CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter the writer discusses about the theory which is used in the analysis to find out the answers of the research question. It consists of critical discourse analysis theory as the main theory and some supporting theory such rhetoric, pragmatics, cohesion system, kinds of lexical cohesive devices and the function of lexical cohesive devices.

2.1 Rhetoric

RHETORIC

```
                         RHETORIC
                            |
      ┌──────────┬──────────┼──────────────┬──────────┐
      ↓          ↓          ↓                          ↓
 ┌─────────┐ ┌─────────┐ ┌──────────┐          ┌──────────┐
 │PRAGMATICS│ │DISCOURSE│ │STYLISTICS│          │DISPOSITIO│
 └─────────┘ │ANALYSIS │ │          │          │ ELOCUTIO │
             └─────────┘ │LINGUISTICS│          └──────────┘
                         │ LITERARY  │
  ┌──────────────────────┴──┐
  │NON LITERARY TEXT &SPEECH │ ←──── LITERARY TEXT
  └──────────────────────────┘
   ↓      ↓        ↓        ↓          ↓     ↓      ↓
POLITICS RELIGION CULTURE MASS MEDIA  NOVEL DRAMA POETRY
```
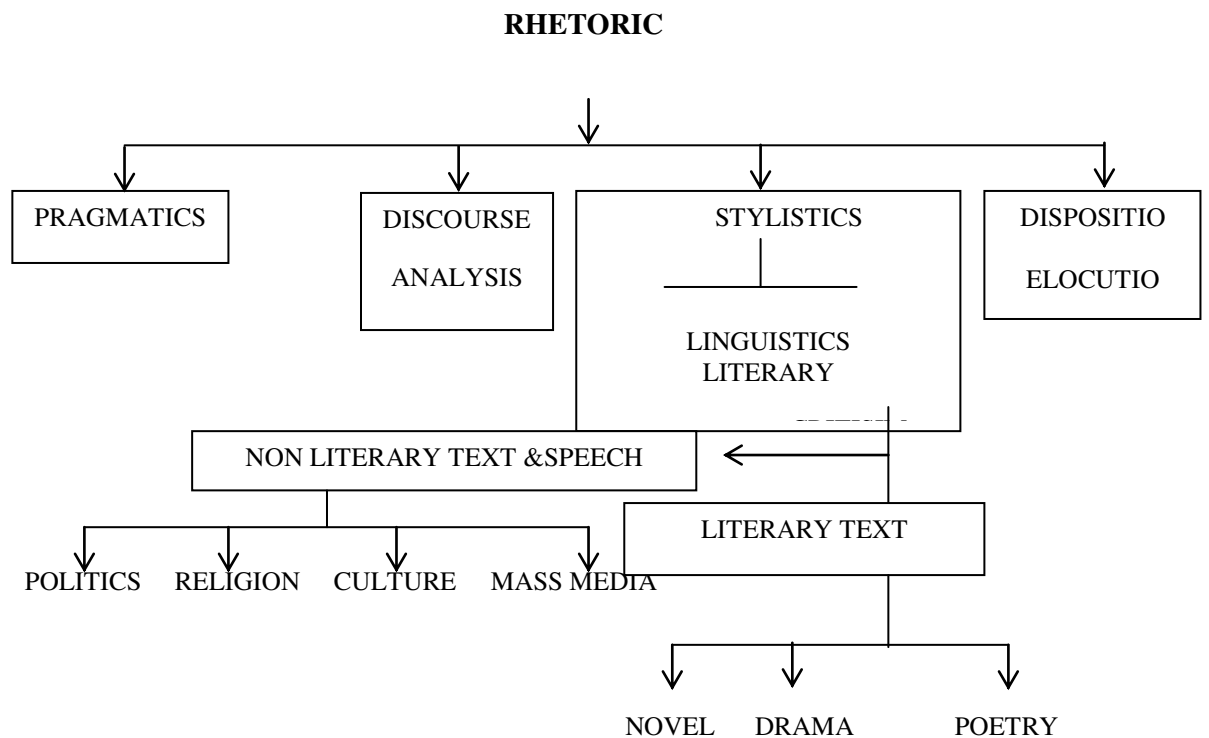
Figure 2. 1 Rhetoric (taken from Badib, 2008)

Rhetoric as a foundation is a way that at the speech or writing intended to be effective and influence people. According Cockcroft (1992:23) that Rhetoric is

one of the oldest systematic disciplines in the world or original insights and techniques remain largely valid and has survived precisely because of its capacity to adapt to ideology and social change. This term is important because rhetoric is a persuasive dialogue and as such it depends on a controlled interaction.

According Aristotle in book's Cockcroft (1992:3) three main categories of persuasion. These are ethos(persuasion through personality and stance), pathos(persuasion through the arousal of emoticon) and logos(persuasion through reasoning).

2.2 Discourse

According to Schriffin(2000:34) that discourse have two definitions, they are formal and functional definitions. The formal definition characterizes discourse as a unit of coherent language consisting of more than one sentence; while the functional one characterizes discourse as language in use. We begin by looking at lexical cohesion, the surface marking of semantic links between clauses and sentences in written discourse, and between utterances and turns in speech. It emphasizes the interaction between speaker and addressee or between writer and reader. Therefore, the emphasis is also on the processes of producing and interpreting speech and writing, as well as the situational context of language. It means that discourse do not only produce sentence but also make it coherence with specific context that derive it in specific meaning and purpose. Discourse is a term which refers to utterance larger than a sentence; stretches of language perceived to be meaningful, unified, and purposive (Fairclough, 2003: 124). Discourse is under the category of rhetoric. Rhetoric is the philosophy of communication.

Michael McCarthy (2000:6) stated A discourse analysis as a whole is the work of text grammarians, working mostly with written language. Text grammarians see texts as language elements strung together in relationships with one another that can be defined. Both of them definition having a similarities, that Discourse Analysis not concerned at speak only but also at written and his book he adding that usually expect discourse in written to be coherent, meaningful

communications in each words or sentences are linked to one another in a fashion that corresponds to conventional formulate, therefore discourse analysis are equally interested in the organization of written interaction.

Language in use, for communication is called discourse (Cook, 1992: 6). Discourse means language in use for communication in society and can be in the form of spoken and written. Referring to discourse involves in social condition, Fairclough (1989: 25) states that discourse forms in which can be specified as social conditions of production and social condition of interpretation. These social conditions relate to three different level of social organization. They are: 1) the level of social situation, the immediate social environment in which the discourse occurs, 2) the level of social institution, constitutes a wider matrix of discourse, 3) level of society as whole.

2.2.1 Stance

Stance can be defined as a kinds or variety of ways not what some body trust but how he or she trust it and this ways would be conveyed variously in the topic and audience. How is the stance achieved? Stance achived when it's relation to the audience. Communication of the persuader's attitudes would figure of their stance on any issue, lika as political, religious or ethical. Here in the next part more details according to Cockcroft (1992:21-23).

2.2.1.1 The persuader and the self

As the persuader, the attitude to self will be a key aspect of stance. To start persuading people you need a combination of intuition and count to determine how much of your 'real self' will be explicate to others when you are interaction. The persuasion must be full of power and intelligence, Moods and tones are inseparable element in stance. Those are involve the expression of emoticon, ranging from extremely of pity, condolence and humor according to.Cockcroft (1992:23).

2.2.1.2 The persuader as Humorist

Humor sense include a particular of category of ethic feeling. The aims of this sense is conveys 'warmth of thought' as an indicator of stance. Humor must also if it is depict real vitality, that's will be an expression of the persuader's own personality. Rhetorical humor in other aspect involve a presuppositional understanding and between beguiler and beguiled. At this sense , the compact means to laugh with someone or to laugh of someone. A more suspect a sense of humour from the perspective of ethos is when uses strereotyping to deflect detailed examination according to Cockcroft (1992:24).

2.2.1.3 The persuader and topic

This concern at the topic of the persuasive discourse and the persuader's stance towards, it's means the persuader having an argument that can bring the people with her stance to 'change' side. We can see of a spontaneous reaction of the audience. The persuader only need deeply involves in the issue, responding honestly, jointly reaching a decision according to Cockcroft (1992:24).

2.2.1.4 Persuader and audience

The assumption's persuader can make the audience at least willing to be persuaded. She or he should identifier with auditor, and talks his language by speech, tonality, order, image, attitude and idea. Both of persuader and persuade must also shows how important orientation is in relation to immediate context of the massage as well as the audience's state of mind. The persuader convey his personality and stance most effectively to persuade first, persuasion must completed the ideational function using language directly, it should be clearly, use of personal pronouns and modal verbs and the grammatical features will lend be a textual cohesion and coherence to the persuasion Cockcroft (1992:25-27).

2.4 Lexical

According to Halliday and Hasan (1976:305) that lexical cohesion is a way that show used in situation while there is personality of reference that related on theory coheres usually exist by word the, or other anaphoric part. Grammatical cohesive devices focus on the grammatical structure to make the next no ambiguous and become comprehensive, lexical cohesion contributes to the other side. This unit gives significant contribute to the meaning of the text and helps to link parts. Lexical cohesion is the central device for making texts hang together experientially, defining the aboutness of a text (Halliday and Hasan, 1976:274). Lexical cohesion consist of two categories; reiteration and collocation.

2.5 Cohesion System

Cohesion is part of the system of language. The potential for cohesion lies in the systematic resources of reference. Cohesion occurs where the interpretation of some element in the discourse is dependent on that of another. The one presupposes the other, in the sense that it can't be effectively decoded except by recourse to it. When this happens, a re1ation of cohesion is set up, and the two elements, the presupposing and the presupposed, are thereby at least potentially integrated into a text according to Halliday and Hasan (1976:4-5).

Cohesion can be defined as the property that distinguishes a sequence of sentences that form a discourse from a random sequence of sentences. It is a series of lexical, grammatical and other relations which provide links between the various parts of a text. In studying cohesion we should make a distinction between "linguistic cohesion" and "pragmatic cohesion" or coherence.

Spoken and written discourses display grammatical connections between individual clauses and utterances. Discourse analysis has been lengthy in order to exemplify the type of approach discourse analysts take to grammar, in that they look for patterned recurrences across different data and try to relate the separate levels of analysis in a meaningful way. The concept of cohesion in text is related to semantic ties or relations of meanings that exist within the text, and that define

it as a text. Without semantic ties, sentences or utterances would seem to lack any type of relationship to each other and might not be considered text.
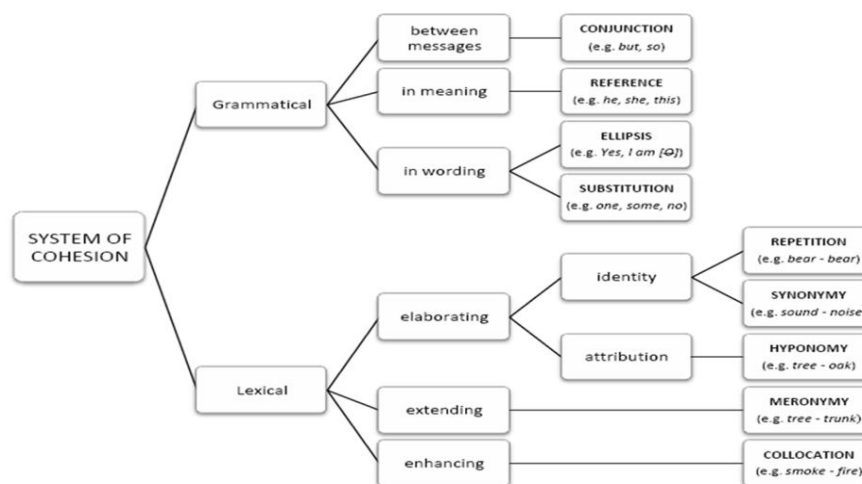
2.6 Kinds of Lexical Cohesion

2.5.1 Reiteration

In lexical point of view, when people talk about something, they often repeat some words to show emphasize. That is only the simplest way to indicate reiteration. Reiteration could be in the form of synonym, antonym, and general word.

"Reiteration is a form of lexical cohesion which involves the repetition of a lexical item at one end of the scale; the use of a general word to refer back to a lexical item, at the other end of the scale; and a number of things in between – the use of synonym, near-synonym, or superordinate" (Halliday and Hasan, 1976:278).

Figure 2: System of cohesion in English[1]

(Adapted from Halliday & Hasan, 1976; Halliday, 2004)

Figure 2. 2 System of cohesion In English

2.5.1.1 Repetation

Repetition is a part of lexical cohesion that often occurs in the sentence. Repetition of the same lexical item is the easiest form of reiteration. Therefore,

quite a large number of repetitions can be found in newspaper, magazine, and other kinds of discourse. For example,

> A conference will be held on national environment policy. At this conference the issue of salivation will pay an important role. (Renkema,2004:105).
>
> The word "conference" is repeated in next sentence. It is categorized as repetition because the meaning of "this conference" is still related with "a conference" at first sentence.

2.6.1.2 Synonym

In Halliday and Hasan opinion, reiteration includes not only the repetition of the word, but synonyms, near-synonyms and general words as well. Synonym refers to words which are similar in meaning such as "blokes" and "men"(Paltridge, 2006: 134). Here the example of synonym in the text.

> "A conference will be held on national environment policy. This environmental symposium will be primarily a conference dealing with water" (Renkema, 2004:105).

Synonym means two or more form which associated with the same meaning. In the sentence above, the word "conference" and "symposium" has the same meaning. The author used different word but has the same meaning in order to makes the variation in the text.

2.6.1.3 Superordinate

> *"There was a large mushroom growing near her, about the same height as herself; and, when she had looked. under it, it occurred to her that she might as well look and see what was on the top of it. She stretched herself up on tiptoe., and peeped over the edge of the mushroom,…"*

In this text car refers back to Jaguar and car is a superordinate of Jaguar. Superordinate is a name for a more a general class (Halliday and Hasan, 1976:278).

2.6.1 General world

a) The lad's going to fall if he doesn't take care

b) The child's going to fall if he doesn't take care

c) The Idiot's going to fall if he doesn't take care

General words of idiot, that's typical of such general words, at least it's reffering to people, that looks a connotation meaning of attitude on the section of the speaker, usually one of familiarity, derogatory or intimate. But, not all general words are used cohesively in fact,   (Halliday and Hasan, 1976:278 & 281).

2.6.2 Collocation

Halliday and Hasan (1976: 288) put collocation as a framework of lexical cohesion instead of reiteration. Collocation refers to the semantic and structural relation among words. Native speakers can use collocation subconsciously for comprehension or production of a text. Collocation relates to lexical items that are likely to be found together within the same text.

Collocation is not something that is restricted to a single text but is part of textual knowledge in common (Paltridge, 2006: 137). Such collocation relationships exist between words that have a tendency to occur in similar lexical environments. Words tend to occur in similar lexical environments because they explain things that have a tendency to occur in similar situations or contexts.

Finally, there are two kinds of cohesive devices which usually used to combine sentences together to make ideas more understandable to the reader. Based on the theory of Halliday and Hasan (1976), there are two types of cohesive devices; grammatical and lexical cohesion. Reference, substitution, ellipsis, and conjunction are parts of grammatical cohesive device, while reiteration and collocation are elements of lexical cohesive device. In speaking, speakers may not use all of cohesive devices. They will use some cohesive devices as they like to support their speaking.

2.6.1 Hyponym

Hyponym, according to Paltridge (2006: 135) refers to classes of lexical items where the relationship between them is one of "general-specific". Further, the item that relates to general class is called super ordinate and the item that relates to the sub-classes is called hyponym. For example,

There are many flowers in his house. He has tulip, rose, orchid, jasmine and sunflower.

If we take "flowers" as an example of super-ordinate then its hyponyms are "tulip, rose, orchid, jasmine and sunflower". The relationship between flowers and the kinds of flowers are general to specific.

2.6.2 Antonym

Antonym describes opposite or contrastive meanings such as "shy" and "forward" (Paltridge, 2006: 134). Antonym is one of lexical items which are opposite in meaning. We know as we read the text which contrast or different in meaning with each other. For example,

The old player is more adaptable. The new comer can't compete with the seniors.

The meaning of "old" and "new" is contrary. In this case, antonym characterize of such pairs of lexical item that denial of the one implies the denial of other

2.6.3 Meronym

As the opposite of hyponym, meronym, according to Paltridge (2006: 136) is where lexical items are in a "whole to part" relationship with each other. For example,

"At its six-month checkup, the brakes have to be repaired. In general, however, the car is in good condition" (Rankema, 2004: 105).

"Brake" is the part of "car" as the whole. The example above shows the relationship of lexical items in a 'whole to part' form.

2.6.4   Same Referent

"John took Mary to the dance. John was left all alone…

Same referent happened on this text between John at the first line and John the second line, by the fact that both contain a reference to the same individual. The second John could refer have the same person as the first Halliday and Hasan (1976: 281).

1.7   The Functional of lexical cohesion

Lexical cohesion uses to produce a good coherence in presenting the text in order to make the text be interesting and not monotonous. Halliday and Hasan (1976:318) divide lexical cohesion into two categories: reiteration and collocation.

According Halliday and Hasan (1976:289) the function of collocation that has been built up in the course of the creation of the text and that will provide the context within which the item will be incarnated on this particular occasion.

Lexical cohesion has some functions based on their types: There are different functions based on types of reiteration. Each particular having function that are :

1. To indicate repetition, if a word is repeated in some sentences or clauses. For example, A conference will be held on national environment policy. At this conference the issue of salivation will pay an important role. The word "conference" in the first sentence is repeated in the second sentence with the same word 'conference', so it is called to indicate repetition.

2. To indicate synonym, when two different words have the same sense of meaning. For example, I will make a party for my brother's birthday next week. The celebration will be held at Victoria Hotel. The word "party" in the first sentence is has the same meaning with "celebration" which occur in the second sentence. The meaning is an event which held to celebrate special things. So, the function of reiteration in the sentence above is as a synonym.

3. To indicate hyponym, when the meaning of word is included in the other word which more general. For example, Gerald eats all kinds of

vegetables. However, he just likes carrot and spinach. Carrot and spinach are the name of vegetables, so their function is as a hyponym of the word vegetables.

4. To in indicate a meronym, when the meaning of word is a part of a whole word. For example, My uncle goes to Jakarta by motorcycle, when he arrived in Depok, the chain was break. Chain is a part of motorcycle, so its function is as a meronym or to indicate part (chain) and whole (motorcycle).

5. To indicate an antonym, when two words occur with have opposite meaning. For example, The new books and the old are provided in our library. The words new and old are having opposite meaning each other. So the function of reiteration above is as an antonym.

Function of lexical cohesion (collocation) is used to indicate Total of words in which their meaning related in the same environment. According to Paltridge (2006:137), "collocation describes associations between vocabulary items which have a tendency to co-occur". First combinations can be seen between adjectives and nouns as in *real-estate agent*, and the *right direction*. The combination between verbs and nouns also creates collocation such as in *waste time*.

2.8 Previous study

Regarding to the study of cohesion system, there are two previous researchers who have studied about lexical cohesion system. The first researcher is Abdul Rohim(2009). The result of his study is explaining grammatical and lexical cohesion analysis on Jakarta Post's Editorial. The study identified the uses of cohesion in editorial on the Jakarta post daily newspaper. The researcher used quantitative analysis. For the lexical cohesion, the researcher has been found some repetition words stretches across several sentences in every text of the Jakarta Post's editorial.

The second researcher is Dewi Mustika Arifiani(2016). The data are represented about an analysis of grammatical and lexical cohesion in Emma Watson's speech text on gender equality. This research analyzes grammatical and lexical cohesion devices in Emma Watson's speech text. The purposes of the

research are to know how the grammatical and lexical cohesion used in the speech text to reveal gender equality and to know grammatical and lexical cohesion used dominantly in the speech text to reveal the gender equality. Through counting the percentage of every cohesion devices that appear in the speech text by Scinto's formula. As the result, by using Halliday and Hasan theory about grammatical and lexical cohesion, finally gender equality has been revealed. For the grammatical used in the speech text are Reference, Substitution, and Conjunction. Meanwhile for the lexical are Reiteration (Repetition, Synonym, Near-Synonym, Superordinate, General Word) and Collocation. The speaker repeats men and women for many times. Those words refer to the main target of this campaign (gender equality).

The different between both of the study are first researcher used a qualitative descriptive and using Scinto's formula. In other hand, second previous study researcher used quantitative analysis and manual counting data to know how many the data that the aims look for. This study used quantitative descriptive too but to analyze we use different theories. Therefore, we can compare that the same method to analyzed but different formula that we used