

## CHAPTER I

### INTRODUCTION

In this chapter, the researcher will discuss the research background, statement of the problem, research objectives, research significance, conceptual framework, and previous studies.

#### **A. Research Background**

Humans always communicate with other people in all aspects of life, such as playing with each other, fighting, doing business with other people, building relationships, and many other activities. They can talk to anyone using language which is certainly a means of communication in life. Everyone has a foundation, which of one is language, language has a very important role, because people can speak, listen, read, and even write.

Language is a communication tool that everyone uses to convey information and arguments to others in their daily lives (Rabiah, 2018). In addition, communication is a way for humans to survive and depend on each other. If communication did not exist in this world it would certainly be suffering for mankind. Similarly, (Sirbu, 2015) asserts that “Language is essentially a means of communication among the members of a society”. So, language is part of the communication process that has a big role so that the people can speak and convey the information they want. Everyone has many ways to make communication more effective, verbal communication and non-verbal communication is one way to

communicate effectively. Verbal communication uses words, whether verbal or written. This type of communication is most often used in interpersonal relationships. They use language to express their feelings, emotions, thoughts, ideas, or intentions, and convey facts, data, and information, and explain it, exchange ideas and ideas, discuss and fight among ourselves (Hadjana, 2003: 23). Non-verbal communication is all aspects of communication, not the language itself. It includes how we speak (intonation, volume), the characteristics of the interactive environment (temperature, lighting), and the objects (clothing, jewelry, furniture) that affect the personal image and the mode of interaction (Wood, 2014: 131). So, the conclusion from the two statements above is very different between verbal and non-verbal communication. Verbal communication is communication that uses oral and is easier to understand, while non-verbal communication is communication that uses more body movements or what we are often familiar with body language, of course, this is not easy to understand because it requires special skills in making gestures.

A talk show is one of casual conversation because, in a talk show, the host and the guest will speak using casual language or what is usually used for daily conversation, where their conversation will be heard by the audience in the studio to be understood. Therefore, communication depends not only on the meaning of words in verbal awareness but also on the understanding of the speaker's utterance along with communication. In most daily conversations, sometimes the speaker assumes that certain information does not appear directly and that assumption is implicit and confusing. Sometimes when people do the conversation, the people might be

predicted that the dialogue cannot run well. The communication process requires at least two participants, namely the speaker and the listener, thus creating a smooth conversation for both parties. However, the speaker and listener must understand all the meanings of sentences in communication, even if the information is not expressed directly, the speaker will assume that the listener has understood enough about the information conveyed.

In addition to the speaker, listeners must also take action, they must know the meaning of the words spoken by the speaker because it is difficult to get the implied meaning of an utterance that is confusing to know, listeners must understand the meaning of the utterance, especially the context that the speaker wants to talk about. That process is called pragmatic. Pragmatic is the study of the meaning of the speaker. Pragmatics involves the study of the meaning conveyed by the speaker or author and interpreted by the audience or reader Yule (1996:3). The presupposition is one part of pragmatics because pragmatics raises the study of the meaning of words in context, pragmatics can also be used to analyze the context of the speech, the phenomenon of presupposition can also be found in talk shows. Therefore, in this case, presupposition played a role. The presupposition of the speaker's discourse is an undeniable fact, that is, truth needs to establish an appropriate relationship between the word and its meaning.

The presupposition refers to the logical meaning of a sentence, the meaning of the sentence is logically related to the statement or content by the statement. This means that words are important for building information. The presupposition is a thing that is presupposed, it means assuming that something is true without evidence.

Yule (1996:25) remarked presupposition is a situation assumed by the speaker before making a statement. In this case, a speaker that has assumption when speaks about something and the assumption is known by the hearers. The phenomenon of the presuppositions can be found in Talk Show.

A talk show is a type of communication that occurs because of human creation. There are at least three participants in the talk show: the presenter, the guest, and the audience. In many countries, talk shows are held regularly or frequently to provide objective information to both listeners and loyal viewers. The speakers are usually artists, film directors and producers, businessmen, politicians, and various occupations in this world. A talk show is an in-depth discussion of the product, and its sources include advertisers and experts who are believed to have mastered the product's problems. The average length of a talk show is about 45 minutes (Musman, 2011:55). Likewise, a talk show is a program that appears in the form of a presentation that presents one or more people talking about something interesting, currently being discussed by the public, or just asking questions and answering questions with prizes, which are called quizzes (Anggriany, 2016). The talk show is also led by the host or the host, who organizes the discussions as the host and asks questions based on the proposed topic of the event. The researcher wants to analyze the talk show via youtube besides watching the television because the advantage of youtube is that through a network system that needs to be networked and connected to a computer or device, users can easily get information and entertainment from all corners of the world by clicking buttons or searching for certain keywords. (Vivian, 2008).

Talks at Google is a series of global internal conferences organized by Google. These are usually hosted by Google employees and then posted on their YouTube channels. The show invites writers, scientists, actors, artists, filmmakers, and musicians to discuss their work. This time, the researcher chooses Joe Russo as the guest in Talk at Google because he is one of the influential people when he made such an amazing film called the Marvel Cinematic Universe, he is not only alone in directing Marvel films, but he is working on the films with his brother, Anthony Russo, especially when “Avengers: End Game” was made. The language used in Talks at Google is the language used in daily conversation. That is why the reason this research using video on Youtube “*Talks at Google*” as the data and attempts to analyze the application of pragmatic presupposition in interviews with Joe Russo.

## **B. Statement of Problem**

Based on the background of problem can be formulated into the research questions as follows:

1. What are the presuppositions generated from Joe Russo’s utterance in Talks At Google’s Youtube Channel?
2. How are the types of presuppositions used by Joe Russo in Talks At Google’s Youtube Channel?

### **C. Research Objectives**

Based on the formulation of the research question above, the researcher is intended:

1. To find out the presuppositions generated from Joe Russo's utterance in Talks at Google's Youtube Channel.
2. To find out the types of presuppositions used by Joe Russo in Talks At Google's Youtube Channel

### **D. Research Significance**

The significance of this study is the researcher especially divides it into two significances, they are theoretically and practically. This study is designed to be functional both theoretically and practically.

Theoretically, the researcher hopes that the results of this study can contribute to students who specialize in English Literature, who those that focus on linguistics improve pragmatics studies, especially presuppositions that not many people know about. Hopefully, this research can be useful in the future and the theory will be updated. This study can be learned and implemented theoretical knowledge that already exists and can be used as a reference for future research. The next researcher will find new theories for presupposition to find more accurate results for examining everyone's assumptions, especially on "talk shows".

Practically, the researcher hopefully can contribute to those who are studying linguistics, especially in the pragmatic theory of presupposition discussion.

Someday, this research can be helpful and can be used as an additional reference to improve the next researcher's understanding of the presupposition study. However, this research made only a small contribution to practical research. Therefore, it must be completed by other people who are engaged in similar disciplines and research objects.

### **E. Conceptual Framework**

In general, pragmatics is considered as the understanding of observing certain rules of interaction between people. In everyday language, the meanings of words and phrases are constantly suggested rather than explicitly expressed. Pragmatics also means of study necessarily involves the interpretation of what people mean in a particular context and how the context influences what it said, so the key for pragmatics is located on the context itself. Yule (1996:3) argues that “Pragmatics is a branch of research that involves the communication of the speaker (or author) and the interpretation of the meaning of the listener (or reader)”. In pragmatics also will learn about people’s assumptions about other people, which is called presuppositions. This presupposition is used to examine other people’s assumptions about the interlocutor, when investigating the way the speaker enters when expressing hypotheses, presuppositions are often associated with the use of many words, phrases, and structures (Paradieta, 2018)

Presuppositions can occur in talk shows or internal interactions with guest stars, therefore through Joe Russo’s utterance in Talks At Google’s Youtube Video, the researcher would analyze the video. The problem found by the researcher is

about the presupposition that resulted from Joe Russo's utterance and types the presupposition. To find the presupposition resulted for answer research question number one the researcher tries to find context by using theory from Cummings (2009) and try to find meaning by using theory from Griffiths (2006).

The researchers applied qualitative description methods and applied the presupposition theory suggested by Yule (1996) in a pragmatic framework to respond to the types of presuppositions that will be used in this study.

## **F. Previous Study**

This research is inspired by several studies, the first, study was made by Fadhy and Kurnia (2015), entitled *"Presupposition in Post-Jakarta Political Articles: A Pragmatic Approach"*. This research was aimed to investigate the presuppositions in daily online articles in the political column of Jakarta Post and covered two issues: presupposition types and presupposition triggers. Both the types and the presupposition triggers were related to each other for instance, the existential presuppositions triggered by the definite descriptions; they were standing in the highest percentage of all. It means that the writer of The Jakarta Post's political column used the entities of person, something, problems, things in conveying the information about politics to the readers. This study only focused on the political column as the main data. This study showed that the most common presupposition was the existence presupposition, which appeared 202 times (78.59%), followed by the factive presupposition, which appeared 2 times (0.79%), and the lexical presupposition appeared 36 times. (14%). there are 11 occurrences



(4.28%), the occurrence of non-factive default 2 times (0.79%) and, the occurrence of counterfactual presupposition default 4 times (1.56%). Additionally, this research also has shown that there are 694 presuppositions triggers.

The second study was done by Rubiyanti (2014). The title was "*Presupposition in Interrogative on 'allkpop' News and Gossip Site*". In this study, the writer only focused on the text of the question. The writer used "allkpop" news and questions from the site of the gossip as of February 26, 2013, as data. The purpose was to detail the assumptions in the headers of questions. The writer had shown the indication for those questions based on assumptions by using presupposition analysis.

The third previous study, the title was "*An Analysis of Pragmatic Presupposition Used In A Talk Show Golden Ways Entitled Maturity*" which was conducted by Sianipar (2018). This research was to analyze the statements between the host and the guest, to find out the types often used in the talk show. The writer has established various pragmatic presuppositions, such as the existential presuppositions, the factive presupposition, the lexical presupposition, the structural presupposition, the non-factual presupposition and, the counterfactual presupposition. Based on this research, the writer said Mario Teguh, as an announcer, shared his knowledge with the public. He then explained and provided relevant information on the subject. In addition, This research was conducted by using a descriptive method because it described and it was suitable to the purpose of the study. This research showed that Mario Teguh used all the presuppositions types.

The next one of the research thesis by Aditya (2014), the title was "*A Pragmatic Analysis of Presupposition in Genndy Tartakovsky's Hotel Transylvania*". His research focused on presuppositions, especially the types of presuppositions and the movie "Hotel Transylvania". The implied meaning of the character statement in the film. The film was analyzed using George Yule's (1996)'s presupposition theory and description-qualitative method. This research showed that all the types of presuppositions according to Yule have been found. The counterfactual presupposition was the most commonly used type among the 11 from 40 data. The second most commonly used types of presupposition were structural presupposition and lexical presupposition. Each type has 8 data out of 40 data. Thus, counterfactual presupposition became the most used presupposition type in film because it is related to the story of Dracula who is trying to protect his daughter from the human world. Dracula always lied to his daughter, and his conversations with his daughter always used counterfactual types. As a researcher, Brian discovered the implicit meaning in the dialogue. The context of the dialogue between the characters in the Transylvania Hotel was gained by four factors. They are; the participants, scenes, topics and, functions of the conversation.

The last one, the title was "*Presupposition In The Movie Pitch Perfect*" was conducted by Paradieta (2014). This research only focused on types and the function presuppositions in the movie. As a result, it is found that out of 114 presuppositions found in the movie because the object from this research is a movie, the most used type is existential presupposition (28. 94%). Meanwhile, the rest of

them was factive (21.92%), lexical (27, 19%), structural (9. 65%), non-factive (5.26%), and counter-factual (7.1%).

Different from the previous study, the researcher want to examine the presuppositions with the title” *Presuppositions Of Joe Russo Interview ‘Avengers: End Game’ in Talks At Google’s Youtube Channel*” Because the researcher found something interesting in the most straightforward utterance can also have implicit meaning. By supposing an utterance correctly, there will be no misunderstanding in a conversation. Besides that, the presupposition analysis is still rarely applied through the talk show. The difference with previous research is from the object the data, in previous studies used movie, article and also used the “Talk Show’ as an object but the different sources and the results will be different from previous studies too. All the previous studies used the differents object as data. This research will attract attention through talk shows and Joe Russo as the guest which is the main focus of research and also through presuppositions that always appear in an utterance will be shown through this research. Then later it will be researched with different results.

