METONYMY: THE WAY TO CONVEY INFORMATION

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Abstract

This research discussed about the use of metonymy in conveying information in college environment. The aim of this research is to find out the kinds of metonymy that used by speakers to another speaker in uttering, mentioning and delivering their thoughts. It is to understand the meaning of utterances that use metonymy which are spread out from speakers. This research was used qualitative approach. In obtaining the data, the researcher used non-participant observational technique with observational method. The following techniques in obtaining data were recording and note taking technique. The location sources of data were taken from utterances of students and lecturers. Based on theories provided, the data were analyzed one by one to know the type of metonymy used and the meaning of it. To focus on the study, the data were limited to be analyzed, only metonymy which were delivered by lecturers of English Department in STKIP PGRI were listened and recorded by researcher in college field during a month. From the analysis, this research found spatial, temporal and abstract as metonymy's kinds which were used for conveying information.

Keywords: *contiguity, cognitive linguistics, entity, metonymy*

1. INTRODUCTION

In daily life, there are many ways of speaker use figure of speech in expressing and providing information through string of words that comes from someone's thoughts and ideas. The figure of speech is one of way that will never leave to convey the information to interlocutors or from speakers to receivers. The figure of speech that is used by people in communicating is varying. One of figure of speech which is usually used in daily conversation is metonymy which is application in expressing thought.

Metonymy derives from Greece; it is from the word *Meta* that means showing the change and *Onoma* means name. Metonymy is a figure of speech which is used by speaker to receiver in having conversation. Metonymy is a way to replace word or phrase that speaker wants to say. This is conducted to do a scientific research in the field of cognitive linguistics.

The research concentrates on finding type of metonymy that appears in interacting surroundings of college at STKIP PGRI Sumatera Barat. Lecturers and students who come from several regencies and cities have different sense of language in interacting with interlocutors. The diversity of language style is influenced of culture of each area. However, in communicating, every human being has their own sense to show their identity and it can be seen with their style of language which is used figure of speech. It can be supported by the theory of Sapir and Wolf in Pranowo (2009) says language determines human culture behavior. It also supported by Duranti (1997, p.26) that language is a part of culture and language categorizes the natural and cultural world in useful ways. Thus, in using a language, human have the own style of language and it can be a mirror of them and it is known that what kind of language style that human used in communication. In short, this research is conducted to find out language style which is metonymy that is used by lecturers surrounding office in campus of STKIP PGRI Sumatera Barat.

One of a linguistic device that is used to transfer a word to another concept on the basis of conceptual contiguity between a donator and the target concept is metonymy. Metonymy may be expected to be presented everywhere, both in its grammar and its lexicon. Thus, in language it is indeed as ubiquitous and can be delivered by human being to transfer what the men want to express information

(Brdar in Panther, Thornburg, & Barcelona, 2009). The existing of metonym might appear to replace concept of lexicon and grammar to vehicle concept.

Metonymy originally comes from the Greek words *metonumia* which means 'a change of name'. Metonymy is a part of cognitive linguistics (CL), is the branch of linguistics that focuses on language as an instrument for organizing, processing and conveying information. Metonymy serves referential function (Dirven & Porings, 2002). Metonymy is a conceptual projection whereby one experiential domain (the target) is partially understood in term of another experiential domain (the source) included in the same common experiential domain (Barcelona, 2000). Domains are elastic concepts and boundary lines between domains are so fuzzy (Boers, 1996). Metonymy is defined as a cognitive process with map structures within one domain, metonymy occurs when an expression that normally designates one entity is used instead to designate another associated entity (Boers, 1996, p. 29). It also supported by Kövecses and Radden in (Evans & Green, 2006) that metonymy is a cognitive process in which one conceptual entity, the vehicle, provides mental access to another conceptual entity, the target, within the same domain, or ICM. Moreover, Radden in Panther, Thornburg, & Barcelona (2009) defines metonymy as follows metonymy is a cognitive process in which one conceptual entity; the vehicle provides mental access to another conceptual entity, the target within the same idealized cognitive model.

Traditionally, metonymy has been analyzed as a trope (a purely linguistics device), however Lakoff in Evans & Green (2006) argued that metonymy was conceptual in nature and conceptual phenomenon. Metonymy is referential in nature, it relates to the use of expression to pin-point entities in order to talk about entities, and metonymy is two entities which are associated so that one entity stands for the other. It can be said that metonymy the conceptual relation 'x stands for Y' (Evans & Green, 2006). For instance; *the ham sandwich has wandering hand.* The expression *hand sandwich* represents an instance of metonymy. One entity of that expression is the item the customer ordered stands for the customer as other entity. *Ham sandwich* is as X stands for *customer* as Y.

One entity can stand for the other entity can be shown as the following example below to see that metonymy depends upon an association between two entities. Consider example:

1) *My wheels are parked out the back*
2) *My motor is parked out the back*

Based on the example above, it refers to car since the word *park* belongs to the vehicle. Moreover a salient component for a car is the word *wheel* and *motor*, can be used to refer to the car as a whole. *Wheels* and *motor* are as X stands for *car* as Y.

Metonymies are represented by formula 'B for A', where 'B' is the vehicle and 'A' is the target. It can be seen by the following scheme below which is adopted by (Evans & Green, 2006).
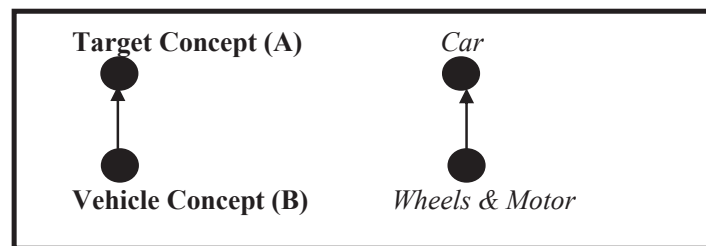

Figure 1.Formula of Metonymy

Metonymy is distinguished by the fact that (a) A and B are associated in some domain or domain matrix, (b) any correspondences between A and B are coincidental and not relevant to the message, (c) there is no blending between A and B. In case, A and B are unified separately (Croft & Cruse, 2004).   It can be concluded that metonymy involves the use of expression that able to construe the connection between A and B. The speaker who delivers the idea to the hearer, by using metonymy, speaker can replace vehicle concept to target concept and here is the figure of speech appears in daily conversation.

Metonymy is a figure of speech which is defined as a special language use and it can achieve certain communication effect (Zheng, 2014). Metonymy is a mean of referring to something and more important of all it is thinking mode of people as well. Zheng (2014) says that metonymy has properties. The following properties are metonymy as a figure of speech, metonymy as a reference, metonymy as a cognitive instrument.

Metonymy as a figure of speech is used to refer to something directly or pointing something, it also can use to refer to the specific thing. For example the word *skirt* is referred to a woman. Metonymy is a figure of speech which has relationship between referent and referred. As a device, metonymy can make the language expression convenient, concise and vivid. Metonymy as a referent can help people achieve the communicative purpose of expressing vividly and at the same time it perform the function of referring to something economically and effectively, thus getting the name *referential metonymy* (Warren in Panther & Radden, 1999). Metonymy as a cognitive instrumet means metonymy serves the function of providing understanding as well (Lakoff & Johnson in Zheng, 2014). In cognitive instrument, metonymy is mode of thingking pervasive not only in langugae use but also in people daily's life. In short, metonimic concept structure come from not only from our langugae but our thoughts, attitudes, and actions. Here are the following examples:

3) *Shakespeare* takes up the whole bottom shelf
4) *Brazil* wins World Cup.
5) There are a lot of good *heads* in the university.

In sentence 3), a figure of speech, metonymy can be identified. The proper name *Shakespeare* actually stands for the book written by him. It is metonymy AUTHOR FOR WORK. In sentence 4), *Brazil* is the name of country where the metonymy is involved here. The country name is used metonymically, referring to the soccer team of Brazil. This function is to be economics in delivering news refers to Warren's idea (1999). In sentence 5), any part of human body can be used metonymically to refer to people, the words *heads* in phrase "good *heads"* stands for intelligent people. It contains a metonymy of BODY PART FOR PERSON.

Based on explanation above, it can be summarized that metonymy is a language device which part of figure of speech or figurative language and it stands for thing or object which pointed something become vivid, concise, and convenient. Metonymy is not an intended language choices as a language ornament. Metonymy is a basic mode of thinking, using one entity to refer to another relevant entity. Mapping from source (vehicle) domain to target domain (concept) occurs because there is contiguity and association in sentence.

Metonymy is used primarily for reference: via metonymy. One can refer to one entity in a schema by referring to another entity in the same schema'" (Lakoff and Turner in Panther & Radden, 1999). Just as crucial in the definition of metonymy is the characterization of 'entity'. An entity is simply defined as a bounded thing in the cognitive-linguistic sense of a 'bounded region' (Langackcr in Panther & Radden, 1999).

There are three major kinds of entities, they are: spatial entities, temporal entities and abstract entities. Spatial entities are understood here in the sense of physical entities which have spatial extension. Thus a prototypical spatial entity is a thing that is bounded by a clear contour, located in a three-dimensional space and is easy to recognize as an organic whole such as *a person, a dog,* and *a bicycle.* A temporal entity is bounded by a temporal frame. The term 'frame' itself metaphorical should give what occurs (or 'takes place') in time a beginning and an end, making it possible to capture the event as an identifiable whole. The third kind of entity is abstract. An abstract entity is typically a salient property of a thing. Although there are some properties perceptually so vivid (such as, *'red', 'redness', 'height'*) that it may hardly seem right to call them abstract the point here is that they can become abstract entities in the sense that they are not bounded by either space or time (Seto in Panther & Radden, 1999).

Based on the explanation above, kind of metonymy depend on the kind of entities and on the type of reference, the way of one entity refer to another. To know the process to get type of metonymy, figure 1 below can be a simplified diagram of major types of metonymy classified in terms of E-relations. E-relations means metonymy is E{entity}-related transfer.
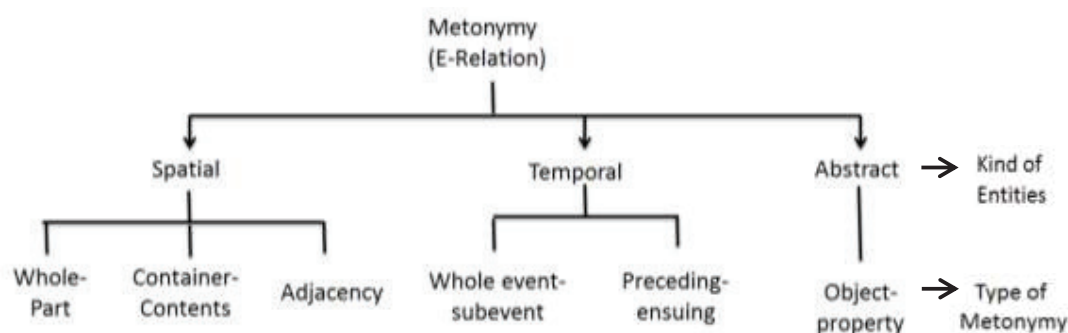
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Figure 2. Type of Metonymy (Seto in Panther & Radden, 1999).

Types of metonymy after gotten from kind of entities are:

1. Spatial metonymy provides a model for other types of metonymy, they are:
   a. Whole-part type is taking one entity (a whole or a part) to refer to another (a part or a whole). There are three major whole-part templates, they are (a) the object-component type, a relation between concrete count nouns is prototypical lending itself to metonymic exploitation quite easily: for example, *a handle* is part of a cup, (b) the organization-member type, is sometimes subject to metonymic transfer, such as, *a juror* is part of a jury, (c) The third subcategory is the object-material type is slightly different from the other two in that the whole-part relation is partly temporal. Generally material is processed to become a product (object). Thus the metonymic expression *nylons* for 'stockings'. Other example, *the cup* is made of porcelain.
   b. Container-contains type, this type is the transfer usually goes from the container to its contents. For example: *The dam has dried up*. *The dam* refers to 'the water'. *He drank three bottles. Bottles* refer to 'water'. *The kettle is boiling.* In short, Container-contains type is only characterized by contiguity of the E-relation.
   c. Adjacency type is a relation only characterized by the spatial contiguity between the two entities. For example: *turn down the potatoes.* The phrase must refer to 'the gas under the pan which contains the potatoes. *The potatoes* stands in a CONTAINER-CONTENTS relation with the pan containing them and the pan is in contact with the (burning) gas, thus *the potatoes* is also connected with the gas by contiguity, though indirectly in a chain of metonymies.

2. Temporal metonymy divided into two categories: (a) the type of whole event-sub event, for example: *he is reading for the first grade. Reading is* part of studying, which again is (supposed to be) part of being a university student. *Reading* is a sub event for the whole event of 'being an undergraduate student. The notions of the whole event and the part event(s) are a metaphorical extension of the spatial meanings of whole and part the tenm 'event' is meant to be broad enough to include processes activities, and states of affairs (situations), (b) The type of preceding situation- ensuring situation. This metonymy involves the transfer from an earlier stage to a result. It depends on the kinds of the earlier stage (material, agent, instrument, and place). For example: MATERIAL TO RESULT: *I squeezed her shoulder gently and offered to make her some eggs. Some eggs* (material) will mean an egg dish like an omelet (result).

3. Abstract E-relation the property-object relation, where a lexically or contextually salient property, given the status of an entity, stands for the object that it characterizes.

Based on explanation above, metonymy involves an E-related transfer, a referential transfer based on the contiguity between one entity and another in the (real) world. There are three kinds of E-relations: spatial, temporal, and abstract and each of E-relation become type of metonymy, and each type has subcategories for finding the e-relation of kind and type of metonymy.

Moreover, there are three traditional type of metonymy (Panther & Radden , Metonymy in Language and Thought, 1999) to speak transverse to the two subordinate type of conceptual contiguity.

1. Spatial Metonymy can be found in *Part- Whole vs. Contagious Place*
2. Temporal Metonymy can be found in *Activity - Time When the Activity Occurs vs. Previous Stage – Consecutive Stage*
3. Causal Relation Metonymy can be found in *Activity – Affected Object vs. Process of Production – Product.*

Jäckel in Panther, Thornburg, & Barcelona (2009) says metonymic naming strategies make use of three types of metonymy and it is can show in Germany, the three type are 'utensil metonymy' (important utensil for person) as in *Bohnsack* 'beanbag': 'quality metonymy' (salient quality for person) as in *Wunderlich* 'strange': and 'location metonymy' (Place of Origin or Residence for Person) as in *Langacker* 'long field'. From the three ideas above the following ideas that is used to conduct this research is refer to Santo in Panther & Radden (1999). The dividing kinds and types are quite enough to represent the other two ideas.

Out of the type of metonymy which has explained above, metonymy has function to be analyzed. It is because the use of metonymy serves function as extending the known stock of words to cope with increasing communicative needs and of exploiting ·natural pathways of meanings' creatively, and the former use of metonymy is a pragmatic strategy which leads to 'compelled' overextension (Panther & Radden , Metonymy in Language and Thought, 1999)

2. METHOD

The approach of this research is qualitative approach which is concerned with subjective assessment of attitudes, opinions and behavior and qualitative is a research in such a situation is a function of researcher's insights and impressions (Kothari, 2004)**.** Qualitative approach provides written data and oral data (Djadjasudarma, 1993, p. 10). So, the data of this research were from utterances of lecturers that were recorded and took note during a month in surroundings office and corridor of STKIP PGRI Sumatera Barat by researcher.

In collecting the data, the researcher conducted this research by using observational method which using taping technique as a based technique and non-participant observational techniques as a following technique (Sudaryanto, 2015). A non-participant observational technique was used since the researcher did not participate in appearing data. Researcher was only as observer to see the using of metonymy. For obtaining the data, the writer took the data by using note taking technique as well. Moreover, for analyzing the data, the writer used referential identity method and translational identity method. The dividing key factor technique is employed to analyze the data and it was followed by using equalizing technique.

3. RESULT AND DISCUSSION

For classifying type of metonymy, it is explained through kinds of entities where the types of metonymy involve e-entities and depends on entities' kinds. The following data are analyzed based on entities kinds in metonymy which break down in metonymy's type.

3.1 Spatial

3.1.1 Whole-Part Type

(1)   *Mode ko bana bantuak nyo, paten juo **metik** awak ko mah yo, bisa juo mambonceng kawan.*

'What a worse thing this is, what a nice *metik* I have, it can ride friend'

The word *metik* in the sentence above become a Part of for Whole (motor). It belongs to whole-part type of metonymy. Whole-part type is taking one entity (a whole or a part) to refer to another (a part or a whole). From the three major whole-part types metonymy, sentence above is a part of the object-component type, a relation between concrete count nouns is prototypical lending itself to metonymic exploitation quite easily. The word *metik* is the specification of the vehicle such as car and

motorcycle now. So, *metik* becomes a part entity can be accessed by a whole or one entity refer to whole things.

(2) *yo bali* **roda ampek** *baru mu sai? Dima parkir, dibalakang gedung C*
'Is is true that you buy new four wheels pal?' where did you park, behind C building!'

Metonymy is a conceptual relation X stands for Y. The use of the expression *roda ampek* represents metonymy that has two entities which is associated each other. One entity is *roda ampek* stands for one other entity is car. Based on entity's kind, this refers to spatial metonymy. *Roda ampek* is part of the car as a contiguity that the speaker said to listener. Speaker did not directly say the object of thing that speaker wanted to point about but speaker used metonymy to declare it. Whole-part type can be changed the position in the type of metonymy. On this utterance, speaker used PART to present WHOLE. It is clear *roda ampek* is part of car as a vehicle or transportation tool for human being. *Roda ampek* is X or PART that stands for Y as a WHOLE. Close relation of two entities among *roda ampek* and car as Y can be detected from the word *parkir* to show that the object which is talked about is the transportation tool or vehicle. *roda ampek* become one entity to show car as a target concept in statement that speaker said. In short, speaker actually chose metonymy ways to get information from the listener as a target person.

3.1.2 Container-contains type
(3) *Eee… **gallon** wak habis. Baa ka minum ko.*
'Well…our **gallon** used up. How can we drink'

There is a relation between *gallon* and water in sentence above. The water is not part of the *gallon*, but is just in contact with it. Yet, *gallon* can refer to 'water'. The sentence above shows that contiguity is a notion wider in range than the whole-part relation. According to Seto in Panther & Radden (1999) metonymy is a referential transfer phenomenon based on the spatial temporal contiguity as conceived by the speaker between an entity and another in the {real) world. The contiguity of *gallon* and water is real stand for it since the following word of its sentence says the words *minum* 'drink' which is this word can refer to 'water'. So the sentence above belongs to spatial in metonymy's kind. Based on Seto's idea in Panther & Radden (1999), the sentence above is part of CONTAINER-CONTAINS in metonymy's type where this type is the transfer usually goes from the CONTAINER to its CONTENTS. The container is *gallon* and the contents which are refer to is *water*.

3.1.3 Adjacency type
(4) *Tolong **matian aia gallon** tu cek San, soalnyo aianyo lah kosong, beko rusak lo dispenser wak tu.*
'please, turn off water gallon San, because water in it is empty, our dispenser can be broken down then'

The phrase of *matian aia gallon* in the sentence above belongs to adjacency type in metonymy. The phrase *air gallon* refers to the plug of the dispenser which is used to get electricity for heating the water in the gallon. Logically *aia gallon* cannot be turned off yet the thing, dispenser, that can be turned it off is the device which is used to heat the water. *Aia gallon* stands in a CONTAINER-CONTENT relation with the gallon containing water in it which is put above/under dispenser and the dispenser is in contact with the electricity. In short, *aia gallon* is connected with the electricity by contiguity as well. Indirectly *aia gallon* belong to a chain of metonymy as a type of adjacency type which has a relation only characterized by the spatial contiguity between the two entities.

3.2 Temporal
3.2.1 The type of whole event-sub event
(5) *Caliak kawan wak e, serius bana **mancaliak buku** dek ka ujian TOEIC beko.*
'Look at our friend, so serious staring the book since to have TOEIC exam then'

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E{entity} relation of the verb phrase (VP), *macaliak buku* 'staring the book', above belongs to temporal as a kind of entity's metonymy. Temporal metonymy is rated in activities in which VP of *mancaliak buku* is the type of whole event-sub event as a type of metonymy (Panther & Radden , Metonymy in Language and Thought, 1999). *Mancaliak buku* is part of activity that students or somebody do in studying which is supposed to be part of being a student or the human who will face the examination in campus or university. *Mancaliak buku* is a sub event for the whole event of 'being a student who prepare to have an exam'. Based on Evans & Green (2006) vehicle concept *mancaliak buku* → *belajar* 'studying'. In short, the activity of *mancaliak buku* 'staring the book' becomes whole event to sub event type of metonymy.

3.2.2 The type of Preceding Situation-Process-Ensuing Situation
Temporal entities metonymy has six different route for transferring metonymy, they are preceding situation to process, process to preceding situation, process to ensuing situation, ensuing situation to process, preceding situation to ensuing situation, and ensuing situation to preceding situation.

(6)   *Jan **diamplopan** lo pitih tu, salekan se lah beko*
        'Do not be enveloped that money, just slip it then'

The sentence above is the type of preceding situation to process. The word *diamplopkan* is a material as a noun which has a meaning as a verb process 'to insert money into envelop' in which the material is involved in making a sentence. The process to involve the material, instrument, place, and agent as a verb can be interpreted as a metonymic. Temporal entities is bounded by temporal frame, should give what occurs (takes place) in time a beginning and an end. The sentence above shows that preceding situation is started at beginning since the material is involved as a verb to convey the information which has contiguity about money that must be put in that material (envelop).

3.3. Abstract
Abstract entities are typically a silent property of a thing. Some properties perceptually become vivid and they can become abstract entities in the sense that they are not bounded by either space or time.

 (7)   ***Cangih** bana talinggo mah, babisiak taranga juo dek nyo e. hahahha*
        'Your ears are so sophisticated, whispering she can hear it.' (laughing)'

The sentence above is abstract entity which belongs to object- property type of metonymy. The sentence above shows that how object can behave as an entity. The word *cangih* actually becomes abstract word for the sentence above where this word is tied with the word *talingo* 'ear'. The word *cangih* is the word that usually used for technology which is created newly. So *cangih* does not stand for object or thing but it stands for sharp or it means able to listen someone's voice clearly. The sentence can be created to convey information in accidentally by the speaker to deliver that the hearer has the best and sharp ear to hear the information from the ear clearly. In short, there is a gradient of properties from most essential to most accidental.

To conveying information to hearer, there are a number of distinct kinds of metonymy that also can be identified in cognitive semantics literature that was obtained from the data which was delivered by speaker. The sentences are stated by the following example below:

(8)   *Deh lah masuak lo **anak Melati** ko, amaknyo ndak ado. Caliaklah, bulunyo tabang-tabang. Agiah wiskas lah.*
        'Well hei, **Melati's child** comes in, her mom isn't here. Look at, the fur is flying. Better give her *wiskas*.

In the sentence above, noun phrase *anak Melati* is metonymically interpreted as 'Melati's daughter/son', yet it actually refers to cat which is given food by Melati as a woman. There is a

referential sift from HUMAN to NON-HUMAN. Based on (Evans & Green, 2006) concept that the vehicle concept of the sentence above is *anak Melati* which that phrase stands for *cat* as a target concept. Metonymy of that sentence follow the formula B *'anak Melati'* stands for A *'cat'*. A as a target can be identified by the contiguity of the following word in that sentence which the word *bulu* 'fur' and the word *wiskas* as the brand name of cat's food. Based on Raden and Zoltan in Panther & Radden (1999) metonymy concept in which one sign stands for another sign, so the type of metonymy is characterized by a variety conceptual relationship between vehicle and target. It is clear that *anak Melati* is meant to refer to the non-human 'cat' in which the following give a sign with the word that has contiguity with animal character and food.

(9)   *Jadi lu nio ka **dolar** atau ka **ringit**?*
        'Will you go to **dolar** or **ringit**'?

Dolar is for the name of country, America. *Ringgit* is for Malaysia. The sentence above is FORM for PLACE: *dolar* for 'America' and *ringgit* for 'Malaysia'. To convey information the speaker replaces the name of country with the currency which the country has. Related to Evans & Green (2006) metonmy a s conceptual relation which is presented by formula B for A, where B is vihicle and A is the target concept. In using metonymy they have relationship that based on contiguity, the word *dolar* and *ringit* are the curency which the speker used to deliver question to listener and these words have contiguity to the country that the speker wanted to declare in giving question. *Dolar* and *ringit* are vehicle concept that speker used to present country which have those currencies as a terget concept. Based on Radden and Kövecses in Truszczyńska (2002)metonymy can occur in idealized cognitive models (ICMs) which splits into three types: sign ICM, reference ICM, and concept ICM. Cognitive process in which one conceptual entities provides access to another entity on example no (9) above belongs to sign metonymy to trasfer information to listenenr. Sign is chosen by speker to aplicate the drawing of the counries that speaker points.

Based on example above to anaylze metonymy can be looked from many aspects. This reseach still needs continuing anaysis and one of the interesting reaseach to be continued is on the field of semantics field which focused on the typology of metonymy. This can be also investigated to know how people use figure of language a s the style of their language to express their feeling and idea to others such as, the way to express resentment, hapiness, excarbation, and so on and also it can bee seen from the gender side. Culturally, the following reseach can give benefit to know the language culture of one region to make the comunication became safe and will not scratch someone felling.

4. CONCLUSION

After conducting this research, it is evident to say that language has its variation and language determines someone thought. Through metonymy as a linguistics device both in oral and written communication, it can transfer a word to another concept on the basis conceptual contiguity between donor to target concept or vehicle concept to target concept which the formula is X stands for Y. it also can be seen from the mapping within a single domain between a vehicle concept to target concept. Metonymy become a language device for showing a clear-cut cognitive background which enables us to produce and understand them easily because the only thing speakers have to share are the same conceptual relations, common world knowledge about how life is typically organized and how the 'things of life' are interrelated. This makes metonymies very efficient tools for resolving different task in communication. The result of this research showed that there are kinds of metonymies which were found to convey information in dealing conversation. They are Whole-part type, Container-contains type, Adjacency type, the type of whole event-sub event, the type of Preceding Situation-Process-Ensuing Situation, and object- property type.

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