

How Journalists Display the Meaning: Do Association Meanings Exist in the Articles?

Ega Sauly Sitio

SMAN 7, Pekanbaru

Risma Sari

Universitas Lancang Kuning, Pekanbaru

Suci Chairunnisa

SMAS Seri Rama, Pekanbaru

Kristina Br Gultom

SMAN 3, Pekanbaru

Abstract

This study aimed at delivering a brief explanation and discusses the types of the meaning of association based on Geoffrey Leech's theory (1974) in media studies. This study underlined some interesting finding related meanings include connotation meaning, social meaning, affective meaning, reflective meaning, and collocative meaning. This study uses a qualitative descriptive approach to describe how journalists display the meaning of association in the articles in the analysis section of the website and analyze data also in the form of words, phrases, clauses, and sentences. Before analyzing, the data are categorized into five categories based on the region of origin of the article, by using table. After all the data in the table are analyzed, the researcher makes a conclusion. The results of this study indicate that there are five types of associative meanings.

Keywords

meaning, associative meaning, journalist

Corresponding author:

Ega Sauly Sitio, SMAN 7, Pekanbaru, Indonesia

Telp: +6282385410811

Email: saulyega@gmail.com

INTRODUCTION

According to Leech (1974) semantic analysis, the associative meaning is an expression associated with the understanding of each speaker. They, in turn, are broken down into five sub-types: connotative, social, collocative, affective, and reflected. In semantics, associative meaning refers to certain qualities or characteristics outside the denotative meaning that people usually think of (right or wrong) in relation to phrases. It is also known as the meaning of style.

LITERATURE REVIEW

Affective Meaning and Style Meaning

Leech (1974) stated that affective meaning and style meaning have more in common with connotative meaning than conceptual meaning. All of which have open and uncertain characters, suitable for analysis. They can all be united under the heading of Associative meaning.

Example:

He is a lion

He is like a lion

Furthermore, Leech (1974) proposed that associative meaning has five types of meaning, namely connotative meaning, style of meaning, affective meaning, the meaning of reflection and the collocative meaning. Respectively, they represent part of the associative meaning. All influenced by human culture and experience. It means talking about the real world, so when someone hears or uses an expression. This expression is related to one's experience.

As we experience, words are a human situation; they not only take on certain denotations but also often get individual tastes (Dutamurty, 2013). They have come to have an emotive, associative, and suggestive tone of the situation in which they have become a part. For example, let's examine the word "bottomless pit". It shows "edge". But in the phrase "Edge of the Abyss" or "Abyss of Destruction", this word indicates danger and the emotional tone is fear.

Leech (1974) states that style meaning is what conveyed by a piece of language about the social state of its use. This is the meaning that arises as a result of the use of language. We can explain the meaning of style through several dimensions and the level of language use (Dingxiasong, 1998).

Connotative Meaning

Connotative meanings, style meanings, affective meanings, reflected meanings, and collocative meanings according to Leech (1974) are unstable meanings and have variants of individual experiences. Based on that theory, there are five types of associative that have connotative meanings, style meanings, affective meanings, social meanings, and collocative meanings.

According to Lyons (1997) connotative meaning is communicative value and expression has the virtue of what is meant. It will be apparent if we talk about

connotation, we are actually talking about "real word experience". Someone associated with expression when someone uses it. The fact that if we compare connotative meanings with denotative meanings is a relatively unstable connotation; that is, they vary significantly as we have seen, according to culture, historical periods, and individual experiences. Although all speakers of specific languages speak precisely the same conceptual framework, each of them has an individual word perception (Crystal, 1991).

In line with that opinion, Jindal and Syal (2002) explained that the connotative meaning is the communicative value of the expression above pure conceptual content. It is something that goes beyond referring to a word and hinting at its attributes in the real world. Thus, the purely conceptual content of 'women' is + human + female + adult but psychosocial connotations can be 'grouped', 'have maternal instincts' or distinctive feminine attributes such as female attributes rather than 'babble', which are experienced in cooking. ', wearing a skirt or clothes' and so on.

The connotative meaning can further embrace the putative nature of the reference because of the perspective adopted by individuals, groups and society as a whole. So in the past women must have attributes such as weakness, vulnerability to tears, emotional, irrational, inconstant, coward, and so on. As well as more positive qualities like gentle, sensitive, affectionate, hard-working, etc. The connotation varies from age to age and society to society (Sarefah, 2008).

As an example: Old age 'Woman' - 'Non-trousers or sari clothing' in the Indian context is a definite connotation in the past.

The boundary between conceptual and connotative seems analogous. The connotative meaning is considered incidental, relatively unstable, in determining factors, open ends, variables according to age, culture and individual, while conceptual meaning is not like that. It can be codified in the form of limited symbols (Morley, 2000).

The meaning conveyed by language about the social context of its use is called social meaning. Text decomposition depends on our knowledge of language styles and other language variations. We recognize some words or pronunciation as dialects which tell something about the regions or social origin of the speaker.

This relates to the social state of the use of linguistic expressions. For example, some dialect words tell us about the social background and speaker area. In the same way, some use of style tells us about the social relationship between speaker and listener. As an example: "I haven't done anything." It tells us about speakers that speakers might be black Americans, underprivileged, and uneducated.

Style variation represents common variation because style shows the geographical area of the speaker's social class (Altstiel & Grow, 2008). Style helps us know the period, field, and status of discourse. Some words are similar to others as far as their conceptual meaning is concerned. But they have different style meanings. For example, 'steed', 'horse' and 'nag' are identical. They all mean some kind of animal, i.e. Horse. But they differ in style and have various social meanings. 'Steed' is used in

poetry; 'Horse' is used generally, while 'nag' is slang. The word 'house' can have many uses and domicile (official), residence (formal) place of residence (poetic), house (ordinary use).

Social Meaning

Social meaning is related to the situation in which speech is used (Leech, 1966). According to social situations punishment can be changed as an apology or a threat, such as punishment. "I don't have a knife" has the same meaning separately. But the spoken sentence means a knife request. Thus we can understand that social meaning plays a very vital role in the semantic field and understanding speech in different contexts.

Collocative Meaning

Leech (1974) stated that collocative meaning consists of the association of words. Those are obtained because of the meaning of words which tends to occur in their environment. In other words, the meaning of the collocative is the meaning obtained with certain words. Words unite or appear together only with certain words.

Affective Meaning

Affective meaning is when the speaker's attitude towards the listener or for something he is talking about. It affects the results of communication based on voice tone (Leech, 1974). The example below shows two meanings based on the tone of voice. The sentence can give two meanings as a polite way or a way of the violation.

Example: "Will you sit down."

For some linguists, this refers to the emotive association or effect of words caused by the reader, listener. It is what is conveyed about personal feelings or attitudes towards the listener. Affective meaning is a kind of meaning that affects the speaker's personal feelings, including his attitude towards the listener, or his attitude towards something he is talking about (Crystal, 1987).

For Leech (1983), affective meaning refers to what is conveyed about the feelings and attitudes of speaking through the use of language (attitude towards the listener and attitude towards what it says). The affective meaning is often conveyed through conceptual, connotative content of the words used.

As an example: "I hate you, idiot". We are left with little doubt about how the speaker feels about the listener. Here the speaker seems to have a very negative attitude towards the listener. This is called affective meaning.

RESEARCH METHOD

In line with the study objectives above, descriptive qualitative research was taken to elaborate the types of meaning which proposed by Geoffrey Leech, which is used by journalists in describing association meaning in their writings on articles and websites. In data analysis, the authors classify data discussions into several categories of

associative meanings based on Leech theory. This analysis involved data in the form of words, phrases, clauses and sentence.

The data from this study were collected by documentation techniques using data classification tables. First, the researchers gathered analysis articles. Second, researchers read all articles to understand the entire content. This process also involves translating words that are not common and difficult, using a dictionary. Third, the researcher found enough associative meaning data and then marked it using underscores as further analyzed data. Fourth, researchers classify data based on research focus, using data tables. There are several classifications, namely: connotative, affective, social, reflected, and the meaning of collocative.

FINDINGS AND DISCUSSION

From the result of the observation, it is found that associative meaning can be broke down into five subtypes, namely connotative meaning, style meaning, affective meaning, reflected meaning, and collocative meaning.

a. Connotative Meaning

Connotative meaning is the communicative value of the expression following what is meant, beyond the content above is purely conceptual. For example, the word "woman" as a conceptual meaning has three characteristics of "Man, Woman, Adult" (+ HUMAN, -MALE, ADULT) 'can be further explained as a connotative meaning consisting of the' putative nature 'of the reference, caused by the views accepted by individuals or groups or all members of the community. Thus, the connotative meaning is owned by the communicative value of expression based on what is referred to, above and above which is owned by its conceptual meaning.

Based on the previous explanation, it can be concluded that the connotative meaning varies from time to time, and one society with another society. For example, Pizza Hut's slogan is "Flavor of Now". The word "taste" is used to hide meaning and it is a satire for readers to taste their food.

b. Style Meaning

People know several uses of language, such as dialect, use of language in formal situations, use of language in literary works and use of language in the market. The meaning of style is related to the use of language that causes an effect, especially for the reader. Therefore, the meaning of style can be felt more in literary works. An example of the meaning of style is: "What he said is that change is possible; pluralism is a good thing, and everyone must have the opportunity to dream." In this sentence, the word "pluralism" is usually used in the sphere of society. Another example of the Dunkin' Donuts slogan is "America Runs on Dunkin". In this sentence, the word "America" speaks of ordinary people getting things done.

This is used in the sphere of people who are busy and do not have time to linger. The use of language can be formal, neutral, and casual style. The feature of words, which makes words suitable for the right situation, is the style meaning.

c. The Affective meaning

Affective meaning is related to the speaker's personal feelings or attitudes. In a way that is comparable to social meaning, the affective meaning is only indirectly related to conceptual representation. Affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used. For example, Mcdonad's motto is "I'm Lovin' It". The words "Lovin' It" as proof, describe the feelings of the writer and reader towards the product.

d. Reflective Meaning

Communicated through association with other senses of the same expression or meaning that arises in the case of multiple conceptual meanings when one sense of words forms part of our response to other senses. It means that one word's meaning influences the understanding and use of all other senses in the world. This is usually caused when familiarity with one word meaning affects our interpretation of different meanings. For example, KFC's slogan is "Finger Lickin' Good". This sentence makes many assumptions for the readers. The word "good" is reflected in good food and makes people feel like licking their fingers.

e. Collocative Meaning

Collocative meaning consists of the association of words obtained because of the meaning of words that tend to occur in their environment. For example, it can be seen in the words beautiful and handsome. Beautiful and handsome share similarities in the sense of "handsome", but can be distinguished from the range of nouns with which they might occur or be combined:

Beautiful: girl, boy, girl, flower, garden, colour, village, etc.

Good looking: boy, man, car, boat, coat, plane, typewriter, etc.

It could be that the words overlap like a handsome woman and a beautiful woman. Both are acceptable, even though they have different appeal because of the collocative association of the two adjectives

CONCLUSION

From the analysis above, the researcher found five types of associative meanings that appear in the analysis section in the following ways. Those are connotative meaning, social meaning, affective meaning, and reflective meaning. The last one is collocative meaning.

Connotative meaning is indicated by the writer in words, phrases and clauses. Its function as an emphasis on what the reader should pay more attention to emphasizing the writer's view; about what activities are marked negative and positive, and also to make the reader understand and use that view during reading.

The social meaning is indicated by uses social meaning in the form of general terms, fun, and also the modality of blessing. It is used by writers to carry certain social conditions, such as journalism, politics, and speeches.

The affective meaning is shown by the writer throughout the contents of the sentence, with an emphasis on words. The author uses affective meaning in the form of hyperbole in insulting and hoping. Affective meaning serves to make the reader feel the emotions of the writer of a thing.

Reflective meaning appears in the form of nouns, noun phrases, and verbs. The author uses general terms in conveying meaning, and those terms serve to bring the reader to the meaning of new words that support their understanding of the sentence.

The collocative meaning is shown by the author in the form of noun phrases related to several discussion topics such as politics, military, and government. The collocative meaning is used by the author to support the theme of discussion with the circumstances it carries.

REFERENCES

- Altstiel, T., & Grow, J. (2008). *Advertising Strategy (Creative Tactics from the Outside/In)*. Singapore: Seng Lee Press Pte. Ltd.
- Crystal, D. (1987). *The Cambridge Encyclopedia of Language*. Melbourne, Australia: Cambridge University Press.
- Crystal, D. (1991). *A Dictionary of Linguistics and Phonetics* (3 ed.). Cambridge, MA: Basil Blackwell.
- Dingxiasong. (1998). The understanding of the slogans/ taglines Retrieved from www.dingxiasong@sina.com website: www.dingxiasong@sina.com
- Dutamurty, E. N. (2013). *Associative Meaning on www.khilafah.com*. Surabaya: Surabaya State University.
- Jindal, D. V., & Syal, P. (2002). *An Introduction To Linguistics : Language Grammar and Semantics*. New Delhi: Asoke K. Ghosh.
- Leech, G. (1966). *English in Advertising*. London: Longman.
- Leech, G. (1974). *Semantics*. New York, U.S.A: Penguin.
- Leech, G. (1983). *Principles of Pragmatics*. New York: Longman Inc.
- Lyons, J. (1997). *Semantics* (Vol. I). Great Britain: Cambridge University Press.
- Morley, G., D. (2000). *Syntax in Functional Grammar: An Introduction to Lexicogrammar in Systematic Linguistics*. New York: Continuum.
- Noor, M., Mustafa, R., Muhabat, F., & Kazemian, B. (2015). *The Language of TV Commercials' Slogans: A Semantic Analysis* (Vol. 1). Pakistan: University of Gujrat.
- Sarefah, L. (2008). *The Associative Meaning in the Headlines of the Jakarta Post*. Unpublished Thesis. The State Islamic University of Malang. Malang.

Wiryanti, S. (2015). *Associative Meaning of Pornography in Printed Media Advertising Products: A Pragmatic Study* (Vol. 36). Surakarta: Sebelas Maret University of Surakarta.