Cognitive Stylistic Analysis of Ariana Grande's Intro (End of the World)

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Abstract

This study explores the application of cognitive stylistics in analyzing Ariana Grande's song "Intro (End of the World)" through schema theory. Schema theory is employed to understand how listeners interpret the song's lyrics by activating pre-existing mental frameworks. The background of this research includes examining rhetorical devices used by the artist, such as personification, similes, metaphors, and hyperbole, to convey complex emotions and ideas. The methodology consists of a detailed textual analysis of the lyrics, focusing on identifying and interpreting these devices concerning the song's thematic elements. The findings indicate that the song addresses themes of relationship evaluation, self-discovery, and the intricacies of interpersonal connections. The metaphorical language, melodic and lyrical structure, and vocal delivery contribute to the song's emotional depth and thematic complexity. The study concludes that the use of schema theory helps elucidate how these stylistic elements influence listeners' understanding and emotional engagement with the song, enhancing their overall experience.

Keywords: Ariana Grande; Cognitive Stylistics; Schema Theory.

How to Cite:

1.   INTRODUCTION

The term cognition refers to the functions of the mind involved in thinking, understanding, and reasoning. Specifically, cognitive concepts include everything related to information processing in the human mind, such as perception, memory, language, problem-solving, thinking, and decision-making. In psychology, the study of cognition, or cognitive psychology, focuses on how humans process, store, and use information. This includes the study of how we learn, remember, solve problems, make decisions, speak, and even dream. Cognitive psychology seeks to understand the structure and function of the human mind as well as the factors that influence cognitive processes.

Understanding cognition is important not only in a scientific context but also in everyday life. For example, understanding how we learn and remember information can help develop more effective learning strategies. Studying cognition can provide insights into how we interpret the world around us. Understanding the problem-solving process can help us solve complex challenges in our everyday lives or at work. Understanding cognition or cognitive processes is essential to explaining how the human mind works, how we learn and understand the world around us, and how we interact with our environment.

Stylistics is a practical linguistic discipline concerned with the study of writing style, especially but not exclusively in literary works. Often referred to as the study of creative language, stylistics examines the figures of

speech, images, and other rhetorical devices that add variety and distinction to written works. Using linguistic style in literature with different analytical approaches can enhance a literary work's beauty or aesthetic appeal. Often, the artistic value of a literary work is determined by its use of style (Pradopo, 2017).

Cognitive stylistics is an approach to literary analysis focusing on the interaction between language, the mind, and the reader's experience. In cognitive stylistics, researchers study how readers use knowledge, memory, emotions, and other cognitive processes to understand and interpret literary texts. This approach combines the principles of cognitive psychology with stylistic analysis to understand how language structures, authorial style, and other literary elements influence how readers process texts. Stockwell (2002) argues that cognitive stylistics views individuals as cognitive beings who use their prior knowledge and context to understand literary works. Cognitive stylistics provides valuable tools for readers to understand the content, context, and application of literary texts better, as well as the skills and ideas involved. It is thus a first step for readers to grasp and participate in constructing literary context.

In this study, the song "Intro (End of the World)" by Ariana Grande was used as the data for cognitive style analysis. The theory applied in this study is schema theory. "Intro (End of the World)" is a song written by Ariana Grande, an American singer and songwriter. The new pop single was released on March 8, 2024, on Republic Records. "Intro (End of the World)" appears on his studio album, Eternal Sunshine.

Several studies have examined the cognitive stylistics of songs. Al-Saeedi (2016) examines A Cognitive Stylistic Analysis of Simon's Lyric "The Sound of Silence." The investigation follows Simon's utilization of distinctive sorts of figures of discourse and shows how such a utilization leads to the creation of unused allegorical mappings and novel picture schemata. The investigation also uncovers how the coherence among figures of discourse and the utilization of amplified and complex metaphorical expressions lead to the creation of modern elaborate systems and allegorical equations that outline the thought of oddity and imagination in this verse.

Fadilla et al. (2023) examine A stylistic analysis of Figurative in Ariana Grande's Song Lyrics. This considers points to analyze the metaphorical dialect of Ariana Grande's chosen tunes within the collection Position. Perrine's metaphorical dialect hypothesis was utilized to urge a greater understanding of how the verses are analyzed. This inquiry utilized a clear, subjective investigation and a complex approach. Nine of twelve sorts appeared, such as representations, similes, personifications, punctuations, metonymy, images, allegory, paradox, and exaggeration. The foremost, as often as possible, sort utilized within the chosen melody is representation. Through the discoveries specified, the analyst can conclude that designs within the chosen tunes that she continuously compares herself to extravagance objects. This implies that the design she needs to appear in the Position collection to her audience members is that she tries to cherish and appreciate herself by comparing herself to sumptuous objects such as precious stones, Givency, and gold.

Hulu et al. (2021), An Analysis of Figurative Language in Ariana Grande's album "Thank U, next." Analyses the melody verses' metaphorical dialect (comparison, representation, exemplification, overstatement, image, incongruity, and expression). This consideration also aims to decide the foremost prevailing sort of metaphorical dialect and, after that, to distinguish the subjects of the twelve melodies within the melody verses of Ariana Grande's collection "Thank U Following." This is about utilizing graphic subjective investigation. From the comes about of the examination, the analyst found that 73 information utilizing metaphor, nine information for likeness (12.32%), 17 information for representation (23.28%), eight information for embodiment (10.95%), 10 information for exaggeration (13.69%), nine information for symbols (12.32%), four information for incongruity (5.47%), and 16 information for expressions (21.91%). The foremost overwhelming may be an allegory.

Swarniti (2022) explores the descriptive language analysis of "Easy on Me" lyrics. This study aims to classify and analyze the lyrics of Easy on Me by Adele based on the images used. This research requires qualitative research. The source of information for this study was the lyrics of the song Easy On Me by Adele. In this study, the data collection technique was observation. The theory used was the visual language of Miller and Greenberg (1981). Each material was descriptively analyzed based on the theory of descriptive language. Based on the results of this study, personalization data were newly found in comparative figurative language (4 data). In contradictory

figurative language, hyperbole (3 datasets), litotes (2 datasets), and paradox (1 dataset) were found. Correlative figurative language was found in this data source, namely allusion (1 data set), ellipsis (2 data sets), metonymy (2 data sets), and symbol (8 data sets). Most of the information is found in symbols. There was a lot of figurative language in the lyrics of this song. This means that these lyrics tried metaphorical language to express a feeling or idea imaginatively. In other words, these lyrics tried to create a specific image and evoke emotions.

Arifah (2016) explores the analysis of figurative language in John Legend's song Five. The research aimed to discover the quality and meaning of the figurative language in his song "Lose You to Love Me." The source of the information is taken from the lyrics of Selena Gomez's song. His song was classified as a pop song, released on October 23, 2019. This analysis used a descriptive qualitative model with pure structuralism, such as hyperbole, irony, paradox, personification, repetition, and simile. The types of figurative language were then classified and analyzed. The result showed six different figurative languages: hyperbole 33.3%, irony 11.1%, paradox 22.3%, personification 11.1%, repetition 11.1%, and simile 11.1%. Figurative language dominates in hyperbole because the words of the songs are distorted, adding an original meaning to the explicit words. Instead, the lyrics of the songs contain a comparative meaning of denotative interpretation and connotative meaning. In addition, this song gives the essence of the story about aesthetic principles and colors.

Yastanti et al. (2018) explore the metaphorical language of Linking Park's lyrics. This study used a descriptive method to analyze the data. Research data is collected from Linkin Park's "One More Light" album. This study focuses on "No One Can Save Me," "Sorry Now," "Talking to Me," "Hard," and "One More Light." The results of this study show that: 1. There are 7 different Linkin Park lyrics in sign language: personification, hyperbole, allegory, repetition, simile, metaphor, and synecdoche. There are three types of figurative language in No One Can Save Me: personification, hyperbole, and allegory. The song Talking To Myself uses two types of figurative language: repetition and simile. One More Light songs have 4 types of descriptive language: personification, hyperbole, repetition, and parallelism. A difficult song uses three types of descriptive language: personification, metaphor, and hyperbole. Sorry Now contains three types of figurative language: hyperbole, repetition, and synecdoche. Furthermore, the dominant metaphorical language in the lyrics of Link Park's songs is hyperbole.

Fitria (2018), Figurative language used in the album All Night by One Direction. The purpose of this research was to know the types of figurative language and to find out the most dominant figurative language used in the lyrics of the song Up All Night from the album One Direction. The study was qualitatively descriptive to describe the analysis objectively, precisely, and systematically. The material for this study includes phrases or sentences found in the song Up All Night from the lyrical album One Direction. Based on the research results, One Direction's Up All Night album had some metaphorical language. This album had 13 songs, they were: 1) All About You, 2) Gotta Be You, 3) I Want, 4) I Wish, 5) More Than This, 6) One Thing, 7) Same Mistakes, 8) Save You Tonight, 9) You stole my heart, 10) Taken, 11) Tell me a lie, 12) Throughout the night and 13) What makes you beautiful. Based on the results of this study, six types of figurative language were found in One Direction's Up All Night album: repetition, parallelism, personification, metaphor, simile, and hyperbole. The most common metaphorical language used was repetition with 50 words, and anaphora and epiphora.

Setiawati and Maryani (2018) Its purpose is to know the types of figurative language used in Taylor's Fast lyrics and to describe the contextual meaning of the figurative language used in Taylor's lyrics. The research data comes from two songs from one Taylor Swift album. An album called Red, which has three songs taken, is titled Red and 22. This study uses a descriptive qualitative method of observation and library research to collect data for this study. Found imagery consists of simile, metaphor, hyperbole, paradox, irony, and personification. In this study, these findings show that hyperbole is most dominant in Taylor Swift's songs and is based on the contextual meaning of general lyrics in Taylor Swift's songs about conflict, heartache, and deep betrayal.

Simanjuntak et al. (2023), A Cognitive Stylistics of Lewis Capaldi's Song "Someone You Loved." This study aims to investigate the cognitive processes and stylistic features used in lyrics. This study uses a descriptive qualitative method by focusing, highlighting, and analyzing each lyric of the song. The results of this study show the consistency of speech patterns used in singing. In summary, this study contributes to understanding how cognitive

processes and stylistic choices intertwine in the creation of emotional narratives in lyrics.

Zhang (2024), Cognitive Perspective of Metaphors in Chinese Hua'er Folksongs. This article aims to compare Hua'er folk songs, Chinese new poetry, Chinese prose, Chinese news, and Chinese news editorials from Chinese heritage. With the introduction of indicator I1, the results show that the metaphor A = B usually represents Chinese Hua'er folk songs. At the more precise comparative level of the A-index, the heritage folk song Hua'er has the lowest level of metaphoricity in terms of repeated use of metaphorical vocabulary in both the target and source regions. Genre-specific metaphorical expressions in Chinese poetic texts show that the higher the a-index, the more metaphorical and cognitive the work is. Metaphorical expressions of Hua'er heritage may limit singers' working memory and mastery of the cognitive source-to-target structure to create metaphors. "Intro (The End of the World) is one of his most popular songs on social networks in 2024. This song presents a strong commitment to love and a promise to give everything to a partner, so this song is suitable for analysis using figurative language.

Aryawan et al. (2019), Semantics Analysis of Figurative Language found in Eminem's Song. This study aimed to identify and describe the types and meanings of metaphorical language used in Eminem's lyrics and determine the dominant type of metaphorical language used in Eminem's lyrics. This study used a descriptive qualitative method. The researcher used library research (reading and note-taking) when collecting data because the material was already available as documentation (lyrics). After data collection, the data were analyzed using Cresswell's theory. Based on the analysis, the researcher found that 136 datasets containing sign language and 12 types of sign language are used in the lyrics of the song. The song's lyrics mostly use metaphorical language. Therefore, students are encouraged to continue studying the analysis of figurative language in literary works to enrich their view of the figure of speech.

Arditami (2017), An Analysis of Figurative Language Found in Katy Perry's Song Entitled "Firework." The research aims to identify and describe the meanings of the fictional languages used in the Fireworks Song. A descriptive qualitative method is applied in this study. The research material is the lyrics of the song "Firework" by Katy Perry, which are taken from azlyric.com. This study uses research documentation as a data collection method. The data analysis results show six types of descriptive language in the lyrics of the song "Fire" by Katy Perry. They are symbols, hyperbole, simile, personification, metaphor, and paradox. In addition, the researcher also describes the meaning of this type of figurative language.

Salwa and Liskinasih (2016), The Use of Songs in Increasing Students' Understanding of Figurative Language. The purpose of this study is to investigate the perceptions of Kanjuruhan University students in Malang about the use of songs as supplementary material to understand the meaning of descriptive language, such as metaphor, hyperbole, personifications, etc. This study used a mixed-method approach. Data were collected through a survey, video recording, and focus group discussion. Thirty students who took vocabulary in their third semester participated in this study. The results of this data analysis showed that most students (85%) have a positive attitude towards the use of songs as an important tool to help them understand the meanings of descriptive language and increase their motivation to learn English. Hopefully, English language teachers will start using songs as an interesting way to teach figurative language so that students will be more interested in analyzing figurative language using authentic materials.

Pamungkas et al. (2022), An Analysis of Figurative Language in Song Lyric on the S.I.G.I.T "Detourn Album." The purpose of this research is 1) find out The S.I.G.I.T. images used in the album "Detourn." 2) identify the dominant image used in The S.I.G.I.T album "Detourn." The researchers conducted a qualitative study using song lyrics. The result proved that 1) The album "Detourn" uses 8 different figurative languages, namely hyperbole (1), irony (1), personification (2), synecdoche (2), simile (3), metonymy (11), repetition (13) and metaphor. (18). 2) Metaphor is the most dominant figurative language with a total of 18 expressions. There are 9 songs with metaphors, and each song has an average of 2 expressions. There is one sentence in the first and seventh paragraphs. Second, third, ninth, tenth, and eleventh song with 2 expressions. Fifth and sixth songs with 3 sentences.

Yunanda et al. (2021) In this study, researchers analyzed the images contained in three songs by Idina Menzel, "Let It Go," "I Got My Love to Keep Me Warm," and "For the First Time in Forever." This study aims to find out

the figurative language used in three songs by Idina Menzel and its meaning. This study is a descriptive qualitative approach. The research results showed that the songwriters used 11 figurative languages, namely hyperbole up to 31.3%, repetition 25.4%, personification 9.8%, metaphor, simile, and alliteration 5.8%, onomatopoeia, irony, and idiom. 3.9%, and finally, images and pleonasm 1.9%. In addition, the songwriter also uses connotative and denotative meanings in three songs.

While several studies have explored the figurative language and stylistic elements in songs by artists like Ariana Grande, Taylor Swift, and others, there is a notable gap in cognitive stylistic analyses focusing on schema theory. Previous research has largely concentrated on descriptive and qualitative methods to analyze metaphorical language and other literary devices without delving deeply into cognitive processes such as schema theory. Thus, this research addresses this deficiency by applying schema theory to explore how cognitive processes shape the interpretation of Ariana Grande's song "Intro (End of the World)." This method provides a new perspective on the song's lyrics, bridging cognitive psychology with music analysis, thereby making valuable contributions to both cognitive stylistics and the study of popular music.

2.   RESEARCH METHOD

The schema theory will be utilized as a framework in this cognitive stylistic study to understand how listeners have interpreted Ariana Grande's song "Intro (End of the World)." Schema theory suggests that people organize their experiences and perceptions of reality using pre-existing mental frameworks or schemas. To begin, the writers will identify the essential schemas— loss, mourning, apocalypse, and rebirth—for comprehending the song. These schemas will guide examining the production, lyrics, melody, and listeners' emotional and cognitive reactions to the music.

To better understand how the song's composition and interpretation relate to listeners' pre-existing schemas, the writers will focus on the cognitive processes involved. The writers have thoroughly understood how the song connects with listeners' emotional and psychological conditions by identifying the schemas activated by the song and how they interact with listeners' schemas. By providing a distinct perspective on the song's processing, memory, and evaluation by listeners, schema theory in this research enhances our understanding of music's cognitive and affective impact.

The writers thoroughly grasped how the song connects with the listener's emotional and psychological condition by identifying the schemas activated by the song and how those schemas interact with the listener's schema. By providing a distinct viewpoint on the song's processing, memory, and evaluation by the listener, the use of the schema theory in this research adds to our understanding of the cognitive and affective impact of music. By using this approach, the writers will be able to gain a deep and complex comprehension of the emotional resonance and creative approach of Ariana Grande's song "Intro (End of the World)" with her audience.

By employing this approach, the writers will gain a profound and complex comprehension of the emotional resonance and creative approach of Ariana Grande's song "Intro (End of the World)" with her audience.

- Content Analysis: The lyrics, melody, and production of the song will be analyzed to identify the schemas that are activated.
- Listener Reactions: Interviews or surveys will be conducted to gather data on listeners' emotional and cognitive reactions to the song.
- Data Analysis: The schemas crucial for comprehending the song will be identified and categorized. The cognitive processes at play when listeners interpret the song will be examined. The interaction between the schemas activated by the song and the listeners' pre-existing schemas will be analyzed.
- Conclusion: The findings will provide insights into how the song's composition and interpretation link to listeners' emotional and psychological conditions, enhancing our understanding of the cognitive and affective impact of music.

This methodological approach will ensure a comprehensive and nuanced understanding of how listeners process and interpret Ariana Grande's song "Intro (End of the World)" using schema theory.

3. FINDINGS AND DISCUSSION

Intro (End of The World) by Ariana Grande

> Uh
> How can I tell if I'm in the right relationship?
> Aren't you really supposed to know that shit?
> Feel it in your bones and own that shit? I don't know
> Then I had this interaction I've been thinkin' 'bout for like five weeks
> Wonder if he's thinkin' 'bout it too and smiling
> Wonder if he knows that that's been what's inspirin' me
> Wonder if he's judgin' me like I am right now
> I don't care
> I'd rather tell the truth (truth)
> Than make it worse for you (you), mm
> If the sun refused to shine
> Baby, would I still be your lover?
> Would you want me there?
> If the moon went dark tonight
> And if it all ended tomorrow
> Would I be the one on your mind, your mind, your mind?
> And if it all ended tomorrow
> Would you be the one on mine?

3.1. Metaphor

Knickerbocker and Reningeer (Chairunnisa, 2017) state that a metaphor is a linguistic representation that establishes an implicit contrast between two distinctive items that share something. There is an analogy in the lyrics that they explain it:

> "If the sun refused to shine
> Baby, would I still be your lover?"
> "If the moon went dark tonight, And if it all ended tomorrow
> Would I be the one on your mind, your mind, your mind?"

The lines use metaphors to compare the speaker's love to something unchangeable or unlikely to happen, emphasizing the depth and steadfastness of their feelings.

> "Feel it in your bones and own that shit,"

A speaker uses the metaphor of bones to represent a deep sense of confidence and understanding in a relationship.

3.2. Simile

A comparison, or simile, is a linguistic representation that compares a pair of things. Putri et al. (2021) asserts that metaphorical language is used to draw comparisons between essentially dissimilar objects. A simile uses a term or phrase such as, as, than, comparable, like, or appears to convey the resemblance. The lyrics here describe the identification and simile:

> "Would you want me there?"

It uses a simile to compare the speaker's presence to the aforementioned impossible situations, reinforcing the idea that their love remains unwavering and unaffected by external circumstances.

3.3.   Hyperbole

Hyperbole is a type of figurative language that conveys an obvious exaggeration and whose literal interpretation is impossible (Tuzzahrah, 2016).

> "I don't know Then I had this interaction I've been thinking 'bout for like five weeks"

It uses hyperbole to exaggerate the significance of the interaction, suggesting it has consumed the speaker's thoughts for a long time.

3.4.   Personification

Personification is a trope of literature used to give human characteristics to supernatural objects, animals, or abstract concepts. It's employed to paint a clear picture or make a subject approachable. Personification can also describe an abstract quality or characteristic as a human or imaginary being. It is an effective instrument that can enhance artistic writing and various forms of interaction by giving them more substance and meaning.

> "Feel it in your bones and own that shit?"

It personifies feelings and encourages the listener to acknowledge and embrace their certainty about being in the right relationship as if their emotions are physically present.

3.5.   Repetition

There isn't a word repetition in Ariana Grande's song "Intro (End of the World) because the duration of this song is short, so it only has 19 lines of lyrics, and in each lyric, there are no repetition words, but the meaning of the song conveyed contains repetition. The album "Eternal Sunshine" opens with this song, which explores learning from romantic failures. In addition to expressing worry over interactions with a partner and the potential of the relationship ending, Ariana sings about how to tell if one is in the appropriate relationship. The song reflects Ariana's introspective journey in search of answers to these issues without reiterating ideas or topics.

Ariana Grande's song "Intro (End of the World)" is a thought-provoking exploration of romantic relationships, marked by themes of introspection and uncertainty. The song's concise structure and duration allow for a powerful exploration of these themes. The repetition of emotions and ideas in the lyrics creates a sense of longing and questioning, which aligns with the song's message about the unpredictability of love. This introspective approach is characteristic of Grande's songwriting style, where she delves into the complexities of relationships. In contrast to previous research, my analysis highlights the significance of repetition in shaping the song's meaning, emphasizing how it reinforces the lyrical themes and amplifies the song's emotional resonance. This makes "Intro (End of the World)" a standout track on the album "Eternal Sunshine".

4.   CONCLUSION

An analysis of the figurative speech and cognitive stylistic elements in Ariana Grande's "Intro (End of the World)" reveals a sophisticated use of metaphors to delve into the complexities and uncertainties of relationships. Grande employs striking apocalyptic imagery, such as "if the sun refused to shine" and "if the moon went dark," to express the fears and doubts inherent in love. These evocative visuals encourage listeners to consider the depth and importance of their relationships, underscoring the song's introspective focus on love's multifaceted nature, skepticism, and vulnerability.

Future research could expand on this study by exploring recurring themes and stylistic devices throughout Ariana Grande's entire discography. Additionally, comparing her songs with those of other contemporary artists could shed light on the development of figurative language and cognitive stylistic techniques in modern pop music. This approach would offer a more thorough understanding of how these techniques enhance music's emotional and psychological resonance for listeners.

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