

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Media have been increased as a tool to deliver communication such as magazine, newspaper, television, radio, and internet. Magazine, which contains stories, editorials, articles and other features, which delivers any kinds of information from various authors as a one-way of communication. The type of information which delivered such as news, lifestyles, hobbies, sports and self-help which depends on the type of magazine such as fashion magazine, woman magazine, kids magazine, public speaking magazine, health magazine, sport magazine, etc.

One of a magazine content, which is intended for publication, is article. The article is written for a wide audience, so it is essential to attract and retain the readers' attention. It may include factual information, opinion, stories, reported speech and descriptions. It can be formal or informal, depending on the target of audience. Moreover, It should be written in an interesting or entertaining manner. It should give opinions and thoughts, as well as facts.

The phenomena of this study were the reader is not aware about the implicit meaning when reading a text. By understanding the presupposition trigger, it made the reader more aware and recognize the implicit meaning of a text and more understand about the meaning of the text because some triggers of words, phrases, clauses and sentences can presuppose a meaning. Presupposition

can be used to analyze the text of article's magazine. Since the articles written by news authors, the implied meaning of articles can be marked by its trigger of the presupposition. Presupposition aims to success the way of an author writing through triggers that asserts implicit or explicit meaning in sentences, clauses, phrases and words in the article. Presupposition as the way to know the writer's assumption and intended meaning on writing certain news event in the articles. The writer has the background belief and assumption to write something on the articles on the purpose of influencing the readers about the information, which the author has given.

Moreover, presupposition and its triggers have been studied by many linguists but as far as she knows, the investigation of presupposition triggers in magazine texts has not been explored yet. Therefore, the present research tries to identify the main presupposition triggers used in English magazine texts. Presupposition has long been used as a property of language to mold the audience's ideology. Using presupposition triggers, surprisingly the author impinges on readers interpretation of facts and events, establishing either a favorable or unfavorable bias throughout the text (Zare: 2012). The function of presupposition in mass media's use of language is of paramount importance in that media writers attempt consciously or unconsciously to influence the audience understanding of news events. Presupposition is about the existing knowledge common to speaker and hearer that the speaker does not therefore need to assert. This presupposed knowledge is then taken together with the propositions asserted in the utterance and the addressee's knowledge of the world as the basis on which

an inference is drawn as to the implied meaning that the utterance conveys. (Grundy, 2000:120).

In addition, presupposition is the implicit information of proposition embedded in a sentence or utterance. Particularly in linguistics, semantics and pragmatics attach mutual importance to its research. Presupposition has been defined various. Thus, presupposition is about the speakers' or writers' assumption of certain information already known by their listener or reader. There is the implicit meaning conveyed by the speaker or writer through the use of particular words, phrases and clauses.

Stalnaker (1999: 48) defines that presupposition is a semantic relation holding between sentences or propositions, which is necessitated by the truth, and by the falsity, of the proposition. While, presupposition should be given pragmatic analysis, which is something like the background beliefs of the speaker – proposition whose truth is taken for granted – in making a statement. Saeed (1997:93) states that semantic presupposition deals with conventional meaning, those aspects which do not seem to vary too much from context to context, while pragmatic presupposition deals with aspects of individual usage and context – dependent meaning. Yule (1996) defines that a presupposition is something the speaker assumes to be the case prior to making an utterance. This means the speaker's or writer's assumption is already believed in truth by the addressee.

Furthermore, presupposition is pieces of information, which are associated with certain lexical items or syntactic constructions (Geurts: 1999). This certain lexical items or syntactic construction is called by triggers. The triggers aim to

distinguish what is presupposed to be taken granted by the speakers or writers. So, it can be concluded that presupposition triggers are the item that is expressed by some particular words or construction which sign the presence of presupposed meaning in text or utterance (Levinson: 1983). This survival makes triggers in presupposition determine in part of words, phrases and clauses. So, the elements that introduce presuppositions are called presupposition triggers. The triggers show that the certain linguistic expression can trigger the presupposed meaning. Thus, it can be concluded that presupposition triggers are some certain linguistic expression or item, which can be formed in existential, lexical and structural construction, which aims to carry presupposed meaning in text. These triggers are used to seek the realization of presupposition triggers in such sentence or passage, which contains presupposed meaning in text. The trigger is the indicator of potential presupposition, which can be trusted by the speakers or readers toward the context (Yule, 1996:27). So, the reader will understand the truth-value and the context meanings of the text implied and take the existent of referent on trust meaning by these triggers. Those triggers sign the presence of presupposition. Here are some examples of presupposition triggers in articles of Toastmaster Magazine as the preliminary data.

1. After Smedley died on September 11, 1965, the Ralph C. Smedley Memorial Fund was established in his memory, for the purpose of advancing the mission of Toastmasters International through the research, development and distribution of educational programs and materials relating to communication and leadership in a wide range of cultural, social and economic situations. (Toastmaster Magazine: September 2016 issue, *'Open doors of opportunity'*)
2. Frantz continued on the path, focusing on solidifying what he calls “the essentials of musicianship,” including technique and listening skills. (Toastmaster Magazine: October 2016 issue, *'Finding his tempo'*)

3. Other TEDx organizers noticed his professionalism, which resulted in repeat invitations. (Toastmaster Magazine: October 2016 issue, '*Finding his tempo*')
4. "Honestly," he says, "I highly doubt I would have ever been invited if it weren't for Toastmasters; there was just too much I needed to learn. (Toastmaster Magazine: October 2016 issue, '*Finding his tempo*')

Based on the examples above, the underlined phrases, clauses and sentences show the use of presupposition triggers in the articles of magazine. Sentence (1) shows the use of Adverbial Clauses presupposes that the Ralph C. Smedley died on September 11, 1965. Sentence (2) and sentence (3) shows the use of Change of State Verbs and Iteratives construction presupposes available background information. Sentence (2) presupposes that Frantz had been on the path while sentence (3) presupposes he is invited before. Sentence (4) shows the use of Counter Factual Conditionals presupposes that he isn't invited if it isn't for Toastmasters. Those triggers above prove that there is other more linguistic construction used in article, which contain presupposition. Thus it means the articles provide more factual information, which is poured in their opinion. It makes the additional of presupposition triggers in the articles can be observed wider, especially in Toastmasters magazine. Overall there exist several linguistic expressions can derive the presupposition and hence they are known as presupposition triggers. Thus it is believed that each trigger has different function and meaning.

Therefore, she was interested in analyzing article of magazine as the popular news media. By analyzing those articles, she wanted to inform what are the intended meanings based on the presupposition on the texts. Furthermore, she wanted to show the implied meaning of those articles.

Moreover, there are six functions of articles (Smith, 2015). First, the main function of articles is to describe an experience, event, person or place. Second, another function of articles is to present an opinion or balanced argument. Third, the function of articles is compare and contrast. Fourthly, the function of article is to provide information. Fifthly, the function of articles is offer suggestions. The last function is to offer advice. It means that the articles give the reflection from the experience by giving the advice.

Related to the topic in this thesis, she found some previous studies. Besides, the use of presupposition has been examined by some researchers. These researchers have analyzed presupposition in written text. Firstly, Hofler (2013) in his study discusses about presuppositions in legislative text. He has found in his findings that presupposition can be used as a useful stylistic means to keep legislative text free from unnecessary clutter that merely elaborates on the obvious. Some triggers such as adverbials have been examined to express expansive function. Secondly, Alieza Bonyadi and Moses Samuel (2011) have analyzed about *the Linguistics Nature of Presupposition in American and Persian Newspaper Editorial*. Surprisingly, the results of his study reveal that editorial writers use some specific linguistic constructions to communicate certain unstated information. Even though, it is not clear whether they do this consciously or unconsciously, the tip in point is that presupposition is considered one of the properties of editorials. This interactive research pointed out the difference of presupposition triggers found in American editorial newspaper (New York Times) and Persian editorial Newspaper (Persian Times). Thirdly, The use of presupposition in newspaper advertisement has been studied by Yingfang (2007).

He has argued that due to presupposition's unique characteristics, it has been used as an oft-adapted language device to make up for the shortcomings brought by short time and space and attract consumers to do the needed inference themselves.

This research intended to analyze Toastmasters magazine. Toastmasters Magazine is a monthly magazine published by Toastmasters International. The magazine promotes the ideas and goals of Toastmasters International. The focus of Toastmasters magazine content is about public speaking and leadership skills. The publisher is Daniel Rex and its managing editor is Suzanne Frey. This research discussed the presupposition triggers focus in the content articles' magazines and this research combines Levinson (1983) and Yule (1996) theory to analyze the types and the process of realizing presupposition triggers in the articles of magazine, to find other theory of presupposition trigger and to identify the function of the articles (Smith, 2015). Therefore, this study examined the presupposition triggers in Toastmasters Magazine. The Toastmasters Magazine was chosen because it is the International monthly magazine. The content of articles was taken to be analyzed because the articles include opinions on news events written by the authors. Especially in the articles of Toastmasters magazine delivers the factual information the story and the opinion about public speaking, leadership skill in terms of descriptive, persuasive and argumentative, that is, their main objective is to influence the readers to accept the articles' intended interpretation of events. So, this paper intended to examine the implied meaning of presupposition triggers in the articles of Toastmasters magazine.

1.2 The Problems of the Study

In line with the background of the study, the problems of the study are formulated as the following.

1. What the types of presupposition triggers are realized in the articles of Toastmasters Magazine?
2. How are the presupposition triggers realized in the articles of Toastmasters Magazine?
3. Why are those triggers realized in the articles in the ways they do?

1.3 The Objectives of the Study

The overall objectives of the study can be described as the following.

1. To identify the types of the presupposition triggers realized in the articles of Toastmasters magazine.
2. To describe the realization of the presupposition triggers realized in the articles of Toastmasters magazine.
3. To state adequately the reason of the realization of presupposition triggers used in the articles of Toastmasters magazine.

1.4 The Scope of the Study

With reference to previous explanation, presupposition triggers is the way to recognize how the proposition take place in form of opinion, not only in utterance but also in written. So, the limitation of this study is to investigate the

realization of presupposition triggers and the reason of their usage in articles of Toastmasters magazine.

1.5 The Significance of the Study

The significance of the study can be described as the following.

1. Theoretically, findings of this study will be expected to contribute presupposition analysis in Pragmatics, Semantics, Discourse and other wide range of academic and practical disciplines. Furthermore, the study is expected to enrich the presupposition study especially in magazines.
2. Practically, findings are expected to give contribution to Media Information practitioner such as Business Media and Communication Media, and on the other hand, the findings will also contribute to public readers to increase their existing knowledge about media literacy since magazine is a printed or online media and expected to be useful to increase the awareness of public reader in reading articles of magazines.