CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theory of discourse analysis, semantics, pragmatics, theory of advertising which cover the classification of advertising, theory of speech act and kind of speech acts, locutionary, illocutionary, and perlocutionary.

2.1 Discourse Analysis

Discourse used to communicate something and is felt to be coherent. Maybe arranged of one or more well-formed grammatical sentences. Discourse analysis calls the quality of being 'meaningful and unified' coherence (Cutting: 2002: 2). McCarthy states that discourse analysis is concerned with the study of the relationship between language and the contexts in which it is used (1991: 5). It parallels to Baker and Ellece (2011: 31), which stated that discourse can also be used to refer to particular contexts of language use, and in this sense it becomes similar to concepts like genre or text type. Moreover, Hudson emphasizes that a discourse is a stretch of language that may be longer than one sentence; discourse analysis is about how sentences combine to form texts (1995: 9). Based on those definitions, one can conclude that discourse is referring to language use to communicate something. Discourse analysis is studies the relationship between language and context.

Furthermore, Nunan explains that discourse can be defined as a stretch of language consisting of several sentences which are perceived as being related in some way (1993: 6). Yule states that discourse analysis is typically concerned with the study of language in text and conservation (2006: 124). Those definitions clearly emphasizes that discourse is a stretch of language and must be coherent, and discourse analysis also prefer to language in text and conservation.

According to McCarthy, discourse analysis is not only concerned with the description and analysis of spoken interaction. In addition to all our verbal encounters we daily consume hundreds of written and printed words: newspaper, articles, letters, stories, recipes, instructions, notices, comics, billboards, leaflets pushed through the door, and so on (1991: 12).

2.2 Theory of Semantics

In Wagiman's point of view, semantics is the study of meaning in language (2008: 1). Likewise, Yule explains that semantics is the study of the relationships between linguistics forms and entities in the world; that is, how words literally connect to things (1996: 4). In addition, Cutting states that semantics is the study of what the words mean by themselves, out of context, as they are in a dictionary (2002: 1). According to Wagiman, Yule, and Cutting, one can conclude that semantics is the study of meaning in language, basically concern with how meaning is represented in language. How words literally connect to things and the words mean out of context.

Moreover, Saeed conveys that semantics is the study of meaning communicated through language (1997: 23). According to Soekemi, semantics concentrates on the similarities between languages, rather than on the differences (2000: 5). Cruse states that semantics deals with conventional aspects of meaning, that is, where there is an established connection between form and meaning (2006: 136). Those definitions clearly emphasized that semantics is the study of meaning focus on the same kind between languages and there is recognized connection between form and meaning.

Furthermore, in Soekemi's view semantics is concerned with the meaning of non-sentences such as: words, phrases, just as much as with whole sentences (2000: 9). It parallels to Griffiths, which states that semantics is abstract knowledge of word and sentence meaning (2006: 132). In addition, sentence meaning is the meaning a sentence has by virtue of the words it contains and their grammatical arrangement, and which is not dependent on context (Cruse, 2006: 164). All in all, it is clear that semantics is concerned with meaning of word and sentence.

2.3 Theory of Pragmatics

When people speak, they produce utterances. Pragmatics concerns how people understand utterances. In Yule's view pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener or reader (Yule, 1996: 3). It parallels to Griffiths (2006: 153) who states that pragmatics is about the use of utterances in context, about how we manage to

convey more than is literally encoded by the semantics of sentences. It means that pragmatics is the study of meaning between a speaker and a listener in certain context. In additional, context is an essential factor in the interpretation of utterances and expressions (Cruse, 2006: 35).

In Cruse's point of view, pragmatics is the central topics of linguistic pragmatics are those aspects of meaning which are dependent on context (2006: 3). It can be said that pragmatics attempts to analyze meaning depend on context. It parallels to Crystal, which states than pragmatics defined as the study of those aspects of meaning not covered by a semantic theory (2008: 379). It means that pragmatics is meaning depend on context but semantics out of context.

2.4 Context

In communication, understanding the meaning of utterance must depend on context. In David's view, context is a general term used in linguistics and phonetics to refer to specific parts of an utterance (or text) near or adjacent to a unit which is the focus of attention (2008: 108). Likewise, Baker and Ellece emphasizes that context is an important aspect of many strands of discourse analysis-which helps in the interpretative process of linguistic phenomena as well as proving explanations (2011: 21). Based on those definitions, one can conclude that context is a specific part in the interpretation utterance.

Furthermore, according to Linnhua's view, context, in its traditional sense, is restricted to linguistic context. She further explains that the nation of context has been broadened to both linguistic and non-linguistic contexts (1999).

- Linguistic context to include phonetic, lexical, grammatical and verbal contexts. Phonetic context refers to the phonetic environment in which a sound occurs, preceding and/or following another sound. Lexical context refers to where a word occurs in a sentence. Grammatical context refers to the context in which the grammatical meaning of a word or constituent is determined. Verbal context refers to the setting related to the understanding or interpretation of a particular word or sentence.
- Non-Linguistic context also called context of situation, covers the actual speech situation and the entire sociocultural background. The actual speech situation refers to all the information and knowledge related to an utterance made in communication and known to both the speaker and the hearer. The entire sociocultural background refers to the sociocultural setting against which an utterance is set. In the study of pragmatics, more importance in attached to non-linguistic context, because it contributes a lot to the weaning of an utterance.

According to Brown and Yule (1983: 40-41), the co-ordinates of the index

are specified as follows:

- Possible-world co-ordinate: this is to account for states of affairs which *might be*, or *could be supposed to be* or *are*
- Time co-ordinate: to account for tensed sentences and adverbials like *today* or *next week*
- Place co-ordinate: to account for sentences like *here it is*
- Speaker co-ordinate: to account for sentences which include first person reference (*I, me, we, our, etc.*)
- Audience co-ordinate: to account for sentences including *you, yours, yourself*, etc.
- Indicated object co-ordinate: to account for sentences containing demonstrative phrases like *this, those*, etc.
- Previous discourse co-ordinate: to account for sentences including phrases like *the latter, the aforementioned*, etc.
- Assignment co-ordinate: an infinite series of things (sets of things, sequences of things…)

Hymes in Brown and Yule (1983: 41) states that *setting* is expanded to

take explicit and distinct account of *time* and *place*.

2.5 Theory of Advertising

Advertisement is a means of selling ideas, goods, or services. In William's view, advertising is non-personal communication of information. He further explains that advertising usually paid in nature, about products (goods and service) or ideas by identified sponsors through various media (1996: 6). Based on William view above, one can say that advertising is non-personal communication of information involves mass media (e.g., TV, radio, magazines, newspapers) about products (goods and service) or ideas.

Rotzoll states that advertising as discourse is recognized as paid for by an identified sponsor and non-personal communication forms found in identified media with persuasive intent (1985: 95). He further explains that advertisements in order to attract and persuade the consumers to buy the products. Based on Rotzoll's view above, it can be concluded that advertisements as non-personal communication forms in media to persuade the consumers to buy the products.

2.5.1 Classification of Advertising

Advertising can be classified into many types, depending on how the advertisements are perceived. According to Jefkins (1982: 13-22), there are ten classes of advertisements. They are listed as follows:

- Persuasive or hardsell advertising persuades or urges customers to buy products or services.
- Informative of softsell advertising gives information about each product and contributes to the customers' decision making.
- Institutional or prestige or corporate advertising aims to present the company's image.
- Financing advertising announces trading results and encourages an investment.

- Classified advertising deals with job vacancies, house sales, and officer to rent.
- Retail advertising mostly sells other people's goods.
- Cooperative advertising refers to advertising undertaken by a group of trade-associated business or cooperative society.
- Industrial advertising offers raw materials, components and service to manufactures and users who convert these technical goods into finished products which, in return, are advertised to the end users or final consumers.
- Government advertising seeks staff, suppliers, contractors, or promotes the products and services of states-owned or state-financed industries.
- Trade advertising urges distributors – agents, wholesalers, retailers, mail order houses, servicing firms – to buy stocks by offering discounts and displaying materials.

2.6 Theory of Speech Act

Language is as means of human communication. When people communication with each other, they will produce information. It is means that people do speech act. Griffiths explains that these basic units of linguistics interaction – such as give a warning to, greet, apply for, tell what, confirm an appointment are called speech act (2006: 148). In Crystal's view, speech act is theory which analyzes the role of utterances in relation to the behavior of speakers and hearer in interpersonal communication (1996: 328). To express speech act, people do not only produce utterances containing grammatical structures and words, but also perform actions via utterances.

According to Baker and Ellece (2011: 138), speech acts are utterances which perform various social functions such as requesting, greeting, advising, complaining, warning and so on. Similarly, in Yule's view, we have been considering ways in which we interpret the meaning of an utterance in terms of

what the speaker intended to convey. He further explains that we use the term speech act to describe actions such as 'requesting', 'commanding', 'questioning', or 'informing'. Yule gives the reasons that we can define a speech act as the action performed by a speaker with an utterance (2006: 118).

2.7 Kinds of Speech Act

Speech act theory broadly explains these utterances as having three parts or aspects: locutionary, illocutionary and perlocutionary acts (Austin in Moore, 2001: 3).

2.7.1 Locutionary Act

A locutionary act involves the uttering of an expression with sense and references, for example, using sounds and words with meaning (Schiffrin, 1994: 53). In other words, a locutionary act is an act of uttering an expression with sense and references. Locution is the literal meaning of the utterance (Wagiman, 2008: 69).

2.7.2 Illocutionary Act

An illocutionary act is "the act to perform "in saying" the locution such that what said had the force (not the meaning) of that illocution" (Schiffrin, 1994: 53). In other word, an illocutionary act is an act of showing the intended meaning of the utterances. Illocutionary act carried out by a speaker making an utterance is the act viewed in terms of

utterance's significance within a conventional system of social interaction (Soekemi, 2000: 123).

2.7.3   Perlocutionary Act

A perlocutionary act is "the consequential effects" of an utterance on an interlocutor, i.e. achieved" by saying something" (Schiffrin, 1994: 53). It is the effect of the utterance on the listener. Perlocutionary act carried out by a speaker making an utterance is the act of causing a certain effect on the hearers and others (Soekemi, 2000: 122).