The Analysis of Semantic Meaning Found on Emma Watson's Speech

Alex Martinius
Universitas Cendana

alexmartinius@gmail.com

Abstract- The purpose of this research was to identify the types of semantic meaning contained in the speech delivered by Emma Watson to the United Nation on gender equality. The types of meaning used in this research were taken from Leech's theory, concerning seven types of meaning in semantics, namely conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, collocative meaning and thematic meaning. The data in this research were in the form of phrases, clauses, and sentences contained in the speech delivered by Emma Watson which was obtained by the method of collecting data through observation. Using the observation method, the results showed that there were conceptual meanings, connotative meanings, social meanings, affective meanings, reflective meanings and thematic meanings in the speech delivered by Emma Watson to the United Nation. Where the connotative meaning was the dominant meaning found in the speech (26.25%). The speech contained Emma Watson's opinion on gender equality and feminism in the world community. This research was aimed at avoiding any misperceptions in responding to the speech delivered by Emma Watson.

Keywords: semantics, meaning, Leech's theory, speech

I. INTRODUCTION

As a human, language is one of the most important human needs. With language, human can communicate with each other or express their feelings to their world. According to Wibowo (2001:3), language is a system of symbols that are meaningful and articulate sound (generated by said tool) which are arbitrary and conventional, which is used as a means of communicating by a group of human beings to give birth to feelings and thoughts. Almost similar to the opinion Wibowo, Walija (1996:4), disclose the definition language of communication is the most complete and effective way to convey ideas, messages, intentions, feelings and opinions to others. With the language we can express our feeling through communication such as small talk, deep talk, conversation, or speech. Since language is universal and fundamental to all human interaction, the knowledge attained in linguistics has many practical applications. Our knowledge about language is simply called linguistic knowledge. Lim (1975:3) defines that linguistics is the scientific study of language. Linguistics has also the framework or theoretical methods that could be categorized as the scientific method; in this case scientific method for human and social studies. Language analysis is done systematically within the framework of some general theory of language structure. Linguistics which consists of four branches. Semantic is one of linguistic branches. Semantic is the area of linguistics that analyzes the meaning of words, phrases and sentences in language (Swarniti, 2021). The study of semantic includes the study of how meaning is constructed, interpreted, clarified, obscured, illustrade, simplified negotiated, contradicted and paraphrased, That's why this study is very important to learn because every written and spoken text needs a meaning to deliver. Meaning is an idea or concept that can be transferred from the mind of the speaker in the mind of the hearer by embodying them in form of one language or another (G..Leech, 1974).

Related to the human communication system, we should note that there are three systems of human communication. The three systems are in the form of speech, writing, and gesture (Lede & Swarniti, 2020). For most people, speech is the basic system of communication. Stern (1994:119—121) argues

that it is hardly imaginable that a language could be taught without some underlying conceptions of the general nature of language. One of the example is meaning. Without understand the meaning clearly, can make the conversation ambiguous, and misperception (Pratama & Swarniti, 2021). That's why meaning is an important aspect in a language because the meaning can give an understanding of the matters talked on that spot. If we know the meaning, the communication can happen smoothly and understand one another are built in automatically (Swarniti, 2022).

Nowadays, freedom of speech has become the right of every human being. And freedom of speech can be conveyed in various social media platforms. For example on Youtube. On Youtube we can find various speeches about various issues that are symbols of freedom of speech in humans. The speech on Youtube contains user's opinion and feelings, started from The President, Celebrities, and famous influencer around the world. Its easy use makes Youtube become a popular platform for expressing opinions.
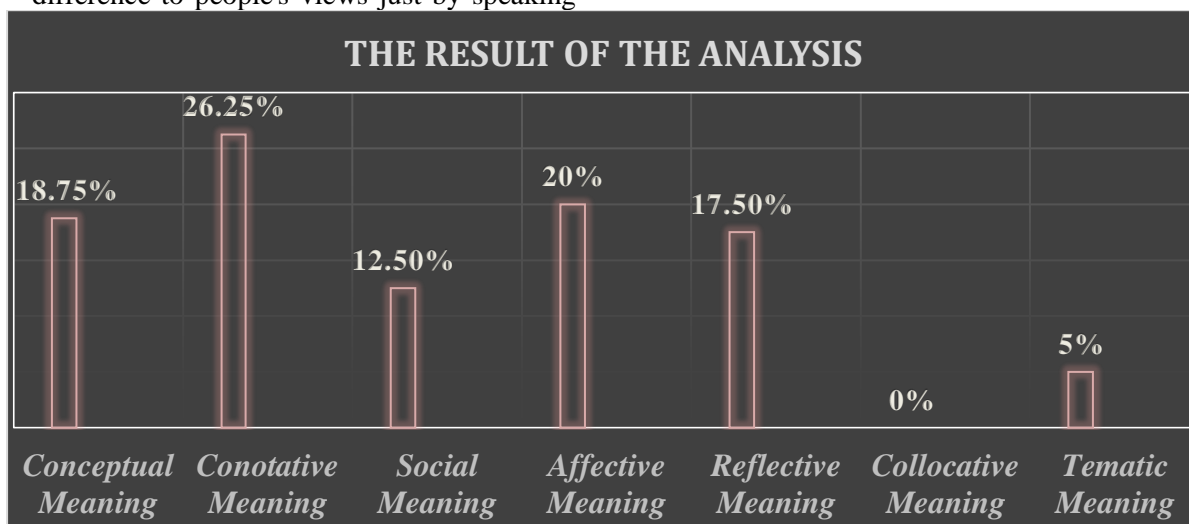
Based on the explanation above, this research needed to conduct. The purpose of conducting this research was to identify Leech's seven types of Meaning that found on Celebrities Speech on Youtube. The Celebrities themselves can make a big difference to people's views just by speaking globally via Youtube. So it is very important not to misinterpret the speeches delivered by these celebrities. With Leech's seven types of Meaning, we can understand the meaning of the speaker clearly.

II. METHODS

In Youtube account of United Nation, there are many videos on a wide range of global topics including current news, peace and security, social and economic development, human rights, climate action and more that delivered by several influencer. One of their post is A Speech From Famous Harry Potter Cast , Emma Watson. The speech were about Emma's personal feelings concerning gender based equality around the world. The speech were data source in this research. The data in this research were phrases, clauses and sentences found in Emma Watson's Speech on United Nation's youtube account. This research is refer to Leech's seven types of meaning in Semantics. This research was using mixed method, that is qualitative research that supported by quantitative. The method used in this research was interpretive qualitative. Data collection method used in this research was observation method. The data were analyzed by interpret the speech that delivered by the celebrities.

III. RESULT AND DISCUSSION

THE RESULT OF THE ANALYSIS

Conceptual Meaning	18.75%
Conotative Meaning	26.25%
Social Meaning	12.50%
Affective Meaning	20%
Reflective Meaning	17.50%
Collocative Meaning	0%
Tematic Meaning	5%

Based on the analysis of Emma Watson's Speech in a famous youtube account, United Nation, the data found were conceptual meaning, connotative meaning, social meaning, affected meaning, reflected meaning, and thematic meaning. The result of the analysis in percentage was described in the following chart.

The chart above shows 6 types of meanings found in Emma Watson's speech. They are conceptual meaning, connotative meaning, social meaning, affective meaning, reflective meaning, and thematic meaning. There is one type of meaning that is not found in the speech, namely collocative meaning. This can be seen from the number of percentages on collocative meaning. While the most common meaning found is Connotative Meaning. The highest percentage of meaning is connotative meaning of 26.25%. The lowest percentage of meanings found are thematic meanings. It is only by 5%.

CONCEPTUAL MEANING

Conceptual meaning is also called denotative or cognitive meaning. Conceptual meaning "is widely assumed to be the central factor in linguistic communication. In semantics, conceptual meaning is the literal or core sense of a word. There is nothing read into the term, no subtext; it's just the straightforward, literal, dictionary definition of the word. Leech considers conceptual meaning as primary, because it is comparable in organization and structure to the syntactic and phonological levels of language.

In Emma Watson's speech about gender equality posted on the United Station Youtube account, several data were found that belonged to conceptual meaning. The analysis is as follows:

1) *But also so that their sons have permission to be vulnerable and human too.*

In addition to the data above, it can be examined that the languages in the data are types of meaning which are categorized as conceptual meanings. In data (1), But also so that their sons have permission to be vulnerable and human too..There is 1 key word to know the conceptual meaning. It's a human word. Conceptual meaning Humans (Homo sapiens) are the most abundant and widespread species of primate, characterized by bipedalism and large, complex brains. Human is the language used for other mentions of people / person. Can be used to say plural or singular words.

CONNOTATIVE MEANING

Connotative meaning is the communicative value of an expression over and above its purely conceptual content. It is something that goes beyond the mere referent of a word and hints at its attributes in the real world. In this context, the relationship between conceptuan and connotative meaning can easily be compared to the one between the language (conceptual) and the "real world" (connotative). For this reason, connotative meaning can be seen as an open-ended and unstable category in comparison to conceptual meaning. (Leech 1981, 12).Speaking of connotations, Leech is actually talking about one's real-world experience associative with expressions when one uses or hears them; therefore, the boundary between conceptual meaning corresponds to a nebulous but important boundary between language and the real world.

Based on the analysis, the most common meaning found in the data source is connotative meaning. The analysis is described in the following description.

1) *I want men to take up this mantle, so that their daughters, sisters, and mothers can be free from prejudice.*
2) *We don't often talk about men being imprisoned by gender stereotypes*

Based on the data above, it can be analyzed that these expressions have connotative meanings. The connotative of the first data (1) is the word this mantle (mantle). The word mantle itself literallyis a word that

is associated with things that cover or conceal. Based on the speaker's experience, the word mantle conveyed has the meaning as something that covers or conceals the men from the point of view of feminism. So that their thinking can be more open in responding to feminism.

In the second data (2), there are keywords that are indicated to have connotative meanings. Conceptual meaning of the word Imprisonedhold someone in a prison or jail. Based on the sentence, the connotation of the word Imprisoned is that the speaker feels that many are being imprisoned by gender stereotypes. Where imprisoned refers to things that they should be able to convey but cannot pass because they are a man.

SOCIAL MEANING

Social meaning is that which a piece of language conveys about the social circumstances of its use (Leech, 1981: 14). The meaning conveyed by the piece of language about the social context of its use. The decoding of a text is dependent on our knowledge of stylistics and other variations of language. We recognize some words or pronunciation as being dialectical, telling us something about the regional or social origin of the speaker. Depending on the situation the social meaning can also include what is called the illocutionary force of an utterance, which can then be interpreted as a request, a threat and others as stated by Leech (1981,15)

The data source found some data on social meaning. The data are analyzed and discussed in the following description.
1) *We want to try and galvanize as many men and boys as possible to be advocates for change.*

In the data above, an analysis of social meaning is found. In data (1), We want to try and galvanize as many men and boys as possible to be advocates for change. Here the word advocates has a social meaning, which meanspublicly supports or

recommends a particular cause or policy. Based on the use of the word advocates, it can be seen that speakers at least know and even understand about the rules or matters relating to feminism that deserve support.

AFFECTIVE MEANING

Affective meaning relates to the speaker's point of view about something being discussed. The function of affective meaning in language is to express personal feelings or attitudes to listeners(Dance, 2020). Leech stated that it is a type of language that reflects the speaker's personal feelings including his attitude towards something he is talking about(G. Leech, 1981). It refers to emotive association or effects of words evoked in the reader, listener. It is what is conveyed about the personal feelings or attitude towards the listener.

Based on the analysis, found some data on affective meaning. The explanation of the analysis is described as follows:
1) *And this seemed uncomplicated to me*
2) *When I was eight. I was confused being called "bossy".*

Referring to the data above, it can be analyzed that the expressions above have an affective meaning/feeling of the speaker. In the affective meaning of data (1), the word uncomplicated means something simple and not complex. Here the speaker tries to convey that the speaker understands the situation he is facing.

Meanwhile, the second keyword (2) is contained in the confused sentence. Confused means unable to think clearly. From this data, it can be seen how the speaker feels confused when his friends call the speaker bossy. The speaker expresses his feelings with the word confused which is indicated as an affective meaning.

REFLECTIVE MEANING

In a case of Reflective meaning, it can be explained as the one appearing in situations of multiple conceptual meanings, when one sense of a word influences our response to

another sense, as stated by Leech (1981,16). In semantics, reflected meaning is a phenomenon whereby a single word or phrase is associated with more than one sense or meaning. It is the product of people's recognition and imagination. At the lexical level of language, Reflected meaning Appears when a word has more than one conceptual meaning or multiple conceptual meaning. In such cases while responding to one sense of the word we partially respond to another sense of the word too

Based on the analysis, found some reflective meaning data. The explanation of the analysis is described as follows:

1) *And the more I've spoken about feminism, the more I have realized that fighting for women's rights has too often become synonymous with man hating.*

Referring to the data above, it can be analyzed that there is reflective meaning in data one (1), the word fighting is a keyword that refers to reflective meaning. Fighting here has two (2) conceptual meanings, namely part in a violent struggle involving the exchange of physical blows or the use of weapons or campaign determinedly for or against something, especially to put right what one considers unfair or unjust. Here the speaker as a feminist tries to fight for women's rights and tries to make gender equality between women and men

THEMATIC MEANING

The final of meaning is the thematic meaning. Thematic meaning is mainly a matter of selection betweenalternative grammatical construction. The thematic type of meaning provides an answer to the question: "What is communicated by the way the author formed and organized the message?" can be considered as a part of sentence semantics (Leech 1981,19). Thematic refers to what is communicated by the way in which speaker or a writer organizes the message in terms of ordering focus and emphasis. The ways we order our message also convey what is important and what not.

Based on the results of the analysis found some thematic meaning data. Data belonging to thematic meanings are described in the following sentences:

1) *How can we affect change in the world when only half of it is invited? Or feel welcomed to participate in a conversation?*

Referring to the data above, it can be analyzed that these expressions have thematic meanings. In data (1) the two phrases above, invited and participate have the same meaning as an invitation. In a sense, the speaker wants to invite men to have a positive view of what the speaker says about feminist.

IV. CONCLUSION

Based on the discussion above, it can be concluded that six types of meaning in semantics were found in Emma Watson's Speech on United Nation's Youtube account. They were conceptual meaning, connotative meaning, social meaning, affective meaning, reflected meaning, and thematic meaning. The most type of meaning found was connotative meaning (26,25%). Then, the lowest percentage of analysis found was thematic meaning (5%). There were one type of meaning in semantics that cannot be found in the data source. It were collocative meaning.

From the most type of meaning found, it can be said that Emma Watson prefer to use connotative meaning to express or deliver her opinions in public speech. Emma express her opinion on an issue implicitly. Opinions expressed in the public speech were directly explained. This was done to avoid offence from certain parties regarding the words used in expressing opinions. To avoid things that were not desirable, connotative meaning is the best choice when we need to deliver a public speech.to avoid misperception during the speech.

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