CHAPTER II

REVIEW OF LITERATURE

This chapter of literature discusses about pragmatics, presupposition, advertisement, the types of presupposition, the functions of presupposition and relevant theory.

2.1. Pragmatics

One of the aspects related to the linguistic is pragmatic. Pragmatic is the branch of linguistics that studies the relationship between context and meaning, such as oral and written communication. Sometimes in language, pragmatic also pays attention to the sound, morpheme, structure and meaning of a sentence. "Pragmatics is concerned with the study of meaning as communicated by a speaker (writer) and interpreted by a listener (reader)" (Yule, 1996:3). So pragmatics concerned with aspects of information which conveyed through language.

In linguistics, pragmatic applied to study the language of the user point of view, especially of the choices they make and the obstacles that they face in using language in social interaction. Through a pragmatic someone could speak of intent, assumptions, goals and type of action. The main purpose of pragmatic theory is to explain how successful communication can be done and how utterances can be understood.

Every interaction involving phrases or words can be analyzed with a pragmatic analysis. For example:

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Anton:"Candy?"

Ana :"That would make my teeth sick"

Anton should know that Ana had a toothache. It means that Ana could not accept the offer of candy from Anton.

2.2. Presupposition

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. The presupposition is a central topic in pragmatics. The interpretation of presupposed information is context-dependent. It describes any kind of background assumption against which an action, theory, expression or utterance makes sense or is rational (Levinson 1983: 168).

Presuppositions can mean previous estimates. The meaning is when the speaker or the writer says or writes something without explaining it clearly, the listener or the reader already has previous estimates about the person or what is being discussed. The function of presuppositions is to give responses or predictions that are considered in accordance with the existing use of the spoken sentence. For example: "My wife is pregnant" (>>the speaker has a wife).

Presuppositions also can be used to introduce information into the conversation without really stated the meaning of the information

A: I have not seen you in a while.

B: I went to the game yesterday.

Through the sentence, the first speaker (a) indirectly requesting information from the second speaker (b) in order to the second speaker (b) gives information.

Some examples about presupposition (Levinson, 1983: 168):

- a. John wrote Harry a letter, presupposing Harry could read.
- b. Harry asked Bill to close the door, presupposing that Bill had left it open as usual.

2.3. Advertisement

Advertisement is very important in business because advertising is closely related to the marketing strategy. Advertisement is a part of promoting a product or service. Consumers get information about the product with advertisements. Thus, large companies will spend a lot of money to advertise their products and promote what consumers get when they buy the product. The cost to create advertisement is quite expensive because it requires the media. So any company that wants to advertise a product or service should be able to choose the right media so that it can make consumers interested.

For further understanding, it is better for us to know the definition of advertising. "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). There are a variety of media to advertise products or services, one of which is the brochure. To advertise products or services, media advertising through brochure considered cheaper than other media such as TV's

advertisements, billboards, posters and so on. In addition, the slogan of advertisement is also important in introducing a product or service to consumers because an attractive slogan will make consumers is also interested to buy the product or service being offered. Slogans are the sentence which used to convey a message about the product or service. Usually a phrase used in advertising slogan is easy to remember.

2.4. The Types of Presupposition

Based on Yule's theory (Yule, 1996:27-29), there are six types of presupposition. The presuppositions are existential, factive, lexical, structural, non factive and counterfactual presupposition.

1. Existential Presupposition

This presupposition not only assumed the existence in sentences that show ownership, but also more widely assumed the presence of existence of the statement in the utterances. Existential presuppositions show how the existence of things can be delivered through presupposition. For example:

a. Somebody stole Ana's mobile phone

The presuppositions are:

- (a) There is a mobile phone
- (b) There is a thief
- (c) There is people named Ana
- b. "Anton's motorcycle is new" (>>Anton exists and he has a motorcycle)

2. Factive Presupposition

This presupposition appears from information that is delivered and expressed with words that show a fact or news that is absolutely true. The words that can express the fact are a verb that can give a definite meaning in the utterances such as "know" and "realize" and of phrases involving glad. For example:

a. Anton fever and does not seem to realize that outside of the house was heavy rain

The presuppositions are:

- (a) Anton fever
- (b) Outside the house was heavy rain
- b. "She did not realize someone was ill" (>>Someone is ill)

3. Lexical Presupposition

This presupposition obtained through utterances which are interpreted through assertion in the utterances. This presupposition is expressed by the implicit way so the assertion of presuppositions can be obtained after the statement of the utterances. For example:

a. Anton quit smoking after layoff

The presuppositions are:

- (a) In the past Anton smoking
- (b) In the past Anton works
- b. "You are late again" (>>You were late before).

4. Structural Presupposition

This presupposition is expressed through utterances that structure is clear and can be directly understood without looking at the use of words. The use of the structure seen in the use of the "wh-questions" that meaning can be directly known such as question words (what, who, where, why and how), it shows presuppositions that appear from utterances. For examples:

a. What's in the box?

The presuppositions are:

- (a) There is something saved in the box
- (b) The box is empty
- b. "Where did you buy the book?" (>>You bought the book).

5. Non Factive Presupposition

This presupposition use of words that is uncertain and still ambiguous or biased. It is an assumption that something is not true. For example, verbs like "dream" "imagine" and "pretend". For example:

a. He imagines he was a President

The presupposition is:

- (a) He was not a President
- b. "I dreamed that I was rich" (>>I am not rich)
- 6. Counterfactual Presupposition

This presupposition produces understanding that opposite or contradictory of the statement. Usually, conditions that produce presupposition in the utterances are containing 'if-clause'. The results obtained were contradictory of previous statements. For example:

a. If Ana came today, she will meet Anton.

The presuppositions are:

- (a) Ana does not come
- (b) Ana not met Anton
- b. "If I had the money, I would buy the car" (>>I do not have the money)

2.5. The Functions of Presupposition in Advertisements

Presupposition 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 often used in advertising discourse and an important function of it is to make comparative advertising and most importantly to avoid breaking the law. For examples of the use of implicit competition in advertisements slogan:

Dji Sam Soe: "Special blend, special taste, limited edition"

Through the slogan, the readers make a presupposition that Dji Sam Soe's product is the most special when compared to other brands of the same product type. As required by law, advertising cannot directly state that their product is better than other brands of the same product type, so the

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advertisers presuppose the message without explicitly comparing it with

others.

2. Causing readers to consider the existence of the products or 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 Gonzalez, 2002).

The following are examples of telephone card slogans in advertisements

that cause the reader to consider the existence of a product or service:

Telephone card "3": "Always on"

Through the slogan, the readers make a presupposition that the readers can

always online every day in the internets which use "3" as the telephone

card. Advertisements cannot directly assert, "You have to always on every

day", because there are limitations by law. Therefore, advertisements

presuppose not directly asserted. So people must be persuaded to consume

or buying the product and increase sales.

3. Making the advertisement short and memorable

Further functions 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, 1974). The following are examples of advertising slogans that

short and memorable:

KFC:"Secret recipe".

Through the slogan, the readers make a presupposition that the foods and drinks contain different elements of another. If the readers want to know how the taste of foods and drinks in KFC that differentiate to others, the readers have to buy it so that the readers can feel the foods and drinks that kept secret recipe. Presuppositions also help to shorten the message.

2.6. Relevant Theory

In this study, the writer uses the theory of Yule to answer the problems of the study about the types of presupposition because the writer felt Yule's theory is more easily understood than others theory. Based on Yule (1996: 133) said that a presupposition is something the speaker assumes to be the case prior to making an utterance. Yule explains how people can describe the thought process in the analysis of some aspects of the meaning of the unseen and how listeners can catch other information besides their interpretation. Yule also defines types of presuppositions into six. The presuppositions are existential presupposition, factive presupposition, lexical presupposition, structural presupposition, non-factive presupposition and counterfactual presupposition.

After reading about the types of presuppositions by Yule's theory, the writer getting sure to using this theory because Yule describes the type of presuppositions in a way simpler than other experts and easier to understand with examples and clear explanations.