



RESEARCH PAPER

Exploring Figurative Language in Anwar Masood's Speech: A Discourse Analysis of Language Choices and Communicative Techniques

¹Falak Naz, ² Dr. Aqsa Atta* ³ Najam Un Nisa

1. M.Phil Department of Linguistics and Communications, University of Management and Technology, Sialkot Campus, Punjab, Pakistan
2. Associate Professor, Department of Linguistics and Communications, University of Management and Technology, Sialkot Campus, Punjab, Pakistan
3. M. Phil, Department of English Language and Literature, University of Lahore, Punjab, Pakistan

***Corresponding Author:** aqsa.atta@skt.umt.edu.pk

ABSTRACT

This research study looks at the communicative techniques and linguistic choices Anwar Maqsood utilized to pique his audience's interest in the figurative language he used in his speech. The study's goal is to identify the contextual elements that influence figurative language comprehension. The speech of Anwar Maqsood is analyzed via qualitative techniques, namely discourse analysis. In light of Pakistan's contemporary social landscape, the research looks for examples of metaphorical language. To comprehend how metaphorical language and lexical choices are employed to highlight the positive and negative images given by Anwar Maqsood's words, linguistic choices, rhetorical instruments, and communicative tactics are analyzed. The results show the use of figurative language in his speech. Anwar Maqsood's use of recurrent themes, patterns, and strategies is identified in the study, which also emphasizes how societal norms, cultural references, and the intention of persuasion shape figurative language. The study provides insightful viewpoints on persuasive techniques, language education approaches, rhetorical devices, and public speaking training.

KEYWORDS Anwar Maqsood, Communicative Techniques, Discourse Analysis, Figurative Language

Introduction

The use of metaphorical and figurative language is one of the many powerful communication strategies at our disposal. In ordinary speech, similes, metaphors, and other figurative language forms are frequently used to improve communication by adding depth, uniqueness, and vivid imagery. However, interpreting such metaphorical language is not always simple since it depends so much on the context and the mutual understanding of speakers and listeners. The goal of this study is to investigate how listeners comprehend speech that uses figurative and metaphorical language, as well as the contextual factors that affect how these expressions are understood.

Figurative language is essentially any use of words that are stretched beyond their true meaning for effect, whether it's to sound funny, sound artistic, or convey information more effectively and captivantly. Figurative language is widely employed in narrative writing to provoke powerful emotions from the reader or an audience speaker. Authors and speakers employ linguistic strategies to instigate innovation and cultivate sensory engagement, leveraging a diverse array of visual and sensory associations. This nuanced approach aims to captivate the attention of both auditory and visual receptors, compelling readers, and listeners to immerse themselves in the communicated ideas. Furthermore, language serves as a conduit for the articulation of

profound concepts through the strategic deployment of various figures of speech. Beyond mere conveyance, language assumes the role of a persuasive instrument, fostering audience engagement and establishing meaningful connections. The recommendation to incorporate figurative language for enhanced communication is proffered, underlining, however, the imperative nature of meticulous preparation and judicious selection of vocabulary. The utilization of figurative language demands a deliberate and thoughtful approach, emphasizing the necessity for precision in linguistic expression to achieve optimal communicative efficacy.

The present research endeavors to investigate the comprehensive utilization of figurative language and concurrently examines contextual factors to discern the nuanced meanings conveyed by the speaker. A discernible association has been established between the contextual backdrop and the linguistic elements employed by the speaker, facilitating a more profound comprehension of the communicated thoughts and ideologies. Within the ambit of this study, discourse analysis has been adopted as a conceptual framework to decode both the figurative language and the communication style deployed by Anwar Masood in his speech. Employing discourse analysis as a theoretical framework, the current study seeks to scrutinize the linguistic intricacies employed by the speaker, unraveling the underlying communicative strategies, and elucidating the profound meanings embedded within the speech.

Communication cannot take place without the sender and receiver. Although it may seem straightforward, communication is a very complicated topic. Many factors can influence how a message is transmitted from the sender to the person receiving it. These encompass our feelings, the cultural context, the means of interaction medium, and even our geographical location. Individuals use speech to interact with other people indirectly or directly. Direct communication and indirect communication are the two types of communication. Translated directly, this means "spoken language," or "without a middleman between the users." Communication refers to their overall activity, which includes the use of language as a way of transferring information and engaging in conversation with one another (Victoria, 2008). Also known as orality, spoken language is a way of communication in which language is created by the organs of the human voice and released through one's mouth. The outcome is a series of words that are organized in a logical order, which is known as an utterance. Face-to-face interaction between people in our immediate environment is one sort of spoken language interaction. Meanwhile, it is implied that there is something like an intermediary, such as written language, that connects the users, and that the users normally converse via a certain device.

Written language is the representation of a language using a writing system, which is also known as written language representation. In addition to being a sort of oral communication, speech may also be used to create a discourse structure. An individual's thoughts can be expressed using words that are prepared and delivered in public through the medium of speech (Crystal, 2015). When delivered properly, speech can serve a variety of functions, one of which is to create an environment in which all that is required is for the person who delivers the speech to leave a positive impression on people who are listening to him or her. The following are examples of speeches given in practice: graduation speeches, leadership speeches, religious speeches, orations, and the Prime Minister's official speech (Achugar, 2017).

Anwar Maqsood is a renowned Pakistani writer, poet, playwright, and satirist. was mainly in a mood to exploit the opposition's weakness and make them rumble by pursuing their past. It was followed by political gatherings where he convinced the

ordinary people through his public speaking powers that what he claimed represented the true spirit of the state's purpose. Thus, a gap in political leadership was filled and occupied by someone having a charismatic presence and a crystal-clear political career (Burki, 2011). He provides an insight into Pakistani society, and he possesses the ability to make audiences think critically about their own beliefs and values. During his recent speech that has become viral, he, directly and indirectly, criticized the politics, army, and the miserable conditions they have created in Pakistan. However, the rebirth of a third force stamped the presence of a political gap (Wu & Ali, 2020).

Therefore, this study seeks to fill the gap by investigating experiential and interpersonal meaning through modality and transitivity systems. Critical discourse analysis is used to investigate how language exerts its influence on culture. CDA is primarily concerned with discourse and contemporary society. We need to understand how individuals are identified, as well as how they behave, think, and talk.

Public speaking can be boiled down to two words: public and speaking if you want a more precise interpretation. For this reason, public speaking may be described as a style of communication that is used to explain or make a point about specific issues that are intended for a general audience. There are many various definitions of public speaking besides the one provided above; nonetheless, the only definition that relates to public speaking is speaking in front of an audience (or a group of people) (Dick, 2009).

There has been no prior research, and the book is based on some recent works on Critical Discourse Analysis (CDA), which is a type of discourse analysis that is particularly focused on political discourse in general and neither on the language choices and communication techniques that speakers use in their speeches to persuade their audience. A correlation between social context, the speaker's notion, and linguistic strategies is what drives most political discourse arguments, rather than organization discourse or education discourse research. To conceal social discrepancy inside a social link, CDA researchers examine how language acts within institutional and political discourse, such as that found in education, organizations, the media, and government, among other places.

This research is significant in its worth. It has provided the people of Pakistan with a proper understanding of their current sociopolitical situations and the ideology hidden in language, particularly the power relation to the language and its meaning. The current study is inspired by a desire to learn more about and create a discourse analysis for current speech. As a result, the current research explores different types of figurative language used by Anwar Maqsood to show the positive and negative images of society. Moreover, contextual factors are also explored to understand the figurative language used in his speech.

It can be inferred that Anwar Maqsood's speech is noteworthy and can be analyzed for its use of figurative language and communicative techniques. Anwar Masood is a renowned Pakistani poet, humorist, and writer who has contributed significantly to the Urdu language. His works often criticize corruption and the abuse of power by those in positions of authority, and he encourages people to use their voices to bring about positive change in society. According to the conclusions of this study, writers, and readers in general will profit from the findings; the following are the benefits that are expected to result from this study. The researchers aim to analyze the contextual factors that influence the understanding of figurative expressions in Anwar Maqsood's speech. Moreover, it explores the significance of studying figurative language in discourse analysis. Aside from that, he writes in hopes that the findings of his research

will send a message to the audience, which he hopes will be of assistance. Language, in addition to being a means of communication, plays an important role in the formation of ideologies, social identities, and political power. The research study has the following limitations: Anwar Maqsood's speeches have been taken from online sources in video format and transcribed accordingly. On many sites, data accessibility was not allowed. Only open-access literature could be cited in the study. The data about the research is the most recent as there is limited data related to this study.

Literature review

Many different theoretical texts describe discourse in various ways, each attempting to clarify the precise meaning of speech. According to Machine (2017) Speaking of discourse refers to language units larger than a sentence that are produced in response to formal linguistic units such as words, phrases, and sentences, and the interaction between them, whether written or spoken to express ideas or reactions. A formal discussion or debate is a communication or debate that is either written or spoken. It is possible to investigate how language exerts its power in a culture through the application of critical discourse analysis. Taiwo (2007) asserts that CD is primarily concerned with conversation and the participation of citizens in society. The identification of individuals, as well as the actions, thoughts, and words of those individuals, must all be understood. According to Dijk (2009), CDA demonstrates how discursive materials are retained and reproduced within a social, political, and historical context. Similarly, critical discourse analysis (CDA) refers to the critical examination of the underlying linkages and causes that exist between language, power, and ideology.

Figurative language serves as both a linguistic manifestation of human cognition and a means to produce an aesthetic effect in literary works, which makes it a fascinating subject for language and style studies. Abrams and Harpham (2009) provide a definition of simple meaning that helps readers understand figurative language, which reinterprets ordinary meaning to create a specific meaning or effect (p.118). It suggests that one must first comprehend the literal meaning of a word or phrase in a sentence to understand the hidden meaning and message that the writer or speaker is attempting to convey. One must then relate that meaning to the setting in which the figurative language is used.

According to Griffith (1982), figurative language is a form of art that can be used to represent a "thing," an "experience," or a "condition" that is hard to understand, especially when a semantic shift is involved. Users take words or phrases that do so to describe the "thing," "situation," or "experience" in question. Another way to read this would be to give parallels that clarify abstractions (p. 43). Loveana et al. (2021) assert that learning a figurative language is crucial for students to meet the expectation that they will utilize appropriate language when communicating in English. Storytelling is one of the literary genres that junior high schools teach when it comes to teaching English. Nee and Santana (2022) state that one of the resources for learning English is the figure of speech, which is a component of storytelling. Figurative learning is one of the most important lessons that students need to learn. Further, Rahim (2019) claims that words used in figurative language are frequently contrasted, compared, or connected to different meanings. In short, figurative language refers to the application of meaning-deviating words to make difficult-to-imagine concepts clear or easy to understand.

Perrine (1969) identified numerous categories of figurative language, including personification, paradox, hyperbole, metonymy, simile, personification, irony, and synecdoche. Glucksberg (2001) A metaphor is a figure of speech that compares or contrasts two things using parables or comparisons. Aziza (2022) investigates the use of

metaphorical language in an album of songs. Based on Gorys Keraf's idea, she discovered 23 figurative languages. Mandarani and Ardiansyah (2020) have observed that American short stories employ several figurative language techniques, including personification, symbolism, hyperbole, and metaphor. Unexpected word creations like idioms, imagery, and onomatopoeia is also present. Furthermore, Maulana and Mubasyira (2021) concentrated on stand-up figurative languages that are fundamental to comedy, such as metonymy (20%), eponym (20%), antiphrasis (20%), and allusion (20%). Furthermore, the final example from Nainggolan et al. (2021) included five instances of hyperbole, 34 personifications, 2 similes, 44 metaphors, and 1 litotes sentence.

This study differs from others in that it uses figurative language in literary works, specifically in Anwar Maqsood's literature festival speech. Many individuals in Pakistan and throughout the world have been inspired by Anwar Masood's life and work, and this trend will continue for many generations to come. He is still a prominent character in Urdu writing and a representation of the ability of literature to influence society for the better. Moreover, other studies used figurative language in American short stories, poems, novels, and comedy shows. However, the current study specifically explores the figurative language used in Anwar Maqsood's speech at Literary Festival 2023, the lexical choices to bring out the positive and negative images conveyed, and evaluates how contextual factors influence the understanding of figurative expressions in Anwar Maqsood's speech.

Material and Methods

The research design involves two elementary tactics for analysis, namely quantitative and qualitative data analysis. The focus of this study has been qualitative data analysis. A qualitative content analysis of data (collected from a sample of one speech) has been conducted to address the underlying research questions. The qualitative approach relies on non-mathematical sources to analyze information; the main disadvantages of the qualitative approach are that it's the least time-effective, and findings cannot be subjected to formal data analysis (Coldwell et al., 2004). The purpose of the study was to assemble qualitative information. According to Taylor (2016), qualitative research is defined as "research that provides descriptive data from people's own written or spoken words and observable behavior."

The philosophical approach driving the current research is ontology, which is the study of being, concerned with the nature of being, the structure of reality, and what can be understood. The ontological approach to study seeks to investigate the links between notions of existence and many components of society, including their being social actors, cultural norms, and social structures, and how the pandemic has shaped these structures (DeVos, 2001). Since it studies the nature of social entities associated with speech considering individuals' perceptions, actions, and interpretations in society, and determines whether they are objective entities that exist independently of social actors or social structures, social ontology can be a useful method. Data collection entails assembling discourse samples or speeches that are recognized for their use of persuasive language along with figurative and metaphorical language. For additional analysis, the data is recorded or transcribed. The data is analyzed by evaluating metaphorical and figurative use and contextual background.

Results and Discussions

Anwar Maqsood is renowned poet, dramatist, satirist, and writer from Pakistan. He is widely recognized for his noteworthy contributions to the realms of arts and

literary councils. Additionally, he distinguishes himself as a comedic orator who presently engages in the discursive practice of critiquing and satirizing the harsh verities and realities, employing humor as a conduit for conveying discerning insights. His writings frequently convey his thoughts on the social and political issues prevailing in the society. His writing and speeches frequently touch on the social practices and cultural norms that are common in Pakistan. He has been observed questioning conventional wisdom and practices, also he draws attention to the difficulties faced by the average person in an elite-dominated society.

The goal of the discourse analysis and figurative language research study is to examine persuasive rhetorical devices and figurative language used in speech. The objective is to investigate the contextual variables that affect these figurative expressions. Analyzing persuasive speeches and other discourse contexts for the use of metaphorical and figurative language is a step in the data analysis process.

During his recent speech that has become viral, he, directly and indirectly, criticized the politics, army, and the miserable conditions they have created in Pakistan. A careful analysis of his speech suggests that the speaker had some hidden agendas. He indirectly points out the Unemployment when he asks the servant "*Parhi likhi ho?*" and she replies "*Mian jee parhi likhi hoti to berozgar hoti yehan to tankhuwa mil jati hai*" which explicitly describes that there is unemployment to a greater extent in Pakistan and his agenda behind it was to highlight. Taking into consideration the current political scenario of the country he said "*Lagta hai k Lahore k dill waly is dafa pholon sy zyada election k khilny ka intezaar kar rahy hain*" which highlights that people are extremely anxious about the regime change and elections to be held in the country. He has used the literary technique of personification to portray this as "*Election k khilny ka intezaar kar rahy hain*" because it is obvious that he has attributed a living quality 'Blooming' to the non-living thing 'Election'. The speaker is aware enough of the dirty Corruption that has prevailed in Pakistan for decades. He skillfully portrayed the theme of corruption by saying "*Halaat ki wajah sy Election k sath bhi commission lga diya hai aurr hum sab janty hain yeh bagair commission k koi kaam nahi karta*". The agenda behind this was to highlight the corruption of political parties, laymen, and every person in authority. Another theme that is presented in his dialogue is Dictatorship. He multiple times mentioned the Army as 'Fouj'. He described that the army is responsible for the pathetic situation of Pakistan as they are controlling and ruling the country directly by martial laws and indirectly by manipulating the politicians. His agenda behind this was to expose the army and make it obvious to the nation that they were not protecting the nation rather nation was protecting them.

The speaker also highlighted the theme of Monarchy when he said "*dada Takht par, baap Takht par, beta Takht par, bait Takht par, pota bhi Takht par*" along with the theme of the monarchy his agenda was to highlight capitalism and his aim to point out that rich are getting richer day by day and poor are getting poorer.

Using rhetorical devices can improve a speech's effectiveness as well as the speaker's authority and credibility. A speaker can come across to their audience as more informed and reliable when they exhibit a command of language and rhetorical devices.

Furthermore, evoking strong feelings in the audience during a speech can be achieved by employing rhetorical devices. Strong *emotions* can affect a person's decisions, behaviors, and thoughts. A speaker can make a speech more memorable and powerful by evoking the emotions of the audience using rhetorical devices. This analysis will look

at some popular rhetorical strategies and how they can be employed to evoke strong feelings in the audience.

Repetition is a rhetorical device in which a word, phrase, or idea is used again and again. Anwar Maqsood, for instance, emphasized his vision for a more just and equitable society by repeating "Gareeb, takht par, 75 bharsun, faoj, commission, Pakistan, hakoomat" several times to inspire the audience and served to mobilize support for their rights by repetition. A metaphor is a straightforward comparison that doesn't make use of the terms "like" or "as." To generate a deeper connection and enhance the meaning of the comparison, metaphors equate the two objects that are being compared. He used metaphors of "Microphone" and "Junjuna," to add humor or impact to the speech. However, there is a clear parallel between the two, "Dugdugi" and "Bandar," where he refers to Bandar as a "politician" and the "Army" as "Dugduggi wala". "Ham to na chand samjhe na suraj ha janty" is another line.

Referencing a well-known individual, location, object, or occasion with literary, cultural, or historical significance is known as an allusion. To comprehend the meaning, the audience must draw on their prior knowledge. He discussed the attributes of this well-known individual, for instance, when he mentioned the "M Ahmed Shah" and the "Pakistan Literature Festival Karachi Art Council" in his speech. He also refers to Imran Khan as "Pakistan ka Pathan" and Shahrukh Khan as "Hindustan ka Pathan". In addition, the speaker utilized these Agrabadi verses to arouse feelings of familiarity and connection with the audience as well as feelings of nostalgia during his speech:

"Faiz sahib"

*"jb mili roti humein sb noor-e-haq roshan hue raat ak raqabi mai humein
14 tabaq roshan hue"*

*"ha pucha kisi ne ye kisi qamil faqeer se ye mehruma haq me banaye hanBaba
hmein to ye nazar ati ha rotian."*

The repetition of grammatical constructions, like phrases or clauses, can give a sentence a sense of rhythm and emphasis. This is known as parallelism and is obvious through following:

*"Ameer pareshan hain k dollar mehnga ho gia, gareed paresnan hain k roati mehngi ho
gai"*

*Daada gareeb, baap gareeb, baita gareeb, poata Gareeb, Na paisa na taleem na ghar,
"daada takht per, baap takht per, baita takht per, baiti takht per, phir poata takht per"*

These serve to highlight the value of education, highlight how the rights of the impoverished are disregarded, and foster a sense of solidarity among the audience members and the speaker. The use of dramatic language to convey a point is known as hyperbole. The following lines highlight the speaker's point of view and arouse strong emotions like humor or outrage.

*"75 barson mein foai nay tareban 35 baras hum per hakoomat ki" "Jamhori mere mein
najane q hum foaj ki zarurat ban jate hain."*

*"Loag khre hovey hain jaga nai thi, haal number 1 bhara hova ha, 4-5 log aisey thay
jinka taalug foaj se hay."*

Irony is the use of language to convey the opposite meaning of what is said. These are intended to astonish or shock the audience and cause them to reevaluate their preconceptions. Additionally, he uses the opposite language to characterize Pakistan's future.

"Mian g perhi likhi hoti tou berozgar hoti...yahan tou tankhwa mil jati ha," "Aankhon mein chamak, peshani per roashni, chehray darakhsan, hathon mein cell fone magar pashani per roashni cell fone ki nai thi..." and "Aisa laga k Pakistan ka mustagbil roashan ha."

Satire is the art of ridiculing or criticizing something by using irony, humor, or exaggeration.⁷ For example, he says:

"Mera watan Pakistan, namak paida kerne wale mulkon mein duniya mein dosre number per ata ha liken namak haram paida kerne mein number 1 hay".

These are meant to make people laugh or smile while drawing attention to the shortcomings or silliness of a certain concept or viewpoint.

The use of soft or deceptive language to avoid unpleasant or harsh truths is known as euphemism. For example, through following statement, she has politely communicated a very harsh reality. He employed this to ease the audience's discomfort and lessen the impact of nervous or challenging subjects.

"Mian g perhi likhi hoti tou berozgar hoti...yahan tou tankhwa mil jati ha."

Assonance is the recurrence of vowel sounds in closely spaced words. Words like *"daada takht per, baap takht per, baita takht per, baiti takht per, phir poata takht per,"* and *"janta hay na Sarkar na Adalat, na khuda janta ha"* are a few examples. Vowel sound repetition is employed in these lines to give the audience a sense of unity with the speaker and to produce a sense of harmony or melody.

Personifications are words or something that gives human characteristics to nonhuman things. For example, here the blooming attribute of a flower is given to elections. Elections can't bloom:

"magar yun lagta ha k Lahore k dil walay iss dafa pholon se kahen ziada election k khilne ka intezer ker rahe hain."

A simile is a simple comparison between two things using the words "like" and "as". Anwar Maqsood has used it aptly: *"micro fone cheenn'a utna e mushkil hay jinta bachay se"* He has used *"jitna"* as a simile to draw the comparison between a speaker and child.

The entire speech has a gentle tone, and the speaker uses expressive language to arouse the audience's feelings of fear, anger, joy, or sympathy as well as to establish a personal connection with them.

Conclusion

The present investigation adopts a qualitative mixed-methods approach, specifically employing the ontological approach to distinguish between classes and individuals and to scrutinize the oratory discourse under consideration. The study's discernments reveal a diverse array of figurative language tools, encompassing personification, similes, metaphors, exaggeration, and irony, effectively wielded by the

speaker. Through these rhetorical strategies, an intricate engagement with the audience transpires, facilitating the communication of profound reflections on the extant political and social milieu in Pakistan. The speaker adeptly employs potent language, references, and anecdotes, strategically utilized to persuade the audience and elucidate the stark realities both at a national and international level. It is noteworthy, however, that the study is confined to a singular speech, analyzed through the prism of Jeff's theory, thus representing a limitation. Future inquiries are encouraged to extend the analytical purview to encompass additional speeches delivered by the orator during this tumultuous epoch of political and social unrest, thereby affording a more comprehensive understanding of the nuanced evolution or stability of the speaker's narrative in response to varying situational exigencies in the nation.

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