

CHAPTER II

RELATED AND RIVEW LITERATURE

This chapter discusses the literature related to the research which including: discourse analysis, speech act, illocution act, advertisement.

A. Discouse Analysis

Discourse is an utterance that is sent by speaker or writer to hearer or reader to sent their message so that it will form a communication. Lim Kiat Boey said that a discourse analysis study is the use of language in discourse the manner in which the content of any subject is organized and given linguistic expression. And the aim of discourse analysis is to reveal the processes by which a piece of language is interpreted as discourse.¹⁵

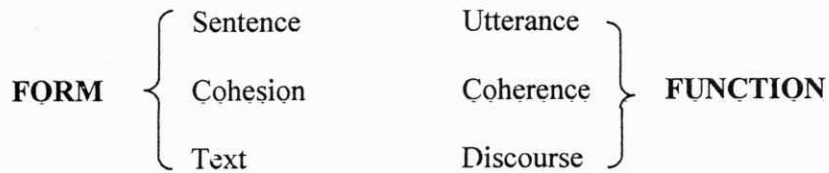
The central issues which happen on discourse studies are form and function and the relationship between them. Because when the sentence has different form is used in the same content, it is often lead differences in function. So, the aim of this study is provide an explanatory description of systematic differences in form and function and the relation between them.

According to (Jaworski & Coupland 1999: 1-7) discourse analysis is the linguistic, cognitive and social processes whereby meanings are expressed and intentions interpreted in human interaction. It is possible to detect that ambiguity in the term 'language' in formal system of sound, word, and grammatical stucture in the communicative system as a part of human behavior because a sentence with

¹⁵ Lim Kiat Boey, *An Introduction to Linguistics for the Language teacher* (Singapore: Singapore University Press, 1975), 117

a particular form can have a variety of functional meaning, such as Interrogatives are not always question. This double perspective is between 'saying' and 'doing'.¹⁶

To summarize the view of language we have taken so far, we are proposing two types of linguistic patterning:



For example sentence "I'll come tomorrow" indicates that the writer wants to promise someone or just give a statement, or give threat. If the communication is to be successful, the receiver must not only understand that the sentence will be present on the day following the message, but also understand what kind of speech act is being committed.¹⁷

From the explanation above, we can take the idea that discourse is an utterance which is sent by speaker or writer to hearer or reader to send their message so that it will form a communication.

The American philosopher, Charles Pierce and Charles Morris said that when someone studies about the relation between form and function in verbal communication, they are indirectly study about pragmatic, the study of act which is called as semiotics. It consist of syntax, the relationship between signs within the sign-system; semantic, the relationship between signs and the objects they

¹⁶ Burnt, Mill. *Communicative Teaching English learning strategies and exercise*. (Longman: Huntsmen Offset printing. 1981), 24

¹⁷ Jan Renkema. *Discourse studies an introduction text book* (Amsterdam: John Benjamins. 1993), 33

refers to; pragmatics, the relationship between signs and the people who use them.¹⁸

According to Renkema, there are seven criteria which have been developed the sequence of sentence is discourse only when there is cohesion between the sentence which can be put into words or when the listener or reader can derive the connection (coherence). A sequence of sentence must also be characterized by an intention on the part of speaker (intentionality). It must also be geared to the situation (situationality). Often there is also a relationship between one text and other text (intertextuality).¹⁹

Text as representative of discourse based on the Brown is a verbal record. In this case of text, Renkema offers seven criteria for textuality;

1. Cohesion is the connection which result the interpretation of a textual element is dependent on another element in the text. Then cohesion refers to the connections which exist between element in the text.
2. Coherence is the connection which is brought about by something outside the text.
3. Intentionality means that the writers and speakers must have the conscious intention of achieving specific goals with their message, for instance, conveying information or arguing an opinion.
4. Acceptability requires that a sequence of sentence be acceptable to the intended audience in order to qualify as a text.

¹⁸ Ibid, 21

¹⁹ Ibid, 198

5. Informativeness is necessary in discourse. A text must contain a new information.
6. Situationality is essential to textuality. So it is important to consider the situation in which the text has been produced and dealt with.
7. Intertextuality means that the sequence of sentence is related by form or meaning to other sequences of sentences.

B. Speech act

As outlined by John Searle speech acts is complex structures that can be decomposed into three main components (actions): The locution act: The physical utterance by the speaker. The illocutionary act: The intended meaning of the utterance by the speaker, i.e. the illocutionary point. The perlocutionary act: The action that results from the locution (physical or cognitive).²⁰

Speech act is actions performed via utterances (apology, complaint, compliment, etc). They apply to the speaker's communicative intention in producing an utterance. The speaker expects that his/her communicative intention will be recognized by the hearer.

Speech act theory concerns the pragmatics of human language, i.e. how language actually is used by humans in our daily life's. Since humans are also autonomous agents, and should be able to communicate with artificial agents, it is reasonable to assume that artificial agents communicate using the same basic principles as humans.

²⁰ Hans Madsen Pedersen. *Speech Acts and Agents: A Semantic Analysis*. (Lyngby: IMM, 2002). 7

According to J.R. Searle, Speech act is a part of pragmatic discussion which relates to what a certain sentence and utterance possesses certain act within it. Speaking a language is performing speech acts, acts such as making statements, giving commands, asking questions, making promises, and so on. In other words, we can do things with speech.

Autonomous agents typically communicate in order to perform actions, e.g. by uttering a request, the speaker is performing the (intentional) action of getting a reply message from the receiving agent (or at least the speaking agent attempts to commit the speaker to reply).

1. Illocution Act

Illocution is the physical act which is committed by producing an utterance: by uttering a promise a promise is made, by a uttering threat, a threat is made.²¹ The illocutionary act is the effect the speaker wants the utterance to have on the listener. It is the speaker's intent. A true speech act. Searle (1969) suggests that illocutionary acts, consist characteristically in uttering words in sentences in certain contexts with certain intentions.²²

The illocutionary context indicates the relevant knowledge about the social situation in which the speech act is performed. This includes the following knowledge: Factual knowledge about the environment: Location, time, etc., cognitive knowledge about the participants: beliefs,

²¹Jan Renkema. *Discourse studies: an introductory text book*. (Amsterdam: John Benjamins Publishing Company. 1993), 22

²²Davud Kuhi, Kaveh Almasi. *The study of impact of learner's personal constructs in Illocutionary Acts Induction*. (International Journal of Enhanced Research in Educational Development, ISSN 2320-8708 Vol.1 Issue 6: 2013), 5

desires, intentions, etc., social knowledge participants and context: obligations, norms, roles, etc.²³

In speech act theory, the illocution is the focus of attention. Searle categories illocution act into 5:

a. Declarative (decree, declaration)

Declaratives entail the occurrence of an action in themselves.²⁴

Declarative is a kind 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. E.g.: Pocari sweat – *go ion*.

b. Directive (request, command, asking, begging, advising, challenging, forbidding)

Directives are attempts to get the listener to do something, and express the speakers wish, desire or intention that hearer perform some action, for example commands, requests, etc.²⁵ The speaker express their desire for addressee to do something such as advising, asking, begging, challenging, demanding, forbidding, permitting, suggesting. Requests and questions are the two main types of directives. E.g: Coca cola – *taste the feeling*

c. Expressive (apology, complaint, thanks, deplore)

Expressive is to express the psychological state specified in the sincerity condition about a state of affairs specified in the propositional

²³ Hans Madsen Pedersen. *Speech Acts and Agents: A Semantic Analysis*. (Lyngby: IMM. 2002), 8

²⁴ Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.

²⁵ Hans Madsen Pedersen, *Speech Acts and Agents: A Semantic Analysis* (Lyngby: IMM. 2002), 9.

content. As examples he offers thank, apologize, and deplore.²⁶

Expressives are expression of feelings and attitudes. Expressives express the speakers attitude to a certain state in the propositional content.

d. Representative/assertive (suggest, swear, guess, assume, claim, report)

Representative is to commit the speaker to something being the case, in other words it is an utterance in which the speaker fits his words to the world and which incorporates his belief.²⁷ Assertives are statements of fact. Such as suggest, swear, guess, assume, claim, report and etc. It means that in analyzing representative, it relates to the belief of speaker. E.g: get tebs – Tea with socking soda.

e. Commisive (promise, threat, agree, ask, offer, refuse)

Commisive is concerned with altering the world to match the words, to commit the speaker himself to acting and it necessarily involves intention.²⁸ They commit the speaker to some future course of action. The speaker expresses the desire or intention that he will do some action. Commisive verbs are promise, threat, agree, ask, offer, refuse, swear that are concerned with the speaker's commitment to future action. E.g: mizone – be 100%.

²⁶Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

²⁷ Malcolm Coulthard, *An Introduction to Discourse Analysis 2nd edition* (London: Longman, 1985), 24.

²⁸Ibid.

C. Advertisement

Advertising is an inevitable part of our modern capitalist consumer society whose outstanding feature is its competitive fight. "...advertising is not some external curiosity which we examine, from which we are separate and superior, but something of which we are part, and which is part of us..." (Cook 1996: 182).²⁹ We can classify the types of advertising according to the type of medium: TV, radio, brochures, leaflets, magazines, newspapers and other printed material advertising, the Internet and Direct Mail advertising, outdoor advertising, etc.³⁰ So advertisement is a form of communication used to persuade an audience (viewers, readers or listener) to take some action with respect to products, ideas, or services.

Just as direct marketing has become a prominent player in the promotional mix, so too has the Internet. Virtually unheard of in the 1980s, the 1990s saw this new medium explode onto the scene, being adopted by families, businesses and other organizations more quickly than any other medium in history. Web sites provide a new way of transmitting information, entertainment, and advertising, and have generated a new dimension in marketing: electronic commerce. E-commerce is the term used to describe the act of selling goods and services over the Internet. In other words, the Internet has become more than a communication channel; it is a marketing channel itself with companies such as

²⁹ Jana Lapsanska. *The Language of Advertising with The Concentration on The Linguistic Means and The Analysis of Advertising Slogans*. (Bratislava: Universitas Comeniana. 2006), 13

³⁰ Ibid, 16

Amazon.com, CDNow, eBay, and others selling goods via the Internet to individuals around the globe.³¹

The interactivity of the Internet is perhaps its greatest asset. By communicating with customers, prospects, and others one -on-one, firms can build databases that help them meet specific needs of individuals, thus building a loyal customer base.³²

Advertisements as stated by Walter A. Grew has functions are following:

1. As a tool of selling

Advertisement is a tool of selling its primary function of salesman. But informing that function fully advertising is also an instrument of edition of public opinion and a building a public relation.

2. As an education

Advertising as an educator, speed the adoption of the new and refined product and in so doing, accelerated technological advances in industry and tastes the realization of a better life for all. It helps reduces accident and waste the natural resources and contribute to building a better understanding on appreciations of ideology.

3. As a molder of ideology

Advertising as a molder of opinion, sells goods, but in addition it helps with election, building faith in democratic way in life and become the leg stone of a free competitive economic.

4. As Goodwill

³¹ R. R. Khan, S. R. Kamble, Rita Khatri. *Advertising*. (Institute of Distance and Open Learning, University of Mumbai. 2011), 17

³² Ibid, 17

Goodwill has been recognized as very valuable asset and a tremendous aid to sale. A good product at fair price is important, but so too are many human relationships which build up to make the care store or the billion dollar cooperation well through of or dislike customer relations, labor relations, customer relation, stock holder relation, and fared relation, are important in many different phrases of operation of a business, but everyone on them helps or hinder in making of sales.³³

³³ Nunung, Nurdiana. *An Analysis on Language for Advertorial Purpose in Printed Version Advertisement*. (Kediri: progam S1 STAIN 2007), 23