

Analysis of Figurative Language in Lady Gaga's 'Born This Way' And Beyonce's 'Run The World' (Girls): Empowering Women Through Song

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Abstract. The title of this scientific paper is Analysis of Figurative Meaning in Lady Gaga's 'Born This Way' and Beyoncé's 'Run the World (Girls)': Empowering Women Through Song. This paper discusses the type of figurative meaning and the functions of the meaning. The theories applied to analyzed the data were taken from the book proposed by Perrine, entitled Sound and Sense published in 1982 a main theory, and supported by theories sourced from books entitled Semantic – The Study of Meaning by Leech published in 1981 and Meaning-based Translation by Larson published in 1998. Another supporting sources that are relevant to this topic, were taken from the internet. The data of this paper were taken from the song lyrics of the singers Lady Gaga and Beyoncé. The collected data was analyzed base on theoretical concepts and data was analyzed using the descriptive method. Then, the results are presented in a simple, non-formal narrative style to convey the findings. The analysis of the types of figurative meaning found in Lady Gaga's 'Born This Way' and Beyoncé's 'Run the World (Girls)' include allusion, synecdoche, hyperbole, and metaphor. The functions conveyed by each of these figurative elements to reinforce themes of women empowerment and self-acceptance.

Keywords: figurative; meaning; empowering; women; song



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1. Introduction

A song is a short piece of music with the words you sing (Hornby, 2010). Sometimes it has rhymes and uses a language style that is different from the language style which is used in a scientific or formal text. According to Richard (2002), a song is a relatively short musical composition for the human voice, which features words or lyrics. Sometimes it has rhymes and uses a language style that is different from the language style which is used in a scientific or formal text. The words within a song are sung in particular tones, rhythms, speed, and style. Songs are good at introducing vocabulary because a song provides a meaningful context for vocabulary (Griffe, 1992). As the song also writes or talks about daily life, culture, adventure, and explores the sentiments of every human being, it delivers amusement and a moral message to music fans or listener.

Semantic allows us to find the meaning of a song. Semantic as a branch of linguistic studies about meaning (Kreidler, 2002). It deals with the expression of linguistic object such a word, phrases and sentences. Leech (1977) explains that semantics (as a study of meaning) is central to the study of communication; and as communication becomes increasingly an important factor in social organizations, the need to understand it becomes increasingly urgent. Semantics is not only the center of the study of communication but also the center of the study of human thought processes, cognition, and conceptualization. The study of symbols or signs that express meaning, the relationship of one meaning to another and its impact humans and society, as well as the meaning of words, their evolution and changes, is called as semantic too.

In relation to meaning, there is a term in semantic named figurative meaning. According to (Perrine, 1969), figurative language is another way of adding extra dimension to language. In other words, figurative language is another way of saying something from the common way. By using this style of language, the speaker usually wants to add some special effects to their words. When listening to a song, a person's attention maybe drawn away from the lyrics particularly if the song contains figurative elements. Many composers use figurative meaning in their lyrics, as well as beautiful expression. The delivery of songs is made more entertaining by using figurative meaning and frequently used to determine the deeper meaning of lyrics in songs.

When talking about the greatest musical artists in the world, Lady Gaga and Beyoncé have both made significant impacts on the music industry and beyond, using their platforms to break records and uplift communities.

Lady Gaga received her first GRAMMY nomination for "Just Dance" in 2009 and has since won 13 GRAMMYs with 36 nominations in total. By 2016, she had four No. 1 albums with album *Born This Way*, and in 2018, she starred in and produced the soundtrack for *A Star Is Born*, which debuted at No. 1 on the Billboard 200, making her the first woman with five No. 1 albums in the 2010s. In 2019, she became the first person to win a GRAMMY, Oscar, BAFTA, and Golden Globe in a single year.

Similarly, Beyoncé holds the record for most GRAMMYs won by a woman, with 28 wins. Her influence extends beyond her music; she has consistently used her platform to uplift and celebrate the Black community. Beyoncé's 2018 Coachella performance, where she became the first Black woman to headline the festival, celebrated Black culture by featuring performers from historically Black colleges and universities (HBCUs) and including vocal snippets of Black icons. Her 2020 music film, *Black Is King*, is a "love letter" to Black men and highlights African and Afrobeat artists.

Both artists have not only set records in the music industry but have also made significant cultural contributions, empowered their audiences and using their art to reflect and celebrate their communities.

Focusing on two selected songs from two top female singers, the study examines how

metaphors, similes, personification, and other figurative devices are employed to convey messages of strength, independence, and resilience to empowering women through song lyrics.

Considering the aforementioned context and problem, this study offers an analysis of figurative meaning used by two popular singers, Lady Gaga in "Born This Way" and Beyoncé in "Run the World (Girls)," with their distinct social backgrounds. Lady Gaga, who is white, and Beyoncé, who is Black, might bring different perspectives and experiences to their music, which is reflected in their use of figurative meaning. These songs are celebrated for their empowering messages and adept use of hyperbole, metaphor and other figurative devices.

While previous research has explored these songs individually, this paper aims to compare and contrast their use of figurative meaning. By examining these songs side by side, this paper seeks to shed light on how figurative meaning shapes the empowerment narratives in contemporary music.

2. Method

The method of research that is used in writing this paper consists of three steps such as data source, data collection and data analysis. The first method for this scientific paper was related to identifying the source of the data. The data was extracted from song lyrics of Lady Gaga's 'Born This Way' and Beyoncé's 'Run the World (Girls)'. The second method was related to qualitative technique to collect data. The data was sourced from their official website and find lyrics of Lady Gaga's 'Born This Way' and Beyoncé's 'Run the World (Girls)'. Relevant sentences related to the topic were quoted. The data was then been categorized based on the type of figurative meaning present with sentences that persuade women's empowerment.

In the data analysis phase, the classified data was subjected to descriptive analysis using the theoretical framework applied in the study. During the data analysis phase, were started by identifying and categorizing the different types of figurative meaning used in Lady Gaga's "Born This Way" and Beyoncé's "Run the World (Girls)," such as metaphors, similes, personification, or allusion. Once we have sorted these language elements, then found out the meanings, specifically examining how each one contributes to empowering women. By closely analyzing the lyrics, we were explored how these figurative meaning devices make women feel strong, confident, and capable. After understanding the meaning behind each figurative meaning instance, were compare and contrast the use of these language techniques between the two

3. Result and Discussion

Figurative meaning refers to a meaning that deviates from the conventional work order to convey a complicated meaning, colorful writing, clarity or evocative comparison. It uses an ordinary sentence to refer to something without directly stating.

Data were analyzed based on theory described in previous chapter. The data were taken from lyric of the songs by Lady Gaga's "Born This Way" and Beyoncé's "Run the World (Girls)". The data were collected and classified according to the theories about figurative meanings. To make more specific, the lyrics were analyzed by carrying the meaning of the types of figurative meaning found in both songs. Followings are the result of the analysis.

Types of Figurative Meaning Found in Lady Gaga's 'Born This Way'

In Lady Gaga's "Born This Way," the singer delivers a powerful anthem of self-acceptance and individuality. Through her evocative lyrics, Gaga utilizes various figurative meaning techniques to reinforce her message of empowerment and inclusivity. As detailed below, we will explain the specific of figurative meaning found in "Born This Way".

Metaphor

Perrine states that between metaphor and simile is similar. Both are comparison between two things that are essentially unlike, the only distinction between them is the use of connective words. In simile, the poet uses the connective word such as: like, as, than, similar to, resemble or seems, while in metaphor the comparison is implied: the figurative terms is substituted for or identified with the literal term, (Perrine, 1977). Here are some lyrics that contain of Metaphor:

Just put your paws up

We are all born superstars

I'm beautiful in my way

Don't hide yourself in regret

Don't be a drag, just be a queen

Whether life's disabilities

Subway kid, rejoice your truth

I'm on the right track, baby, I was born this way

From the data (1), the phrase metaphorically suggests raising one's hands in a gesture of empowerment and pride. Instead of saying "hands," it says "paws," which creates a playful and unique image.

By using "paws," the phrase makes it feel more fun and less serious, while still sending a strong message. It's like saying, "Show your strength and be proud of who you are." This playful twist helps listeners feel more connected and confident, encouraging them to embrace their own strength and uniqueness.

In data (2), the phrase "We are all born superstars" is a metaphor. It directly compares being born to being a superstar without using words like "like" or "as." This means it says we are all superstars from the moment we are born.

In simple words, this metaphor means that everyone has great value and potential from the beginning of their life. It suggests that everyone is special and has the potential to do amazing things, just like a superstar.

The metaphor helps to boost confidence and self-worth, making people feel important and capable. It encourages listeners to believe in themselves and recognize their own greatness.

From the data (3), this metaphor indicates self-acceptance and inner beauty, suggesting that women have unique qualities make them beautiful. It promotes self-acceptance, confidence, and empowerment. The phrase "in my way" metaphorically represents one's personal and unique form of beauty, implying that everyone has their own version of beauty that is valid and worth celebrating.

It suggests that everyone's individual traits and differences make them beautiful in their own way. This metaphor serves to inspire listeners to appreciate their individuality and to understand that their distinct characteristics are what make them truly beautiful.

The line from the data (4) use metaphorical language by suggesting that someone can "hide" in an abstract concept like regret. In simple words, this metaphor means that if you let regret take over, you are hiding your true self. It's like saying that regret can cover up who you really are, stopping you from being yourself and moving forward.

The metaphor helps emphasize that it's important not to let past mistakes or regrets hold you back. Instead, it encourages you to accept who you are, learn from your mistakes, and keep going without being stuck in regret. It's about embracing your identity and not letting regret define you.

From the data (5), "Drag": In this context, "drag" metaphorically represents something or someone that is dull, uninspiring, or weighed down by negativity. It is not referring to "drag" in the sense of drag performance but rather uses the word to evoke the idea of something that hinders or depresses.

"Queen": Here, "queen" metaphorically signifies someone who is confident, proud, and self-assured. It suggests a person who embraces their true self and exudes strength and dignity.

By contrasting "drag" with "queen," the phrase encourages listeners to reject negativity or mediocrity ("drag") and instead embrace their inner confidence and uniqueness ("queen").

From the data (6) The term "life's disabilities" is a metaphor. It refers not only to physical or mental disabilities but broadly to any challenges or hardships a person faces in life. It suggests that these difficulties can affect one's social standing and experiences. Lady Gaga uses the metaphor of "life's disabilities" to empower women by recognizing their struggles and showing that these challenges can make them stronger. She encourages self-acceptance by highlighting that difficulties do not determine one's value. By doing this, she helps listeners feel connected and united in their experiences, turning tough times into a message of strength and togetherness.

From the data (7) "Subway kid" refers to someone who comes from an urban environment, such as a big city where subways are common. It implies that the person has experienced life in a fast-paced, possibly tough setting.

"Rejoice your truth" means to celebrate and embrace your own reality and identity. It suggests being proud of who you are, regardless of your background or challenges.

Together, the phrase encourages someone from a humble or challenging background to take pride in their true self and life experiences. It's a call to embrace one's identity and story, highlighting the strength and resilience developed from growing up in an urban environment.

From the data (8) I'm on the right track is a metaphor comparing life's path to a track or road, suggesting that she is heading in the correct direction in life. By combining with "I was born this way" The phrase delivers a message of confidence and self-empowerment. It encourages listeners to trust in their own identity and journey, assuring them that they are perfect just the way they are.

Allusion

An allusion is a type of figurative meaning that indirectly references a person, event, or piece of literature that is commonly known within a particular culture or group. As Kennedy (1979) states, allusions can enrich a work by embedding layers of significance and by creating a more engaging and resonant experience for the audience. Here are two lyrics that contain allusion:

It doesn't matter if you love him or capital H-I-M

Cause He made you perfect

The phrase "capital H-I-M" is an allusion, a type of figurative meaning that indirectly references something widely recognized by a particular group. Here, it alludes to God or a higher power.

By referencing "H-I-M," the song acknowledges the importance of spirituality and faith for many people, while also validating the importance of human relationships. The phrase promotes the idea that love, in any form, is valuable and should be celebrated, whether it is directed towards a person or a higher power. This message aligns with the song's overarching theme of embracing one's true self and accepting others without judgment.

From the data (2), this phrase alludes to a higher power, typically understood to be God, who is often referred to as "He" with a capital 'H'. By saying "He made you perfect," it references the belief that a divine being created individuals as they are meant to be.

This idea is important in the song because it supports the overall message of self-acceptance and self-love. Lady Gaga wants her listeners to know that they are perfect just the way they are because a higher power created them that way. It's a comforting and empowering message that tells people to embrace their uniqueness and not to feel pressured to change.

In the context of the song, this line helps to reassure people who might feel insecure or different. It encourages them to believe that they are valuable and perfect in their own way, just as they are. This line is part of a larger theme in the song that promotes loving yourself and being proud of who you are, regardless of what others might say or think.

Types of Figurative Meaning Found in Beyoncé's 'Run the World (Girls)'

Beyoncé's "Run the World (Girls)" is a strong and energetic song that celebrates the power and resilience of women. In her lyrics, Beyoncé uses different types of figurative meaning to highlight the message of strength and independence. By examining these elements, we can better understand how Beyoncé's words inspire and empower listeners. Will explain below the figurative meaning found in "Run the World (Girls)" and how each one helps tell the story of empowerment.

Metonymy

Metonymy is the use of something closely related to thing actually meant. It can be considered that metonymy is the substitution of a word naming an object for another word closely associated with, (Perrine, 1997). Here are two lyrics that contain metonymy:

Girls, we run this mutha

Who run this mutha? Girls

"Mutha" stands in for a larger concept, such as the world or society. By saying "we run this mutha," Beyoncé is asserting that girls have power and influence over their environment and the broader world.

The repetition of the phrase "Who run this mutha? Girls" serves to reinforce the message of female empowerment. It creates a powerful call-and-response effect that engages listeners and drives home the idea that women are in charge. This repetition, coupled with the assertive tone, makes it clear that Beyoncé is celebrating the strength, resilience, and leadership of women. The use of "mutha" in this context underscores the song's theme of female empowerment, highlighting the notion that women are capable of leading and shaping the world around them.

Hyperbole

Hyperbole is a figure of speech that states something or situation excessively by using words contain greater meaning from the real taste or meaning, (Perrine, 1977). Here are three lyrics found that contain Hyperbole:

Boy, this beat is crazy

Can build a nation

How we smart enough to make these millions

From the data (1) describing the beat as "crazy" is an example of hyperbole, an exaggerated way of saying that the beat is exceptionally good or impressive. When Beyoncé describes the beat as "crazy," she doesn't mean that the beat is literally insane. Instead, she uses this exaggeration to say that the beat is exceptionally good, exciting, and impressive.

This line helps to emphasize how powerful and energetic the music is. By calling the beat "crazy," Beyoncé is highlighting how intense and thrilling the song feels. It makes the listener pay attention to the strong rhythm and energy of the music. This kind of exaggeration makes the song more engaging and shows how enthusiastic and passionate Beyoncé is about the music. It adds to the overall excitement and intensity of the song, making it feel more dynamic and powerful.

From the data (2), the phrase using exaggerated words to make a strong point. In this case, "Can build a nation" exaggerates how powerful and capable women are, making them seem extremely strong and influential. In this case, the phrase "Can build a nation" is an exaggerated way of saying that women are extremely powerful and capable. It highlights the idea that women have immense strength and influence, suggesting that their abilities are so great that they could build an entire nation. This kind of exaggeration serves to emphasize the theme of empowerment in the song. By using such a bold and powerful statement, the song aims to inspire listeners to recognize and celebrate the significant potential and impact of women in society. It encourages people to see women as capable of achieving anything and making substantial contributions to the world.

From the data (3), this phrase "make these millions" employs hyperbole to emphasize significant financial success. This exaggeration underscores women's potential to achieve great economic success. By saying this, the song celebrates women's abilities and encourages them to believe they can reach big financial goals. It's a powerful way to show that women have the potential to do very well economically.

Synecdoche

Synecdoche is the use of the part for the whole. Pradapo divides synecdoche into two parts: they are Pars pro toto and Totem proparte. Pars pro toto is a part for the whole and Totem proparte is when the whole things stand for its part, (Perrine,1977). Here are three lyrics that contain Synecdoche:

That's in the club rocking the latest

I'm rapping for the girls who taking over the world

41' Rollie to let you know what time it is, check

From the data (1), the phrase "That's in the club rocking the latest" from Beyoncé's "Run the World (Girls)" uses synecdoche to emphasize the fashionable nature of the women in the club. By saying they are "rocking the latest," the song suggests that these women are confidently wearing the newest and most trendy clothes. This choice of words portrays them as modern, stylish, and self-assured. It reflects the song's theme of empowerment, showcasing women who are not only strong and independent but also fashionable and trendsetting. The use of synecdoche here simplifies the idea of being fashionable by using "the latest" to represent the entire concept of stylish and trendy clothing.

From the data (2) the phrase "I'm rapping for the girls who taking over the world" uses the term "girls" to represent all women. This is an example of synecdoche, where a part (girls) is used to refer to the whole (women).

In simple words, when Beyoncé says "girls," she is talking about all women, not just young females. By using "girls," she includes every female who is working hard, achieving great things, and making a difference. This way of speaking makes the message more powerful and personal because it feels like she is directly talking to everyone.

This synecdoche helps create a sense of unity and empowerment among women. It shows that no matter their age or background, all women are part of this movement of taking over the world and making an impact. It highlights the collective strength and influence of women everywhere.

From the data (3) "Rollie" (a nickname for Rolex, a luxury watch brand) represents not just the watch itself but also wealth, success, and status. By mentioning a "41' Rollie," the watch stands for luxury and achievement, suggesting that the person wearing it has done very well in life and can afford expensive things.

This line emphasizes the idea of empowerment by showing that the success is clear and visible. Using "Rollie" here highlights that the watch is a sign of financial success and respect, not just a tool to check the time. This supports the song's message that women can achieve and proudly show off their success.

Allusion

As mentioned before, allusion is a short reference to a person, object, place, event, or other literary work the reader is likely to be familiar with. Here is found one lyric that contain allusion:

1). *Houston, Texas, baby*

The mention of "Houston, Texas" in Beyoncé's lyrics points to her hometown, showing that her background and upbringing in Houston have shaped who she is. By mentioning Houston, Beyoncé adds a personal touch to the song, linking her success to her roots. This reference helps listeners connect with her on a deeper level, especially those familiar with Houston. It also highlights her pride in where she comes from, suggesting that her achievements are influenced by her community and experiences in Houston.

Metaphor

Metaphor is a common figure of speech that makes a comparison by directly relating one thing to another unrelated thing. Unlike similes, metaphor do not use words such as "like" or "as" to make comparison. In Beyoncé's "Run the World (Girls)" also found the lyrics that contain metaphor, here are the lyrics:

I think I need a barber

With our love we can devour

Please accept my shine

From the data (1) the phrase "I think I need a barber" from Beyoncé's "Run the World (Girls)" uses metaphor to convey the idea of change and transformation. Just as a barber cuts and styles hair to create a new look, this line suggests a desire for a fresh start or personal makeover. It symbolizes a readiness for significant change and improvement in one's life. This metaphor emphasizes the theme of personal growth and transformation, highlighting the importance of evolving and find oneself to achieve new goals and overcome challenges.

In the context of the song, which celebrates women's empowerment and strength, this metaphor also underscores the idea that women have the power to shape their own destinies. It implies that just as one might visit a barber for a new haircut, women can take control of their lives and make impactful changes. The line encourages listeners to embrace change and to see it as

a positive and empowering step towards self-improvement and success. By using the everyday act of visiting a barber as a metaphor for personal transformation, Beyoncé makes the concept of change relatable and accessible, reinforcing the song's overall message of empowerment and resilience.

From the data (2) the phrase "With our love we can devour" uses the word "devour" to create a strong image of consuming or overcoming something completely. In this context, "devour" is used metaphorically to suggest that love and unity among women give them immense power. When the lyrics say "with our love," it means that the bond and support women have for each other are incredibly strong. The word "devour" emphasizes the idea of completely overcoming these challenges, not just getting past them but completely defeating them.

This line conveys a message of empowerment, showing that when women come together and support each other with love, they can achieve remarkable things.

From the data (3) the phrase "Please accept my shine" in the song refers to the Beyoncé's success, talent, and accomplishments. Here, "shine" means the bright and positive results of her hard work and achievements. When she talks about her "shine," she is talking about the recognition and admiration she receives for what she has done. It shows that she has worked hard, become successful, and now people notice and appreciate her for it. This line suggests that the Beyoncé wants others to acknowledge and respect her success. It highlights her confidence and pride in what she has achieved. It also encourages others to recognize their own achievements and be proud of their "shine."

Significant Differences of Figurative Meaning Found in Lady Gaga's "Born This Way" and Beyoncé's "Run the World (Girls)"

The analysis of figurative meaning in Lady Gaga's "Born This Way" and Beyoncé's "Run the World (Girls)" reveals significant differences in how each artist conveys their perspectives on women's empowerment. Both songs are celebrated for their empowering messages, but they utilize figurative meaning in distinct ways to highlight different aspects of empowerment.

Metaphor is a prominent feature in both songs, but it serves different purposes. In "Born This Way," Lady Gaga uses metaphors to promote self-acceptance and inner strength, crafting a narrative that celebrates individuality and inherent worth. The line "We are all born superstars" is a striking example. By comparing being born to being a superstar, Gaga suggests that every person has intrinsic value and greatness. This metaphor encourages listeners to embrace their true selves and recognize their inherent potential and worth, akin to that of a superstar. It serves as a powerful affirmation that each individual is special and deserving of love and respect.

Another metaphor in the song, "Just put your paws up," further reinforces the theme of empowerment and pride. The use of "paws" instead of "hands" creates a playful yet strong image, urging listeners to embrace their unique identities and inner strength. This metaphor encourages listeners to raise their hands (or "paws") in a gesture of empowerment and pride, celebrating their individuality and standing tall against societal norms or expectations.

The metaphors in "Born This Way" collectively create a powerful narrative of self-acceptance, inner strength, and unity. They encourage listeners to recognize and embrace their inherent value, celebrate their unique identities, and stand proud in solidarity with others. By transforming the song into an anthem of empowerment, Lady Gaga's metaphors make the message resonate deeply with a wide audience, offering a sense of validation and encouragement to embrace one's true self.

In contrast, Beyoncé's metaphors in "Run the World (Girls)" emphasize transformation and collective strength, focusing on both personal reinvention and the power of unity among women. The metaphor "I think I need a barber" implies a need for change or personal reinvention. Just as

a barber changes or styles hair, this metaphor symbolizes a fresh start or transformation. It suggests that individuals have the power to redefine themselves, highlighting the importance of personal growth and change as a form of empowerment.

Another metaphor, "With our love we can devour," illustrates the strength that comes from unity and love among women. This metaphor suggests that through collective effort and solidarity, women can overcome obstacles and achieve great things. The idea of "devouring" obstacles with love emphasizes the transformative power of unity and the ability to conquer challenges together.

Beyoncé's use of metaphors in "Run the World (Girls)" not only celebrates individual transformation but also the immense power of community and solidarity among women. By highlighting both personal and collective strength, the metaphors create a narrative of empowerment, resilience, and unity. They encourage listeners to recognize their potential for growth and change, while also acknowledging the power that comes from standing together and supporting one another.

This dual focus on personal and collective empowerment makes Beyoncé's message both inclusive and inspiring. The metaphors resonate with a broad audience, reinforcing the song's anthem-like quality and making its message of strength and solidarity deeply impactful.

In summary, while Lady Gaga's metaphors in "Born This Way" focus on promoting self-acceptance and intrinsic worth, Beyoncé's metaphors in "Run the World (Girls)" emphasize transformation and collective strength. Both approaches use figurative meaning to craft powerful narratives of empowerment, but they do so in ways that reflect their unique artistic perspectives and messages. Lady Gaga's metaphors encourage listeners to embrace their true selves and celebrate their individuality, while Beyoncé's metaphors inspire personal growth and highlight the power of unity among women.

Allusion also plays a key role in both songs but is used differently. Lady Gaga's allusions often reference a higher power to promote self-worth and individuality. For example, the line "It doesn't matter if you love him or capital H-I-M" alludes to God or a higher power, suggesting that divine endorsement validates individual self-acceptance. Another line, "Cause He made you perfect," refers to a higher power, typically understood to be God, who created individuals as they are meant to be. Lady Gaga's use of allusions in "Born This Way" connects the concept of self-worth to divine validation. By referencing God or a higher power, she strengthens the message that everyone is inherently valuable and perfect as they are. These allusions promote a deep sense of self-acceptance, encouraging listeners to embrace their true selves with confidence, knowing they are supported and validated by a higher power. This approach not only empowers individuals but also adds a spiritual dimension to the theme of self-acceptance, making the message even more profound and resonant.

On the other hand, Beyoncé's use of allusions such as referencing her hometown of Houston, Texas, in her music, adds a personal and cultural dimension to her identity and message. When she sings "Houston, Texas, baby," she isn't just mentioning a place, she's celebrating her roots and upbringing. This personal touch helps her audience connect with her on a deeper level, especially those who share similar backgrounds or communities. It reinforces the idea that one's origins and personal history are integral to their identity and can serve as sources of strength and inspiration.

By sharing her own story and cultural references, Beyoncé invites her listeners to reflect on their own journeys and the importance of their roots in shaping their paths to success and empowerment. This approach not only grounds her empowerment message in her own experiences but also creates a bond with her audience, fostering understanding and solidarity. It underscores the notion that embracing and acknowledging one's heritage and background is essential to understanding oneself and achieving empowerment.

Hyperbole is a key feature in Beyoncé's lyrics, used to create an exaggerated effect that emphasizes the capabilities and achievements of women. By using hyperbole, Beyoncé magnifies the power and influence of women, making their accomplishments seem larger than life.

For instance, the line "Boy, this beat is crazy" doesn't just mean the beat is good, it suggests that the beat is exceptionally impressive and electrifying. This exaggeration elevates the intensity and excitement of the music, making it feel powerful and energizing. When listeners hear this line, they are not just enjoying a song—they are experiencing something extraordinary and thrilling. This feeling of excitement boosts their sense of empowerment and enthusiasm, making them feel energized and confident.

Another striking example of hyperbole is the phrase "Can build a nation." This line suggests that women are so strong and capable that they could literally build a nation. Of course, this is an exaggeration, but it's a deliberate one meant to highlight women's immense potential and influence. By using such a bold statement, Beyoncé underscores the idea that women can achieve extraordinary things and have a significant impact on society. This hyperbole is powerful because it takes a common idea being capable and blows it up to an almost unbelievable scale. It serves to inspire and motivate listeners by making them think, "If women can build a nation, what can't we do?"

This hyperbole serves several important purposes in Beyoncé's songs. First, it inspires and motivates listeners by encouraging them to see their own strengths and capabilities in a grand, amplified way. When women hear these exaggerated statements, they might feel more confident and capable of achieving their own goals. Second, it creates a sense of pride and unity among women. By collectively embracing these powerful ideas, women are encouraged to support and uplift each other, recognizing their collective strength and potential. This sense of solidarity reinforces the theme of collective empowerment and the power of unity.

Hyperbole also challenges societal norms and stereotypes about women's roles and capabilities. By using such a bold statement, Beyoncé underscores the idea that women can achieve extraordinary things and have a significant impact on society. This hyperbole serves to inspire and motivate listeners, encouraging them to recognize and celebrate their own strengths and capabilities.

Overall, Beyoncé's use of hyperbole turns her songs into powerful anthems of women's empowerment and resilience. The exaggerated statements make the message of empowerment more dramatic and impactful, ensuring it resonates deeply with a broad audience. Through hyperbole, Beyoncé elevates the narrative of women's capabilities, making her songs both inspiring and unifying.

In Beyoncé's song, the use of metonymy in the line "Girls, we run this mutha" is a powerful example of how she reinforces the theme of empowerment. Metonymy involves using a word or phrase to represent something larger or more abstract. In this case, "mutha" is a colloquial term that stands in for "mother" or "motherfucker," which figuratively represents the world or society at large.

When Beyoncé declares "we run this mutha," she is asserting that women have authority, power, and control over their environment and the broader societal structures. This use of metonymy suggests that women are not just participants but leaders and influencers who can shape and direct the world around them. It emphasizes the idea of female empowerment by framing women as dominant and influential forces capable of taking charge and making significant impacts.

By employing metonymy in this way, Beyoncé strengthens her message of empowerment, asserting the capability and strength of women to assert themselves and assert their rightful place in society. The phrase resonates with listeners by encapsulating a complex idea in a

straightforward and assertive manner, highlighting the empowerment of women in a dynamic and impactful way.

Lastly, In Beyoncé's lyrics, synecdoche plays a crucial role in conveying broader themes of fashion, success, and empowerment. In lines like "That's in the club rocking the latest" and "41' Rollie to let you know what time it is, check," she employs synecdoche to use a part of something to represent the whole or to symbolize larger concepts.

When Beyoncé sings about someone "rocking the latest" in the club, she's using the part (the latest fashion trends) to signify the whole concept of being fashionable and trendy. This not only emphasizes the importance of appearance and style but also suggests a certain level of confidence and influence associated with keeping up with current fashion trends.

Similarly, the mention of a "41' Rollie" (a slang term for a 41-millimeter Rolex watch) serves as synecdoche for wealth, success, and status. The luxury watch is used to represent broader ideas of financial achievement and social standing. By referring to the Rolex, Beyoncé encapsulates the concept of success and affluence in a concise and recognizable symbol.

By employing synecdoche in her lyrics, Beyoncé effectively simplifies complex ideas into relatable and impactful terms. This literary device allows her to connect with her audience on multiple levels, enhancing the song's accessibility and resonance. It also adds layers of meaning to her message of empowerment, suggesting that appearance, style, and material success can be symbolic of broader achievements and capabilities.

Overall, synecdoche in Beyoncé's "Run the World (Girls)" not only highlights aspects of fashion and success but also reinforces the empowerment theme by illustrating how small details or possessions can symbolize larger concepts of influence, strength, and achievement.

4. Conclusion

The conclusion clarifies the problem addressed in this research. Several conclusions can be reached from the examination of the message included in Lady Gaga's "Born This Way" and Beyoncé's "Run the World (Girls)". Many figurative meanings may be found in song lyrics, which helps to make songs more interesting and powerful. Figures of speech are words that are used to illustrate certain ideas. Figures of speech are used to enhance the beauty of poem. Without the use of figure of speech, poetry appears to be limited to common language, making it difficult for the reader to drift away. The song lyrics are everyday expression that have been turned into a song.

Based on the analysis in the previous chapter, the figurative meaning found in Lady Gaga's "Born This Way" includes eight lines using metaphor and two lines using allusion. Furthermore, the figurative meaning found in Beyoncé's "Run the World (Girls)" includes two instances of metonymy, three of hyperbole, and three of synecdoche.

Both Lady Gaga and Beyoncé use figurative meaning to convey messages of women's empowerment, they do so in distinct ways. Lady Gaga focuses on metaphors and allusions to promote self-acceptance and intrinsic worth, using figurative meaning to encourage listeners to embrace their true selves and feel validated by a higher power. Beyoncé, on the other hand, relate a wider range of figurative meaning, including hyperbole, metonymy, and synecdoche, to highlight transformation, collective strength, and exceptional achievements. These differences in the use of figurative meaning between Lady Gaga and Beyoncé reflect their unique approaches to conveying empowerment. Through their distinct styles, both artists effectively use figurative meaning to shape and enhance their messages of empowerment in contemporary music, demonstrating the power of language in inspiring and uplifting their audiences.

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