CHAPTER I

INTRODUCTION

1.1   Background of the Study

Language holds an important role in our daily life. People talk with somebody and interact with each other through language. In this case, human and society are two inseparable essential boosters in creating different languages. In communication, language is used to build a good relationship with everyone. Communication is meaningful if the hearer understands with what the speaker is talking. In communicating, the speakers and the hearers sometimes try harder to understand the words and meanings delivered because people can talk with a simple thing but the meaning is extensive. This is how the speaker expresses her/his idea and the hearer approves the meaning based on what the speaker assumes. The idea that the speaker assumes about certain information is already known by his/her listeners (Yule, 1996).

There are some micro linguistic fields, which study of language along with its meaning such as Pragmatics, Semantics, Syntax, Phonetics, Morphology, and Phonology. From some studies above, the writer only focuses on Pragmatic field. According to Yule (1996),"Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer), and interpreted by a listener (a reader)" (p.3). It means that the speaker's utterance is a significant thing in interpreting the meaning. On the other hand, Levinson (1983) added that pragmatics is also the study of language usage. A pure pragmatic is a field study of how language usage which concerns with concept of belief, utterance, and context.

People can express their ideas and feelings to reflect their social behavior in society because language is one of the most powerful symbols of social behavior (Wolfram, 2002). It

also seems like a bridge that connects people all over the world. People in each country may use different languages either spoken or written, so that is why there are some ways to express some different languages via social media (mass media or gadget) and they can presuppose whatever they want factually. Yule (1996) said that in presupposition, the utterance is the main thing considered, not sentences and an entailment is something that logically derived from the asserted utterance that supporting speaker's intention.

In this occasion, the writer is interested in analyzing presuppositions along with its types by using mass media namely *O, The Oprah Magazine.* The first edition was published on April 19, 2000, and it is popular until this present day. At the beginning, this magazine started with the article O, namely O, *The Oprah Magazine.* There are some columns offered in this magazine such as fashion, beauty, motivation, and lifestyle. Magazine is a mass media published weekly or monthly and it is intended to general and special audience. It generally contains essays, stories, poems, articles, fiction, recipes, and images. A magazine is aimed to inform the readers to the updated issues and information.

1.2   Identification of the Problem

This research is conducted to answer these following questions:

1. What are the types of presuppositions found in *What I Know For Sure*   Column?

2. What are the meanings of each type of presupposition found in *What I Know For Sure* Column?

1.3   Objective of the Study

This research is aimed to find out the types of presuppositions found in column *What I Know for Sure* in *The Oprah Magazine.* Then, the writer also describes and identifies the meanings of each type of presuppositions found in *The Oprah Magazine.*

1.4   Scope of the Research

In this case, the writer focuses on the utterances that belong to some types of presuppositions as found in *What I know for Sure* column in *O, The Oprah Magazine.* The reasons for choosing the magazine as the source of data are because magazine is an updated issue published monthly, and the topic is interesting for people especially in *O, The Oprah Magazine*. Started with Oprah Winfrey show, people are familiar with the name of Oprah Winfrey. As a motivator, entrepreneur, and artist she success to make a great change that can motivate everyone. In this research, the study is limited only on theory and types of presupposition which are proposed by Yule (1996).

There are two fields belong to presupposition. They are semantics and pragmatics approach. In semantics, presupposition is defined in terms of propositions truth and falsehood, meanwhile in pragmatics, presupposition exists in speech act in the relation to the speaker's or hearer's beliefs Leech (1981). Finally, the writer chooses pragmatic presupposition to analyze the utterance from Oprah and her guest in column *What I Know For Sure* because there is few researchers apply pragmatic presupposition as their topic moreover the source of the data is magazine.

1.5   Methods of the Research

Dealing with this thesis, the writer collects the data from five columns in five editions entitling *What I Know For Sure* in O, The Oprah magazine. The written data were taken from American magazine namely O, The Oprah Magazine published monthly. This magazine is

borrowed from American Corner library in Andalas University. This magazine contains several passages in various columns such as cover story, fashion and beauty, home design, health and fitness, Oprah's story, food news and so on. In this research, the writer only focuses on the Oprah's idea namely *What I Know For Sure* columns that have free style writing, a lot of presuppositions, and full typical expression that can identify by using types of presupposition. This column is derived from January until November 2014 and 2015 editions.

The writer reads only on the *What I Know For Sure* column at least three times (skimming, understanding the story, underlining types of presuppositions, and identifying all types of presupposition into appendix). The writer copy, paste and re-type just part of the Oprah's utterance and her guest which have presupposition then bolds only on types of presupposition.

After that, in analyzing data, the writer used pragmatic identity method (Sudaryanto, 1993, p.15). It means the data as the object of the research were analyzed based on what the Oprah Winfrey and her guest assume and describe based on the types of presupposition found in column" *What I Know For Sure*". The writer analyzed some types of presupposition namely existential presupposition, a factive presupposition, lexical presupposition, structural presuppositions, non-factive presupposition, and counter factual presupposition as proposed by Yule. Furthermore, the writer selected some utterances to classify them into the types of presupposition and the writer verified the analysis by using constancy under negation. It means the presupposition of an utterance will remain constant (still true) even when that utterance is negated. Then, in the presenting of the analyses are presented in form of table, picture, and symbol to give some explanations and some examples of presuppositions.