

Chapter1: Introduction

This chapter discusses about Background of research, research question, delimitation of research and Significance of research.

Background of Research

News is certainly something very important that contains about info or things that happened in society. News also often the case contains about a solicitation or the appeal for readers or listeners, indeed there are also the news that almost exactly the same community service with advertising. News contains things that more extensive than advertising, having easy in simple language and understand that advertising while news of having the language more often in the community advertising. Advertising also use as an instrument of control on the country, about the criminality and still many more .People now prefer to watch the news on TV than to reading from newspapers, it is in direct community because with watch the most interesting news given the choice.

Now, news is very important to human life. News shares much important information about world and news also needs media to share the information; one of the media is VOA. Voice of America is sharing everything such as health, education and entertainment. This research will use VOA as the media to analyze the implicatureas the parts of pragmatic that indicates in VOA.

Pragmatic study has many elements of the interest for discussion, between of them is implicature. The notion of implicature can be defined as a new way of describing meaning. Grice's (in Moeschler, 2010, p. 3) explain that main contribution to the theory of meaning was his original, non-conventional way of treating meaning in conversation, non-natural meaning. In

linguistics, and particularly in structural linguistics, meaning results from a set of conventions that define a specific natural language.

Furthermore, there are two kinds of implicature in this study, Conversational and conventional implicature. Conversational is analyzing the context in conversation. According to Levinson (1985, p. 97) the notion of conversational implicatures is one of the single most important ideas in pragmatic. Different from conversational, conventional means that analyzing in information context.

There are many assume to understanding communication in news, when people try to communicate what they want or something written down on news, the reader will analyze what the suppose of the news is. Thus, analyzing implicature makes the reader especially the researcher become easy to understand what the news wants. Furthermore, not only analyzing implicatur in advertizing, but we could apply this analysis in our daily life. Before we take a decision, we will become people who always use our mind to analyze what people speak. In this research the researcher will analyze implicature in VOA news, becausenewshas language attractive to readers interested in reading and see an advertisement.The VOA international is daily news that contains from around the world. In implicature has conventional and conversational, and this study is intended to see whether the newsin VOA can be examined through conventional and conversational implicature approach.

For example:

“South Sudan Peace Talks Set as Fighting Continues” (VOA News, Jan. 2, 2014)

Explanation: the “as” clause is supposed to contribute the conventional implicatures that South Sudan will continue the fighting. The sentence has meaning that the fighting has ever been happen before.

Another example in conversational:

“Sierra Leone Educates on Safe Ebola Burials” (VOA News, Des, 23, 2014)

The example above is including in conversational implicature. It is because the context about show that the sentences have some conversation before. The context said that “*Sierra Leone Educates...*” in analyzing show the context need dialogue that why Sierra should Educates on safe Ebola Burials. The context of dialogue must be “*How to safe Ebola Burials?*” who can be educates on safe Ebola burials?” Therefore Conversational implicature would be found or analyze not only from direct dialogues but only depend on context of the news. Such as Stephen C. Levinson (in Nugroho2007:4) explains that there are two kinds of conversational implicatures, first is General Conversational Implicatures, it means that implicature has in conversational itself and it doesn’t need special context. Whereas, secondly is Special Conversational Implicature it means that implicature need special context. Thus, the example above is including in special conversational implicatures, because there is no conversation of there but any special context to analyze that context.

Grice introduces a distinction between two types of conversational implicatures: generalized as opposed to particularized implicatures. A particularized implicature is an implicature “carried by saying that p on a particular occasion in virtue of a special feature of the context” (Grice 1975: 56).⁷ On the contrary, generalized conversational implicatures are implicatures that are “NORMALLY carried by saying that p” (Grice 1975: 56). As an example of generalised conversational implicature, Grice suggests the use of an X, which carries the

implicature that X “is only remotely related in a certain way to some person indicated by the context” (Grice 1975: 56). When someone says (35), he certainly means – that is, conversationally implicates – (36):

(35) John is meeting a woman this evening.

(36) The woman John is meeting this evening is not his mother, his sister or his wife.

After all, generalized implicatures are supposed to arise independently of special features of the context of utterance; it’s precisely this feature which makes them plausibly applicable to uses of language in thought.

In Levinson (1983), Grice divides conversational implicature into two kinds. Generalized conversational implicature and particularized conversational implicature.

Generalized conversational implicatures occur without reference to any particular features of the context (Levinson 1983 p. 126).

In contrast to generalized conversational implicature, particularized conversational implicature is strongly tied to the particular features of the context. In this specific context, locally recognized inferences are assumed (Yule 1996 p. 42).

According to Grice (inSchmid, 2012, p.408).In some cases the conventional meaning of the words used will determine what is implicated, besides helping to determine what is said.

Example of conventional implicature is in VOA news.

According to Dana, (in Ingram David and Peter Henshall Estate (2008) when a dog bites a man that is not news, but when a man bites a dog that is news.

Furthermore, news is what somebody somewhere wants to suppress; all the rest is advertising. *Lord Northcliffe, (in Ingram David and Peter Henshall Estate (2008).*

Another explanation that news is anything that's interesting, that relates to what's happening in the world, what's happening in areas of the culture that would be of interest to your audience. *As cited in* (Ingram David and Peter Henshall Estate (2008)).

Pulitzer (Cited in Ingram David and Peter Henshall Estate (2008) explain that put it before them briefly so they will read it, clearly so they will appreciate it, picturesquely so they will remember it and, above all, accurately so they will be guided by its light.

The researcher chooses VOA as the object to analyze because VOA is more famous than other site of news such as CNN and so on. According to the researcher VOA is international news. In VOA also have many categorizes of news, more important one is Indonesia also include in VOA news and have local station in one of station local program in television in Indonesia.

It means that people become know about the purpose of the news itself. Based on the explanation above this study will analyze the conventional implicature in VOA news. VOA is Voice of America which has much news. Most of news is talking about world news. It means that news should have audiences of readers, viewers as well as listeners. There is much news in every media; however, in this study the researcher only chooses two kinds of news in VOA there are Economic and Health News. The researcher chooses both of them because most of people are become easier to understanding about. Therefore, in this study the researcher is only focus on VOA news as the object of research especially in economic and health news.

Research Question

The research question in this study is what are the types of implicatures in VOA news?

Delimitation of Research

This research observes the conversational implicature and conventional implicature, both are part of implicature. Both of the implicatures will be analyzed in VOA News. There are kinds of general news in VOA but in this research will be focused only to the news of health and economic.

The Objectives of the Research

The objective of the research is to find or identify the types of implicatures in VOA news, specifically this research will be focused only on the news of health and economic.

Significance of the Research

Based on the objectives of the research above, the significance of research can be formulated as through linguistic analysis method, it is expected to give a positive contribution concerning to linguistic theory development, in teaching linguistic and the application of implicatures as well as become references in linguistic.