AN ANALYSIS OF SPEECH FUNCTION ON THE CIGARETTES ADVERTISEMENT

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Abstract

This research deals with speech function on the cigarettes advertisement. The objective of this study is to find out the types of speech function and the most dominant types of speech function on the cigarettes advertisement. Descriptive qualitative method was carried out to analyze the data. Source of data of this research would be taken from cigarettes advertisement. Of the selected from table, table 1 – table 7. In collecting the data, some references related to speech function found out in the library. In analyzing the data, first each slogan in each cigarettes advertisement, second to identify the types of speech function which are mostly dominant, and the last to find the dominant type of speech function. The cigarettes advertisement were analyzed on the occurrences of speech function based on the types of speech function on the cigarettes advertisement. There were 118 items, namely statements 74 items (62.7%), questions 14 items (11.8%), offer 13 items (11.1%), and command 17 items (14.4%). And the dominant speech function is statements 118 items (62.7%).

Keywords:

INTRODUCTION

The use of language or body language plays is very important role in every day interaction. The message delivery, which contain information, is done through a language from one person to the others. People can not understand each other without studying the
language used. Therefore, when someone wants to communicate or interact with other, he must use a language or a body language that is understood by both the speaker and listener.

Sperber and Wilson as quotes by Trask (1998: 80) stated that language and communication are not the something. People can not communicate without language. Because language is used to make a good communication, a principle vehicle for transmitting meaning. Language is used when one wants to build a communication with others and transmit it as information, ideas, attitude, and emotions.

An effective communication depends mainly on the speaker and listener, writer and reader who are establishing the communication. When speaker says an utterance, which is uttered through a statement or question, he is actually inviting the listener to receive it. Meanwhile, demanding means inviting to give. When one says something, which is delivered through an offer or command, he is actually inviting the listener to give. The speaker and listener should also know how and when to use speech functions because speech function is a way someone delivers his idea in order that the listener understands it well. The types of speech function are statement, question, offer and command as Halliday (1994: 69) explained. Speech function is not only realized in spoken language but also in written language.

The writer has written about speech functions especially because she believes that the speech function on cigarette advertisement can be understood to many people. The way they advertisement the was analyzed based speech function.

REVIEWS OF LITERATURE

Textual Function

Halliday(1994:37) defines that textual function is one of the various structures which, when mapped on to each other, make up a clause, and will be considered first the one which gives the clause its character as a message.

In English, as in many other languages, the clause is organized as a message by having a special status assigned to one part of it. One element in the clause is enunciated as the theme; this then combines with the remainder so that the two parts together constitute a message.

Bloor and Bloor(1995:88) by referring to Halliday identified that the textual component of the grammar of English is associated with two groups of resources: structural and the cohesive units. The structural component consists of 1. Given and New: Information Structure and Focus; 2. Theme and Rheme: The Textual functions. The cohesive component consists of Reference and Ellipsis and Substitution.

The textual analysis relates to “what information is taken as given” or new, and “what distance is constructed between reader/writer, and between writer and event” (Eggins, 2000: 331).

Speech function

Fosnot (1996: 45) states “speech is the vocalization form of human communication. It is based upon the syntactic combination of lexical and names that are drawn from very
large (usually > 10,000 different words) vocabularies”. Each spoken word is created out of phonetic combination of limited set of vowel and consonant speech sound units. The vocabularies, the syntax which structure them, and their set of speech sound units, differ creating the existence of many thousands of different types of mutually unintelligible human languages. Human speaker are often polyglot able to communicate in two or more of them. The vocal abilities that enable humans to produce speech also provide humans with the ability to sing.

People commonly think of communicating, linguistically or otherwise, as acts of expressing oneself. This rather vague idea can be made more precise if we get more specific about what expressed. Take the case of an apology. If you say, “I’m sorry I forgot your birthday” and intend this an apology, you are expressing regret for something, in this case for forgetting the person’s birthday.

An apology just is the act of (verbally) expressing regret for, and the reby acknowledging, something one did that might have harmed or at least bothered the hearer. It is communicative because it is intended to be taken as expressing certain attitude, in this case regret. It succeeds as such if it is so taken, which case one has made oneself understood. Using a special device such as the performative “I apologize” may of course facilitate understanding—understanding is correlative with communicating—but in general this is unnecessary.

Communicative success is achieved if the speaker chooses his word in such a way that the hearer will, under the circumstances of utterance, recognize his communicative intention. So, for example, if you spill some beer on someone and say “Oops” in the right way, your utterance will be taken as an apology.

Vygotsky(1997:16) explain that a gestural form of human communiation exists for the deaf in the form of sign lanugage. Speech in some cultures has become the basis of a written language, often one that differs in its vocabulary, syntax, and phonetics from its associated spoken one, a situation clled diglossia. Speech in addition to its use is communication, it it suggested by some psychologist such as Vyvotsky is internally used by mental processes to enhance and organize cognition in the form of an interior monologue.

**Types of Speech Function**

Halliday (1994: 68) describe that the most fundamental types of speech role, which lie behind all the more specific types that we may even truly be able to recognize, are just two: (a) giving and (b) demanding. Either the speaker giving something to the listener or he is demanding something from him. Even this element category already involved complex notions: giving means “inviting to receive”, and demanding means “inviting to give”. The speaker is not only doing something himself, he is also requiring something from listener.

If the form of an utterance does not necessary coincide with the intended function, how does the hearer correctly know what the speaker’s intention is even recognizing the speaker’s humorous utterances and the sarcastic one? The simple answer is that they know each other. They share a common background, and they are aware of sharing th common background.

They may argue, insult each other, use profanity and obscenities, speak with exaggeration or understatement, so long as the both are used to communicating in this fashion. Speakers are less likely to use sarcam and humor with strangers than with those who know...
them well, their utterances are more likely to be straight-forward and to follow the norms for politeness, and they are ready to rephrase their messages whenever they see that misunderstanding has occurred. The speaker wants to be understood and the addressee want to understand.

Halliday (1994:69) said that there are four primary types of speech functions, they are: statement, question, offer, and command. The four types of speech function are:

**Statement**

A statement is a way of giving information by stating or the act of stating in speech and writing as Grolier (1992: 414). In linguistics, a sentence is an expression in natural language - a grammatical and lexical unit consisting of one or more words, representing distinct and differentiated concept, and combined to form a meaningful statement, question, request and command.

In other words, a statement is a declaration. They usually end with a period, but if they are making a strong statement they could end with an exclamation mark. In a declarative sentence the subject and predicate have normal word order. The sentences end with a period (called a full stop in British English) in writing and a drop in pitch speech.

As with all language expressions, sentences contain both semantic and logical elements (words, part of speech), and also include action symbols that indicate sentence starts, stops, pauses, etc. In addition, sentence also contain properties distinct to natural language, such as characteristic intonation and timing patterns.

For examples:

1. This is a new life for you
2. The new taste is here now
3. The new era has come to you now
4. Here is the time for you to change.

This also includes an exclamation. They always end in an exclamation mark, which conveys strong emotion. Exclamatory sentences are common in speech and (sometimes) in fiction, but over the last 200 years they have almost entirely disappeared from academic writing.

An exclamatory sentence or exclamation is simply a more forceful version of a declarative sentence, marked at the end with an exclamation mark. In other word, exclamatory sentences are rarely used in expository writing, spoken, exclamation are often a single word or an incomplete sentence.

Such as a sentence begins with an exclamatory phrase, consisting of WHAT or HOW plus a part of the predicate, the subject and the balance of the predicate follow the exclamatory phrases.

**Question**
A question or an interactive sentence asks a question or interrogate. Usually, an interrogative sentence will end with a question mark, but could end with an exclamation mark when strong feelings are being used. A question is asking about a particular point or an expression of inquiry that invites or calls for a reply as Grolier (1992: 327). A question may be either a linguistic expression used to make a request for information, or else the request itself made by such an expression. This information is provided with an answer.

Question are normally put or asked using interrogative sentences. But they can also be put by imperative sentences, which normally express command: “tell me what 2 + 2 is”; conversely, some expressions, such as “would you pass the better?” have the grammatical form of questions but actually function as requests for action, not for answers. A phrase such as this could, theoretically, also be viewed not merely as a request but as an observation of the other person’s desire to comply with the request given. A clause is called question if the subject is placed after a main verb or auxiliary verb as Collins (1990: 197) stated.

Question or interrogative sentence ask a question or interrogative. Usually, an interrogative sentence will end with a question mark, but could end with an exclamation mark when strong feelings are being used.

Example
1. Did the boy cut his nails?
2. Do you know the girl?
3. Is that true?
4. Have a problem with your life?

Offer

Offer is defined as an expression of willingness to give or do something, or to put forward for acceptance, rejection, or consideration as (Grolier: 268). It is a way to give information, goods or services by encouraging the listener or viewer to accept them. Offer and acceptance analysis is a traditional approach in contract law used to determine whether an agreement exists between two parties. As a contract is an agreement, an offer is an indication by one person (the “offeror”) to another (the “offeree”) of the offeror’s willingness to enter into a contract on certain terms without further negotiations. A contract is said to come into existence when acceptance of an offer (agreement to the terms in it) has been communicated to the offeror by the offeree.

Collins, 1990: 205 mentions that a clause is called is called an offer if it is begin by one of the modals, and then followed by a subject. The offer and acceptance formula, developed in the 19th century, identifies a moment of formation when the parties are of mind. This classical approach to contract formation has been weakened by developments in the law of estoppel, misleading conduct, misrepresentation and unjust enrichment.

Example
1. Have some more!
2. Please, be here!
3. Have fun with us!
4. Come to Marlboro country!
5. Welcome to the new life!
Command

An imperative sentence gives a direct command to someone or makes a request. This type of sentence can end either with a period or with an exclamation mark, depending on how forceful the command or request is. Since this type of sentence is directed at a person or thing, the subject of the sentence is not used.

Glorier (1992: 127) described that a command is a way to receive information, goods or service by forcing the listener to give them. In other words, a command is a sentence that is used to tell someone to do something, or to give an order. Commands can end with a period, or with an exclamation mark. If a command ends with an exclamation mark, it means that the author is giving an order with strong emotion.

Collins (1990: 196 states “A clause is called command if the subject is omitted and the base form of the verb is used. In other words, the clause is started by a verb”). A command sentence gives a direct command to someone or makes a request. This type of sentence can end either with a period or with an exclamation mark, depending on how forceful the command or request is. Since this type of sentence is directed at a person or thing, the subject of the sentences is not used.

Example

1. Bring your money here!
2. Change your life now!
3. Taste this food!
4. Spend your life with us now!

Description of advertisement

Advertisement is regarded as text (spoken or written) used to attract customers. The term advertisement is closely related to marketing strategy. In other words, advertisement is a public promotion of some product or service. Advertisement is any controlled from nonverbal presentation and promotion of ideas, goods or services by an identified sponsor that is used to inform and persuades the selected market.

From the definition above, we may conclude that advertisement is the non-personal communication of information usually paid for and usually persuasive in nature about product services or idea by identified sponsor through various media. The media of advertising can be divided into several kinds, they are: newspaper, magazines, direct mail, outdoor advertising, and transit advertising, besides, television, and radio included into broadcast media.

Burke (1980:6) stated” An advertisement can be defined from some sources and it is a sales message, directed a mass audience that seeked tough persuasion to tell goods, services, or idea on behalf of the sponsor”. The term advertisement is closely relate to marketing strategy in marketing strategy advertisement can be included onto the promotional part. Advertising costs much money for paying media which selected. So every company must be able to choose the right media to advertise their product for further sander standing, it is better for us to know the definition to advertising. There are some definition of advertisement.
The advertisement also conveys a message of “invitation”. This is obvious when the readers also see the pictures of different species of fish used in this section. The invitation is wondered in such away by telling the readers the advantages of fishing in the region. The weather, lakes and the sea all support the dream of having a wonderful fishing bout. It is part of the style employed by the designer to produce persuasive force over the minds of the readers. Of course the message in an advertisement is influenced by the culture coherence of the text.

**METHODOLOGY**

**Research Design**

Descriptive quaitative as used in this research. This is to say that the data was described and explained in detail. According to Arikunto(2000: 14) said that descriptive qualitative develop concepts based on the variable data and followed , the flexible research design that was suitable to the context. This research was find out the use of speech function and the most dominant type of speech function udsed in the ciggarette advertisement.

Related to the type of data source, that can be classified as official document. As stated that such things as memos, minutes from meeting, newsletters, policy documents, proposals, code of ethics, dossiers, students’ records, statement of philosophy, news release, and the like calling these as official documents “data” ( Bogdan, 135: 1992)

**Technique of Data collection**

In collecting data, the resercher performed some ways as follow:

1. Requiring the information from library due to this research is a library research,
2. Studying some references which related to the study
3. Obtaining the data from internet advertisement

**Technique of Data Analysis**

The data were analyzed through following some steps. The data analysis were done based on the interactive model of Miles and Huberman (1984) that involves data collection, data display, data reduction, and conclusion.

1. Data collection was conducted to get sufficient data for data analysis. The writer collect the data first from the cigatette advertisement on internet.
2. The major challenge in practical qualitative research was data reduction. Everything looks important, especially at the outset, and the analysist wants to get it all ultimately, however, thousands of pages of interviews and observations must be reducted to a shot report. Valid counting techniques were essential. Otherwise interesting, vivid or observer-preferred data distort the conclusions. In short, data reduction is the process to reduce the raw data which are unnecessary for the study. It enables qualitative results to be reduce into simple matrix forms for plotting and further analysis. In this study data reduction was the total clause of the text which was not include the topical theme. There are 117 clauses in the 118 advertisement
3. Data display is a key element in Mile and Huberment’s qualitative methodology. It has become convinced that better displays are major avenue to valid qualitative analysis. All displays will designed to assemble and organize information in an immediately accessible, compact form; so that the analyst can see what is happening and either draws justified conclusions or move on to the text next-step analysis which the display suggests may be useful. In brief, data display is the process to show the data which is meant to see the pattern of recurrent. The data display through table.

4. Drawing Conclusion was the process to summerize the findings of the pattern after repetitive verification, data reduction, and data display.

DISCUSSION

After analyzing the data and see the result, some phenomena can be discussed:

Types of The speech function in cigarette advertisement on internet are Statement, question, offer, command are the types speech function found in data analysis and finding, the spesific one the types of speech function are dominant statement, question, offer and the last commant. The largest number of the speech type is statement, as Martin (1985 :24) states that identifies if the first element of a declarative clause is also the subject of the clause then the speech function choice is a “statement”, Besides that a statement is a way of giving information by stating or the act of stating in speech abd writing as Grolier (1992: 414), as what the researcher found in data analysis that the statement of the cigarett advertisement the subject of being discuss in each clauses. And By doing analysis that can be seen in Appendix, it has been found that the classification of statement74, question 14, offer 13 and command 17.

FINDINGS

Based on the result of data analysis, the findings of this study are formulated as in the following:

1. All slogans in the five sources of internet contain speech function of statement, offer, command and question,
2. In each website, there are various kinds of speech function appeared related to the cigarettes advertisement slogans,
3. The most dominant speech function appeared in the cigarettes advertisement was statement that was 74,
4. The least dominant of speech function apperaed in the cigarettes advertisement was offer that 13.

REFERENCES


