

PRESUPPOSITION IN TAGLINE OF HOLLYWOOD BLOCKBUSTER MOVIES

A THESIS

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ABSTRAK

Penelitian ini membahas pra-anggapan pragmatik yang digunakan dalam menganalisis *tagline* yang terdapat dalam film horor Hollywood. *Tagline* yang terdapat pada poster atau majalah film menyuguhkan informasi berupa pra-anggapan yang dibuat untuk menarik perhatian penonton supaya merasa terlibat dalam tuturan tersebut.

Tujuan pembuatan skripsi ini adalah melihat peranan pra-anggapan pragmatik dalam memahami kalimat pada *tagline* film. Penelitian ini dilakukan dengan menggunakan metode distribusi dan metode referensi. Untuk menentukan tipe-tipe pra-anggapan yang ditemukan dalam data, penulis menggunakan teori George Yule mengenai tipe-tipe pra-anggapan di dalam buku *Pragmatics* (2000). Tipe-tipe pra-anggapan tersebut adalah pra-anggapan eksistensi (*existential presupposition*), pra-anggapan faktif (*factive presupposition*), pra-anggapan leksikal (*lexical presupposition*), pra-anggapan struktural (*structural presupposition*), pra-anggapan non-faktif (*non-factive presupposition*), dan pra-anggapan kontra-faktual (*counterfactual presupposition*). Kemudian, analisis dilanjutkan dengan menggambarkan hubungan antara pra-anggapan yang ada pada *tagline* film dengan konteks cerita film untuk melihat dasar pemahaman antara *copywriter* dan penonton.

Dari hasil analisis ditemukan bahwa kemunculan pra-anggapan dalam *tagline* film-film hollywood kebanyakan dalam bentuk pra-anggapan eksistensi (*existential presupposition*), yaitu eksistensi seseorang/sesuatu dijadikan sebagai informasi yang telah dianggap benar dan partisipan dianggap telah mengetahui bahwa informasi mengenai seseorang/sesuatu ada di dalam cerita dengan menonton film tersebut. Hal ini menjadi salah satu penunjang untuk menjalankan fungsi *tagline*, yaitu untuk membuat penonton mengingat film tersebut dan menarik perhatian mereka untuk menonton film tersebut. Tipe-tipe pra-anggapan lain yang ditemukan dalam analisis ini adalah pra-anggapan faktif (*factive presupposition*), pra-anggapan leksikal (*lexical presupposition*), dan pra-anggapan struktural (*structural presupposition*).

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Commercial products today have developed rapidly. Every product competes to show its quality. Many ways has been done to rise up the income of the products. One of the many ways is by using attractive slogans and images to catch people's attention toward the products.

One of the commercial products today is movie. Many movies appear to fulfil people's interest. Watching movie becomes people choice as one way to reduce their pressure after being busy with the activities. Every movie must show its special quality to attract people's attention. Movies today use interesting and attractive ways to attract and to catch people attention. In promoting new movies, electronic media as well as written media could be used. In electronic media, producers can release movie trailer to catch people's attention to give people clue about what movie it is. However, in written media, producers could use magazines, posters, or pin ups to promote a new movie by showing images and texts.

To catch people's attention and to rise up the selling of a movie, the copywriter must create attractive images or slogans of the movie. In particular, the advertisers count on how the public are able to read generalized images in a glance. The written advertisement of a movie can be made in verbal and non verbal sign.

The non verbal signs are not only about images, but also the shape and colour. Images as the non verbal sign are symbols or signs of the public historic use that reflect to the meaning of the image itself, therefore public unconsciously associate them with familiar things. It does not mean to say that people who see the same image will get the same message. Therefore text in written advertisement of a movie limits the ways in which the image on its own might be read differently. The text functions to determine a common reading of the image, it directs the watchers toward a particular issue that is contained in the advertisement. The verbal sign could be the text written on the movie posters, such as the title of the movie, the names of the actors, producers, directors, and people who are behind it, and also the text written in form of taglines. When people reads a text *Committed to You* in a telecommunication advertisement, the text functions as slogan, however when people read *They're Here* in the movie poster titled *Poltergeist*, it is called tagline.

Tagline must be built in a good way to make the watchers memorize the text and remember about the movie. In creating tagline, the copywriter usually uses the same style of advertisement with other products in terms of the choice of words. The use of words or sentences of taglines must be different from everyday speech. The copywriter must create the tagline by utilizing the language function to achieve the aesthetic effect, and this language function is termed by Leech as aesthetic function (Leech, 1983: p. 41).

It is quite easy to understand a tagline saying *Now hear the ghost's story in her own words* in a poster of a movie titled *The Diary of Ellen Rembeuer*,

meanwhile, it is rather difficult to understand a tagline saying *What it will sound like when you die* in the poster of movie titled *One Missed Call* without knowing what the movie is about. Thus, the writer would like to apply the analysis of pragmatic presupposition to see the meaning of the words in taglines from the story of the movie. The pragmatic analysis will be used to identify the tagline that raise question in the watchers' mind when they do not know the story of the movie, thus it is used to see the mutual knowledge between participants.

Pragmatic presupposition is about a speaker saying an utterance that the inferred information is taken for granted by hearer, it means in pragmatic presupposition, speaker makes a background belief in saying an utterance to the hearer, and sees the cooperativeness of hearer as they share similar context. As we apply to some taglines, we can see how some taglines presuppose the inferred information from the story of the movie. It means some taglines could be understood clearly after we watch the movie, since the background belief between speaker and hearer lies in the story. Therefore the presupposition of taglines can be mutually known or assumed by speaker and hearer as the utterance is understood appropriately in specific context.

Based on the description above the writer is interested to investigate some taglines that cannot be understood easily or instantly, because the background belief of the presupposition is lay under the story of the movie. The writer focuses her study on analyzing the taglines of Hollywood horror movies. Horror movie is a kind of entertainment movie that is usually full of mystery and frightening things. People will try to find the hint about what movie it is, perhaps from the

picture, synopsis, or title in the poster, but as they see the taglines that are not fully understood, it is hoped that they feel attracted to watch the movie.

1.2 Identification of the Problem

To see the language utilization in creating taglines of Hollywood Horror Movies by using presupposition theory, this study is formulated into a research question *what are the types of presupposition found in taglines of Hollywood horror movies?*

1.3 Objective of the Study

This research is aimed to identify the types of presupposition found in taglines of Hollywood horror movies, then to describe the relationship between the story of the movie and its tagline. Those are to see the language's utilization that used in achieving the function of taglines, which is to keep the movie is memorable in watcher's memory and to attract people's intention to watch the movie.

1.4 Scope of the Study

The scope of this study is under the pragmatic study; meanwhile it is limited into the pragmatic presupposition to analyze taglines of movies, which is to explore how movie watcher can infer about what is said in order to interpret the copywriter's intended meaning (Yule, 2000: p. 1). It focuses more onto the taglines of Hollywood horror movies as found in posters or pin ups of the movie that were released in Indonesian movie magazines and internet, from 2000 until 2008.

CHAPTER IV

CONCLUSION

Pragmatic presupposition is an assumption made by speaker and hearer as the basic knowledge for them to involve in conversation, in other word, it is an assumption about what speaker and hearer both agree on is encoded in the utterance itself. Thus, in pragmatic presupposition it really needs mutual knowledge or background belief which is making inferences and assumptions about what information is already known to both speaker and hearer.

Pragmatic presupposition can serve the language of advertising. This research is the analysis of pragmatic presupposition in taglines as found in Hollywood horror movies' poster. As the writer applies to taglines, pragmatic presupposition can be used to find out the inferred meaning of the tagline that can be understood by relating to the story of the movie, which is the background belief of presupposition between copywriter and movie watcher is underlied in the story of the movie.

After analyzing 18 data of taglines of Hollywood horror movies, the writer finds out that existential presupposition dominantly occurs in taglines of Hollywood horror movies, about 70% of the taglines are served by that type. Meanwhile, other types that occurred are factive presupposition, lexical presupposition, and structural presupposition.

The result of this research indicates that most of taglines of Hollywood horror movies use existential presupposition to make the readers involve or engage to the

utterance of the tagline while gearing the readers's attention toward the story of the movie.

However, another type of presupposition found in this research also function to engage the readers to the information of the tagline that is taken for granted by the readers, and hopefully they pay attention to the story of the movie. The writer concludes that pragmatic presupposition can be used to analyze tagline's movies and to serve the function of tagline.

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