

CHAPTER II

LITERATURE REVIEW

Chapter II presents the review of related literature that shows the theories of implicature, prominent figures utterances, ISIS and the news media company (CNN, BBC News, Al-Jazeera, and ABC News).

2.1 Implicature

Back in the 1960's, the philosopher H.P Grice first introduced the term *implicature*. His theory aims to reveals intended meaning through the set of pragmatic principles which contribute extra meaning that utterances have in specific context. Implicature refers to implied meanings, suggestions, and intended messages, which are different from what are written or stated literally. It is simply the interpreted assumption about something utterance from the speaker which is inseparable from its context. The significance of analyzing implicature are completely described by (Levinson, 1983: 97):

First, implicature shows a pragmatic example of the nature and power of pragmatic explanation of linguistic phenomena. Second, implicature provides some explicit account of how it is possible to mean more than is said. Third, the notion of implicature seems likely to affect semantic description. Fourth, implicature or some related concept seems to be simply essential if various basic

facts, the principles that generate implicature, have a very general explanatory power.

2.1.1 Conventional Implicature

Talking about implicature, it is not be taken apart from conventional meaning which simply refers to a literal meaning. The natural meaning, which is often called as entailment, relates to the meaning that is present on every occasion when an expression occurs when we make sentence. *“Conventional implicatures are non-truth conditional inferences. They are not derived from superordinate pragmatic principles like the maxims, but are simply attached by convention to particular lexical items”* (Levinson, 1982:127). It contrasts with the logical implication and consequence which generally refer to inferences from semantic level. Conventional Implicatures are like entailments to the extent that they are conventional rather than inferred meanings in context. In other words, whenever conventional occurs in conversation, it does not depend on any specific context for its interpretation. It is related to the some words and influence additional meaning when they are used. There are some aspects that include to conventional implicature; reference, inference, and presupposition.

Reference of the sentence is considered by the speaker or the writer. In another simply explanation, reference is words refers to things. Therefore, there is

always an agreement if we talk about reference, because it relates to the same 'knowledge' between speaker and hearer.

Reference can be in the forms of endophoric and exophoric (Brown and Yule, 1983: 193). Endophoric relates to the interpretation within a text, and basically endophoric has two types:

The first type is Anaphoric. It deals with the identity of someone has been mentioned previously, and the reference in the last., for example: Reza could not buy a food. He lost his wallet. (He refers to Reza). The second type is Cataphoric. It is the reference given first, and followed by the identity of the person, for example: Like her mom, Sita is brilliant. (Her's refers to Sita). Another form of reference is exophoric. It relates to interpretation that entails outside of the text. For example, 'That is Edo, who wrote the letter'. The word 'that' refers to the thing out of the text.

There are three types of reference; personal, demonstrative, and comparative reference. Personal is the reference that include personal pronoun such as *he, she, they, we*, and also possessive pronoun such as *mine, your, her, his*, etc. While, demonstrative reference relates to the location which frequently used in verbal action. They are *this, these, that, those, now, then*, etc. The comparative reference is the activity of comparison in quality or quantity. For example, in the sentence 'Rita is the most clever student in the class', in this case, the writer attempts to compare quality of Rita among other students.

Writers or speakers sometime intend to identify or entity their assumptions, feelings, or so forth by giving inferences. People cannot easily understand what the implicit meaning of someone's utterances without the process of interpretation. It leads to the intended meaning. As Brown and Yule stated, inference is the process of understanding from literal sentence to intended meaning. In other words, inference helps to find out implicit meaning through what is said and written. The meaning could be traced based on the shared social valued, knowledge, and experience. For example, *Farah went to school party last night*. It means, Farah was not at home last night. Presupposition may refer to 'shared' or 'mutual' knowledge between the speaker and the listener, so some information does not need to be explicitly said. Presupposition is divided into two types; potential presupposition and existential presupposition. Potential presupposition relates to the use of lot of words, phrase, and structure which can lead to actual presupposition in context with the speaker. For example, '*Where did she buy the book?*' is more factual and significant rather than '*Did she buy a book?*'. While, existential presupposition is in the form of noun phrase which can presuppose or implicitly means something. For example, when someone says 'my car is red', it presupposes that the car belongs to her/him. Generally, presupposition concerns about how the speaker assumption to the reaction of the listener after hear the utterance.

2.1.2 Conversational Implicature

Conversational implicature is any meaning implied by or understood from the utterance or sentence, which goes beyond what is literally said or entailed (K.Dewi, 2010, p. 2). The meaning depend on how the reader or hearer interprets a certain utterance or sentence. In other words, conversational implicature reveals an implied meaning that can be assumed only by participants that are involved in the speech event, or by people who understand the context during the talk. For example, in the sentence —Mira is in the class or in the field. This utterance includes in conversational implicature because this utterance has implied meaning that contrast with non-truth condition. When the speaker said that, he or she doesn't know the fact whether Mira is in the class or in the field. Mira could be in other places, so this utterance has to be analyzed deeper with so many possibilities. Conversational implicature was used when the utterance needed to be stated by lexical item or when the utterance depends on a specific context.

Besides that, Grice as quoted by Levinson (1992: 126) divides conversational implicature into generalized and particularized implicature. He states that generalized implicature is an implicature which comes up without any particular context or special agenda. On the other hand, particularized implicature refers to the meaning which depends on a specific context.

2.1.2.1 Generalized Conversational Implicature

Grundy (2000: 81-82) says that generalized conversational implicature would never be related to any context whenever occurs and it has little or nothing

do with the relevant understanding of an utterance. This kind of implicature is derived from the maxims typically from the maxims of quantity and manners. In brief, generalized implicature is not connected to any particular context or situation. To illustrate, when speaker says —I am at a big house. It implicates that the house is not mine, while I could say specifically —my big house.

Other generalized conversational implicature examples are seen in the advertisement slogans from research which was conducted by Rosani (2006):

The first example is in the advertisement of Toyota: “*One aim*”. Toyota is one of the automotive company. However, Toyota made brief yet simple by using two words ‘one aim’ which does not have any relation to the Toyota itself, and the automotive field. So, this is what we call as generalized conversational implicature.

The second example is Boss (Hugo Boss): “*Expect Everything*”. Similar to the previous example, this slogan has no relation to the context of the product. Hugo Boss is a product of fragrance, but the slogan goes too general which has no related to the context.

2.1.2.2 Particularized Conversational Implicature

Differ from generalized implicature, particularized implicature definitely refers to some specific contexts, so that it may be called as context-bound. Particularized implicature are from the maxims of relevance, which investigates if

the utterance relevant to the topic being discussed. The most exploitation or floating maxims can be categorized as particularized conversational implicature.

Examples of particularized implicature are seen in the following slogans:

The first example is Citibank: “Where money lives” (Rosani, 2006). The slogan called particularized implicature because it closely relates to the context of the product. Money, which closely relates to the bank, is best described to the Citibank. This implicature has involved the pragmatics context.

The second example is Nokia: “Connecting People”. (ibid) Nokia is one of the mobile phone product. The slogan is considered as particularized implicature because the word *connecting* closely relates to the mobile phone’s context which basically aims to connect people.

As discourse analysis is connected from one to another, it is important to investigate other terms such as reference, inference, and presupposition, which closely relates to implicature that concerns about the relationship between speaker and the utterances and the writer with the sentences.

Implicatures are primary examples of more being communicated than is said, but in order for the implicature to be interpreted, some basic cooperative principle must first be assumed to be in operation. The concept of more being an

expected amount of information provided in conversation is just one aspect of the more general idea that people involved in a conversation will be cooperative with each other. Cooperative principles plays an important role in implicature. Grice suggests that every participants should fulfill the cooperative conversation which is giving the information as it is required and rational in sincerely, relevantly, and clearly way (Levinson: 1983:102).

Implicature may be crucial because the words of speaker/writer may have different interpretation from what the word they utter or use in writing. Grice formulated a general principle of language in the basic rules or maxims of cooperative principle, which is subdivided into a set of conversational maxims. These maxims are conceived as a rule of rational behavior. Conversational maxims are divided into some submaxims, they are as follow:

The first maxim is called as maxim of quantity. To obey the maxims, the utterances should use effective words, they should not be too much but enough to be understood. The second is maxim of quality. The information given should be accurate, and better go with the evidence which can prove it the information is a truth. The following maxim is relation/ maxim of relevance. The content of what is said should be related to the topic which are being discussed. The last is maxim of manners. To obey the maxims, the utterances should be brief, straight to the point of what you want to say. The aspects should be considered are choice of words and expressions.

Regarding to the maxims, people can bring them out in five ways. First, speaker say straight to the point and follow a maxim as he/she say any factual information in clear, unambiguous, and in well-ordered. Second, the speaker can violate a maxim if he/she tells a lie. Third, a speaker can 'opt out' a maxim. This means, the speaker tend to 'hang up' or 'stop' the conversation. Forth, the maxim can be 'clash' which he/she violates one maxim in order to fulfill another (Warastuti: 2006, pp. 13). The fifth maxim is the speaker flouts one of the maxims. It means, he/she is not considered to observe or violate the maxim as since the listener is not observing them. All the maxims bend to be conversational implicature which can allow listener to convey meaning beyond what speaker literally says (pp.13). Therefore, it will be appropriate approach to analyze utterances of prominent figures.

Context always be the central on the process of interpretation, in particular to reveal the meaning of an utterance. Every utterance is entailed by particular context which lives in, thus the interpretation will be based of the context. Context deals with the social aspect of an utterance. To understand the speaker utterances, we should see on the same perspective, which is able to share same knowledge. It will lead to the implicated meaning of what actually the speaker means.

2.2 Prominent Figure's Utterance

Saying process directly relates to the speaker. As it has been mentioned before, different interpretations can be caused by the factor of the speaker. Speaker, as the one who brings information, is significant to create different meaning in term of choice of words, intonation and even stress. Somehow, speaker is influenced by particular context and certain circumstances such as the position of the speaker towards the issue.

In that sense, the writer attempts to examine utterances by the prominent figures all around the world because of some reasons. World's prominent figures directly refers to president of some countries in five continents; America, Europe, Asia, Africa, and Australia. The reason why the writer collects the samples from five continents because it simply represents the world's perception. Each country has different governmental structure, such as monarchy and presidential, but whatever the constitutional is, all the citizen will obey to the government. To this extent, examining utterances from president is significant as they are powerful to influence the citizen's belief. Moreover, the utterances regarding to the current and controversial issue such as ISIS.

2.3 ISIS

ISIS which stands for Islamic States of Iraq and Syria is an extremist rebel group which has territory in eastern Syria and across northern and western Iraq. The organization did not only control territory in Iraq and Syria, but now it attempts to take control over other regions, in particular Arab countries as BBC proclaim that this organization has promised to "*break the borders*" of Jordan and Lebanon and to "*free Palestine*"(BBC, 26 September 2014).

This organization is believed as the successor of Al-Qaeda which formerly led by Osama bin Laden. However, Islamic States is a first Islamic well-organized organization. The caliph, as a call for the commander and chief, is Abu Bakr Al Baghdadi. He has two deputies; Abu Ali Al-Anbari who is responsible for Syria, and Abu Muslim Al-Turkmani who is responsible for Iraq. Both of them were former generals under Saddam Hussein. Abu Bakr Al Baghdadi, Abu Ali Al-Anbari, and Abu Muslim Al-Turkmani are the three important leaders in Islamic States which is called themselves as *Al-Imara* (The Emirate). They are the central of making key decisions. Twelve governors falls under the Baghdadi's command, seven of them are in Iraq, and five in Syria. Each of them reports to the each deputy. While, there are nine councils which are responsible for creating the policy and running the Islamic States, the functions are as similar to the department or ministry. What each council handles are described as follow:

Leadership council, is responsible for making laws and handles important policy decision. The Shura Council, which consists of religious and military manners. Military Council, is responsible for the call for fighting and defense on the territory. Legal Council, handles family disputes, religious infractions, and recruitment of followers, punishment or execution. Security Council, handles internal police in term of controlling territory including check points. Intelligence Council, provides information to the leadership on Islamic States enemies. Financial Council, handles organization financial treasury, also concerns about weapon sales. Fighter assistance Council, supports the jihadist which arrived from other countries. Media Council, manages Islamic States social media, announcements to all departments.

Baghdadi called for an Islamic State in Iraq and the Levant (Isis or Isil), which would see the merging of Al-Qaeda and al-Nusra. As cited from Washington Post:

In Arabic, the group is known as Al-Dawla Al-Islamiya fi al-Iraq wa al-Sham, or the Islamic State of Iraq and al-Sham. The term “al-Sham” refers to a region stretching from southern Turkey through Syria to Egypt (also including Lebanon, Israel, the Palestinian territories and Jordan). The group’s stated goal is to restore an Islamic state, or caliphate, in this entire area.

ISIS currently attracts people attentions all around the world because the threat, savagery, is real. The states which against the 'Islam' culture, such as America, is ISIS main target. One of ISIS fighter clearly said that he and his group (ISIS) want to kill America as they kill Moslems in Palestine. According to wallstreet journal, Islamic State and its Iraqi leader, Abu Bakr al Baghdadi, primarily aims to establish a radical Sunni Islamist state in the Levant region of Syria, Lebanon, Israel, Jordan, Cyprus and Southern Turkey (Wall Street Journal, 12 June 2014).

As BBC stated, Islamic State has successfully made themselves as the wealthiest militant group, which can have \$2bn (£1.2bn) in cash and assets. IS is a largely self-financed organization, earning millions of dollars a month from the oil and gas fields it controls, as well as from taxation, tolls, smuggling, extortion and kidnapping. By a million dollars, Islamic State assets a wide variety of small arms and heavy weapons, including truck-mounted machine-guns, rocket launchers, anti-aircraft guns and portable surface-to-air missile systems. They have also captured tanks and armoured vehicles from the Syrian and Iraqi armies. Their haul of vehicles from the Iraqi army includes Humvees and bomb-proof trucks that were originally manufactured for the US military.

To sum up, ISIS crisis is the current issue which successfully be concerned of many countries, especially in Moslem minority country. Therefore, it is

interesting to be analyzed for the writer as it can be the academic appropriate reading for whoever concerns to the case.

2.4 Media Sources

There are four media sources which the researcher takes the data from. The media sources are from different countries. They are BBC (British), CNN (U.S), Al-Jazeera (Middle East), and ABC News (Australia). The explanations of each are describes as follows:

BBC News is a division of BBC (the British Broadcasting Corporation), which concerns about the news and current affairs. BBC, is a public service broadcaster and the world's biggest broadcasting organization (BBC 2012a and Media Newslines2009). The original company was founded in 1922 and remained in private ownership until 1927 when it was granted a Royal Charter.

A strategy review of the BBC in March 2010 confirmed that having "the best journalism in the world" would form one of five key editorial policies, as part of changes subject to public consultation and [BBC Trust](#) approval.

BBC News Online is the BBC's news website. Launched in November 1997, it is one of the most popular news websites in the UK, reaching over a quarter of the UK's internet users, and worldwide, with around 14 million global readers every

month. The website contains comprehensive international news coverage as well as entertainment, sport, science, and political news.

The second media source used is CNN. CNN which stands for the Cable News Network is the Atlanta-based cable television network. It was found by Ted Turner in 1980. At that time, the name was “America’s News Channel”. It attempts to work and avoid the appearance of being a U.S.-oriented news network even while it is a U.S.-based company. How they get the news and how they present it will affect their position to the news itself. So, CNN International becomes an internationally oriented news channel consists of staff members from various national backgrounds.

In the beginning, the network broadcasted primarily to American business travelers in hotels, but it soon reached 212 countries and territories, with a potential one and a half-billion viewers (Flournoy and Stewart, 1997: 6). Nowadays, CNN has 44 bureaus all over the world. By 1997, CNN International has separated into four regional channels: Europe/Middle East and Africa, Asia/Pacific, Latin America, and the U.S. CNN builds relationship with the local companies of some countries to submit the news and contribute to the global “World Report” newscast. This strategy helps CNN to have alliances and look seem less American, but international identity. As a result, CNN obtained its highest rating when international disasters or controversial events occurred. (Kloer and Kempner in Medina, 2003: 90).

The following media sources that is taken the utterances from is al-Jazeera. Originally, Al-Jazeera is the descendant of an unsuccessful network, BBC Arabic Television (BBCATV), which was set up in 1994 and quickly failed because of financial problems. However, the Emir of Qatar, Sheikh Hamad bin Khalifa al-Thani, gave 140 million U.S dollars to establish the this Arabian news media by hiring the staffs from BBACTV. In 1996, Al-Jazeera was established (Seib, 2005: 602). In 2000, Al-Jazeera rapidly became known throughout the Arabian world, from the Persian Gulf to North Africa and was advertising accounted for 40% of the station's revenue. Through chat shows like "Opposite Direction", *Al-Jazeera created a space where Arabs could argue about their prevailing social, political and religious order, instead of having their opinions repressed.* (Spencer, 2006).

As it grows year by year, Al-Jazeera became a twenty-four-hour broadcaster. In 2001, it also started its Arabic-language website, followed by a sports channel, a text-messaging service. Moreover, in February 2003, an English-language website of Al-Jazeera was created. (Miles, 2005: 390). The existence of Al-Jazeera in western world started with the interviews with Osama bin Laden, and for airing "gruesome" images of Arab casualties (23). Al-Jazeera's original mission would be as *"the first channel in the history of broadcasting to tell the Arabic and Islamic perspective to the Western people"*. (Ackerman, 2006). In 2006, Al-Jazeera English was built. It attempts to be the world's first global English language news channel which is head quartered in the Middle East. The

channel become the reference for Middle East events, *balancing the current typical information flow by reporting from the developing world back to the West and from the southern to the northern hemisphere*. The channel gives voice to untold stories, promotes debate, and challenges established perceptions, especially towards Middle East events.

The last media source taken the data from is from Australia. This is because the writer wants the media from each continent. The Australian Broadcasting Corporation (ABC) is Australia's state-owned and funded national public broadcaster (www.abc.net.au). The ABC is Australia's national broadcaster and a major cultural organisation. The programs intended to provide a balance between wide appeal and specialised programs, making use of Australia's creative resources. Founded in 1932 as the Australian Broadcasting Commission, the ABC initially consisted of a national network of twelve radio stations. Nowadays, ABC Radio broadcast a wide range of programs and music across its national and local radio networks. However, The ABC began television broadcasting in 1956, one month after Australia's first commercial broadcaster TCN went to air in Melbourne. (Macquaire, 2002:8)

The aims of the ABC were far narrower than the Corporation's remit today and the expansion of the ABC has been driven as much by technological change as it has by social or legislative policy. Amendments to the Australian Broadcasting Act saw the establishment of an independent news service in 1946. Further technological changes in broadcasting, moving to colour television, and soon after

that, ABC reached another platforms; online and digital services. ABC Online continued to grow, and was awarded “Best Media Site” at the Australian Internet Awards in 1999 (ibid).

The ABC today has thirteen divisions and provides content and services across a range of media – television, radio and online. It provides its own independent news and current affairs. There are approximately 35 ABC Shops and 90 ABC centres around Australia. ABC TV broadcast 10,850 hours of television programs in FY2001, of which 58.7% were Australian programs. (ibid)