

THE ANALYSIS OF PRESUPPOSITION IN “CNN” TWITTER SOCIAL MEDIA: A PRAGMATICS APPROACH

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Abstract

Good and appropriate presuppositions helped me find the right variety of words before speaking in interaction and communication. Therefore, research on presuppositions is important in the communication and meaning-making of an interaction. By referring to Yule's theory (1996), this study aims to identify the types of pragmatic presuppositions found in comments by netizens in the CNN Twitter. The data of this study is taken from the comments of netizens on CNN Twitter. In collecting the data, the researcher used the observation method. The findings of this research showed that 100 data fulfill all six types of presupposition, that is, existential presupposition (17), lexical presupposition (36), factive presupposition (38), structural presupposition (10), counterfactual presupposition (15), and non-factive presupposition (20). The conclusion, this research highlights the importance of pragmatics analysis in understanding netizen comments on social media and their implications for media communication.

Kata Kunci: *Presupposition, Comment Netizen, CNN Twitter*

INTRODUCTION

One of the unique abilities of humans is the ability to create language. Unlike other living things that communicate only through sounds and gestures, humans can create complex sounds that have a wide range of meanings. Language is used to exchange ideas between speakers and listeners or writers and readers. Language use is now interactive thanks to technological advances such as computers and the Internet. Learning sounds and words is primary to learning a language, followed by sentences and meaning. Thus, pragmatics and language are interrelated because pragmatics is a field of study that studies how readers or listeners understand what is intended by the speaker or writer by analyzing the situation and conditions presented.

According to Cruse in (Al-Hindawi & Mehdi 2016), pragmatics is the aspect of information (in a broad sense) expressed through language and encoded by the generally accepted standards of the language used, and its natural derivation, is based on the

meaning conventionally encoded in the linguistic form used, together with the context in which that form is used (emphasis added). In contrast to semantics, which studies literal meaning, pragmatics studies how the transmission of meaning depends not only on the structural and linguistic knowledge of the speaker and hearer but also on the linguistic context. There are several problems when studying language practically. One of them is presupposition. Presuppositions are assumptions that one makes to judge others, meaning here that presuppositions are used to guess whether the assumptions are true or not.

Nowadays, people are free to be presupposition, whether it leads to positive or negative presuppositions. The reason the researcher is interested in raising the title of presupposition is that this phenomenon involves assumptions implicit in language that affect the understanding and interpretation of speech, so it is important to study language and communication science. The phenomenon is an emphasis on

selected Information. In social media and online news, information is often filtered or selected based on certain presuppositions that can influence readers' views and understanding. In addition to this phenomenon, the phenomenon of fast and short communication affects presuppositions because they are often accepted unconsciously, and there is little room for clarification or further explanation, as well as the phenomenon of Debate and Controversy, which makes presuppositions a source of conflict in debates, where different parties have different assumptions about the context or meaning of a statement. The problem is that it can cause confusion or disagreement between the speaker and the listener if the implied assumptions are not recognized or properly understood. This can interfere with effective communication and can result in the wrong interpretation of the message being conveyed. Analyzing presuppositions is important because they play a key role in understanding the true meaning of a statement or speech. By analyzing presuppositions, we can identify the assumptions underlying the communication and understand the deeper implications of what is being said explicitly. This helps in understanding the message more fully and prevents misunderstandings that may arise due to unrecognized assumptions. Based on Yule (1996), there are six types of presupposition they are structural, lexical, existential, active, nonfactive, and counter-factual presupposition. Today, social media is full of features. People use it to share photos and videos, and social media can be used to send messages or call other people. Besides that, social media is also used to read the news. People read news more often through cellphones than through TV or newspapers, because it is easier to get the latest news through cellphones with the help of the internet. Social media provides many platforms to do all of the above;

one of the platforms is Twitter. Twitter is one of the most popular social media platforms worldwide. On Twitter, users can share anything with their friends, including the latest news. Twitter accounts that often share Tweets are messages or writings that someone posts on their wall. Presupposition can be found on Twitter (@CNN). @CNN is one of the famous Twitter accounts that focuses on tweets about news, lifestyle, sports, etc. @CNN has 62.1 million followers.

METHOD

(Creswell & Creswell 2018) stated that the overall decision involved which approach should be used to study a topic. Informed by this decision were the philosophical assumptions the researcher brought to the study, and the procedures of inquiry, called research designs. In that study, a descriptive qualitative design was used as the research design. This is Qualitative design research was chosen because it focused on producing descriptive information in the form of written or spoken words from people. The purpose of the study was to find out the types of presuppositions on CNN Twitter and to determine the most dominant types of presuppositions that were used. Data was taken from comments from netizens on Twitter social media on the CNN account in the criminal news "Inside The Reports On The Botched Law Enforcement Response In Uvalde, Texas" by Ray Sanchez, which was published on Tuesday, January 19th to 22nd, 2024. The data source was the Twitter social media CNN account. Emzir (in Kaol, 2017) states that, in general, in qualitative research, data collection includes observation, interviews, and document analysis. In this study, the researcher made observations that began with reading the news on CNN Twitter. After that, the researcher observed people's comments about the news. From these comments, the researcher processed the data to determine the types of presuppositions that existed in these comments. Additionally, after determining

the type of presupposition, the researcher also examined what type of presupposition was dominantly used by people in commenting.

RESULT AND DISCUSSION

After analyzing the presuppositions in the study, the researcher can gain a deeper understanding of the assumptions underlying the statements and comments of netizens on CNN Twitter. Thus, presupposition analysis can help in revealing the implied meaning, communicative purpose, and worldview contained in the comment. In theory, Yule said presuppositions have 6 types: existential presuppositions which presuppose the existence of something, factive presuppositions which presuppose the truth of certain propositions, counterfactual presuppositions which

presuppose that if one presupposition is true, then another presupposition must also be true, lexical presuppositions these are associated with particular lexical items, structural presuppositions these are associated with particular sentence structures, non-factive presuppositions these are similar to factive presuppositions but do not presuppose the truth of the presupposition.

The researcher identified netizen comments by linking the theory that occurred on CNN Twitter. Not all netizen comments were identified as presuppositions; there were only a few comments. Researchers present the results of the research findings in the following table:

Table 1. Types Presupposition

Type Of Presuppositions	Data	Percentage
Existential presupposition	17	13%
Factive presupposition	38	28%
Non-factive presupposition	20	15%
Lexical presupposition	36	26%
Structural presupposition	10	7%
Counterfactual presupposition	15	11%

This study examines the pragmatic presuppositions shown in netizen comments on CNN Twitter. How to calculate it: presupposition type data multiplied by comment data divided by the total presupposition type data, then get the percentage. The researcher identified six types of presuppositions: 36 existential, 38 factive, 20 non-factive, 36 lexical, 10 structural, and 15 counterfactual.

The findings of this study underscore the importance of understanding the context and assumptions in netizen comments on CNN and Twitter, to facilitate the identification of presuppositions. The purpose of this study is to identify the types of pragmatic presuppositions and find the dominant presuppositions used in netizen comments on CNN Twitter. Using Yule's theory, the researcher described six types of presuppositions: 36 existential, 38 active, 20 non-factive, 36 lexical, 10 structural, and 15 counterfactual.

These findings were also supported in a previous related study by (Manurung 2020). The researcher found 27 speeches for the existential presupposition, 28 utterances for the factive presupposition, 1 for the non-actual presupposition, 3 for the counterfactual presupposition, 11 utterances for the lexical presupposition, and 18 utterances for the structural presupposition. The findings of the previous study are in line with the findings of this study, which mainly aims to identify the dominant type of presupposition. The previous study found factive presupposition as the dominant type when which type was also found as the dominant type in this research. The contrary of this previous study is that non-factual presuppositions were found less in his research. The researcher found that structural presuppositions were found less in the analysis.

This research finds out the type of presupposition that is dominantly used on

social media, Twitter, "CNN": Pragmatic Approach. In this research, the researcher found that the dominant type is a factive presupposition. In this study, the researcher found 38 factive presuppositions, which makes this type the dominant type in this study. The researcher also found that not all the sentences in the comment "CNN" Twitter social media.

The findings of this study are also supported by previous findings. That is, in the research entitled presupposition in the school podcast episode 4-7 and its implication in exposition text learning for class x in SMK. The purpose of this study is to identify the types of presuppositions that appear in the school podcast episode 4-7 and describe their relation to exposition learning. The results of the study found, that is (1) factual presupposition, (2) non-factual presupposition, (3) structural presupposition, (4) lexical presupposition, (5) existential presupposition, and (6) counterfactual presupposition. The presuppositions found in this study amounted to

65 findings. 27 findings of factual presupposition, 5 findings of non-factive presupposition, 25 findings of structural presupposition, lexical presupposition, 5 existential presuppositions, and 1 counterfactual presupposition. The dominant presuppositions emerged from factual presuppositions and structural presuppositions. The dominant type of presupposition supports the findings of this study, where it can be concluded that factual sentences are often used in podcasts and social media comments. This study, which is a counter finding from previous research, is the finding on the type of counterfactual in the previous study. The researcher only found one data where there was no data comparison. While in this study, the researcher has 15 counterfactual data so that it has enough data to compare..

CONCLUSION

The analysis of presupposition in CNN's Twitter social media from a pragmatic approach could yield valuable insights into how the news outlet shapes its

messaging and engages with its audience. By examining the presuppositions embedded in CNN's tweets, recurring themes, implicit assumptions, and strategies used could be identified to influence or persuade readers. This analysis could also shed light on how CNN constructs its identity and interacts with its audience in the digital sphere.

To effectively conduct this analysis, a combination of qualitative and quantitative methods could be used. Qualitatively, one could analyze the content of CNN's tweets to identify presuppositions, such as implicit beliefs, values, or assumptions. Quantitatively, patterns could be examined in the use of presuppositions over time or across different topics to uncover broader trends in CNN's communication strategies. This research finds out the types of presupposition used in "CNN" Twitter social media: Pragmatics approach. Using Yule's theory, the researcher described six types of presuppositions: 2 existential, 14 active, 2 non-factive, 13 lexical, 1 structural, and 3 counterfactual. This research finds out the type of presupposition that is dominantly used on social media, Twitter, "CNN": Pragmatic Approach. In this research, the researcher found that the dominant type is a factive presupposition. The researcher also found that not all the sentences in the comment "CNN" on Twitter social media..

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