

## **IDEATIONAL GRAMMATICAL METAPHOR IN STEVE JOBS 2005 COMMENCEMENT ADDRESS**

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### **ABSTRAK**

This thesis entitled Ideational Grammatical Metaphor in Steve Jobs 2005 Commencement Address at Stanford University has two objectives. It aims at describing how ideational grammatical metaphor are employed in Steve Jobs 2005 Commencement Address at Stanford University and also identifying the type of ideational grammatical metaphor used in it. By this research, the researcher wants to find out if the application of ideational grammatical metaphor in a speech is considered useful or the otherwise.

Purposive sampling was used in deciding the subject of the data. A commencement address by Steve Jobs was selected because of its popularity and the formal atmosphere that it has. The data were analyzed by using descriptive qualitative method after segmenting it into clauses and classifying the type of ideational metaphor used in the commencement address.

From the analysis, there are 94 appearance of ideational grammatical metaphor found in Steve Jobs 2005 Commencement Address at Stanford University. The highest employment of ideational grammatical metaphor is the ideational grammatical metaphor type 13 with 31% appearance which indicates that this commencement address by Jobs mostly performs the expanding of noun and the shift of circumstance into the expansion of thing in order to avoid the ambiguity by simplified the words used in the commencement address. Furthermore, the application of ideational grammatical metaphor supports a speech to sound more formal. It is possible because with employing ideational grammatical metaphor, the implementation of dynamic structure which is commonly found in everyday conversation can be reduced.

Kata Kunci : Commencement Address, Ideational Grammatical Metaphor, Steve Jobs

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