CHAPTER I

INTRODUCTION

This chapter discusses some points related to the thesis. The points include background of the study, problem of the study, objectives of the study, significance of the study, scope and limitation of the study and definition of the key terms.

1.1. Background of the Study

Topic of pragmatic which will be discussed by the writer is presupposition. "A presupposition is something the speaker assumes to be the case prior to making an utterance" (Yule, 1996:25) and "presupposition can be informally defined as an inference or presupposition whose truth is taken for granted in the utterance of a sentence" (Huang, 2007:65). So actually something that has a presupposition is the speakers, not the sentence.

Presuppositions always appear in every conversation because the conversation certainly has meaning in the sentence, it makes the interlocutor use presupposition. Phenomenon of using presupposition often happens because there are a lot of the researchers that conduct research on presupposition but with a different topic and focus. See for example, Simons (2010), Simons (2003), Khaleel (2010), Chemla (2011), Ahmed (2011), Hashim (2014), Lam (2009) and Dewi (2015). The research conducted by Simons (2010) entitled "presupposing" focuses on the use of presuppositions in the phenomenon of the clause and utterance level. The researcher analyzed whether and how the utterance-level and

1

clause-level perspectives can be connected and reconciled. This research is quite interesting in terms of topic, but unfortunately the title used in this article is too simple so that seem less attractive, whereas on previous research which conducted by Simons (2003) which discusses the presuppositions and accommodation is more attractive in terms of title and content. The article examines two definitions of speaker presupposition offered by Stalnaker. The first is the familiar common ground view and the earlier, less familiar, dispositional account. The second is how Stalnaker relates this notion to the linguistic phenomenon of presupposition. Special attention is paid to Stalnaker's view of accommodation.

The title also plays an important role in making research because of interesting title will attract the readers to read, such as the following article entitled "an analysis of presupposition triggers in English journalistic texts" by Khaleel (2010). Through this title, the readers immediately know that the researcher focused analyzes of presupposition triggers with English journalistic texts as research object. The research about presupposition triggers collected data from six English journalistic texts which are randomly selected. The six English journalistic texts are three from the national newspapers and the other three from the regional newspapers. The object which is discussed in this research is very interesting, but after reading the article, the reader feels that the topic discussed is too broad. In the research, the researcher analyzed all branches of presuppositions triggers up to the branches so that the analysis looks too complicated, the researcher less focus on the object being discussed. Presupposition triggers are divided into three types, they are existential (definite description), lexical

(implicative verbs, factive items, change of state verbs, verbs of judging, counter factual verbs, conventional items, iteratives) and structural (cleft constructions, wh-questions, adverbial clauses, comparative constructions, counter factual conditionals, non restrictive clauses). In the analysis, the researcher analyzed all types of presuppositions and their branches. Since the discussion is too broad, the reader finds hard to understand. It is better for the researcher to focus on one type only, but discusses thoroughly and deeply. After reading this article, the writer decided to analyze six types of presuppositions based on Yule's theory because it is easier than presuppositions triggers as discusses in the above analysis.

Another discussion about presuppositions also conducted by Chemla and Bolt (2011), the researchers discusses about processing presuppositions between dynamic semantics versus pragmatic enrichment. In this article, the researchers develop and test two processing accounts of presupposition projection, the global-first model and the local-first model, inspired by dynamic semantic and pragmatic theories respectively. Presupposition played an important role in the definition of semantics and pragmatics as different levels of analysis. Here is an example that is still related to the previous analysis. For instance, when a presupposition triggers (realize) occurs under negation (Zoologists do not realize that elephants are mammals), the sentence is most commonly interpreted with the same global presupposition (elephant are mammals) as if negation was not present. Alternatively, the presupposition may be locally accommodated is the presupposition may become part of what is negated. In experiments conducted in this analysis, the researchers found that the participants more quickly to get a

global interpretation than the local interpretation. The research focuses on discussing the results in terms of dynamic semantics versus pragmatic models enrichment. It is good to discuss the presuppositions in terms of semantic and pragmatic but better if the researcher focus on discussing thoroughly the processing of presuppositions only one aspect of a pragmatic or semantic so it does not make the reader confused.

The following is the article which only focuses on pragmatic studies that discusses the presuppositions as a pragmatic inference toward a new conceptualization of the term conducted by Ahmed (2011). Many current studies have described linguistics pragmatics as read into or compute out from a particular utterance meaning which truth conditional semantics could not capture. Unfortunately, in conveying meaning to the reader is too wordy and discussion conducted not to the point.

The analysis which almost the same as the previous analysis conducted by Khaleel (2010) which was equally discussed about the presuppositions triggers but with a different object is also conducted by Hashim (2014). The researcher analyzed how existential presupposition operates in English religious texts and how it can be identified. Existential presupposition is investigated through the use of proper nouns and the names of persons which operate as a distinctive feature due to the frequency of occurrence in Islamic religious texts. Actually, the research about presuppositions on Islamic religious texts is quite an interesting discussion, especially the researcher focused on one type of presupposition trigger. The presupposition is existential presuppositions with branches definite

descriptions so that the researcher is able to explore thorough and in-depth but the problem of this research is the object less specific. The researcher did not explain the intent of Islamic religious texts, whether it's a Koran, Hadist or the other so that the reader became wondering about source of Islamic religious texts which used by the researcher.

With all the discussion about the presuppositions, the writer is very interested in the research conducted by Lam (2009) because the researcher discusses about the relationship between presuppositions in advertisement with Hong Kong's culture. This article explains the functions of presupposition in advertising and the ways in which cultural aspects are reflected in advertising with analyzing how the Hong Kong's culture is reflected in food advertisements. The latest analysis conducted by Dewi (2015) about presupposition in Mario Teguh's program. In this research, the researcher had found six types of presuppositions in the results of the analysis, the other researcher usually only found three or four of six types of presuppositions. Unfortunately the researcher still uses the object in Indonesian. The researcher should use the research object in English because accordance with the majors being taken by the researcher. So it can be concluded that there is a lot of the researcher which discusses about presuppositions from year to year with a variety of different topics and research object. Some the researchers above mostly talk about the meaning and the types of presuppositions that are used in a variety of media such as religious Islamic text, food advertisements, talk show and so on.

The current research focuses on presuppositions of slogan in mobile phone advertisements, especially in brochure because the writer noticed that lately the competition gadget increasingly prevalent. Many advertisements competing offers products at affordable prices, but good quality. The cases like that made the writer are interested in analyzing the slogan of a variety of mobile phone advertising to know what types and functions of presuppositions are often used to compete. The writer chose the brochure as a research object because during the writer reads references about presuppositions, the research object which most often use is objects in billboards, television commercials, newspapers, films, novels and so on. The writer still has not found the presuppositions which use in mobile phone advertisements, especially brochure as research object.

In this study, the writer describes all types of presupposition which may be contained in the advertisement slogans based on Yule's theory. The writer also describes the function of presupposition in advertising in accordance with the slogan in a mobile phone advertisement so that the presuppositions of slogan in a mobile phone advertisement will be identified, classified and explained by types and functions. So in this study, the writer analyzed the presuppositions and using the slogan in a mobile phone advertisement as an object of the research because most mobile phone advertising using English and the most of the slogans in brochure contains presuppositions in the sentence.

1.2. Problems of the Study

Based on the title of this study, it focuses on the following problems:

1. What are the types of presupposition contained in mobile phone advertisement slogans?

2. What are the functions of presupposition in advertisements contained in mobile phone advertisements slogan?

1.3. Objectives of the Study

Concerning with the problems above, the analysis is intended to achieve some objectives:

1. To describe the types of presuppositions contained in mobile phone advertisement slogans.

2. To describe the functions of presuppositions contained in mobile phone advertisement slogans.

1.4. Significances of the Study

The significance of the research is the phenomenon of presupposition is not only use in religious Islamic texts, food advertisements and so on, but also in the mobile phone advertisements especially in the brochure. The result of this study is expected to give contribution to the theoretically and practically. Theoretically, this study may be useful to develop an understanding in the field of pragmatics, especially in the discussion of presupposition. Practically, this study can make the reader know more about the using of presupposition of slogan in mobile phone advertisements especially in the brochure. The writer hopes that the

future researchers who are interested in studying pragmatics to make other pragmatic analysis of the data in this research such as speech acts, entailments, deixis or implicatures. It is also suggested for those who are interested to observe presuppositions to explore more about presuppositions in another sentence or text.

1.5.   Scope and Limitation of the Study

In this study, the scope of the research is the writer focus on the analysis of the using presuppositions in a mobile phone advertisement especially which used in brochures. The writer collects fifty brochures about mobile phone advertisement from Plaza Marina and WTC Surabaya because over there is the place of mobile phone shopping center, then the writer selected brochures to twenty one brochures to save time and simplify the analyzes.

The limitation of this research is the writer puts her position as the reader to analyze slogans in mobile phone advertisements and from fifty slogans, the writer just analyze twenty one slogans because the writer feels that twenty one is enough. So in analyzing the data, the writer do not really asking to the readers how their presuppositions when reading the slogan to determine the type and function of presupposition. The writer does it to save time in analyzing the data.

1.6.   Definition of the Key Terms

1. Pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader)" (Yule, 1996:3)

2. A presupposition is something the speaker assumes to be the case prior to making an utterance (Yule, 1996:25).

3. The function of presupposition is to give responses or predictions that are considered in accordance with the existing use of the spoken sentence.

4. Advertising is a sales message directed at a mass audience that seeks through persuasion to sell goods, services or ideas on behalf of the paying sponsor (Burke, 1980:6).