

CHAPTER II

REVIEW OF RELATED LITERATURE

Some theories related to the study is reviewed in this chapter. They are the theories of linguistic, pragmatic, stylistic and magazine and advertisement.

2.1 Concept of Discourse

Discourse analysis talk about pragmatic function Tarigan (1987:23). Similarly, discourse analysis is concerned with the study of relationship between language and the context in which it is used (McCharty, 1991:5).

Based on the definition above, it can be illustrated, that discourse analysis is study about language in used. All kinds of discourse are written text and spoken data. People used language in a series of discourse. By using discourse, people do not only know the content of text found in discourse, but also know the message that will be delivered, why must be delivered, and how the message is structured and understood. People used language in a series of language. Without context and discourse relation between each sentence, people get difficulties to communicate.

Furthermore,, according to Kridalaksana, in Tarigan (1987:24), discourse is most comprehensive language units, high grammar or were illiterate is the biggest unit. This discourse is implemented as a composition impact such as, novel, books, series encyclopedia, or otherwise..

In conclusion, as language comprehensive unit, in discourse there are concept ideas, thoughts, or ideas intact that can understood by the reader or listener. As grammatical requirements, the discourse must be cohesive and be

coherence. Cohesive means the elements in discourse is harmony, while coherent is correlate, the reader will get clear meaning.

Moreover, Alwi (2003:41) said, discourse is a sequence of related sentences, as a result can be formed a harmony meaning between those sentences.

Based on the definition above, it can be concluded that discourse is composition or sequence of related sentence, have a thread red as connects ideas, concept, or thoughts in one sentence to another sentences. As a sequence, if one sentence do not have related sentence each others, it cannot be formed as discourse. While, if the sentence have related sentence each other will become discourse, because the requisites of discourse is existence of harmony meaning that can be found in a sequence of related sentences.

2.1.1 Type of Discourse

According to Tarigan (1987:48) discourse can be classified dependent point of view. Based on written media and spoken media, discourse can be classification into:

1) Oral Discourse or Spoken Written

It is a discourse which delivered by oral or spoken. Oral discourse means which text is constructed in the real time. It means oral discourse is concerning some actual facts in the present time. In accepting o understanding spoken discourse, the receiver should be listened it. Spoken discourse forms is less structured, use more simple vocabulary sentences in oral style are usually simple and shorter using non-standart grammar. Spoken discourse can be found in television, radio, declamation, conversation, debate, etc.

2) **Written Discourse**

Written discourse is presented in written, through the written language. In accepting or understanding written discourse, the receiver should be read it. On the other words, the receiver is reader. By written discourse, means discourse which text is not constructed in the real time, and the writer do not have live responses from reader. Written discourse can be found in newspaper, articles, are :

2.2 Discourse Markers

The study of discourse markers have been analyzed widely since the 1970s, there is still an on going controversy between researchers, adopting different or even similar theoretical frameworks, about the nature of these mysterious expressions. In additional information, the term has different meanings for different groups researchers, for example Redeker (1990) refers them as discourse operators, AjimerinLenkUta (1998:233) labels them as discourse operators, Fraser (1999:931) refers to these expressions as discourse markers, Oshima and Ogue (2006) labels them as transition signals, Halliday and Hasan (2014:609) in *Introductional to function grammar cohesive conjunction* also been called discourse markers. It can be summarized, there are many experts that give different expression about discourse markers, every experts have called it self.

In addition, Swan (1980:159) in *Practical English Usage*, discourse markers are some words and expression are used to show how discourse is constructed.

Based on the definition above, it can be illustrated that discourse markers are some words or expressions those can build discourse to show the connection between what speaker is saying and what has already been said or what is going to

be said, they can help to make clear the structure of what is being said, and also, they can indicate what speaker think about what they are saying or what other have said. Some discourse markers are used mostly in informal speech or writing: others are more common in a formal style.

In addition, Fraser (1999:931) adding, that discourse markers are conjunctions, adverbs, and prepositional phrases that connect two sentences or clauses together. And also, Redeker cited by Jalilafar (2008) suggests that discourse markers link not only contiguous sentence, but the current sentence or utterance with its immediate context. It means that, discourse markers not only as connected between two contiguous sentence or utterances in, but also connected all of immediate sentences in context by using conjunction, adverbs, and prepositional phrases.

Discourse markers typically signal a relation between the discourse segment which hosts them and the prior segment, perhaps produced by another speaker (Fraser: 2009:4) contrastive discourse markers “Mark, a good guy. On the contrary, he’s a jerk”, elaborative discourse markers John can’t go, and Mary can’t go either, Inferential discourse marker sue isn’t here. *As a result*, we won’t be able to see the video.in addition, Richards and Schmid cited by Khaghanminejad and Mavaddat (2015:97) define discourse markers as expression that typically connect two segments of discourse but do not contribute to the meaning of either. These include adverbials (however, still), conjunction (and, but), and prepositional phrases (in fact)”. Base on the definition above, it can be summarized discourse markers make a connection between one sentence or

utterance to the others. In addition, although as connective of sentence, but discourse markers do not convey meaning on their own nor change the meaning of a sentence. They only perform grammatical functions by linking ideas in a piece of writing. Most discourse markers signal the listener or reader of continuity in text or the relationship between the preceding and following text. The contribution of discourse markers only make a text or discourse more easy and clear to receive by listener or reader to get the information.

2.2.1 Types of Discourse Markers

There are three types of discourse markers based on Fraser (2009:8) they are: contrastive, elaborative, inferential. And there are eight types of discourse markers based on Swan (1980).

2.2.1.1 Discourse Markers Based on Fraser Theory

There are three types of discourse markers based on Fraser theory, such as contrastive, elaborative, and inferential it can be seen in the following data :

1. Contrastive

Contrastive discourse markers have function as signals a direct or indirect contrast between one and sentence two. On the other words, contrastive markers used to add opposite idea. Contrastive markers can be seen in the following data:

However, although, but, in contrast, on the other hand, but, alternatively, although, contrariwise, contrary to expectations, conversely, despite (this/that), even so, in spite of (this/that), in comparison (with this/that), in contrast (to this/that), instead (of

this/that), nevertheless, nonetheless, (this/that point), not with standing, on the other hand, on the contrary, rather (than this/that), regardless (of this/that), still, though, while, whereas, yet. (Fraser, 2009,p.8)

Reader should recognize all the types of discourse markers to understand what they read easily. The used of contrastive markers can be seen in the table below:

Table 1
Contrastive discourse markers

Example	Function
However, Nonetheless, Nevertheless, Still	All these words are used to present two contrasting ideas, or to add opposite idea, an unexpected or surprising continuation
While, Whereas, In contrast	These expressions used to show two ideas is contrast (direct opposites)
Rather, On the contrary	To show differences. To indicate the first statement is not true, the second statement is true
Though, Although, Even, Though	To show partial contrast
Yet	Connect equal contrasting idea
Alternatively	To give another possibility
On the other hand	To add an opposite idea
But	Connect different ideas

	Connect equal different ideas
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(1) You can live in a dorm on campus, on the other hand, you can rent a room with family off campus.

(2) I like to eat fish but not to catch them.

The discourse markers of *on the other hand* (1) has function to give another possibility or dismissal idea from sentence live in a dorm on campus to rent a room with family off campus. The discourse markers of *but* (2) has a function to show that the second clause has different ideas with first clause. For the first clause he likes to eat fish, while the markers *but* means that the second clause does not like to catch fish.

2. Elaborative

Elaborative discourse markers have function as signals an elaboration in sentence two to the information contained in sentence one. On the other words, it can be used to connect word and clause within the sentence and between the sentences by adding the similar ideas using contrastive markers. Moreover, it can be used to make the text is cohesion by text forming connections. Elaborative markers can be seen in the data below:

And, above all, after all, also, alternatively, analogously, besides, by the same token, correspondingly, equally, for example, for instance, furthermore, in addition, in other words, in particular, likewise, more accurately, more importantly, more precisely, more to

the point, moreover, on that basis, on top of it all, or, otherwise, rather, similarly, that is to say. (Fraser,2009,p.9)

Elaborative markers have function to integrate two words, phrase, clause, or sentences that has equivalent position. Reder should understand the types of elaborative discourse markers. Elaborative markers can be seen in the following data:

Table 2

Elaborative discourse markers

Example	Function
Moreover, furthermore, also, besides, in addition, similarly, likewise	These expressions to add information to what has been said, or to add similarities
For example, for instance, such as,	To give an example To give more example
In other words, in particular, more spesificly,	To explain or restate an idea
More importantly	To list ideas in order o importance
Or	Connect to equal choices or give possibility
And	Connect words, phrase, and clauses Connect equal similar idea

(3) I am a teacher, and my husband *also*.

(4) He can buy the book, *or* he can borrow it from the library.

In the example of (3), the word also is discourse markers that has function to add information to what has been said, and also to add similarities. From the sentences above, it can be illustrated, that the sentences have some similarities its same profession as teacher. Secondly, let see the example of (4), the discourse markers or has function to give possibility choice. It can buy the book or there is another choice is borrow it from the library.

3. Inferential

Inferential discourse markers have functions as signals that sentence one provides a basis for inferring sentence two. On the other words, inferential markers signal that sentence two is to be taken as conclusion based on sentences one or to connect cause and effect. Inferential markers can be seen in the data below:

So, all things considered, as a conclusion, as a sequence (of this/that), as a result (of this/that), because (of this/that), consequently, for this/that reason, hence, it follows that, accordingly, in this/that any case, on this/that condition, on thes/those grounds, then, therefore, thus. (Fraser,2009,p.9).

So many kinds inferential markers that can be used to show the conclusion about the statements. So, the reader can choose one of them based on the context or they need. Inferential markers can be seen in the following data:

Table 3

Inferential discourse markers

Example	Function
Therefore, as a result, consequently, as sequence, accordingly, for these reason, hence, thus	These expressions show that the second statement follows logically from the first statement, or to give the result.
So	Connects a result to a reason General purpose connector
For this reason, because	To give a reason State reason or why something happened

2.2.1.2 Discourse Markers Based on Swan (1980)

There are eight types of discourse markers that most dominant to used based on Swan theory, it can be seen in the following data:

- 1. Focusing:** Regarding, as regard, as far as, is connected, as for.

These expression are used to focus attention-to announce what we are going to talk about.

Table 4

Focusing discourse markers

Discourse markers	Function
Regarding	Regarding can come at beginning of

	piece a discourse
As regards	Usually announce a change of subject

2. Dismissal of previous discourse: at any rate, anyway, any-how, at least

Table 5

Dismissal of previous discourse markers

Discourse markers	Function
Anyway, any how	These expressions are often used to mean what was said before does not really matter
At least	That one thing is certain or all alright, even if everything else is unsatisfactory.

3. Change of subject: By the way, incidentally, I say.

Table 6

Change of subject discourse markers

Discourse markers	Functions
By the way, incidentally	By the way and incidentally are used to introduce a new subject that has no connection with previous discourse. Change subject completely

4. Showing our attitude to what we are saying: Frankly, honestly, I think, I feel, I reckon, I guess, in my view/opinion

Table 7

Showing our attitude to what we are saying discourse markers

Discourse markers	Function
I think, I feel, I reckon, I guess	Those are used to introduce critical remarks. Especially I think, I feel, I reckon, I guess
In my view opinion	Make opinion sound less categorical or dogmatic-they suggest that we are just giving a personal opinion

5. Referring to the other person's expectation: Actually, in fact, as a matter, of fact, to tell the truth, well

Table 8

Referring to the other persons expectation discourse markers

Discourse markers	Function
Actually	To say that somebody guessed right, to introduce correction
In fact, as a matter, of fact, well	Expressions are used when the speaker show somebody's expectation have been fulfill or not.

6. Structuring: first, secondly, finally, then, after

Those discourse markers have function to show the structure what the speakers are saying. The markers firstly, secondly, etc, these are a very large number which often readers found in discourse or text to show the structure of what speakers are saying.

Table 9
Structuring discourse markers

Discourse markers	Function
Firstly, secondly, finally, then, after	To show the structure, of what speakers are saying.

2.2.2 Function of Discourse Markers

According to Tarigan (1987:121) discourse markers have function to give mark in limits discourse, and usually happened as markers in beginning or ending that use with low intonation and following by silent stress. In addition, Schiffirin cited by Rifa'I (2015) discourse markers are linguistic devise that speakers used to signal how the upcoming unit of speech or text relates to the current discourse state.

It can be summarized, discourse markers that used to signal of speech or text upcoming or relates to the current discourse state. In the other words, discourse markers can be give mark discourse in beginning or ending states. For example the word ‘by the way’ to mark the word of digression or change subject that

people want to talk about, or the word well, yah, ok, usually speaker use in conversation with low intonation and following by silent stress.

In addition, Blackmore, in discourse markers in spoken English book (Lunk lee, 1999:232) propose that discourse markers are used to indicate how the relevance of one discourse segment is dependent on another such as, you see, but, moreover, furthermore. It means that, discourse markers are expressions to show how discourse are relevance and indicate each others, such as markers furthermore, you see, etc.

Schiffrin (1987:37) discourse markers are characterized as sequentially dependent elements which bracket units of talk. In addition, Muller cited by Rifa'i (2015) says that most researcher agree that the use of discourse markers facilities the hearer's task of understanding the speaker's utterance.

Based on the statements above, discourse markers have big contribution for the speaker or writer, and also become an important topic in applied linguistics because it makes the hearers are easy to understood what speaker said. In addition, discourse markers sequentially bracket unit of talk can be sentences, propositions, speech acts, as well as tone units in English, this definition includes particles such as oh, well, now, and then and connectives such as so, because, and, but, or, while "sequentially dependent" means that discourse markers are not dependent on syntactic structures like clauses and sentences, but are sequentially dependent on the structure of the discourse.

Furthermore, Diane Blackmore (2006:232) in the handbook of pragmatics discourse markers are defined in terms of their function in establishing

connectivity in discourse. It is supported by Oshima and hogue (2008:25) discourse markers or transition signal are like traffic signs, they have function to tell the reader when to go forward, turn around, slow down, and stop.

Based on the statement above, it can be seen, that discourse markers are like traffic signs. When the reader or speakers want to talk, they have signs to control the utterances, when the reader or speaker must go forward, slow down, or stop. In addition, the function of discourse markers as establishing connectivity it is as cohesion or coherence which mark text connections.

In addition, Gerard cited by Emmanuel and Samaila (2013:18) discourse markers are words like however, although and nevertheless which are referred to more commonly as linking words and linking phrases, or sentence connectors. They are binds together piece of writing, making the different parts of the text stick together.

2.3 Cohesion and Coherence

The most silent of discourse is the fact that sentences or utterances are linked together. For this, connectedness this texture, two concepts are used: cohesion, referring to the connection which has their manifestation in the discourse it self, while coherence, referring to the connections which can made by the reader or listener based on knowledge outside the discourse.

2.3.1 Cohesion

According to Renkma (2004:21) cohesion is the connection that results when the interpretation of a textual element is dependent on another element in the text. It is support by Gylling (2013:39) cohesion refers to entities explicitly in the text.

Based on the statement above, it is clear that something can be seen cohesion from the element in the text it self that element of sentences have connection each other. Cohesion refers to the connection that exists between elements in the text. The continuity it expresses between one part of text and another it can be called explicitly.

Furthermore, Alwi (2014) said cohesion is refer to interrelatedness between proposition explicitly expressed by sentences using.

2.3.2 Coherence

Many linguistics have pointed out that discourse can be coherent without cohesion. The point of coherence is that everything what is said and written will make a sense in terms of their normal experience of things. (Brown and Yule, 1996:84). It is supported by Wang and Gou (2014) the concept of coherence is not something that exists in people. It is people who make a sense of what they read or listen to.

Based on the definition above, it can be concluded that they try to present at in interpretation which is in in line with their experience of the way the word is. Indeed, people's ability to make a sense of what they read is probably on ly a

small part of that general ability they have to make a sense of what they read perceive or experience in the world.

In addition, Renkma (2004:49) coherence is the connection that is brought about by something outside the text. Similarly, Alwi (2014) said coherence is also a relations of propositions, but the relations was not explicitly or real can be seen in the sentences expressed. based on the statement above, it can be illustrated that, coherence can be seen from the entences although the reader or listener does not got from the sentences expressed, but from the experiences and knowledge. And then, the word something is usually knowledge which a listener or reader is assumed to have.

Oshima and Ogue (2006:21) said that one element of a good paragraph is coherence. The latin verb cohere means hold together. It means that, to get coherence in writing, the sentences must hold together, the movement from one sentence to the next must be logical and smooth. It is why coherence is important in text or discourse, there must be no sudden jumps, and each sentence should flow smoothly into the next one.

2.4 The Definition of Advertisement

Advertisement is derived from French word “Avertissement” whose meaning is “public notice”. According to Solik (2014:211), Advertising refers to a communication form. In advertising, the writer or the sponsor try to convey a particular message to audience, and the main goal is to promote the product or services. Indeed, Chan (2017:1) stated that advertising is form of communication which is very similar to human traditional communication model. The model

includes six main components, they are, the source or the sender, the encoding process, the message, the channel, the decoding process, and the receiver. In advertising, the source or the sender is substituted with the advertiser or creatives that create and produce the advertisement (encoding process). The advertisement is the message that can be found in various media (channel) to the readers of advertisement (the receiver) which can have different interpretation of the advertisement (decoding process).

In addition, the existence of an advertisement as a form of communication cannot be separated from human life. Affirming the previous idea, Putra (2017:36) noted that advertisement is closely related to human life. Day and night people see advertisements in every corner of the city. People are barraged with commercial messages. It can be seen from people's activities; for example, they listened to radio's advertisements, read the billboard at the bus station, read newspaper on the train, watch TV commercial in the living room. Those advertisements and commercials which have messages can be found in various advertising media such as television, radio, newspaper to various kinds of audience that have different levels of interpretation of the advertisement message.

Next, advertisement is designed to change people's mind. It is because advertisement has a purpose to persuade people, persuade to buy or use services. According to Vera (2014:43), advertisement is part of communication and a process to inform a message, it is information about products or services. In Indonesian Language Dictionary (KBBI;2012-2016), advertisement is news or messages to encourage or persuade people to be interested in the goods and services offered. It

means advertisement is part of communication to gives information and persuades about something like buy products.

In the same case, advertisement also realeted to advertising. According to Khan, et al (2011:2), advertising is used for communicating business to provide information. Meanwhile, according to Pandey said advertising is a powerful communication tool helping to sell goods, services, images, and ideas through channel of information. According to Juliantari (2014), advertising is kind of media that used to inform people, it is usually intended to inform people to do something or buy certain products.

Based on ideas above, advertising is a form of communication business which has purpose to sell and provide people or consumers to buy goods or use services of advertisements.

According to Kuswandi (1996:81), type of advertisement in the mass media is classified into two parts, they are : (1) Commersial Advertisement, which is promotion form of goods or services through mass media in display picture or language that is processed through movie or news, e.g. drug advertisement, clothes, and food. (2) Public Services Advertisement, which is form of display picture in drama, movie, music or language that directs viewer in order to do or act as like in advertisement, e.g. tourism advertisement, disaster donation, health, tax and others.

Based on idea above, people know about types of advertisement and their purpose nowadays. There are purposes that just to promote their product, building

the image of companies and showing the important things in society. Then, focus on this analysis is commercial advertisement type.

Now, according to Danesi (2004), there are three main categories of advertising: (1) consumer advertising, which is directed towards the promotion of some product, (2) trade advertising, in which a sales pitch is made to dealers and professionals through appropriate trade publications and media and (3) political social advertising, which is used by special interest groups and politicians to advertise their platforms. Then, focus on this analysis is related to consumer advertising. It is cause shows about promote of goods and services in advertisement.

Beside that, magazine is one of media communication in printed form. Newspaper is printed media which published every day that contain the latest information or phenomenon that happen in real life. Meanwhile, according to Nurhayati (2010), definition of magazine is a printed media which is published every week, or twice a week with issue that being presented is deeper in subject than newspaper. As a printed media which usually people read regularly, magazine and newspaper is the most appropriate printed media for advertising. Magazine and newspaper also allocates special place in it content for advertisement. Unlike television or radio advertisements that attract target consumer by presenting attractive picture or easy listening instrument or song, magazine and newspaper as printed media attract people by the visual papearance and text.

In this case, the special place of content for advertising in magazine is usually wider than in newspaper. It causes magazine advertisement appearing in more words than newspaper. Unlike the advertisement in newspaper which is not fully colored, magazine advertisement is usually full of colors and big picture in a page. It sometimes makes advertisement in magazine more effective to attract target consumer than newspaper. The language in printed advertisement especially in magazine and newspaper advertisement has important role to attract reader's interest and curious into finally buy thier product or use their service. The structure of language in advertising has a peculiar form and there are many factors to determine vocabulary selection in advertisement. According to Leech (1996:25), there are characteristic outlined which are necessary for successful advertising :

1. Attention value: This refers to the unorthodox use of language to provoke the consumer's attention and curiosity by presenting something surprising and unexpected.
2. Readability: The advertisement must be easy to grasp and assimilate.
3. Memorability: An advertisement gains nothing unless the name of the product is remembered. In fact, it is desirable that part of the stylistic message should memorized. This includes brand names, slogans, key phrases, snatches of songs, etc.
4. Selling power: One of the most striking features of the language of advertising is an extreme infrequency of imperative clauses aimed at attracting potential buyers to goods and services being advertised.

Based on the explanation above, the advertiser or copywriter should be creative in their words and sentences in order to achieve certain effect when readers read their advertisement. In addition, Udofia (2011) states that the language of advertising is also brief and concise. There is no room for unnecessary verbosity because advertisements are expensive and it is a field where the coat has to cut according to the cloth.

Although advertisement has the same purpose that is to introduce, promote, spread and give information of something, advertiser tends to create their own style in advertising. It is due to the reason of consumer or reader can easily recognize and remember what has been advertised. The variety of language and variety of visual appearance of advertisement need to be appreciated more and to be studied more by using stylistic approach.

2.5 The Function of Advertisement

In this chapter, Jung (2015: 55) proposed that at the beginning, the main function of advertisement is clearly to introduce and promote and services into society. Nevertheless, nowadays the main function of advertisement has changed. The main elements of advertisement and social images in advertisement play important role in affecting social perspectives related to communication. It makes the function of advertisement developed by entering the social relation between iconic participants or elements of advertisement and the viewer of the advertisement.

In another think, Hu (2016: 30-31) claimed advertisement has become an important object discipline to be learned, for the main role of advertisement to

promote and activate the consumer interest on the products or services. In fact, not only the company but also many researchers have tried to study the elements of advertisement. They want to know how images, words, and other visuals elements work and create a value for the readers of those advertisements.



Dokumen ini adalah Arsip Miik :

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