Presupposition in Interrogative Headlines on "allkpop" News and Gossip Site

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Abstract

In Utterance, there are pre-assumptions that are unsaid but still communicated. Therefore, the writer has an interest in analyzing those pre-assumptions. To show those assumptions, the writer uses presupposition theory. The writer only focuses on questions texts. The writer uses interrogative headlines on "allkpop" news and gossip site from 20 – 26 February 2013 as the data. The writer uses purposive sampling method and non participant observation to get these data. The data are analyzed by presupposition triggers of questions. The purpose is to elaborate the presupposition in interrogative headlines. Moreover, after knowing the presupposition, the writer wants to show the indication of those presuppositions. The other purpose of this thesis is to elaborate the functions of those interrogative headlines based on the presupposition analysis. Based on the analyses, the presuppositions of interrogative texts indicate that there is a 'case'. According to those analyses, interrogative headlines have some functions, that is representing the readers' position, raising the readers' curiosity, and lead the readers to the answer. Therefore, those headlines can increase the number of the readers, the popularity and the economy value of the news media.

Keywords: presupposition, presupposition triggers, questions

1. Introduction

1.1. Background of The Study

Nowadays, entertainment industries in South Korea are developing so fast. They produce dramas and music that are spreading to the world. The most progressive of South Korea's entertainment production is the music. This music is well known as Kpop or Korean Pop. Almost all countries in the world know the greatness of it. Thus, today there are many news and gossip about Kpop in the printed media, electronic media, and internet media. One of the news media that can be updated every minute or every time is internet media. Therefore, many people like to read the news and gossip of Kpop in this media. Before the readers read the news, they will read the headline first. Thus, it is the most important part in the news article. Because of that, the writer is interested in analyzing headlines in Kpop news and gossip site.

One of the linguistics branches that have connection with this case is pragmatics. The pragmatics study of presupposition has an important role to analyze the utterance of people. Presupposition can be used to analyze the text of article's headlines. In processing presupposition, the intended meaning is assumed to be true based on the speaker's utterance or the writer's statement and it is analyzed by the hearer or the

reader. In consequence, presupposition can be used by the readers to know the intended meaning of the headlines.

The article headlines are not only written in declarative form but also in interrogative form. Headlines in declarative form give the complete and clear information. In contrast, it is different with interrogative headlines which give unclear information. The writer of the headlines should give information to the readers who want to know it. However, in interrogative headlines, the writer does not deliver the information to them. Thus, by the presupposition theory, the writer will find out the functions of interrogative headlines in the news media. Nowadays, people waste more time to read online than read offline in the printed media like, magazine, newspaper, and tabloid. Therefore, the writer is interested in analyzing article headlines in website as the popular news media. By analyzing those interrogative headlines, the writer wants to inform what are the intended meanings based on the presupposition on the texts. Furthermore, the writer wants to show the functions of those interrogative headlines.

1.2. Problem of the Study
1.2.1. What is the presupposition of these interrogative headlines
1.2.2. What is the indication of the presupposition in those headlines
1.2.3. What are the functions of these interrogative headlines based on the presupposition analysis

1.3. Purpose of the Study
1.3.1. To elaborate the presupposition in these interrogative headlines
1.3.2. To show the indication of those presuppositions
1.3.3. To elaborate the functions of those interrogative headlines based on the presupposition analysis

1.4. Previous Study
There are many theses that used presupposition theory to analyze the data. The previous studies only analyze the texts and classify them into the kinds of presupposition triggers. To make it different with the previous studies, in this thesis, the writer discusses one of the presupposition triggers, that is, questions. The writer uses article headlines written in interrogative form in the news and gossip site named *allkpop* as the data. The writer does this research because there are still no theses using data from internet that are analyzed by only one type of presupposition triggers. The purpose of this thesis is not only to show the presupposition but also the indication of interrogative headlines. This thesis also has a purpose to elaborate the functions of interrogative headlines by the presupposition analysis.

2. Review of the Literature

2.1. Definition of Presupposition
Presupposition is a theory included in one of the branches of linguistics, that is, pragmatics. According to Yule (1996: 3) pragmatics is the science that studies the meaning of an utterance spoken by the speaker and the person who interprets the contextual meaning of what the speaker communicated is the listener. From the theory of pragmatics above, it is clear that presupposition has a point that studies the intended meaning interpretation made by the listener from the speaker's utterances.

The definition of presupposition as Yule (1996: 25) stated is the speaker's assumption which is unsaid when producing utterances. There are speculations in the expression uttered by the speaker (Mey, 1993: 28). Both of the researches have the same explanation of presupposition, that is, the speaker has an assumption toward something which is not said but still delivered. There is also another explanation of presupposition. The researcher connects presupposition with the logic of philosophy. Renkema (1993: 154) states "The term 'presupposition' originated in philosophy of logic, where it is used to denote a special type of implicit information." The reason of why the listener needs to denote the implicit information is because there is unsaid information in the speaker's utterance. Thus, according to Levinson (1983: 168) presupposition is used to explain all assumptions toward the utterance and the expression that is produced by the speaker. It confirms that presupposition is the speaker's assumption which is unsaid but communicated.

2.2. The Characteristic of Presupposition

There are some characteristics in the presupposition theory. One of them is that there are some symbols in presupposition study to describe the analysis of it. Levinson (1983: 181) and Yule (1996: 26) use the symbol ">>" that means "presuppose" to indicate the analysis of presupposition in the text. Consider the example from Yule (1996: 26) below:

(1) Mary's dog is cute   (>> Mary has a dog)

Based on the presupposition analysis of text (1), it can be explained that this text presupposes "Mary has a dog".

The other characteristic of presupposition is the unchanged presupposition in the negative statement. As stated by Yule (1996: 26) the presupposition does not change to follow the negative statement even the statement denies with "not" vocabulary, it is called constancy under negation, e.g.:

(2) Mary's dog isn't cute   (>> Mary has a dog)

The statement "Mary's dog isn't cute" presupposes "Mary has a dog". The statement is still true or unchanged even in the denial statement.

Renkema (1993: 155) also confirms that it is not about right or wrong implicit information but more about an assumption made by the speaker that is not influenced by a denial process, e.g.:

(3) John is (not) opening the window
     >> The window is closed

The statement (3) presupposes the window is closed. The presupposition is not influenced by the negative process. The verb 'to open' presupposes that the window is in the opposite condition that is closed. Therefore, the denial process is used to prove that the statement contains presupposition.

According to Levinson (1983: 184) the denial process is cannot applied in the presupposition trigger of questions. The reason is that it is not the same with the other presupposition triggers. The others are written in the declarative form, while questions presupposition trigger is written in interrogative form. This different form has different role too. Therefore, in the presupposition analysis of interrogative texts, the denial process is not applicable.

2.3. Presupposition Triggers of Questions

The existence of presupposition is characterized with some lexical items or some structures. According to Yule (1996: 27) there are some points like word, phrase, and structure that indicate the existence of presupposition, named potential presuppositions. Similarly, Levinson (1983: 181) also stated that there are some forms called presupposition triggers that indicate presuppositions. Both the potential presupposition and the presupposition triggers have the same part in the presupposition theory. They indicate the existence of presupposition in the speaker's utterance or the writer's statement.

Yule (1996: 27-30) has summarized the potential presupposition into six types, that is, existential, factive, lexical, structural, non-factive, and counterfactual presupposition. Nevertheless, Karttunen (in Levinson, 1983:181-184) classified presupposition triggers into thirteen kinds: definite description, factive verbs, implicative verbs, change of state verbs, iteratives, verbs of judging, temporal clause, cleft sentences, implicit cleft with stressed constituents, comparisons and contrasts, non-restrictive relative clauses, counterfactual conditionals, and questions. However, the writer only explains one of the presupposition triggers that is used to analyze the interrogative headlines, that is, questions.

Questions as one of the presupposition triggers can indicate presuppositions (Levinson, 1983: 184). Yule (1996: 29) also stated that question structure can indicate presupposition, but he named it as 'structural presuppositions'. According to Levinson (1983: 184), this presupposition trigger is divided into three kinds, there are WH-Question, yes/no question, and alternative question.

2.3.1. WH-Questions

Crystal (2008: 520) stated that WH-question is a question that characterized with question word for instance, 'what', 'who', 'where', 'when', 'how', 'which', etc. The question word of 'when' is used to ask the information of time, 'where' to ask place, 'why' is used to ask reason, be dissimilar, 'how' to ask manner, 'who' to ask people, 'whose' to ask possession, while 'what' to ask thing, and the question word of 'which' is used to ask definite thing from the known quantity or group (Azar, 1989: A10-A11). As stated by Levinson (1983: 184) "WH-questions introduce the presuppositions obtained by replacing the WH-word by the appropriate existentially quantified variable, e.g. 'who' by 'someone', 'where' by 'somewhere', 'how' by 'somehow', etc." Consider the example below:

(4) Who is the professor of linguistics at MIT?
>> Someone is the professor of linguistics at MIT   (Levinson ,1983: 184)
(5) When did he left?
>> He left   (Yule , 1996: 28)

2.3.2. Yes/No Questions

According to Cowan (2008: 61) yes/no question is characterized by the auxiliary before the subject that can be addressed by either yes or no. There is a separation either yes or no in the presupposition of this type of question (Levinson, 1983: 184). Consider the example of presupposition in yes/no question text below (Levinson, 198: 184).

(6) Is there a professor of linguistics at MIT?
    >> Either there is a professor of linguistics at MIT or there isn't

2.3.3. Alternative Questions

The definition of this type of question as stated by Cowan (2008: 75) is the question type that the answer is in the choices between two or more alternatives. According to Levinson (1983: 184) the presupposition of alternative question texts are like yes/no question texts that occurs a separation of possibilities of answer, but there are choices of it. The following text is the example from Levinson (1983: 184).
(7) Is Newscastle in England or is it in Australia
>> Newscastle is in England or Newscastle is in Australia

3.   Research Method

3.1.   Types of Research
The type of this research based on the theory that is used, that is, presupposition, is pragmatics research. This thesis included in pragmatics research because what is the author analyzed is the addresser's statement. Based on the purpose of research, this thesis is included in the descriptive research. It is because in this thesis, the writer describes the data analyses based on the theory to find out the result of the research. Based on the place of research, this thesis is counted in the library research. This research focuses on the library research by examining the book data. To analyses the data, the writer focuses on meaning and understanding of the addresser's statements, that is, article's headlines to explore, describe and explain the result. Thus, this thesis is included in the qualitative research based on the data analysis. According to the contribution of research, this thesis is named as theoretical research. The research is explained by the theory to get the result of the research.

3.2. Data, Population, and Sample
3.2.1. Data
The data of this thesis is the headlines from the breaking Kpop or Korean Pop news and gossip site named *allkpop*. It is the news website of the Korean Pop which is written in English. The data is taken from the news which is published on February 20, 2013 to February 26, 2013. From those range of time, there are 356 headlines.

3.2.2. Population
The population of this thesis is all the headlines that contain the presupposition triggers of questions. Thus, the data population is the headlines that are written in interrogative form. The interrogative headlines in those data are 22 headlines.

3.2.3. Sample
The writer uses purposive sampling technique in this thesis. The reason of the writer gets the sample purposively is to establish the types of questions, i.e. WH-question, yes/no question, and alternative question. Thus, there are 11 samples of headlines that will be discussed in this thesis.

3.3. Data Collection Method

To get the data, the writer uses observation technique. The observation technique that the writer uses is non-participant observation which is the researcher is not participate in the communication. The writer uses this technique because the data of this thesis is one-way communication. The writer reads the data, that is, headlines in *allkpop*. In this technique, the writer does the note taking method to collect the data. Furthermore, the data is ready to analyze.

3.4. Data Analysis Method

To analyze the data, the writer uses qualitative method. The writer uses this method because this research focuses on meaning and understanding of the text produced by the speaker or the writer. The other reason of using this method in the analysis process of this thesis is because the writer does the exploring, describing and explaining the data. According to Sudaryanto (1993, 13-15) there is a method that focuses on outside the language, named identity method. There are five types of the tools that he mentioned. The tool that the writer uses to analyze the data in this thesis is pragmatics with the tool is speech partner, that is, the writer.

4. Analysis

The presupposition trigger that is used to analyze interrogative texts is questions that can indicate that there is a 'case'. By the presupposition analyses in those texts, there are different indications in the different type of interrogative. Presuppositions of WH-question texts indicate that there is a 'case' that is already known to be true. Presuppositions of yes/no question texts indicate that there is a 'case' that is not yet known to be true while, presuppositions of alternative question texts also indicate that there is a 'case' that is not yet known to be true, but the truth is available. Moreover, based on the presupposition analyses, there are some functions of headlines written in interrogative form. The functions are representing readers' position, raising readers' curiosity, and lead the readers to the answer. In these analyses, there are the discussion of the presupposition trigger of questions in interrogative headlines and the explanation of the functions of them.

4.1. Presupposition Trigger of Questions in Interrogative Headlines

Interrogative is divided into three types, that is, WH-question, yes/no question, and alternative question

4.1.1. WH-Question

The question words that will be discussed in the following discussion of WH-question headlines are 'when', 'what', 'why', 'which', 'who' and 'how'.

4.1.1.1. Question Word 'When'

It used question word 'when'. This question word presupposes 'sometime'
(1) When does '1N2D' cast member Cha Tae Hyun watch 'Running Man?'
>> '1N2D' cast member Cha Tae Hyun watches 'Running Man'

4.1.1.2. Question Word 'What'

The question word of this headline is 'what' which presupposes 'something'.
(2) What do you think of Seo In Young's new bangs?

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>> You think of Seo In Young's new bangs

4.1.1.3. Question Word 'Why'
This headline used question word 'why' that presupposes 'there is a reason'
(3) Why is IU crying on the set of 'You're the Best Lee Soon Shin'?
>> IU is crying on the set of 'You're the Best Lee Soon Shin'

4.1.1.4. Question Word 'Which'
The question word that is used in this headline is 'which'. It presupposes that there is definite person or thing from the known group.
(4) Which TEEN TOP member is a world star?
>> Someone from TEEN TOP member is a world star

4.1.1.5. Question Word 'Who'
The headline below used question word 'who' that presupposes 'someone'.
(5) Who beat PSY's "Gangnam Style" in terms of Youtube popularity?
>> Someone beats PSY's "Gangnam Style" in terms of Youtube popularity

4.1.1.6. Question Word 'How'
The following headline used question word 'how' that presupposes 'some way'.
(6) How did Dara feel about Sun's marriage?
>> Dara felt about Sun's marriage

4.1.2. Yes/ No Question
The following discussion is the analyses of yes/no question headlines with auxiliary verbs 'did', 'is', and 'will'.

4.1.2.1. Auxiliary Verb 'did'
The following yes/no question headline used auxiliary verb 'did' that indicates past event.
(7) Did Park Si Hoo offer money to 'A' after the sexual assault charge?
>> Either Park Si Hoo offered money to 'A' after the sexual assault charge or he did not

4.1.2.2. Auxiliary Verb 'is'
This headline used auxiliary verb 'is' that indicates the present event.
(8) Is G. Na possibly teasing her comeback style with her recent selca?
>> Either G.Na is possibly teasing her comeback style with her recent selca or she is not

4.1.2.3. Auxiliary Verb 'will'
The headline below used auxiliary verb 'will' that indicates the future event.
(9) Will ZE: A5 be promoting in Korea next month?
>> Either ZE: A5 will be promoting in Korea next month or ZE: A5 will not

4.1.3. Alternative Questions
(10) Will Lee Hi be releasing a single, a mini, or an album?

>> Lee Hi will be releasing a single, Lee Hi will be releasing a mini or she will be releasing an album

(11) Boa's unique earrings, a fashion do or a fashion don't?
>> Boa's unique earrings are a fashion do or Boa's unique earrings are a fashion don't

4.2. The Functions of Interrogative Headlines

The functions are representing the readers' position, raising the readers' curiosity, and lead the readers to the answer.

4.2.1. Representing the Readers' Position

interrogative headlines have the function to represent the readers' position. The first is the position of the readers who want to know the missing information of the already known 'case'. There is different function in the different question word that is used. The missing information of the using of question word 'when' is 'time', the question word 'what' is 'thing', moreover the question word 'why' is 'reason', while the missing information of the using of question word 'which' is definite person from the known quantity or group, and the question word 'who' is 'person', last the missing information of question word 'how' is 'manner'. The second position is the position of the readers who want to know the truth of the 'case', and the last is the position of the readers who want to know the truth 'case' based on the choices offered. If the readers can find out the right position, then they have an interest to know the truth 'case' based on the interrogative headline that represents their position.

4.2.2. Raising the Readers' Curiosity

Based on the analysis, these headlines can raise the readers' curiosity. The first is the curiosity of the missing information. There are the different functions in the different question word. Those question words can raise the curiosity of time, the curiosity of thing, the curiosity of reason, the curiosity of definite person/ thing, the curiosity of person, and the curiosity of manner.The second is the curiosity of the truth of the 'case'. The third is the curiosity of the truth of the 'case' based on the choices offered.

4.2.3. Lead the Readers to the Answer

Interrogative headlines also have the function to lead the readers to the answer. The first answer is the answer of the missing information. The second is the answer of the truth 'case'. The third is the answer of the truth 'case' based on the choices offered. There are the different answers based on the question word that is used. The function of each type of question word, i.e. lead the readers to the answer of time, thing, reason, definite person/ thing, the person, and the answer of manner.

5. Conclusion

Based on the discussion in the previous chapter, the presuppositions of interrogative texts indicate that there is a 'case'. However, the different kinds of interrogative influence the presupposition too. In the WH-question text type, the presupposition of it indicates that the 'case' is already known to be true. In comparison, the 'case' in the yes/no question text and the alternative question text indicate that it is

not yet known to be true. Nonetheless, there are choices offered in the alternative question text to get the truth of the 'case'. By these presupposition analyses, the writer can find out the function of using interrogative headlines in the news article.

Interrogative headlines have some functions, i.e. representing the readers' position, raising the readers' curiosity, and lead the readers to the answer. WH-question headlines are representing the position of the readers who want to know the missing information in the already known 'case', raising the curiosity of the readers who want to know it, and lead them to the answer of that missing information. Moreover, Yes/no question headlines are representing the position of the readers who want to know the truth of the 'case', raising the curiosity of the readers who want to know it, and lead them to the answer of that unknown truth 'case'. Nevertheless, Alternative question headlines are representing the position of the readers who want to know the truth of the 'case' based on the choices offered, raising the curiosity of the readers who want to know it, and lead them to the answer of that unknown truth 'case'.

Interrogative headlines have more functions to get the readers' interest to read the news. However, it is not appropriate to write all headlines in interrogative form. These headlines should be published with declarative headlines too. Thus, the headlines can be varied and do not make the readers bored. In brief, interrogative headlines can attract readers' interest to read the news article of those headlines. Therefore, it can increase the number of the readers, the popularity of the news media and the economy value of it.

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