

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter discusses the literature related to the research which including: discourse analysis, speech act, illocutionary act, advertisement, and language of advertisement.

A. Discourse Analysis

Discourse analysis is concerned with the study of the relationship between language and the context in which it is used.¹¹ Jan Renkema states that a discourse analysis is the discipline devoted to the investigation of the relationship between form and function. Some of the most interesting questions arise in connection with the language is “used”, rather than what its component are.¹²

It means that discourse is not only a study of component of language, neither the language is grammatical or not, but how people use the language. Sometimes people interact or communicate ungrammatically, and it can be understood. Discourse here discusses more than the component of language and grammar or ungrammatical, it is more than it. Because language has many functions, we have to be able to use language that is appropriate with the function of it. Language and discourse cannot be separated. It has been

¹¹ Michel McCarthy, “Discourse Analysis for The Language Teacher”, (New York: Cambridge University Press 1998), 5

¹² Yule, George, *The Study of Language: An Introduction*, (New York: Cambridge University Press, 1985), 104

explained that language is a tool for communication and discourse is the study of the relationship between form and function in the language. Both of them are used in communication.

The important point in this research is to discuss the function of communication as a tool for conveying a message. Accordance to this explanation, the researcher wants to reveal what the people should do to convey their message in communicating. In other word, what the speakers speak can be understood to other people. "If two parties use an instrument for an activity, then such an activity can only be successful if both parties adhere to general rules or principles and thereby utilize certain strategies".¹³ So, the communication between two parties will achieve the point or message if they obey the rule in communication. It is like the way to communicate each other. If the two parties obey those principles, it makes the communication will be success and the two parties can get the point of what they talk about.

From the explanation above, it can be concluded that discourse is the study about how the language is used and how the utterance of language can be understood by hearer without paying attention to the grammatical correctness. So, discourse is an utterance that is sent by speaker to hearer to send their message.

¹³ Jan Rekema, *Discourse Studies: An Introductio*, (Australia, Cambridge University Press, 1985)
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B. Speech Act

According to Austin (in Jacob L. Mey), speech act is words that do something. It implies that word can bring some actions when the speaker utters it. According to Austin, there are three kinds of speech act that lies in the speaker's utterance.¹⁴ Those kinds of speech act are:

1. Locutionary Act

A locutionary act is the meaningful utterance which contains linguistic features. When the speaker makes a locutionary act, her/his utterance will refer a certain sense and reference. In other hand, locutionary act is the act of the speaker in using his/her speech to produce utterances. For example, "I promise to give you some money", this condition when speaker say the sentence has utterance is called illocutionary act.

2. Illocutionary Act

An illocutionary act is an act which appears by saying something. In the other word when the speaker utters a sentence, there is another meaning lying under it. The possible meaning that lay in the speaker's utterance are request, warning, ask, suggest, promise, question, etc. For example, "I promise to give you some money", the utterance is not only a statement but also the speaker have to do what he/she already said.

¹⁴ Austin J. L., *How to Do Things with Words*, (Oxford: The Clarendon Press, 1962), 108

3. Perlocutionary Effect

The last classification of the speech act is perlocutionary act. A perlocutionary act is the effect when the speaker utters something. The effect for saying something will influence the speaker, and also the hearer. For example, when the speaker promise the hearer, it will make the hearer do something what he/she promise. For example above, "I promise to give you some money". The effect of the utterance for hearer is he/she will be happy because he/she has some money or other effect for the utterance. And of course it affects to speaker from his/her promise to hearer such as he/she spends some money.

1. Kinds of Illocutionary Acts

To know what kind of the utterance of illocutionary acts, the writer shows the classification of illocutionary acts because it has classification to know the utterance of speaker's speech. According to Searle in Yule, there are five categories of illocutionary acts.¹⁵ Those five categories are:

a. Assertive

The assertive is an illocutionary act that is used to state what the speaker believes. This illocutionary act makes the speaker's utterance contain false and true condition. Assertive has words to world direction of fit such as deny, correct, claim, etc.¹⁶ For example: "*The sun rises in the east*".

¹⁵ John R. Searle, *Expression And Meaning: Studies in the Theory of Speech Acts*, (New York: Cambridge University Press, 1979), 12

¹⁶ Ibid. 12

The utterance shows the fact that the sun really rises in the east.

This is a common fact that everyone knows.

b. Directive

Directive is an illocutionary act which is used to make the hearer to do something in the future. This kind of illocutionary act has words direction of fit such as request, command, and ask.¹⁷ For example, "*Don't be too noisy!*"

The utterance consists a prohibition. The speaker asks the listener to be silent from speaker's speech. It causes the speaker say that and he/she wants the listener doing something from utterance include.

c. Commissive

Commissive is an illocutionary act which is used to state the future action of the speaker. The direction of fit in this kind of illocutionary act is same with directive that is world to words direction of fit such as commit, promise, vow, etc.¹⁸ For example, "*I promise to give you some money*".

The utterance from example above is a promise of the speaker to do something in the future to give some money for hearer or listener.

d. Expressive

Expressive is an illocutionary act which is used to express the speaker's feeling. Searle in Yule states that in expressive the speaker

¹⁷ Ibid. 13

¹⁸ Ibid. 14

makes the words fit the world such as thank, apologize, blame, etc.¹⁹
For example, *"I'm sorry for hear that"*.

The utterance of the example shows the empathy of the speaker to listener's condition. The speaker apologize what have done and he/she feel makes a mistake about he/she does. So, he/she says like that.

e. Declarative

Declarative is an illocutionary act which is used to change the word by uttering some utterances to the hearer. Searle in Yule states that in the declaration the speaker's word will change the world such as declare, name, baptize, etc.²⁰ For example, *"I declare you husband and wife"*.

This utterance shows the status of two persons. In the past time both of them not to be someone else becomes someone who has right status in him or herself. One of them becomes husband and the other one becomes wife.

Actually John Searle and Austin give the same classification of illocutionary act. They differ in the name of it. The classifications of illocutionary acts from Austin are:²¹

a. Verdictive

Verdictive is an illocutionary act which is used to state the true conditions are believed by speaker such as a vindictive that given by

¹⁹ George Yule, *Pragmatic* (Oxford: Oxford University Press, 1996), 55

²⁰ Ibid. 55

²¹ Malcolm Coulthard, *An Introduction to Discourse Analysis* 2nd edition (London, Longman, 1985), 23

jury or umpire. The kind of verdictive are acquit, grade, estimate, and diagnose. For example: "*The sun rises in the east*".

b. Exercitives

It is used to influence the hearer by some utterances from speaker such as appoint, order, advise, warn. For example, "*I declare you husband and wife*".

c. Commissive

Commissive is an illocutionary act which is used to state the speaker's commit to doing something in the future, but also include declarations or announcement, or intention such as promise, guarantee, bet, and appose. For example: "*I promise to give you some money.*"

d. Behabitivities

It is used to state the several feeling of speaker utterance with attitudes and social behavior such as apologize, criticize, bless, and challenge. For example, "*I'm sorry for hear that*".

e. Expositive

Expositive is an illocutionary act which is used to make the utterance of speaker to be done by hearer or how the utterance is being used such as argue, postulate, affirm, and concede. For example, "*Don't be too noisy!*"

From classifications of illocutionary acts between John Searle and Austin for name of it, it can be arranged that assertive same with

verdictive, directive with expositive, commissive with commissive, expressive with behabitivy, and declarative with excercitive.

2. The Forms of Illocutionary Acts

According to Austin the forms of illocutionary act are:²²

a. Interrogative

Interrogative is the form of illocutionary act. It is used to ask a question. For example, "*Real man use pedal*". This example to ask the question "*Why use pedal?*". This is the form of illocutionary acts is called interrogative.

b. Imperative

Imperative is the form of illocutionary act. This form is used to give an order or make a request. The purpose of imperative is to offer the product when it is used in advertisement. For example, "*Feel the enjoyment of your journey*". This statement shows to give someone how is having journey to feel enjoyment.

c. Declarative

Declarative is a kind of syntactic forms of illocutionary act which give information about something. Declarative form is used to make a statement. This grammatical one form of the utterance has truth meaning to give information about something. Declarative bring about a correspondence between the propositional content and the world. For example, "*I declare you husband and wife*". This is about the

²² John R. Searle, *Austin on Locutionary and Illocutionary Acts* (The Philosophical Review, Vol 77, No. 4, Oct, 1968), 405-424

statement's speaker that he/she has a new status in his/her life. It is becomes husband or wife.

3. Felicity Condition

In the illocutionary acts, felicity condition must be clear in order to expect or appropriate circumstances for the performance of a speech act to be recognize as intended. According to Searle, there are four conditions of illocutionary force. They are:²³

a. The propositional content

The propositional condition is used to show the condition in the speaker's utterance. For example, when the speaker's utterance contains directive point, her/his utterance will give future action for the hearer.

b. The preparatory condition

When the speaker wants something from her/his hearer, she/he will make his/himself believe with his/her utterance. This is important to be done by the speaker to make successful speech and also to make the hearer believe the speaker's utterance. For example, the speaker who advises the hearer for doing something, she/he will assume that the action is good to do for the hearer.

c. The sincerity condition

When the speaker utters the utterance, the speaker also performs the psychological attitude such as express his/her feeling. The speaker's psychological attitude is determined by the propositional condition in

²³ Jan Renkema, *Discourse Studies an Introduction Text Book* (Amsterdam: John Benjamins, 1993), 14

the speaker who requests the hearer to do something; she/he will express her/his desire that the hearer is capable to do that request.

d. The essential condition

The utterance from the speaker serves as an attempt to persuade the addressee or listener to do or execute something.

4. Illocutionary Force Indicating Devices (IFIDs)

Searle and Vanderveken often speak about what they call 'Illocutionary Force Indicating Devices' (IFIDs). These are supposed to be elements or aspects of linguistic devices which indicate either (dependent on which conceptions of Illocutionary act is adopted) that the utterance is made with a certain Illocutionary force, or else that it constitutes the performance of a certain Illocutionary act²⁴.

In English, the interrogative mood is supposed to indicate that the utterance is (intended as) a question, the directive mood indicates that the utterance is (intended as) a directive illocutionary act (an order, a request, etc), the word "I promised" supposed to indicate that the utterance is (intended as) a promise. Possible IFIDs in English include : word order, stress, intonation, contour, punctuation, the mood of the verb and performative verbs²⁵.

²⁴ IFIDs (online) www.sfu.ca/sachole.doc/illocutionary-act/20_march_2015.doc

²⁵ Ibid

C. Advertisement

Advertisement is one of the common ways to promote the products to the customers so that they are interested in buying the products. And also advertising is the media of communication that is used to send and spread out the advertorial messages. Advertising is therefore an important part of the media, not only in terms of what it finances and the effect that this way have on the content of other media product but also in its own right in terms of advertising text themselves, their content and their possible effect on audience.²⁶ So, advertising is the media or tool that is used by the factory, company, or organization to send and spread out the information to the publics in order to get the attention of the public to buy the products or services that are offered. Advertising is used to sustain brand loyalty, reminding customers of all the good reasons for their original decision to buy.²⁷

If we observe accurately, we will find that every advertisement has a unique language and visualization based on the topic. Now, many kinds of advertisements, the number of advertisement is depending on classification that is based on certain categories. According to Renda (in Biiter), theoretically, there are two kinds of advertisement, they are:²⁸

²⁶ Rayner Philip, Peter Wall and Stephensnew Kruger, *As Media Studies: The Essential Introduction*, (New York: Routledge, 2004), 24

²⁷ Gary, Goshgarian, *Exploring Language*, (United States: Wesley Educational Publisher. 1998), 162

²⁸ Renda Widyatama, *Pengantar Periklanan* (Yogyakarta: Pustaka Book Publisher, 2007), 65-66.

1. *Standard advertisement*

Standard advertisement is advertisement that is arranged specially for introducing the product and service. The function of this advertisement is to stimulate motif and desire of buyer or consumer. In other word, standard advertisement has the purpose to get the economical profit.

2. *Advertisement of society service*

Advertisement of society service is the advertisement that has the non-profit quality. It means the profit here is profit for social not a commercial profit. The profit that is expected from this advertisement is trying to get or make a good image in the society.

So, the essence that differs between standard advertisement and advertisement of society service is the purpose of profit that wants to be achieved or expected.

According to Renda, based on the media that used, advertisement can be classified become two categories. They are:²⁹

1. *Above the line advertisement*

It has characteristic of mass. Mass means the target of public which is in great and between them are not acquainted with. Some media that includes to above the line advertisement are newspaper, magazine, tabloid, TV, film, radio and interactive Internet media.

²⁹ Ibid. 76

2. *Bellow the line advertisement*

It is the advertisement using certain media. These media are leaflet, poster, banner, billboard, bus panel, bus stop, point of purchase (POP), sticker, shop sign, hanging display, etc.

The form of advertising is various. The advertisers make it as expressive as they can attract the intention of people who sees it. We can find the advertisement everywhere. It makes our society will get some information vastly. In other word, advertisement is media communication that has a purpose to introduce the quality of product or service based on the need of consumer. Advertisement is tool to achieve the message to society. And the language used in advertisement is simple language.

D. Language of Advertisement

The language of advertisement differs from other types of language in another important respect. It has derived a powerful from purposeful directed combination of image that can take the form of words, sound, or visuals which used individually or together.³⁰

Advertisement has its own language in advertising. It used two kind of language; these are verbal and non-verbal language. In most cases of advertising, people often use verbal language to express ideas by a picture, symbol, music, some kind of animation or video related to the verbal text.

³⁰ Gary Goshgarian, *Exploring Language*, (Longman: New York, 1997), 162

Sign and symbol are the important element of advertisement. It is all things physical or language such as colors, uniform, company profile, clues, etc. which represent to product or company as the copy writer expected. The use of symbol expected to remember people to determine company directly. Because the copy writer has specific or special identity of company and show the great of the company.

The texture of advertising language has frequently changed. Style and creative concept come and go. But there are at least four distinct general characteristics of advertisement language that can lead persuasive power.

They are:

1. Edited and purposeful

The language of advertisement is coded. There is no word is wasted there. It is also a language of carefully engineered, ruthlessly purposeful messages.

2. Rich and interesting

Every successful advertisement uses a creative strategy based on an idea that will attract and hold the attention of the targeted consumer audience. The strategy may include strong creative execution or a straightforward presentation of product features and customer benefits. Many ads use humor or simple a play on word.

3. *Involving*

Advertisement makes use of great variety of technique and devices to engage us in the delivery on their messages. Advertisers use comforting images or symbols as an important tool for involving customers.

4. *A simple language*

A simple language in advertising language more readily transferred from one person to another than complex or detail language. Therefore, most advertising copies use increasing simple language, as does society at large.³¹

³¹ Gary Gosharian, *Exploring Language*, (United States: Addison – Wesley Educational Publisher, 1988), 166