#### **CHAPTER II**

# **REVIEW OF LITERATURE**

## **2.1 Theoritical Framework**

## 2.1.1 Pragmatic

Based on Yule (1996: 3) there are 4 areas about Pragmatic explanation;

*Pragmatics is the study of speaker meaning*. It is means that pragmatic is the science of studying about the meaning and delivered by the speaker (or writer) and interpreted by a listener (or reader).

*Pragmatics is the study of contextual meaning.* In this type, needed the consideration about how the speaker arrange what he want to say adapted with the listener, where the condition is, when and how.

*Pragmatics is the study of how more gets communicated than is said.*. This type digs how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning and how great deal of what is unsaid is recognized as part of what is communicate.

*Pragmatics is the study of the expression of relative distance.* This perspective generates problem on what determines the choosing between what is submitted and what is not submitted.

Yule (1996:4) also differentiates three branches of linguistic study to see its relationship with other areas of linguistic analysis. Firstly, he defines syntax as the study of relationships between linguistic forms - how they are arranged in sequences, and which sequences are well-formed. This type of study generally takes place without considering any world of reference or any user of the forms. Secondly, he considers semantics as the study of the relationships between linguistic forms and entities in the world - how words literally connect to things. Semantic analysis also attempts to establish the relationships between verbal descriptions and states of affairs in the world as accurate (true) or not, regardless of who produces that description. Thirdly, he regards pragmatics as the study of relationships between linguistic forms and the users of those forms.

As social individuals, people spend much of their time talking or interacting with other people. These interactions involve utterances can be analyzed by pragmatic analysis to find out the speaker's intended meanings, the listener's assumptions or receptions regard with some aspects such as who the speaker and the listener are, what relationship they have, and in what context they are in when they interact. The meaning gained from an utterance may differ from one to another person; it depends on the mentioned aspects. For example, two friends, Raisa and Hamis, are having a conversation which may imply some things and infer some other things without providing any clear linguistic evidence of 'the meaning' of what was being communicated.

Raisa : "Coffee?" Hamis : "It would keep me awake all night"

Raisa has to know that Hamis has to stay up all night to study for an exam to comprehend that Hamis receives her offering.

## **2.1.2 Scope of Pragmatic**

Yule (1996: XII) describes the subject areas of pragmatics as follows:

## 2.1.2.1 Context

In which presuppositions are assumed to be true we have only considered context (Yule, 1993:29). According to Widdowson (2007:19-26), context is aspects of extra-linguistic reality that are taken to be relevant to communication. Context is the common knowledge of the speaker and the hearer involved in a conversation.

## 2.1.2.2 Entailment

Yule (1996: 25) states that entailment is something that logically follows from what is asserted in the utterance. For example:

(1) Mary's brother has bought three horses.

In producing the utterance (1), the speaker will normally be expected to have the presuppositions that a person called Mary has a brother. The speaker may also hold the more specific presuppositions that Mary has only one brother and that he has a lot of money. In fact, all of these presuppositions are the speaker's and all of them can be wrong. The sentence in (1) will be treated as having some entailments such as Mary's brother bought something, Mary's brother bought three animals, somebody had bought three horses, and other similar logical consequences.

## 2.1.2.3 Deixis

Deixis is a process whereby words or expressions rely absolutely on context. It is a technical term from Greek for one of the most basic things we do with utterances which means 'pointing' through language. For example:

(6) Jim: "I'll put this here"

(The context is Jim is telling his wife that he is about to put the key of the house in the kitchen drawer)

From sentence (6) it can be seen two deictic expressions – 'this' and 'here'. These deictic expressions are conventionally understood as the expressions of being 'near speaker'.

#### 2.1.2.4 Implicature

Yule (1996: 131) states that implicature is a short version of conversational implicature which is defined as an additional unstated meaning in conversation. There is a basic assumption in conversation that each participant (the speaker and the listener) attempt to cooperate to the exchange of talk. People produce implicatures all the time but are mostly unaware of it. For example, if someone asks, "Could you close the door?" the listener does not usually answer "Yes," instead they perform the nonlinguistic act of closing the door. In this case, although the speaker uses a form of words that is conventionally a question; the listener can infer that the speaker is making a request.

Here are two examples of implicature which implicate "I don't like" and "I'm not going":

(7) A: "Do you like the color?" B: "Red is red." (The context is - A and B are close friends and A knows well that B does not like red color) Stating that "Red is red" in (7) is apparently both too informative (since people already know that red is red) and not informative enough because B does not directly answer the question of A. There may be some interpretations gained by anyone when hearing B's answer, but since the context is A knows that B really does not like red, then B has given the answer of the question. Thus, A understands that B does not like the color they are talking about. B does not say that she/he does not like the color but she/he implies it.

#### 2.1.2.5 Presupposition

Presupposition is one of important Yule (1996: 133) states that presupposition is something the speaker assumes to be the case prior to making an utterance. Speakers, not sentences, have presuppositions. For example:

(9) Where has Anne looked for the keys?

Presupposition of (9): Anne has looked for the keys, but she has not found

it yet.

(10) Do you want to do it again?

Presupposition of (10): You have done it already, at least one time.

(11) My wife is pregnant

Presupposition of (11): The speaker has a wife.

Yule (1996:27-29) also states that presupposition has six type, that are;

#### • Existential Presupposition

This type of presupposition is not only assumed to be present in possessive constructions (for example, 'your car' >> 'you have a car'), but more generally in any definite noun phrase. By using any of the expressions in (12), the speaker is assumed to be committed to the existence of the entities named.

(12) The King of Sweden, the cat, the girl next door, the Counting Crows Other triggers of existential presupposition: the (definite article), a/an (indefinite article), this, that, these, those (demonstrative) my, their, her, his, our (possessive pronoun).

# Factive Presupposition

The presupposed information following a verb like 'know' can be tread as a fact and is described as a factive presupposition.

Example:

(13) I regret inviting him

Presupposition of (13): I invite him.

(14) It isn't odd that she come early

Presupposition of (14): She comes early.

(15) She didn't realize that he is a teacher

Presupposition of (15): He is a teacher.

Other triggers of factive presupposition: know, be sorry that, be proud that,

be indifferent that, be glad that, be sad that, be odd that, surprised that, know that,

matter, realize that, aware that, notice that, discover that.

• Lexical Presupposition

This is assumption that in using one word, the speaker can act as if another meaning (word) will be understood. For example:

(16) Fathan stopped running

Presupposition of (16): He used to run.

(17) You are late again

Presupposition of (17): He was late before

In this case, the use of the expressions stop and again are took to presuppose another (unstead) concept. Others triggers of lexical presupposition: return, no more, another time, anymore, come back, repeat, still, restore.

• Structural Presupposition

In this type, the assumption is associated with the use of certain words and phrases and assumed to be true. WH- question construction in English are conventionally interpreted with the presupposition that the information after the WH- form is already known to be the case.

Example:

(18) When did she travel to the USA?

Presupposition of (18): She traveled.

(19) Where did you buy the book?

Presupposition of (19): You bought the book.

• Non-Factive Presupposition

This type is an assumption that is assumed not to be true. In this type, verb like dream, pretend and imagine are used with the presupposition that what follows is not true.

Example:

(20) She dreamed that she was married

Presupposition of (20): She was not married.

(21) He imagine he was a president

Presupposition of (21): He was not a president.

• Counterfactual Presupposition

The assumption that what is presupposed is not only not true, but also the opposite of what is true or contrary to facts is counterfactual presupposition. For instance, some conditional structural, presupposes that the information, in the if-clause is not true at the time of utterance.

Example:

(23) If you were my daughter, I would not allow you to do this.

Presupposition of (23): You are not my daughter.

Indicators of potential presuppositions discussed so far are summarized in Table 21.

Туре	Example	Presupposition
Existential	The X	>> X is exist
Factive	I regret leaving him	>> I left him
Non-factive	He pretended to be happy	>> He wasn't happy

Lexical	He managed to escape	>> he tried to escape
Structural	When did she die	>> She died
Counterfactual	If I weren't ill.	>> I am ill

## 2.1.3 Advertisment

The term advertising is closely related to marketing strategy. In marketing strategy, advertising can be included into the promotional part. Advertising costs much money for paying the media, which is selected. So, every company must be able to choose the right media to advertise their product. It is better for us to know the definition of advertising for further understanding. There are so many definitions about advertising, but the writer chooses the simple meaning of advertising which can be understood easily.

Burke (1980: 6) states that advertising is a sales message, which is directed on mass audience that views through persuasion language to sell goods, services, or ideas on behalf of the paying sponsor. After knowing the definition, the useful components of advertisements will be described below.

## 2.1.3.1 Type of Advertisments

Jefkins (1997: 39) divides type of advertisements into seven types:

• Consumer Advertisements

There are 3 types of goods in consumer advertisements, they are:

1. Consumer good is the goods which are sold repeatedly and people daily necessity. Such as food and beverage, shampoo, cigarette, etc.

2. Durable Goods is the goods are more expensive than consumer goods and more endurable. Such as household, clothes, electronic devices.

3. Consumer Services is services for security, prosperity and entertainment. Such as bank, hotel, restaurant, travel, insurance, machine shop, healthy treatment.

Business – to – business Advertisements

The function of business-to-business advertisements is to promote the goods and non-consumer service. It means that either advertiser or its target is called company. The advertised product are those which are to be processed or are the elements of production such as advertising of raw materials, components, spare parts and accessories, manufacture facilities and machines, and services like insurances, stationary and soon. Every company generally needs supply from other company. Because the most made products are produced from raw materials, components or spare part which are taken from other company.

• Trade Advertisements

Trade advertisement is addressed to distributors, big companies, agents and exporters / importers. This advertisement advertises products to be resold.

The function of trade press is to give information to the traders or wealthy people about products which are available to be resold by introducing new products or by reminding old products along with any sales or promotions. Mail service is usually used by company to promote their product. Another media which is used trade advertisements are trade exhibition. But television is also used to promote.

• Retail Advertisements

This advertisement has different character between trade advertisements and consumer advertisements. The example of this advertisement is an advertisement which is made by supermarket or big shops. This advertisement is located in all shopping center. There are 3 objectives of this advertisements, they are:

1. To make the company becomes popular

2. To sell the exclusive goods for certain shop

- 3. To sell shop's stocks
- Cooperative Advertisements

This cooperative advertisement is special for retail advertisements. Besides that, there is another type of cooperate advertisements, it is to join promotion.

• Financial Advertisements

Generally, bank advertisements, insurance advertisements are financial advertisements. The function of financial advertisements is to collect donation or to offer financial capital such as insurance, stock selling, debenture, and pension donation.

Newspaper, especially business newspaper is usually used by financial advertisements. It usually uses big area in a page because financial advertisements shows full information about all of company plan to influence and made investor join them.

• Recruitment Advertisements

The objective of recruitment advertisements is to recruit employee candidate.

• The Media of Advertisements

According to Craven (1987: 36), the media of advertisements is divided into two: print media and broadcast media. Further, print media consist of newspaper, magazine, direct mail, outdoor advertisements and transit advertisements. Besides, broadcast media consist of television and radio.

Printed Media

a. Newspaper

Newspaper is a regularly schedules publication containing news, information, and advertising, usually printed on relatively inexpensive, low-grade paper such as newsprint.

#### b. Magazine

Magazine is a publication, generally published on a regular schedule, containing of a variety of articles. They are generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three. In magazine advertisement, the advertisers usually use slogan and pictures in their advertisement. The definition of slogan is a memorable motto or phrase used in a political, commercial, religious and other context as a repetitive expression of an idea or purpose. While advertising slogans are short, often memorable phrases used in advertising campaigns. They are claimed to be the most effective means of drawing attention to one or more aspects of a product c. Direct Mail

Direct Mail is the most selective advertisements medium. It has to be supported bymany components, such as computer, modem, etc. but it still can be used as an option.

d. Outdoor Advertisements

Outdoor advertisement is essentially any type of advertising that reaches the consumer while he or she is outside the home. This is in contrast with broadcast, print and internet advertising.

e. Transit Advertisements

It is the standardize medium of another from of sign advertisements, which uses public transportation facilities.

• Broadcast Media

a. Television

Television is one of the broadcast media, which is the most versatile and powerful. It is certainly the most expensive of the media.

b. Radio

Radio is another type of broadcast media, which has recovered from the losses inflicted by television, by focusing on special segments of the population. It is cheaper than using television as the media of advertisements

## 2.1.4 The Function of Presupposition

Presupposition is used for the same functions in the world. The following is a brief explanation of the functions of presupposition in the advertisements (Lam, 2009).

1. Implicit competition

A presupposition is often used in advertising discourse and important function of it is to make comparative advertising and most importantly to avoid breaking the law. This is examples of the use of implicit competition in advertisements slogan.

Top white coffee "the authentic taste of white coffee"

Through the slogan, the readers make a presupposition that Top white coffee product is the most special taste when compared to other hands of the same products.

2. Causing readers to consider the existence of the service.

The presupposition is also used in advertisements in another function. It is may cause "the reader to consider the existence of objects, prepositions, and culturally defined behavioral properties" (Sells and Gonzeles, 2002). The following are example of beauty product slogans in advertisements that cause the reader to consider the existence of a product:

Wardah "Inspiring beauty"

Through the slogan, the readers make a presupposition that the readers that wants to be beauty can inspired with Wardah cosmetic product, because product of Wardah will be make the readers beauty.

#### 3. Making the advertisement short and memorable

Further function of applying the presupposition in advertising is to make sure advertisements convey the message in a way that is short and easy to remember. By using presupposition, information can be shared between the reader and advertiser without explanation or a need for convincing (Nilsen, 1994). The following are examples of advertising slogans that short and memorable.

Indomie "seleraku"

Through the slogan, the readers make a presupposition that the food is become our appetite.

#### 2.2 Related Study

Regarding on this study, the researcher found some other researchers which the topic are related:

First, Ricco and Hafidz (2012) they presented the analysis of presupposition used in novel Harry potter and deathly hallows by J K Rowling. The researcher took 50 samples of data to see what forms of difference emerged. In the 50 samples the author found 5 of 6 presupposition types; Existential presupposition, Factive presupposition, Lexical presupposition, Structural presupposition, Conterfactual presupposition. Then the authors get the findings that the form or type of presupposition that often appear and used in the novel is the type of Structural Presupposition. However this research is less explanation and discussion. There is no clear explanation about non- factive presupposition because in the data there is no about it. The second is Yunita (2009). Her research aims to find out the presupposition in the play three sisters drama by Anton Chekhov. In her research to classify the type of assumption she used the theory of presupposition stated by Kartunen (in Levinson's book: 1983). In this case is very different from this study which uses the Yule theory.

The last study of pragmatic can be seen from Diah (2013). She presented the analysis about presupposition in good advertisement slogan of The Jakarta Post. The result of her study is she found that the dominant type of presupposition applied in goods advertisement slogans is existential and the second one is lexical. So, at the completion of her research, the advertiser prefers to apply existential and lexical presumptions because they are considered to be the appropriate type of advertising slogan.