



***METAPHORIC RHETORICAL CRITICISM ON AMINUDDIN BAKI'S
TORCH MOVEMENT SERIES AT RADIO MALAYSIA***

DIL FROZ JAN BINTI SAYED HALEM SHAH

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By

DIL FROZ JAN BINTI SAYED HALEM SHAH

**Thesis submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

December 2019

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirements for the degree of Doctor of Philosophy

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December 2019

Chairman : Professor Abdul Mua'ti @ Zamri bin Ahmad, PhD
Faculty : Modern Languages and Communication

Rhetoric is commonly used in the public speaking by the influential people in conveying messages. If rhetoric is used without the presence of metaphors, the speech is considered incomplete. Metaphor is a conceptual word or phrase, a style of language, a sign to the portrayal meaning. The Malay metaphors had been widely used by a rhetor, Aminuddin Baki in his speeches while he was in the government service. Amongst his speeches that have given impact to the Radio Malaysia listeners were called the, Torch Movement Series.

This research focused on three speeches known as Torch Movement Series were aired on the Radio Malaysia. The three speeches were labeled as "**Torch Movement Series a, Torch Movement series b and Torch Movement Series c.**" The artifacts of the speeches were kept in the National Archive of Malaysia, located at Jalan Duta, Kuala Lumpur. All of the three speeches were aired on Radio Malaysia in the early sixties. Five metaphors were identified in the speeches. The usage of the metaphors was merely with the intention of persuading and making aware to the Malay people about their surroundings at that time.

This is a qualitative research towards discourse analysis using the Neo Aristotelian theory which was mostly used by George Lakoff as well as Sonja K Foss theory. The theory of Sonja K Foss was more focused on mass communication compared to the Theory of Lakoff which focuses more on linguistics. Sonja's Theory was helpful in finding the significant of the study through peeling off layer-by-layer of the five metaphors' meanings which were deployed by Aminuddin Baki in his Torch Movement Series.

After the metaphors were deployed layer-by-layer with sketches portrayed by Norbert Weiner who uses the stochastic method until it shows the result that the Malay people in the olden days did not emphasize on academic excellence. They were satisfied with inheritance they inherited that have caused them to be left out far behind in term of economy and infrastructure compared to other races. The thick ancient custom which is still practiced in the community has made them as laggards to modernity and was not competitive in exploring modern technologies. Aminuddin Baki was aware of this; hence he tried to persuade the Malays to be more sensitive to modernity and progress. He conveyed this message in the form of metaphors. This is because Malay people are not fond of talking openly and if one does as such, one would be considered rude.

The main conclusion of the study was interpreted that the metaphors used by Aminuddin Baki were in the form of persuasive to the Malays to grab all opportunities available to change the mindset and improve themselves as well as their families in all aspects of life especially in the aspect of the economy and education. The study contributed to the previous works of literature and the current generation should learn metaphors in the classroom and even metaphors should also be used in their daily speeches as it is part of mass communication and also it is part of the Malay culture which should be preserved.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**METAFORA DALAM RETORIK KRITISISMA TERHADAP
SIRI CERAMAH GERAKAN OBOR AMINUDDIN BAKI DI RADIO
MALAYSIA**

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Bahasa retorik umumnya digunakan dalam pengucapan awam oleh orang yang berpengaruh untuk menyampaikan nasihat. Andai bahasa retorik sahaja digunakan tanpa kehadiran metafora, pengucapan awam itu boleh dianggap tidak sempurna. Metafora adalah perkataan atau prasa berkonsep, gaya bahasa yang berisyarat dengan makna yang digambarkan. Ia menyampaikan sesuatu yang tidak boleh diterangkan dengan perkataan. Metafora Melayu banyak digunakan oleh retor bernama Aminuddin Baki dalam ceramah-ceramah beliau ketika berkhidmat dengan kerajaan. Ucapannya Siri Gerakan Obor beliau banyak memberi impak kepada pendengar Radio Malaysia.

Kajian ini tertumpu kepada tiga ucapan Aminuddin Baki yang dikenali sebagai Siri Ceramah Gerakan Obor yang ke udara melalui corong Radio Malaysia. Tiga ceramah ini di label sebagai **Ceramah Obor a, Ceramah Obor b, dan Ceramah Obor c**. Artifak ceramah telah diambil daripada simpanan Arkib Negara Malaysia, Jalan Duta, Kuala Lumpur. Ketiga-tiga Ceramah Obor ini disampaikan melalui radio dalam awal tahun enam puluhan. Terdapat lima metafora yang dikenal pasti digunakan bagi memujuk dan menyedarkan orang Melayu mengenai sosio-budaya dan ekonomi dan keadaan persekitaran pada ketika itu.

Ini merupakan kajian kualitatif secara *discourse analysis* dengan menggunakan teori *Neo Aristotelian* yang digunakan oleh George Lakoff dan teori Sonja K Foss. Teori Sonja K Foss lebih terarah kepada komunikasi massa berbanding dengan teori Lakoff yang lebih menjurus kepada linguistik. Teori Sonja sangat membantu dalam mencari signifikasi kajian dengan mengupas lapis demi lapis makna kepada lima metafora yang digunakan oleh Aminuddin Baki dalam Siri Ceramah Obor beliau. Usai dikupas lima metafora, pengkaji menghurai metafora tersebut untuk lebih

difahami dengan melakar gambarajah seperti yang digambarkan oleh Norbert Weiner dalam bentuk *stochastic method* sehingga menghasilkan dapatan bahawa masyarakat Melayu dahulu benar-benar tidak menitik beratkan pencapaian akademik. Setakat berpuas hati atas apa yang mereka warisi telah menyebabkan orang Melayu tertinggal jauh ke belakang dalam ekonomi dan infrastruktur berbanding dengan bangsa lain. Adat kuno yang masih tebal dipraktik dalam masyarakat Melayu telah menyebabkan orang Melayu lemah dalam kemodenan dan tidak berdaya saing dalam meneroka teknologi moden. Aminuddin Baki sedar akan keadaan ini, oleh itu beliau telah membujuk orang Melayu untuk lebih peka. Beliau mengkiaskan pesanan ini dalam bentuk metafora. Ini adalah kerana orang Melayu tidak gemar berterus-terang secara terbuka. Andai seseorang itu berbuat demikian, ia akan dianggap biadab.

Kesimpulan utama kajian dapatlah ditafsirkan bahawa metafora yang digunakan oleh Aminuddin Baki adalah berbentuk pembujukan kepada orang Melayu supaya menggunakan segala kesempatan yang tersedia ada untuk merubah dan memperbaiki diri dan keluarga dalam semua aspek kehidupan terutama dari segi ekonomi. Kajian ini menyumbang kepada literature yang sebelumnya dan didapati, generasi terkini perlu mempelajari metafora dalam bilek darjah malah perlu menggunakannya dalam ucapan seharian kerana ia adalah sebahagian daripada komunikasi massa dan juga budaya orang Melayu di mana pengkaji fikir ia perlu dikekalkan.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfillment of requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follow:

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CHAPTER I

INTRODUCTION

Myers and Kesslers (1980) conducted a study on the speeches given by leaders of the largest organization in America. Based on the study, three general corporate strategies were introduced to eliminate problems. They were – influencing government policy, education on economy for the public and increasing social responsibility of the business part.

However, to deliver a great speech, a vital principle to adhere to, is constructing a message that is in accordance with the readiness of the audience (Livingstone, 1998). This is merely a manifestation of pure common sense. If the public is not well versed in statistics, it is inappropriate to cite facts and figures to rationalize a stand, since none would be capable of appreciating its relevance in handling the matters at hand. Given this realization, it is only wise to consider the elements that fortify a speech, and those, that do not.

When the notion of speech fortification is mentioned, a prominent rhetor in Malaysia, the late Aminuddin Baki (Syifa, 2008) comes to mind. He was known as a man of great purpose. He was committed to seeing the advancement of Malaysians by communicating educational advancement. He made considerable contributions to the revolution of education in Malaysia by giving speeches on how the nation can pace proactively into the future without falling behind.

1.1 Background of Study

The present generation is generally oblivious of Aminuddin Baki. He is only known as the Father of Education in Malaysia. His contribution in drafting the present education syllabus as well as being a catalyst to the educational progress of the nation is not given due regard. As illustrated in one of his speeches within the *Torch Movement Series* (Baki, 1964b; Baki, 1964c)

The rich becomes richer, with a blessed life and good education. Should we merely observe and be left behind? When others are taking the jet and spacecraft, should we continue to walk on our feet and take the bullock cart? Are we contented of being deprived in our own country? (Aminuddin Baki, 1964b).

In reality, the late Aminuddin Baki was a visionary, thinker and patriot who aspired to see his country prospers whereby the natives would be given the respect and equal rights that they deserve. Similar to another philosopher named *Zaaba*, his ideas are concentrated on overcoming the weakness of the natives through the means of education as well as attitude towards life.

It was clear to Aminuddin Baki that the native Malays can improve through the inculcation of progressive learning habits and positive skills. This would enable them to move forward in any form of challenging environments. He contended that the effort of building a future generation of 'new beings' can be completely assured through adequate social engineering, which is grounded in acquiring education.

Aminuddin Baki was fond of using metaphors in conveying a particular notion. This appealed to the community at that time which lacked the proper education to understand more complex implications. In one of his speeches, he utilized the phenomenon of crossing the river with a boat, as an effective analogy of accentuating the lack of progress among the indigenous people in Malaysia

We have only begun to reach for the oar, when others have already reached the other side. (Aminuddin Baki, 1964a).

By imparting the message of progress in this manner, the public was able to appreciate the urgency of the situation with greater spirit. It was reasonably easy for the listeners to compare the level of progress between them and others by relating to the different stages of crossing the river. In this respect, Aminuddin Baki had summoned the best metaphor to deliver the message with impelling clarity.

With the two initial examples of metaphors, therefore, this study is aimed to look at the usage of metaphors in Aminuddin Baki's three speeches which were aired on Radio Malaysia in the early sixties with the intention of highlighting the importance of education among the Malay community.

1.2 Problem Statement

The role of Aminuddin Baki as one of the prominent leaders in education in Malaysia was quite apparent based on his contributions to the nation. He was also known as an eloquent speaker with the innate capacity of moving and inspiring the audience towards a particular vision of great importance. As mentioned by Rozeman (2008), Aminuddin Baki was widely known as the father of modernization of the nation's education system for his ideas had contributed to the national education policy in Malaysia.

There were researchers who wrote about Aminuddin Baki but most of the writings merely touched on his biography and his academic excellence but none of them looked critically into the contents of his writing. Hence, there is a need to do further studies by looking in depth at the direction of his writing.

Based on the researcher's observations and readings on Aminuddin Baki's works, apparently, most of his writings and speeches used substantial metaphors, especially

the Malay metaphors. Metaphors have been used to reach out the community because it is known that metaphors would soften the impact of the messages conveyed. Certainly, at the international level, metaphors are widely researched. Scholars such as Lakoff, Johnson and Sonya conducted numerous researches on metaphors which are widely used by people for the same purpose. However, studies at the local level especially on metaphors in the Malay context, is minimal. Nevertheless, if one looks into the Malay metaphors, one would be able to dive further into the mentality of Malays and their minds.

Although the impact of Aminuddin Baki's speeches is clearly known, their mechanism remains obscure. It is not entirely clear as to how Aminuddin Baki was able to design and deliver compelling speeches to address the problems that plagued the radio listeners. More specifically, the manner in which he had successfully orchestrated the complex interplay between messages, contexts and audience remain an uncharted area of study.

Reasoning from the perspective of applicability, it would be rather difficult to replicate the impressive articulation employed by Aminuddin Baki in the present time if this conundrum is left unanswered. The specific strategy that was effective in the past must be clarified from the metaphorical inclination aspect, whereby the listeners were inspired through a simple analogy at hand.

Metaphor ensures a familiar but forceful connection between the listeners and the rhetoric message. It requires a soigne concoction however, since use of the wrong metaphor would fail to invoke the desired response from the audience, and consequently falter in creating a singular impact on the target community.

It is therefore, the purpose of this research is to find out the reasons that certain metaphors are used to boost the spirit of Malays to improve their lives, their economy, and their well-being by seeking education and other knowledge rather than sticking to the old belief that a pot of rice will always remain a pot of rice **or a pot of rice will never increase to more** (*beras secupak tidak akan jadi segantang*).

1.3 Research Questions

While the objectives of the research give an outline of what is to be achieved, it may require a more granular point of specificity to ensure fluidity in the course of the study. It is quite overt that the main research question is how did Aminuddin Baki use metaphors to elevate the quality of his speeches, in the sense that it could encourage the listeners to take positive actions towards reaching a nationwide goal. Hence two questions are identified and applicable to pursue this research.

1. What was the internal quality of all the metaphors used in *Torch Movement Series* with regards to societal enhancement?

It is essential to identify and collect the set of metaphors used within the *Torch Movement Series*. Some metaphors are quite direct while others are subtle. Collected metaphors can intricately arrange to obtain a more comprehensive overview of inter-relatedness. In addition, the nature of the metaphors with respect to the community can be analyzed to ascertain its structural properties. Thus, this research was carried out to know what were the metaphors employed by Aminuddin Baki in his *Torch Movement Series*.

Once the metaphors were properly defined, the next rational step was to study its dynamics in terms of how they were implemented in tackling a particular issue within the *Torch Movement Series*. Here, it is crucial to understand the positioning of the metaphors within the articulation. Exploiting metaphors too early would render the audience partially indifferent upon its implication while doing so. Whereas, too late would dampen its intended effect. Thus, this study aims to answer the following question:

2. From the sociological perspective, what was the structure of metaphors used to change the mindset of the Malays as a whole?

The last pursuit of the research is to serve the inquiry as to how much did the metaphors affect the Malays. This was performed by comparing the act of communicating a particular message with a metaphor and without. Theoretically, metaphors have the capacity to reach out to the listeners at a more instinctive dimension as compared to non-metaphors. Still, the extent of this must be sufficiently ruminated to its proper intellectual depth.

To conclude, the research questions are mainly on the compendium of metaphors used, the manner in which they were successfully exercised and finally, the magnitude of criticality. In synergy, the answers to these questions gave a better insight on the metaphoric design of speeches by the late Aminuddin Baki in his *Torch Movement Series*.

1.4 Research Objectives

Although there are a number of approaches to create an impact through speech, such as statistical conception or biographical citing, this research focuses solely on the use of metaphors in attaining the desired response from the audience.

The texts of speeches have been printed in a book and the speeches were analyzed. Although these speeches were aired on Radio Malaysia, this study focused on the printed texts because the scope of the study is only the printed speeches that have been published.

Hence, the overall objective of this study is to explore the metaphors in the printed text which is known as *Torch Movement Series* that contained metaphors with the intention of strengthening the speeches to be more effective. This is congruent with the level of education possessed by the radio listeners at that time. To note, the research aimed to achieve the following objectives:

1. To identify the in depth meaning of metaphors used to encourage the Malay community in enhancing their lives styles.
2. To determine the structure of the metaphors used to change the mindset of the Malay community.

By achieving the objectives as stated above, it was possible to attain a higher level of understanding in deciphering the underlying construct of metaphors within the speeches of Aminuddin Baki. As a consequence, the true metaphorical nature of the communicative act by the rhetor can be fully appreciated to its utmost potential.

1.5 Scope of the Study

The scope of the study is confined to the usage of metaphors within the *Torch Movement Series* (Aminuddin Baki, 1964a; Aminuddin Baki, 1964b; and Aminuddin Baki, 1964c) and these speeches were also known as *Siri Gerakan Obor*. It is a collection of speeches made by the rhetor in the early 60s that mostly revolved around the issue of progress from the perception of the Malay community, of which at that period of time. The Malays suffered from an alarming complacency of disheartening awareness. The speech texts were extracted from a printed book that was kept in the National Archives of Malaysia. This study did not focus on other speeches as aired on the radio programme organized by Radio Malaysia especially for the rhetor. Again, the researcher would like to emphasize that the scope of this study is the printed speech texts that have been published and five metaphors were identified in the speeches. As such, the collection of metaphors presented in his other speeches were not analyzed for the study. This is essential in maintaining the coherence of the study which examines the potency of metaphors in conveying messages related to the advancement of the Malay community.

1.6 Significance of the Study

This study on the famous *Torch Movement Series* by the late Aminuddin Baki would contribute significantly to the body of knowledge in the field of metaphors in the Malay context and also in the rhetorical criticism perspective. This study would

contribute to the numerous studies that have been conducted on the biography of this great man.

Besides, insights gathered from this study could significantly benefit the conduct of eloquence in communication. By having a clear distinction of how the impact of metaphors is attained in the past, it would be possible for the current generation of leaders to replicate its potency to the fullest. Communicators may then appeal to the better nature of the audience through metaphoric means and gain better attentiveness from the public.

The study is also pertinent in shedding light on the usage of metaphors in gaining the support of a wider spectrum of listeners. Given their simplistic nature, metaphors can be a very persuasive form of rhetorical entity when astutely deployed. Furthermore, the very subtle property of metaphors enables the speaker to attract the support of listeners without appearing too imposing. This is completely imperative when it comes to resolving certain sensitive issues with high diplomacy.

1.7 Definition of Terms

1.7.1 Metaphor

Based on Fauziah and Faridah (2004), metaphor is defined as a term from rhetoric that refers to a figure of speech or a linguistic device in which a word or phrase that literally denotes one thing is used figuratively for something else as a way of suggesting likeness or analogy between the two. They further wrote that the word is derived from two Greek roots - meta with and phew bear - which in combination denote 'transfer' of meaning (Renton, 1990). A metaphor is often used because it can convey a particular shade of meaning much more succinctly than other words. It also conveys additional or more complex meaning beyond the literal, often in a subtle way; in fact, it can be one way of 'expressing the inexpressible' or "mentioning the unmentionable.' Meanwhile, Lakoff (2014) says metaphor is primarily conceptual, and secondarily linguistic, gestural, and visual (Reddy 1979; Lakoff and Johnson, 1980, 2002). He further elaborates that there are metaphorical ideas everywhere and they affect how we act.

1.7.2 Rhetoric

“Rhetoric” is becoming more and more popular across the English-speaking mass media world, it should be specified that it is here taken in the classical sense of the word (Aristotle, 1991, p. 22-24). The main function of rhetoric is to convince the hearer or audience about the necessity to address a specific topic. The speaker’s moral character should surface in his speech, and therefore, help him gains the hearer/audience’s confidence and trust. But rhetorical devices only work if the audience’s passions are ignited by the speech itself. The speaker therefore needs to be

aware of the emotional state the audience finds itself in so as to adapt its speech and trigger the necessary emotions, such as sadness, joy, friendship or hatred which will lead to persuasion. Stoner and Perkins (2005) define rhetoric as, “Message that relies on verbal and nonverbal symbols that more or less intentionally influence social attitudes, values, beliefs and actions.”

1.7.3 Criticism

Criticism is a dissemination of ideas, an unprejudiced and impartial effort to study and spread the best that is known and thought in the world. The goal is to see the object as in itself as it really is (Arnold, 1964).

1.8 Summary

This chapter has provided information on the research gaps in the field and knowledge contribution that has motivated the researcher to conduct this study. The research problem addressed the significance of discovering reasons for using Malay metaphors by the rhetor with the intention and initiative of enlightening the mindset of Malay to face challenges and grab all opportunities in developing themselves especially in the field of education and they have to get out of their complacent nature with what they inherited. The scope of the study is confined only to the five metaphors that contained in the three *Torch Movement Series*.

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Dil Froz Jan binti Sayed Halem Shah was born in the capital city of Kuala Lumpur, Malaysia. She completed her primary and secondary education in one of the schools along Jalan Ipoh, Kuala Lumpur.

Her college education began in 1984 and she completed her Secretarial Diploma at Kolej Damansara Utama. Then, she enrolled with the Public Relations Institute of Malaysia (IPRM) and two years later she received a Certificate and Diploma in Public Relations from this institution.

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Dil Froz Jan worked for 26 years with a company supplying cameras for professional use to all the television stations in Malaysia, Brunei, Singapore, and Thailand before she indulged in the teaching line.

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She has been residing in Bangi since 2005. Dil Froz Jan is a very dedicated person and has a passion for poetry, novel writing and has visited many countries in Asia, Europe, and the Middle-East as part of her poetry reading activity.