CHAPTER II

LITERATURE REVIEW

2.1 Theory of Semantic

In this study to be able to analyze the ambiguity of the object, the writer needs the theories that are related to the meaning. There are two theories explaining about meaning. There are pragmatics and semantics. The writer will be focus on semantics theory because the object of this study in the form of text in cosmetic advertisement.

As a branch of linguistic, semantic is defined as the study of meaning. According to Hurford and Heasley (1983:1) semantics is the study of meaning in language. In semantics we have to explain and clarify the nature of meaning although there is no very general agreement either about the nature of meaning or about the way in which it should be described. In the other hand, Yule (1969:144) states that semantics is the study of meaning of words, phrases, and sentence. In semantic analysis there is attempt to focus on what the words conventionally mean on particular occasion.

According to Charles (1998:13) speakers of a language have an implicit knowledge about what is meaningful in their language, and it is easy

to show this. In an account of semantics, there are ten aspects of any speakers semantic knowledge. There are:

1. Anomalous or anomaly

   It is a speaker who knows, in a general way, whether something is or is not meaningful in their language. Example: *The sun laughed*.

2. Paraphrases

   It is a speaker or language generally who agrees as to when two sentence have essentially the same meaning and using different words.

   Example: *Niagara Falls is viewed by thousands of tourists every year.*

   Each year, thousands of people visit Niagara Falls

3. Synonym

   It is speakers who generally agree when two words have essentially the same meaning in a given context.

   Example: *Do you have a <u>concept</u>?*

   Do you have an <u>idea</u>?

4. Contradiction

   It is speakers recognized when the meaning of one sentence contradicts another sentence.

   Example: *Romy is a doctor*

   Romy is a poor man

5. Antonym

It is speakers generally agree when two words have opposite meanings in a given context.

Example: *Rengga tries to make Ika sad to be happy*

6. Semantic Feature

It is synonyms and antonyms to have some common element of meaning in order to be, respectively, the same or different.

Example: *Street, line, road, path, avenue*

7. Ambiguous

It is some sentence double meaning; they can be interpreted in two ways.

Example: *John took off his trousers by the bank*

The word bank has two meaning. There are *bank is river* and *bank is place where money is kept safely*.

8. Adjacency Pair

It is speaker know the language is used when people interact.

Example: *When did you last see my sister?*

The answer to that question is ten minute ago, last Tuesday, around afternoon, I think it was on the first of August, and so on.

9. Entailment

It is speaker are aware that two statements may be related in such a way that if one is true, the other must true.

Example: *There are tulips in the garden*

There are flowers in the garden

10. Presuppose

It is speaker who knows that the message conveyed in one sentence may presuppose other piece of knowledge.

Example: *a. Bonny usually goes to school by bus*

b. Bonny is a student

c. Bonny knows how to go to school

2.2 Theory of Pragmatic

According to Yule (1997:3) describe pragmatics as (1) the study of speaker meaning, (2) the study of contextual meaning, (3) the study of more gets communicate than is said, (4) the study of the expression of relative distance, and (5) the study of the relationship between linguistic forms and the users of those forms. There are subparts of pragmatic:

1. Presupposition

According to Yule (1996:25) that presupposition is something that is assumed by the speaker to be prior case making an utterance.

Example: *"I dreamed that I was good at singing"*

This sentence assumed that *I was not good at singing*.

2. Implication

Yule (1996:35) says that implication as something which is assumed by the speaker that an utterance may mean more that what is said.

Example: *Doobie : Did you invite Bella and Cathy?*

Mary : I invite Bella (Yule, 1996:40)

In the sentence, we can assumed that Mary invite Bella, but not Cathy.

2.3 Meaning

2.3.1 The Concept of Meaning

The definition of meaning is certainly a common thing for us. We always need meaning in communication, either in conversation or writing. According to Pei and Gaynor meaning is "The sense or thought content which a word or expression is intended to convey; the mental image formed in the consciousness of the hearer of an utterance or of the reader of a written word and phrase (1954:133). So, meaning is sense or thought content which is obtained by the hearer or reader of a word or expression.

In *Language*, Bloomfield (1961:139) states that the meaning of a linguistic form has been defined as the situation in which the speaker utters it and the response which is called forth in the hearer. In this case three factors of meaning: speaker's situation, speech and hearer's response. So, it can be concluding that the speaker's situation and the hearer's have a connection.

2.3.2 Kinds of Meaning

According to Leech (1981:9) explain that there are 7 type of meaning, which are conceptual meaning, connotative meaning, social and affective meaning, reflective and collocative meaning, associative meaning, thematic meaning, intended and interpreted meaning.

a. Conceptual Meaning

Leech (1981:9-10) said that conceptual meaning is knows as denotative or cognitive meaning. Conceptual meaning is the clear and logical definition of a word based on the structure and form of the word: its lexemes and morphemes (constituent structure), and what is not included as part of the formation of the words (contrastive structures).

For example of conceptual meaning would be the word "cat". When you think of the word, images, words, thoughts, and memories immediately become active to provide you with the concept behind the three-letter word c.a.t. These thoughts and memories are the concepts under which you understand the meaning of word.

CAT: mammal, covered in fur, has whiskers, sleek and fast, have great flexibility, etc.
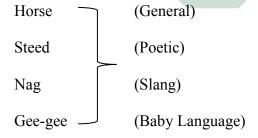
b. Connotative Meaning

According to Leech (1974:40-41) connotative meaning is the communicative value an expression has by virtue of what it refers to, over

and above its purely conceptual content. So, connotative meaning can be conclude as a meaning of the "real word" experience one associates with an expression when one uses or hears it.

For example, if one says that *the dog <u>barked</u>*, the connotation is neutral. But, if one says that *the manager <u>barked</u> orders at his staff*, the connotation is clearly negative.

c. Social and Affective Meaning

Social Meaning, as mention by Leech (1981:14) It is a piece of language that conveys about the social circumstance of its use. So, the use of a language or word can be influence by the social environment. Sometimes in each region have a different word or language but the same meaning. The social meaning of a text is decoded trough the recognition of difference dimensions and levels of usage within the same language. Leech (1981:14) shows example as follow:

Horse   (General)

Steed   (Poetic)

Nag   (Slang)

Gee-gee   (Baby Language)

Affective Meaning, Leech (1981:15) explain affective meaning as meaning which closely related to someone's attitude to the listener or attitude to the something she or he is talking about. It also conveys politeness in which "tone of voice" and also emotional expression are

something important to be considered. For example, the *Interjection* like *Aha! Hurray! Yes!* Are used to express someone emotion.

d. Reflective and Collocative Meaning

Reflective Meaning, Leech (1981:16) says that is the meaning which arises in case of multiple conceptual meaning when one sense of a word forms part of our response to another meaning. So, it can be concluded reflected meaning is a meaning that is formed from our response to other meaning. Sometimes, every meaning in reflected meaning will be a taboo meaning. It happen when a sense of a word is connected with the psychology of sex. The example is show by Bloomfield in the replacement of the word *cock* in the farm yard by the word *rooster*.

Collocative Meaning, According to Leech (1981:17) consists of the association which a word acquires on the account of the meanings of words which tend to occur in its environment. It can be concluded that collocative meaning is the association of a word derived from the meaning of the word that is often used in an environment.

e. Associative Meaning

Associative meaning refers to the particular qualities or characteristic beyond denotative meaning that people commonly think of (correctly or incorrectly) in relation to a word or phrase. In *Semantics: The Study of Meaning* (1974), British linguist Geoffrey Leech introduced the term associative meaning to refer to the various type of meaning that are

distinct from denotation or conceptual meaning, connotative, thematic, social, reflective and collocative.

For example of a common noun with an almost universal associative meaning is 'nurse'. Most people automatically associate 'nurse' with 'woman'. This unconscious association is so widespread that the term 'male nurse' has to be coined to contract its effect. (Sandor, 2002)

f. Thematic Meaning

It refers to what is communicated by the way in which a speaker or a writer organizer the massage in terms of ordering focus and emphasis (Leech, 1981:19). Thus, active is different from passive thought its conceptual meaning is the same. For example, the following statements in active and passive voice have same conceptual meaning but different communicative values.

1) *Mrs. Smith donated the first prize*

2) *The first prize was donated by Mrs. Smith*

In the first sentence "who gave away the prize" is more important, but in second sentence "what did Mrs. Smith gave is important.

g. Intended and Interpreted Meaning

Intended meaning refers to the mind of speaker or writer when he/she is framing his/her message while interpreted meaning refers to the mind of the reader or hearer when he/she receives the message.

In the other hand Yule (1996: 114) says differentiates meaning into two: conceptual and associative meaning. Conceptual meaning covers those basics, essential components of meaning which are conveyed by literal use of a word. Associative meaning deals with the sense of an expression of a word through feeling.

2.4 Ambiguity

2.4.1   Theory of Ambiguity

There are many definition of ambiguity defined by some expert. According to Kempson (1977:123) it may seem as though little need to be said about ambiguity in that it is a clear cut-phenomenon which both words and sentences can have more than one meaning. In the other hand Cann (1993:8) states that a sentence is said to be ambiguous whenever it can be associated with two or more different meanings. Both Cann and Kempson agree that ambiguous words, phrases or sentences have more than one interpretation. To figure out the exact meaning or the message conveyed in the ambiguous words or sentences, it demands the specific context. The first sort of ambiguity occurs where an expression is associated with two or more unrelated meaning. The following is an example of ambiguous sentences:

"She has good legs".

The word *good* can be interpreted in many ways. The first, *she has healthy legs* (she has no varicose veins, no broken bones, etc. on her legs). The second, *she has beautiful legs* (the shape of the legs are nice).

2.4.2   Kinds of Ambiguity

According to Ullmann (1972:202) divides ambiguity into three: phonological ambiguity, lexical ambiguity, and grammatical ambiguity.

 1. Phonological Ambiguity

Ambiguity in the level of phonology arises from the sound of language uttered. Sometimes people speak too fast and make other people feel doubt about the meaning or message of the utterance so that people may interpret it in many ways.

Example: *I scream* (I skri:m) or *Ice cream* (ais kri:m).

When the hearers hear the utterance above, they may have the different interpretation whether *'I scream'* refers to the action 'scream' or *'ice cream'* refers to the kinds of drink.

2. Lexical Ambiguity

Lexical ambiguity arises when a single word has more than one meaning. This kind of ambiguity may arise in the written form, such as in the articles, in the news titles, and other form of written texts.

Example: *Victor writes a <u>note</u> in the piece of paper*. The word of *note* has two possible meaning. the first, the word of *note* can be a musical tone. And the second, it can be a short written record. Therefore, what Victor write is may a musical tone or short written record.

3. Grammatical Ambiguity

Ambiguity in the level of grammar occurs when phrase, clause or sentence create ambiguity because their structure may be interpreted more than one way. Equal with lexical ambiguity, it may also arise in the written text such as articles, news titles and other written text.

Example: ***Indonesian women and children*** *are trafficked overseas for sexual and labor exploitation*. The sentence above may be interpreted into different ways. The readers may be confused in modifying the word *'Indonesian',* whether it modifies the word *'women'* only or *'children'* also. However, the readers may interpret the sentence into:

a. First interpretation

Women from Indonesia and children are trafficked overseas for sexual and labor exploitation

b. Second interpretation

Indonesian women and Indonesian children are trafficked overseas for sexual and labor exploitation

2.5 Vagueness

Ambiguity has a closely relation with vagueness. A word is said to be ambiguous when it can be interpreted more than one way (Fromkin, 2003:180). Meanwhile, vagueness is explained as something which is lack of specification (Kempson, 1977:124). So, from the explanation it can be concluded ambiguity and vagueness have in common that can interpret more than one way. Besides that, the vagueness and ambiguity have differences. There are the differences vagueness and ambiguity:

- Vagueness means that the information is lacking in detail. If you give a vague description of something, the listener or reader won't be able to imagine the subject with much precision.

- Ambiguous is when something can have more than one meaning or refer to more than one subject and the listener or reader might have difficulty knowing exactly what is you are describing.

2.6 Lexical Ambiguity

Lexical ambiguity occurs when a word has multiple meanings, related to polysemous. Those meanings a related to conceptually or historically

(Fromkin, 2003:180). Shortly, lexical ambiguity is related to the ambiguous meanings of word.

According to Hurford, Heasley (1983:123) In the case of ambiguous word, a distinction is something made between polysemy and homonymy. This distinction has basically to do with closeness, or relatedness of the sense of ambiguous sense. In the other hand, Lyons (1977:550) says there are two kind of lexical ambiguity, one of which depends on homonymy and the other on polysemy. The difference between homonymy and polysemy is easier to explain in general terms than it is to define in terms of objective and operationally satisfactory criteria. So, there are two types of lexical ambiguity; 1) Lexical ambiguity due to polysemy, 2) Lexical ambiguity due to homonymy.

Ullmann (1977:158) concludes that ambiguity arises due to lexical factors:

a. The same word may have two or more different meaning. This situation has been known since Breal as *pollysemy*. The noun *board,* for example, may mean "a think plank", "a tablet", "a table", "food served at the table", "persons sitting at the council-table", and various other things. Normally, only one of these will fit into a given context.

b. Two or more different words may be identical in sound that known as homonymy. For example: the word mean may mean "middle" and "inferior". The word seal can be defined as "name of an animal" and "piece of wax fixed on a letter". Needless to say, words which sound alike

but are spelt differently (root – route - site – sight – cite) must also be regarded as homonyms.

2.7 Homonym

Besides vagueness, ambiguity has a closely relation homonym. According to Lyons (2005:55) homonym as different words that have the same form. It can be conclude homonymy is the relation between words with identical forms but different meaning. For example is the word *bank* as it appears in "river bank" and "savings bank".

In the other hand, Linguist Deborah Tannen (Conversational Style, 2005) has used the term pragmatic homonymy (or ambiguity) to describe the phenomenon by which two speakers "use the same linguistic devices to achieve different ends". So, Debora describe the relation between homonym and ambiguity in pragmatics.

According to Lyons (2005:55) also explain the two kind of homonym. They are absolute and partial homonym. The words can be said as absolute homonym if they have three characteristics as mention below:

a. They will be unrelated in meaning

b. All their form will be identical

c. The identical forms will be grammatically equivalent

The example of absolute homonymy is the word *letter*. *Letter* also has more than one meaning. In Oxford Dictionary, *letter* can be a written or printed sign representing a sound usage in speech or a written message.

On the other hand, partial homonym is suggests the only particular word form are homonymous and they belong to different parts of speech. For example, partial homonym is a noun *private* 'soldier of the lowest rank', adjective *private* 'personal' of 'not official'.

2.8 Polysemy

Lyons (2005:58) describes polysemy ("multiple meaning") as a property which is possessed by a single lexeme. It can be conclude, polysemy is an aspect of semantics ambiguity that concerns the multiplicity of word meanings

Polysemy and homonymy discusses about the meaning of word. However, the distinction of both of them is not really clear. There are two criteria that discussed both in polysemy and homonymy. They are etymology and relatedness of meaning. The example of etymology or the historical source of words can be seen in the word *bat*. The word *bat* that means a furry mammal with membranous wings comes from a regional vriant od Middle English "bakke". On the other hand, *bat* that means instrument for striking a ball in a certain game comes from Old English "batt" (club, cudgel) Lyons 2005:59.

The relatedness of meaning is related to metaphorical extension. The example is the word *foot*. Foot can be seen as terminal part of a leg or lowest part of a hill or mountain.

2.9 Previous Studies

As a comparison of previous studies the writers choose thesis from Ni Putu Fitria Arizona (2016). She is a student of English Department of Faculty of Letters Sanata Dharma University entitled *"The Lexical Ambiguity in the Cosmetics Advertisement"*. In this thesis Ni Putu Fitria explains about lexical ambiguity on cosmetic advertisement. Besides, the topic discussed in this thesis is describes readers response about lexical ambiguity on cosmetic advertisement. Therefore, in this thesis Ni Putu Fitria used quantitative method.

Based on the phenomenon and explanation in his thesis the writer is interested to conduct the research related to lexical ambiguity. This research is expected to identify the lexical ambiguity in the cosmetic advertisement. Moreover, this research tries to figure out the causal factors of the lexical ambiguity in the cosmetic advertisement.