2. REVIEW OF RELATED LITERATURE

This chapter consists of three major parts. The first part discusses the main theory which is about the concept of frame as one part of background knowledge in interpreting discourse using socio-cultural knowledge and the concept of coherence in discourse. Furthermore, the second part consists of the supporting related theories which are the theories about principles of advertisement, and also principles of language in advertisement. Lastly, in the third part, some related previous studies are included: the study by Herlina (2004) and Pandarangga (2002).

2.1. The Related Main Theories

2.1.1 The Concept of Coherence in the Interpretation of Discourse

Analysis of language is usually done by analyzing the intended meaning of the linguistic message performed by a linguistic structure (Brown and Yule, 1983). The analysis of the intended meaning of certain language structure is usually done based on the analysis of the words and the structure of sentence where the words are structured grammatically. On one hand, it is very important to rely on some aspects connected to the structure of the sentence like syntactic structure and lexical items used in the sentence in order to arrive at an interpretation to the intended meaning of the sentence (because the syntactic structure and lexical items do help us a lot in understanding the text). Without any complete structure of the sentence, we may find difficulties like ambiguity in comprehending the sentence. On the other hand, it is also a wrong perception to produce the meaning only based on the syntactic structure and lexical items or the linguistic part. There are some parts that are needed to be concerned in interpreting a discourse because we have many things that enable us to interpret linguistic message although they are not directly presented in the sentences. One thing that enables us is the same background knowledge that the writer and the interpreter have about the linguistic message (Brown and Yule, 1983, p.223). The aspects that play an important role in interpreting a discourse are computing communicative function (how a reader takes the message), using socio-cultural

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knowledge (using the facts about the world), and determining the inferences to be made (Brown and Yule, 1983, p.226). This research will only focus on the second part which is using socio-cultural knowledge to interpret discourse.

Socio-cultural knowledge is one's knowledge about what happens in a society which can be used not only to interpret discourse but also to interpret every aspect of our life based on the analogy with our experience in the past (Brown and Yule, 1983, p.233). In using this socio-cultural knowledge to interpret discourse, we use knowledge about what is going on in a society as a basis.

In this study, the socio-cultural knowledge that the readers possess will be analyzed, what kind of socio-cultural knowledge which they possess so that they are able to grasp the intended meaning of the cruise advertisements.

2.1.2. Frames

One way of representing the background knowledge which is used in the production and understanding of discourse can be found in theory of frames proposed by Minsky. Minsky proposed that our knowledge is stored in memory in the form of data structures which he calls 'frames' (Brown and Yule, 1983, p.225). When one tries to understand certain discourse (including cruise advertisement), he uses these data structures which he has in his memory.

Moreover, according to Minsky, one will choose some stereotyped data structures from his memory when he faces a new thing or situation in his life. That is why, while facing different situation, the data that are chosen and used are different from one condition to the other. In this case, the thing is that the data structures -frames- are always remembered by the person. Later, these data structures are used to fit the reality that the person faces. The difference is only whether or not the frames are used later; some frames are not used for a long time, some are often used. Moreover, frames are somehow static; however, they could also change in terms of how they could fit the reality. The details of a certain frame can change while some new details are added.

Furthermore, each frame in one's memory contains several kinds of information. The information attached to each frame is about how to use the frame itself, what one can expect to happen, and what if one's expectations about what is

going to happen next is not confirmed. Minsky also stated that the "top level frames" are fixed and they represent things that are always true about the supposed situations.

From the explanation above, it can be seen that while one tries to interpret a discourse like cruise advertisement, he or she will involve the memory -frames- in his or her mind. This research attempts to find out what memory -frames- which they have about cruise advertisement in "Travel+Leisure" Magazine.

2.2. The Supporting Theories

2.2.1. Principles of Advertisements

Producers sell products through advertisements either broadcast or printed in media. Advertisement is usually used to introduce new brand of products to the society because advertisement informs, persuades, reminds, influences, and changes people's opinion. Besides introducing products in the form of goods, advertisement also promotes product in the form of services, for examples: advertisements of banks, airlines, and hospitality industries including hotels and cruise lines.

Advertisements are basically classified in two major types: broadcast and print advertisements. Broadcast advertisements usually are those in radio or television broadcast, while print advertisements usually covers all print media such as daily newspaper, magazines, even books and brochures (Liliweri, 1992, p.42-43). Other than these three print media, there are also advertisements that are printed on broad spaces located in some areas where people can easily see and read them. This research, specifically, used the advertisements printed in magazine as the object of the investigation.

2.2.2. Principle of Language in Advertisement

According to Montgomery (1986), there are two basic characteristics of the language of advertising that make it distinct from daily language used. First of all, as written language, the language of advertising is generally different from that of the spoken one. Secondly, the language of advertising is characterized by the fact that it is intended to communicate among its own community (the

advertisers and the readers or the future buyers) (1986, p.112). As a consequence, the language of advertising is socially intended for communication among its own class people.

Furthermore, since to advertise means to convey a certain meaning, it has to be done by following the norm or rule in the use of variant that the speaker conveys the meaning (Downes, 1984, p. 261). In other words, in using language to advertise, one needs to modify the language to the scope of meaning, especially the meaning of the words used, in which the target of the advertisements understand and can catch the message of the ads. Advertisements, in addition, have gone certain stages and have been processed by certain team before they are published to the society. Thus, advertisements do contain certain intended meanings that their designers want to deliver to the readers.

2.3. Related Studies

2.3.1. Herlina (2004)

In her study, Herlina analyzed what the ads designers intend to say to the readers through A Mild ads; what the frames that the readers possess that help them to identify the intended meaning of the A Mild ads; and whether their interpretation is the same as the advertisers' interpretation. After doing the research, she found out that most of her respondents could not comprehend the meaning of the advertisements as intended by the advertisers. After reading her study, the writer noticed that frames are some parts of many other parts that are very important in interpreting discourse like cruise advertisements. The writer then was interested in choosing frames as her field of research. That is why later the writer decided to do a research on frames. However, this study is different from Herlina's because this study analyzed not only the concepts that the readers possess, but also the readers' ability in linking those concepts to get to more comprehensive ideas about the cruise advertisements.

2.3.2. Pandarangga (2002)

This study analyzed how the use of diction can be effective in car advertisement, how the writer and readers can capture the intended meaning of

message used in car advertisement, and whether or not the car advertisement is successful in transmitting the message to the potential readers. Pandarangga found out that dictions used in advertisement play an important role in delivering the intended meaning of the advertisement to the readers. He also reconstructed the intended meaning of the advertisements. After reading this study, the writer was interested in the intended meaning of advertisement which is also included as a part of the interpretations of certain discourse. The writer observed that frames can be a very supportive tool for the readers to arrive at certain interpretations which are usually claimed as the 'intended meaning' of advertisements. This study, nevertheless, is the improvement of Pandarangga's because this study analyzed not only the intended meaning from the advertisers but also the frames that the readers possess so that they can grasp that intended meaning; while Pandarangga analyzed only the intended meaning with reference to stylistics and diction.