used is not popular, or there is more than one attribute that can be referred to, adding the intention to the description would help.

Several examples of eponyms are, “This lid is stuck so tight I need a Hercules to open it” (Harris, 2018, p. 115), “The wisdom of Solomon was needed to understand the baffling trends in the appliance marketplace this last quarter” and “The Securities Exchange Commission is charged to be the Argus of the stock market: its hundred eyes are everywhere” (Harris, 2018, p. 116).

Harris (2018) explains the allusion behind both sentences in the last two examples. In the first one, the famous characteristic of Solomon is his wisdom, while in the second, Argus is known by the characteristics of having a hundred eyes. These attributes are explicitly put in the eponym to ensure the reference used is understandable.

#### **2.1.1.10 Apostrophe**

According to Harris (2018), an apostrophe is “a direct address to someone, whether present or absent, and whether real, imaginary, or personified” (Harris, 2018, p. 117). The primary function of apostrophes is to give writers a brief topic diversion so a build-up could be slipped in.

In the following illustration, Harris (2018) provides an example of an apostrophe from Richard de Bury, who takes a break from praising books to specifically address the books directly, “O books who alone are liberal and free, who give to all who ask of you and enfranchise all who serve you faithfully!” (Harris, 2018, p. 117).

From the example above, Harris (2018) shows how often an apostrophe would be present with a personification since both address something humanized or abstract. Hence, an apostrophe addressing the personification of abstract things is commonly used in literary works. Since the apostrophe showcases clear emotions, it is rarely used in formal works. Still, an apostrophe can be very effective with the right word, even in formal or semi-formal works.

#### **2.1.1.11 Transferred Epithet**

Harris (2018) explains that a transferred epithet is an adjective that can alter a noun when it usually cannot modify that noun. To further understand a transferred epithet, below is an example Harris (2018) provides from George Herbert, “At length I heard a ragged noise and mirth of thieves and murderers. —George Herbert” (Harris, 2018, p. 118).

In the example above, Harris (2018) explains how the word *ragged* usually does not modify the word noise because the word ragged refers to the rough edge of physical items, such

as wood. However, the imagery is still very effective since readers will be able to sense the sound coming from thieves or murderers who are metaphorically making noises like a ragged edge.

Table 2.1

Summary of Figurative Language

No.	Categories	Definition and Characteristics
1	Simile	<p>“A simile compares two very different things that have at least one quality in common” (Harris, 2018, p. 85).</p> <p>In creating similes, there are two important aspects:</p> <ul style="list-style-type: none"> <li>• The use of widely recognized image</li> <li>• The significant difference between the image and subject</li> </ul> <p>Example:</p> <p>“After long exposure to the direct sun, the leaves of the houseplant looked like pieces of overcooked bacon” (Harris, 2018, p. 85)</p>
2	Analogy	<p>An analogy compares two different objects by highlighting anything they have in common. Unlike simile, analogy highlights multiple similarities, designed to provide clarity of concept and a useful tool to help readers understand complex concepts.</p> <p>Example:</p> <p>“In order to solve a problem, you first have to know what the problem really is, in the same way that you can’t untie a knot until you’ve found the knot” (Harris, 2018, p. 90)</p>
3	Metaphor	<p>Compares two distinct things while defining the subject as the picture.</p> <p>Example:</p> <p>“The mind is but a barren soil; a soil which is soon exhausted and will produce no crop, or only one, unless it be continually fertilized and enriched with foreign matter —Joshua Reynolds” (Harris, 2018, p. 91)</p>
4	Catachresis	<p>“A striking, even extreme, implied metaphor that often makes use of a grammatical misconstruction” (Harris, 2018, p. 95).</p>



		<p>One of the most common way to create catachresis is to replace the intended idea with related objects.</p> <p>Example:</p> <p>"I will speak daggers to her, but use none" (Harris, 2018, p. 95)</p>
5	Metonymy	<p>When something that is strongly associated with the subject is used instead of the subject is called a metonymy. In short, it is the use of an associated word to refer to the subject.</p> <p>Example:</p> <p>"You cannot fight city hall" (Harris, 2018, p. 102)</p>
6	Synecdoche	<p>Similar to metonymy, but, instead of creating a substitution of the association with the subject like metonymy, synecdoche substitutes something partly or fully.</p> <p>Example:</p> <p>"If I had some wheels, I'd put on my best threads and ask for Jane's hand" (Harris, 2018, p. 104)</p>
7	Personification	<p>Another type of metaphor in which inanimate objects, other non-human beings, or even thoughts are given human characteristics.</p> <p>Example:</p> <p>"The ship began to creak and protest as it struggled against the rising sea" (Harris, 2018, p. 106)</p>
8	Allusion	<p>A brief reference to something popular, such as famous people or memorable events.</p> <p>The must have qualities of allusion are,</p> <ul style="list-style-type: none"> <li>• Familiarity</li> <li>• Endurance</li> <li>• Specific Attribute</li> </ul> <p>Example:</p> <p>"You must borrow me Gargantua's mouth first. 'Tis a word too great for any mouth of this age's size" (Harris, 2018, p. 114)</p>

9	Eponym	A category of allusion where the reference to a popular person or event is used to substitute the attribute.  Example: "This lid is stuck so tight I need a Hercules to open it" (Harris, 2018, p. 115)
10	Apostrophe	"A direct address to someone, whether present or absent, and whether real, imaginary, or personified" (Harris, 2018, p. 117).  Example: "O books who alone are liberal and free, who give to all who ask of you and enfranchise all who serve you faithfully" (Harris, 2018, p. 117)
11	Transferred Epithet	A transferred epithet is an adjective that can alter a noun when it normally cannot modify that noun.  Example: "At length I heard a ragged noise and mirth of thieves and murderers" (Harris, 2018, p. 118)

## 2.2. Review of Related Studies

In this review of related studies, the writer provides two studies. First is the study by Junior (2023) about figurative language in stand-up comedy, and second is by Lauw (2024) about rhetorical devices in promotional videos. Both studies are related to the writer's field of study, figurative language in video.

### 2.2.1 Figurative language used in Bo Burnham's stand-up comedy titled *What* (Junior, 2023)

Junior (2023) conducted a study that analyzed figurative language and its function in Bo Burnham's stand-up comedy with the title *What*. Junior (2023) used the theory of figurative language proposed by Harris (2018) to analyze the type of figurative language (simile, analogy, metaphor, catachresis, metonymy, synecdoche, personification, allusion, eponym, apostrophe, and transferred epithet). Junior's study also analyzed the function of figurative language (clarifying, provoking interest, and constructing association) in Bo Burnham's stand-up comedy titled, *What*.

Junior (2023) conducted the study using a qualitative approach. Junior (2023) collected and checked the data in the form of a video transcript himself. Then Junior (2023) analyzed the

utterances of Bo Burnham, which consist of figurative language inductively and deductively. From the study, Junior (2023) found that the figurative language used in stand-up comedy is simile, metaphor, personification, and allusion. Junior (2023) also found some combinations of figurative language, such as metaphor and personification. Junior's study also showed that using figurative language in stand-up comedy is important as it helps clarify content, provoke interest, and establish associations with the audience.

The similarity between the writer's and Junior's studies is that both use the same theory, Harris (2018), to analyze the figurative language in the collected data. Nevertheless, two differences exist between the present writer's and Junior's studies. The first one is that Junior (2023) analyzed the functions of figurative language, while the writer's study does not focus on the function. The second one is that both studies analyze different subjects, that is, stand-up comedy and advertising.

Junior's (2023) study inspires the writer's study. From Junior's study, the writer wants to find more figurative language using different data and know if the different data will provide interesting results for further study in figurative language.

### **2.2.2 Rhetorical devices used by Mark Zuckerberg in his 2007 Harvard Commencement speech (Lauw, 2023)**

Lauw (2023) conducted a study on rhetorical devices used by Mark Zuckerberg in his 2007 Harvard commencement speech. Lauw's study mainly used the theory of rhetorical devices proposed by Harris (2018). The theory proposed by Harris (2018) is used in Lauw's study to analyze the type of rhetorical device in the figurative language group (simile, analogy, metaphor, catachresis, metonymy, synecdoche, personification, allusion, eponym, apostrophe, and transferred epithet) used by Mark Zuckerberg in his speech. Lauw (2023) also analyzed the functions of these devices (emphasis, create rhythm, and add humor) in the speech.

Lauw (2023) conducted the study using a qualitative approach, specifically qualitative content analysis. The qualitative content analysis method used by Lauw (2023) in his study focused on examining content, namely Mark Zuckerberg's speech. The qualitative content analysis method searched for the use of rhetorical devices and their purpose. As the writer, Lauw (2023) examined and developed a concept of the content. From the study, Lauw (2023) found that there are six out of eleven rhetorical devices used in the speech. The six rhetorical devices are simile, catachresis, synecdoche, personification, allusion, and transferred epithet.

The similarity between the study conducted by Lauw (2023) and the writer's present study is that both use the same theory, Harris (2018), to analyze the rhetorical device in the figurative language group. Nevertheless, there are two differences between the present writer's and Lauw's study. First of all, Lauw (2023) analyzed the functions of figurative language, while the writer's study does not focus on the function. The second one is that both studies analyze different subjects, that is, speech and advertising.

Lauw (2023) study inspires the present writer's study. From Lauw's study, the writer wants to find more figurative language using different data. The writer wants to know if the difference in data will give interesting results for further study in the use of rhetorical devices.