Linguistics

Pragmatics Analysis of Presupposition as Found in The Tagline of Horror Movie Posters

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A B S T R A C T

This research is about pragmatics analysis of presupposition as found in the tagline of horror movie posters. This research aimed to discover presupposition triggers and type of presupposition in the tagline of horror movie posters. In this research, the data were collected by downloading 14 taglines in horror movie posters. Then, the data downloaded were divided according to the presupposition triggers and the types of presuppositions. The data were analyzed using two theories, presupposition triggers by Kartunnen (1973) and Yule's presupposition types (1996). The result of the analysis shows an argument and a table. The results show that from 42 presupposition triggers found in the tagline of horror movie posters, definite descriptions are the most dominant presupposition triggers. Other presupposition triggers are the change of state verbs, factive verb, and counterfactual conditional. Meanwhile, out of 6 types of presuppositions, there are only four types of presuppositions found in the tagline of horror movie posters: existential presupposition, lexical presupposition, factive presupposition, and counterfactual presupposition.

I. INTRODUCTION

Presupposition is something the speaker assumes to be the case before making an utterance (Yule,1996). It means the speaker has an assumption before the statement is uttered, and the listener can directly understand what the speaker said. Presupposition only in the speaker, not sentence. Presupposition is interesting to analyze because we should know an assumption of the statement. Those assumptions can be correct based on the utterance of the speaker. Presupposition is not only found in an utterance, but we can also found it in the advertisement, the slogan, and the tagline.

A tagline is usually used in an advertisement by a company to promote their product. They design taglines using a short phrase and unique phrase that is easy to remember. Taglines are found not only in a product such as food, drink, and electronics but also in movie posters. Usually, a movie company designs a poster and they add a tagline to get attention from the viewer. If the poster has a good

tagline, people will be curious about the movie and interested in watching that movie.

Pragmatics is one of the branches of linguistics that study meaning of an utterance as communicated by a speaker (or writer and interpreted by a listener (or reader)(Yule,1996). We can infer that in pragmatics, we focus on the meaning of the speaker's utterance. As a listener, we should interpret the speaker's exact meaning. Sometimes, the meaning of the speaker's utterance, not literal meaning but contextual. For instance: "He got a chair in the government," the meaning of chair in the sentence, not the real chair. We understand from the context that he got a chair in government because he got a position in the government. We can sum up that pragmatics study the meaning from the speaker's utterance depends on the context.

Presupposition

Presupposition is something the speaker assumes to be the case before making an utterance (Yule,1996). It means the speaker has an assumption before

the speaker says something so that the listener can get the intended message. Yule stated that presupposition is the speaker's assumption about something already known by the listener or reader. It is something the speaker assumes already known by the listener before the speaker uttered something.

Presupposition Triggers

Presupposition triggers are construction or item that show the existence of presupposition in the utterance. As stated by Karttunen in Levinson (1983), there is 31 types of triggers but only thirteen kinds of triggers in this explanation as following:

Definite descriptions

Definite descriptions are associated with the proper noun and possessive construction, Keenan (1972). For instance:

> John saw the man with two heads
> >> There exists a man with two heads.

Factive verbs

Factive verbs are telling the truth of the proportional complement, usually using a verb like: regret, aware, realize, odd, know, be sorry that, be proud that, be indifferent that, be glad that, and be sad (Kiparsky and Kiparsky, 1971). For instance:

> Martha regrets drinking john's homebrew
> >> Martha drank john's homebrew

Implicative verbs

Implicative verbs that triggered by using a verb like manage, forget, happen, and avoid. For instance (Karttunen, 1971):

> John managed to open the door
>
> >> John tried to open the door

Change of state verbs

Change of state verbs is presupposition triggers using a verb like stop, begin, continue, start, finish, carry on, cease, take, leave, enter, come, go, arrive, etc,. For instance (Levinson, (1983):

> John stopped beating his wife
> >> John had been beating his wife

Iterative

a) The flying saucer came
   >> The flying saucer came before

b) You cannot get gobstoppers anymore
   >> You once could get gobstoppers

c) Carter returned to power
   >> Carter held power before

Verbs of judging

Verbs of judging are implications. This presupposition triggers, unlike other presuppositions, because there is not associated with the speaker or subject of the verb of judging. For instance Wilson and D. Sperber (1979):

a) Agatha accused Ian of plagiarism
   >> Agatha think plagiarism is bad

b) Ian criticized Agatha for running way
    >> Ian thinks) Agatha ran away

Temporal clauses

The presupposition is triggered by temporal clauses such as: before, while, since, after, during, whenever. Frege (in Heinamaki, 1972):

a) Before Strawson was even born, Frege noticed presupposition
   >> Strawson was born

b) Since Churchill died, we have lacked a leader
    >> Churchill died

Cleft sentences

Cleft sentences are the speaker and the listener has the same presupposition, and its presupposition has been claimed (Halvorsen, 1978). For example:

a) It was henry that kissed Rosie
   >> Someone kissed Rosie

b) What john lost was his wallet
   >> John lost something

Implicit cleft with stressed constituents

Certain presupposition occurs by the two cleft construction and also triggered by the heavy stress on a component (Chomsky, 1972; Sperber and Wilson, 2001). For instance:

> John did compete in the Olympics
> >> John did compete somewhere (cf, it was /was not in the
>
> Olympics that john competed.

Comparisons and contrasts

The sentence is marked by stress (or by other

prosodic means), by particles like too, back, in return, or by comparative constructions (Lakoff, 1971). For example:

Carol is better linguist than Barbara
>> Barbara is linguist

Non- restrictive relative clauses

There are two primary relative clauses in English; they are restrict or delimit noun phrases (restrictive) and provide additional parenthetical information (non- restrictive).

For instance:

The Proto Harrappans flourished 2800-2650 B.C. were great temple builders.

>> The Proto Harrappans flourished 2800-2650 B.C.

Counterfactual conditionals

Counterfactual conditionals are presupposition triggers where the word 'If' indicates conditional contrary to the fact. For instance:

If Hannibal had only had twelve more elephants, the Romance languages would this day exist

>> Hannibal did not have twelve more elephants.

Questions

WH-questions indicate a presupposition that obtained by replacing the WH-word by appropriate variable., like whereby somewhere, how by somehow. For example:

Who is the professor of linguistics at MIT

>> Someone is the professor of linguistics at MIT

Type of Presupposition

There are six types of presupposition, according to Yule (1996) as follows:

Existential Presupposition

Existential presupposition is the presupposition that describes the existence of something, and it is not only supposed to be presented in possessive construction but also presented a definite noun phrase.

a. Your mother (>> you have a mother)

b. John bought an apartment (>> there is John and apartment)

Factive Presupposition

Factive Presupposition is the presupposition that shows the fact of assumption using a verb like *know, realize, regret, aware, odd, and glad*.

Example:

a. She did not realize he was tired
(>> he was tired)

b. l regret leaving him
(>> l left him)

c. I was not aware that he died
(>> he died)

d. It is not odd that he left early
(>> he left early)

e. I am glad that it is over
(>> it is over)

Lexical Presupposition

Lexical presupposition, where the information asserted in one form conventionally, then interpreted, and it has another meaning.

Example:

a. She stops writing a poem
(>> she was writing a poem before)

b. You are late again
(>> you were late before)

Structural Presupposition

Structural Presupposition is the presupposition associated with the use of certain words and phrases that have analyzed conventionally and regularly and already assumed to be true.

Example:

a. When did he leave
(>> he left)

b. Where did you buy the bag
(>> you bought the bag)

Non- Factive Presupposition

Non- Factive Presupposition is a presupposition that assumed not to be true, using verbs like a *dream, imagine, and pretend.*

Example:

a. I dreamed that I went to the moon
(>> I was not to go to the moon)

b. We imagined we were in Dubai
(>> we were not in Dubai)

c. She pretends to be happy
(>> she is not happy)

Counter-Factual Presupposition

Counter-Factual Presupposition is the type of presupposition that the meaning of the presupposed is not - only not right but the opposite what is the correct or contrary to fact.

Example:

If you are my brother, you would have kept me (>> you are not my brother)

Context

Context has a significant role in pragmatic because without context, we cannot determine the meaning directly. "Context is the physical environment and having a powerful impact on how referring expressions are to be interpreted" (Yule, 1996). Yule said that context is the ability to understand the reference in expression. From Yule's explanation to determine the meaning in the speaker's expression, we need to know the physical environment, or we called any background can influence the exact meaning of the speaker's utterance. For instance, the speaker says like this "Be quiet, please!" using another expression, we can determine that they are angry

II. METHOD

In conducting this research, the methods used are divided into several steps, including informants/ source of the data, collecting the data, analyzing the data, and presenting the result of the anlysis.

The data of this research is tagline in the poster of Hollywood horror movies. The tagline is a short, easy to remember, and unique phrase. The writer takes 14 data taglines from the poster of Hollywood horror movies from the IMDb website. Those data were released in 2018 and played at Cinema XXI. They are *The Stranger Prey At Night, Winchester, A Quiet Place, Truth Or Dare, Hereditary, Incident In Ghostland, The First Purge, Slender Man, The Nun, Halloween, Malicious, Down A Dark Hall, He's Out There, and The Possession of Hannah.*

IMDb is a film dictionary for the movie lover because this website gives a review, information film and actor, synopsis, and rating toward the movie. This website is famous because the rating from this website accurate and helps the viewer to see a film good or bad. The writer selected the data because the tagline of horror movies poster can be analyzed pragmatics theory. According to www. imdb.com, which website gives information about the film and the rating toward Hollywood movies, those data above have a good grade (Filmset, 2019).

In collecting the data, the writer follows several steps. First, the writer searches the website IMDb (Internet Movie Database) (2019). Next, the writer put the title of the movie. Then, the writer downloaded 14 taglines from the poster of Hollywood horror movie were released in 2018 and showed at XXI cinema. After that, the writer also downloaded those movies and watched all of them. Last, the writer identified the tagline of horror movie posters one by one.

In analyzing the data, the writer uses the book of Karttunen (in Levinson, 1983) about presupposition triggers and Yule (1996) about the types of presupposition. The writer focuses on identified presupposition through presupposition triggers. And then, the writer grouped into six types of presupposition and watching the film to analyze context. In analyzing the data, the writer following several steps. Firstly, the writer selected the tagline of the horror movie poster. Secondly, the writer determines presupposition triggers used theory Karttunen (1973). Sometimes in one poster can be drawn more than one presupposition. Thirdly, the writer identified the type of presupposition. Fourthly, the writer put each presupposition into their type, used the theory of Yule (1996).

In Presenting the result of the analysis, the writer presents the result of the study in the forms of arguments or verbal language. Moreover, the writer also shows the result of the analysis using the table to give a clear explanation of the analysis. In the process of presenting, the writer attached the picture with the tagline, then mentioned presupposition triggers and type of presupposition.

III. RESULTS AND DISCUSSION

In this research, the writer focuses on analysis presupposition triggers and type of presupposition in the tagline of horror movie poster. The writer is taken 14 data from the poster of hollywood horror movies.

From the 14 data of horror movie posters above, we can conclude the result of analysis in the following table:

Table 1. The Result of Analysis

No	Title of Movie	Tagline	Presupposition	Triggers	Type of Presupposition
1.	The strangers prey at night	Let us prey	• The existence of us • There is an action of people preying of something	• Triggered by object pronoun ' us.' • Triggered by the change of state verbs 'let.'	• Existential presupposition • Lexical presupposition
2.	Winchester	Inspired by true events at the most haunted house in history	• There is true event • The existence of the house • There is a haunted house • There is a history	• Triggered by a factive verb such as 'true.' • Triggered by a common noun (a house, a history) and noun phrase (haunted the house)	• Factive presupposition • Existential presupposition
3.	A quiet place	If they hear you, they hunt you	• They do not hear you • The existence of they • The existence of you • There is a voice • There is a hunt • There is a dangerous situation	• Triggered by counterfactual conditional "if." • Triggered by the pronoun 'they,' 'you.' • Triggered by the common noun 'a voice' and 'a hunt.' • Triggered by the change of state verbs like hear and hunt	• Counterfactual presupposition • Existential presupposition • Lexical presupposition
4.	Truth or dare	The producer of happy death day and get out invites you to play	• There is the producer • There are the movie happy death day and get out • The existence of you • There is an invitation • There is a game	• Triggered by a common noun and proper noun • Triggered by the pronoun 'you.' • Triggered by a change of state verb 'invite.' • Triggered by a change of state verb 'play.'	• Existential presupposition • Lexical presupposition
5.	Hereditary	Every family tree hides a secret	• There are a family tree • There is a secret	• Triggered by a definite description (common noun) 'family tree', 'a secret.'	• Existential presupposition
6.	Incident in a ghostland	True evil never dead	• The existence of evil	• Triggered by common noun 'evil.'	• Existential presupposition
7.	The first purge	Witness the birth of an American tradition	• There is the birth • The existence of an American tradition	• triggered by definite noun phrases 'the birth' and 'an American tradition.'	• Existential presupposition
8.	Slender man	He's always there	• The existence of he • There is a man	• Triggered by the pronoun 'he.' • Triggered by the common noun 'a man.'	• Existential presupposition
9.	The nun	Witness the darkest chapter in the conjuring universe	• There is the darkest chapter • There is the conjuring universe movie • This film included in the conjuring universe movie • There are scary things in the movie	• Triggered by the adjective phrase ' the darkest chapter.' • Triggered by definite descriptions (proper name) 'the conjuring universe movie.' • Triggered by definite descriptions • Triggered by the change of state verbs "witness."	• Existential presupposition • Lexical presupposition
10.	Halloween	Face your fate	• The existence of your • The existence of fate • Someone fates are under the threat	• Triggered by adjective possessive 'your' - Triggered by definite descriptions (common noun) 'fate.' • Triggered by a change of state verbs 'face.'	• Existential presupposition • Lexical presupposition
11.	Malicious	Children are a gift from the hell	• There are the children • The existence of a gift • The existence of the hell	• Triggered by definite descriptions (common noun) 'the children', 'a gift,' 'the hell.'	• Existential presupposition
12.	Down a dark hall	Welcome to blackwood where lost girls find their way	• The existence of blackwood • There are the girls • There is a way	• Triggered by definite description (proper noun) 'blackwood,' (common noun) 'the girls', 'way.'	• Existential presupposition
13.	He is out there	Terror is lurking	• The existence of the terror • There is something threaten	• Triggered by common noun 'terror.' • Triggered by a change of state verb 'lurk.'	• Existential presupposition • Lexical presupposition
14.	The possession of Hannah grace	Death is only the beginning	• There is the death • Someone is alive before • There is something that happens after death	• Triggered by definite descriptions (common noun) 'the death.' • Triggered by a change of state verb 'begin.'	• Existential presupposition • Lexical presupposition

Based on the table above, the writer has analyzed 14 taglines of horror movie posters. In this study, the writer uses two research questions, namely, what are presupposition triggers as found in the tagline of horror movie posters and what are the types of presupposition as found in the tagline of horror movie posters. From the first research question, the writer found 42 presupposition triggers. From 42 presupposition triggers, the writer found four of thirteen presupposition triggers (Karttunen, 1973). They are 31 definite descriptions, 9 change of state verbs, 1 factive verb, and 1 counterfactual conditional. Most of the presupposition triggers are definite descriptions because, from the tagline, the writer found proper noun, a common noun, and possessive construction as presupposition triggers.

Meanwhile, the type of presupposition found four out of six types of presupposition (Yule, 1996). They are 31 existential presuppositions, 1 factive presupposition, 9 lexical presuppositions, and 1 counterfactual presupposition. The dominant type of presupposition is existential presupposition. From the result of the analysis, the writer found most of the tagline of horror movie posters in 2018 describes the story of the movie. The writer found that the tagline of the horror movie posters in 2018 tells about the existence of something such as the existence of a thing, people, place, and tradition. Moreover, the writer found there is another thing from the tagline. Therefore we should be watching the movie to know implied meaning from that tagline.

IV. CONCLUSIONS

In this chapter, the writer has analyzed presupposition triggers and the type of presupposition in the tagline of horror movie posters. Based on the finding, the writer found 42 presupposition triggers in the tagline of horror movie posters: 31 definite descriptions, 9 change of state verbs, 1 factive verb, and 1 counterfactual conditional. From the presupposition triggers, the writer got the point that presupposition triggers definite descriptions included in existential presupposition. Change of state verbs included in lexical presupposition. Factive verbs are categorized into factive presupposition, and counterfactual conditional is categorized into counterfactual presupposition. Whereas, for the type of presupposition, the writer found 4 of 6 types of presupposition. 31 existential presupposition, 1 factive presupposition, 9 lexical presuppositions, and 1 counterfactual presupposition.

Meanwhile, non-factive presupposition and structural presupposition did not find in the analysis. The dominant type of this research is existential presupposition. Therefore, the writer concludes the tagline of the horror movie posters in 2018 tells about the existence of something such as the existence of a thing, people, place, and tradition. Furthermore, the writer concludes there is another thing from the tagline. Therefore we should be watching the movie to know implied meaning from that tagline.

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