

## Media and Pragmatics (Pragmatic study)

Assistant Instructor: Wadi Rahi Radhi Hassan  
Directorate General of Education in Holy Karbala Province

### Abstract

In this study, the researcher gives the reader a brief introduction about his study; the study problem, so this study tries to answer the following questions: 1-To what extent is media related to linguistics branches especially pragmatics? 2- What are the main sub-divisions of pragmatics that are frequently used in media? 3-What are the main sub-divisions of media (written text / spoken text) that frequently use pragmatics and its main branches such as presupposition, entertainment, contexts and Implicature etc.? The main aims of this paper are: 1.Explaining to what extent media is related to linguistics branches especially pragmatics. 2. Examining the main sub-divisions of pragmatics that are frequently used in media. 3. Investigating the main sub-divisions of media (written text / spoken text) that frequently use pragmatics and its main branches such as presupposition, entertainment, contexts and implicature etc.

In literature review the researcher has started by defining the pragmatics and what does it mean, why we study pragmatics and the pragmatics competence. Also, the researcher has defined the term “media” and what does it mean. The researcher has explained the scope of pragmatics and the main sub-divisions of pragmatics such as; speech acts, implicature, presupposition and entailment. The researcher gives some example of these sub-divisions of pragmatics in different forms of media. The researcher has tried to show how pragmatics used to make the relationship of the sign to the sign user very easy. Almost, there is no text (written or spoken) without being pragmatically used in media in all its types.

In the conclusion, the researcher gives the reader an idea about what did he conclude and the results of his study. Regarding the presupposition that is used in BBC reports , the researcher found out it is used to refer shape narratives without making explicit claims. These presuppositions can be embedded in headlines, word choices, and sentence structures, subtly guiding public perception. According to the entailment that is used in BBC reports , the researcher found out it is used to help shape narratives by implying certain facts that must be true if the statement itself is true. Finally the speech acts that is used in BBC reports , the researcher found out these reports used different speech acts shape how information is presented, influencing public perception.

Key words: Pragmatics, Speech acts, Implicature, Presupposition and Entailment

## الملخص

في هذه الدراسة يقدم الباحث للقارئ مقدمة مختصرة عن دراسته؛ مشكلة الدراسة، لذا تحاول هذه الدراسة الإجابة على الأسئلة التالية:

1- ما مدى ارتباط الإعلام بفروع اللغة وخاصة التداولية؟ 2- ما هي الأقسام الفرعية الرئيسية للتداولية التي يكثر استخدامها في الإعلام؟ 3- ما هي الأقسام الفرعية الرئيسية لوسائل الإعلام (النص المكتوب / النص المنطوق) التي تستخدم التداولية بشكل متكرر وفروعها الرئيسية مثل الافتراضات والترفيه والسياقات والضمنية وما إلى ذلك؟ ومن أهم أهداف هذا البحث ما يلي: 1. بيان مدى ارتباط الإعلام بفروع اللغة وخاصة التداولية. 2. دراسة التقسيمات الفرعية الرئيسية للتداولية التي يكثر استخدامها في وسائل الإعلام. 3. التحقيق في الأقسام الفرعية الرئيسية لوسائل الإعلام (النص المكتوب / النص المنطوق) التي تستخدم بشكل متكرر التداولية وفروعها الرئيسية مثل الافتراضات والترفيه والسياقات والتضمين وما إلى ذلك. في مراجعة الأدبيات بدأ الباحث بتعريف التداولية وماذا تعني، لماذا ندرس التداولية والكفاءة التداولية. كما قام الباحث بتعريف مصطلح "الإعلام" وما معناه. وقد أوضح الباحث نطاق التداولية والأقسام الرئيسية للتداولية مثل؛ الأفعال الكلامية، والضمنية، والافتراضات، والاستنتاجات. ويعطي الباحث بعض الأمثلة على هذه التقسيمات الفرعية للتداولية في أشكال مختلفة من وسائل الإعلام. وقد حاول الباحث أن يبين كيف استخدمت التداولية في جعل علاقة الإشارة بمستخدم الإشارة سهلة للغاية. يكاد لا يوجد نص (مكتوب أو منطوق) دون استخدامه بشكل عملي في وسائل الإعلام بمختلف أنواعها. وفي الخاتمة يعطي الباحث للقارئ فكرة عما توصل إليه وعن نتائج دراسته .

أما بخصوص الافتراض المستخدم في تقارير هيئة الإذاعة البريطانية فقد تبين للباحث أنه يستخدم للإشارة إلى الروايات الشكلية دون تقديم ادعاءات صريحة. ويمكن تضمين هذه الافتراضات المسبقة في العناوين الرئيسية، واختيارات الكلمات، وهياكل الجملة، لتوجيه الإدراك العام بمهارة. وفقاً للاستلزام المستخدم في تقارير بي بي سي، اكتشف الباحث أنه يُستخدم للمساعدة في تشكيل الروايات من خلال الإشارة ضمناً إلى حقائق معينة يجب أن تكون صحيحة إذا كان البيان نفسه صحيحاً. وأخيراً، أفعال الكلام المستخدمة في تقارير بي بي سي، اكتشف الباحث أن هذه التقارير تستخدم أفعال كلام مختلفة تشكل كيفية تقديم المعلومات، مما يؤثر على الإدراك العام.

الكلمات المفتاحية: التداولية، أفعال الكلام، التضمين، الافتراض، والاستلزام.

## Introduction

The relationship between media and pragmatic and how each of them affect and affected by each other has attracted the consideration and the attention of many researcher and linguists. Pragmatics is a sub discipline of linguistics developed from different linguistic, philosophical and sociological traditions that studies the relationship between natural language expressions and their uses in specific situations. The term pragmatics comes from Morris' (1938) general theory of signs, who mentions that semiotic model (semiotics), pragmatics refers to the relationship of the sign to the sign user.

In linguistics, the distinction between pragmatics and semantics and syntax on the one hand and, in a broader sense, between pragmatics and sociolinguistics on the other hand depends wholly on the particular theory. Pragmatics can hardly be considered an autonomous field of study. We develop and disseminate information and methods for analyzing and improving public discourse products, processes, and contexts. In doing so, we look at how social media is changing communication and how these tools can be used effectively in news and organizations, among other things (pp.1-2).

Research questions are included the following and the present study tries to answer them:

- 1-To what extent is media related to linguistics branches especially pragmatics?
- 2- What are the main sub-divisions of pragmatics that are frequently used in media?
- 3-What are the main sub-divisions of media (written text / spoken text) that frequently use pragmatics and its main branches such as presupposition, entertainment, contexts and implicature etc.?

The researcher in this paper aims at studying the feature of media linguistics studies and what relationship exist between language use and media-mediated public discourse. In this sense, we see language as a bridge between cognitive and social communication activities (those unique to a community, domain, institution, or organization) – in other words, as a window into people and their societies.

Also, the main aims of this paper is:

1. Explaining to what extent media is related to linguistics branches especially pragmatics.
2. Examining the main sub-divisions of pragmatics that are frequently used in media.
3. Investigating the main sub-divisions of media (written text / spoken text) that frequently use pragmatics and its main branches such as presupposition, entertainment, contexts and implicature etc.

The importance of this study lies in that it show how pragmatics is a vital and essential linguistic branch in our daily life ,especial in media because media in our modern life , especially social media, becomes very important . This study shows how the media broadcasts language ideologies and is able to reinforce or preserve coverage of a less popular, minority language is critical to understanding media and its relation to linguistics. There are multiple social media platforms, including Twitter, Instagram, and Facebook but this study is limited to BBC reports because this channel is known, trusted and approved by the majority.

## Literature Review

### 2.1 What is meant by pragmatics and Media?

The researcher tries to explain the direct and important relation between pragmatics and Media by the following points including their definitions according to some references and gives some reasons that why we study pragmatics and also explains some types of Media and the following points give more detail to clarify what is meant by pragmatics and Media.

### 2.1.1 Definition of Pragmatics

Finch (2003) cites that “pragmatics is the study of the situational and interpersonal factors which affect the meaning of utterances” (p.137). Crystal (2010) states that “pragmatics is a term traditionally used to label one of the three major divisions of semiotics (along with semantics and syntactic). In modern linguistics, it has come to be applied to the study of language from the point of view of the users, especially of the choices they make, the constraints they encounter in using language in social interaction, and the effects their use of language has on the other participants in an act of communication” ( p.380 ). In the same aspect, Richards and Schmidt (2010) point out that “pragmatics is the study of the use of language in communication, particularly the relationships between sentences and the contexts and situations in which they are used” (p. 423). In addition, Richards and Schmidt (2010) mention that pragmatics includes the study of (p. 423):

- a) “How the interpretation and use of utterances depends on knowledge of the real world”.
- b) “How speakers use and understand Speech Acts”.
- c) “How the structure of sentences is influenced by the relationship between the speaker and the hearer  
Pragmatics is sometimes contrasted with semantics, which deals with meaning without reference to the users and communicative functions of sentences”. Likewise, Yule (2010) defines pragmatics as “the study of speaker meaning and how more is communicated than is said” (p.292).

### 2.2 Why do we study Pragmatics?

Pragmatics is one of the main and most important branch of linguistics. In this respect, Norenberg (2017) states that: Most people have heard funny stories of communication gone wrong due to a misunderstanding between a foreigner and a native speaker of English. Such situations could, however, also have negative consequences.

Interlocutors could end up feeling embarrassed, or even worse, perceived as rude. Knowledge about what type of language is suitable for different language situations and how context affects the meaning of language, decreases the frequency of such misunderstandings taking place. Such competences are recognized as pragmatic competences. The importance of learners having and being able to use such knowledge is raised in official documents such as the common European framework of reference for languages: learning, teaching and assessment, and the national curriculum for knowledge promotion.

These are central documents to this research . It could be argued that the term, pragmatics, is mystified and ungraspable for many. Personally, I experience few people managing to explain the word. In relation to the field of language teaching, several attempts have been made to define pragmatics and pragmatic competences (p.18).

### 2.3 Pragmatic Competences

Norenberg (2017) states that “in the present study, pragmatic competences will be interpreted as the ability to take context and setting into consideration when choosing language to express a meaning. In addition, it is about understanding how and when it is appropriate to interact in

a conversation” and he also states that “it is about understanding discourse roles, and meeting expectations present in conversation. In addition, it is about being able to formulate and organize discourse in a meaningful manner to be understood”. (p. 123).

## 2.4 Media

### 2.4.1 Definition

Sandra et al. (2006) define media as “The various means of mass communication considered as a whole, including television, radio, magazines, and newspapers, together with the people involved in their production” (p.143). In the same vein, Danesi (2009) defines media in two ways (p.192):

1. “It refers to all means of transmitting information”.
2. “It is the different forms, devices, and systems that make up mass communications considered as a whole, including newspapers, magazines, radio stations, television channels, and websites”. In the same vein, Söğüt (2018) states that “media are the reflective of society, and in this respect, and media do not passively describe or record news events, but actively reconstruct them” (p.163).

### 2.4.2 Types of Media

Craig (2004) mentions that there are two main types of media; news media and entertainment media which include fictional film, music radio and advertisements. Within the news media we have to differentiate among diverse types of media such as; television, radio, online media and the press (pp. 7-9). In addition, he also mentions that these types have very dissimilar textual features and varying types of political influence. Television is considered the most influential mass medium in the industrialised world. Radio is considered the most underrated mass medium: it is not attributed to the equal political effect as television and newspapers yet it is the most widespread type of mass media in the world, reaching populations with low levels of television penetration and literacy. Radio also continues as a politically powerful mass means in the developed world. Newspapers, television, and radio outlets now have online versions of their publications and programs.

Online media are not only considered sites where current media texts are relocated and they offer greater potential for interactivity, a feature that can alter basically the connection between media producers, public figures, and the public. In recent years we have seen an increase of online journalism sites. Online media signify a markedly new kind of media, the possibilities of which we are only beginning to comprehend and implement.

The promoters of the press claim that newspapers maintain the mantle of the most politically powerful mass medium. They maintain that newspapers set the news agenda for the day and dictate the central interpretation of the important news issues. Newspapers are considered the traditional forum for public discussion - the means by which ideas are disseminated and considered by society. Newspapers have the ability to cover a wider range of issues and to cover an individual news story in more detail than other news media (pp. 7-9). Similarly, Thanaphokhai (2016) points out that there are many reasons to draw data from media (pp.38-39). These reasons are:

1. Media are considered controlling presenters of language. Media play a vital role in the use of language in society. In many countries, people maybe hear more language from the media than they do directly from the lips of their fellow humans in conversation. By media, daily millions of words are produced.

2. Media language impacts what is used in daily life. Bell (1991) states that the media produce a lot of languages that is heard in daily life. The media affect language use in wider society.

3. Media language serves as a mirror of the wider society and culture. Social values are expressed through linguistic forms selected in speech or writing and understand the Social structure and ideology embedded in the use of language could be easily understood by the analysis of linguistic patterns of media.

4. It is easier to collect media language than other types of communication and the accessibility of media language offers certain advantages for linguistic study.

#### 2.4.3 Media discourse

O'keeffe (2011) mentions that media discourse refers to all forms of interactions that take place via a broadcast medium, whether spoken or written, in which the conversation is aimed at a non-present reader, listener, or viewer are referred to as media discourse. Despite the fact that the discourse is aimed at these recipients, they are frequently unable to respond immediately to the discourse's producer(s), but this is changing with the introduction of new technologies. The written or spoken debate, for example, is geared toward the readership or listening/viewing audience. In other words, media debate is an on-the-record, public, manufactured mode of interaction. It's not impromptu or unplanned (in the same way that casual speaking or writing is); it's also not private or off the record (p.441).

In addition, O'keeffe (2011) argues that the fundamental features, as obvious as they may seem, are critical to the investigation, description, and comprehension of media discourse. We must understand how media discourse has been manufactured, both in terms of what goes into its making and on an ideological basis, since it is manufactured. Taking a critical slant on media discourse is one of the most relevant strands of media discourse analysis. It is vital that we evaluate the messages we receive from our manufactured mass media on a regular basis. Since media dialogue is open to the public, it attracts the attention of many discussion researchers who study it as a type of institutional talk that can be contrasted to other types of talk, both mundane and institutional.

Furthermore, O'keeffe (2011) argues that the fact that media debate is recorded makes it appealing to discourse scholars, and this is becoming more so as newspapers, radio stations, and television programs become available online. Advances in technology have greatly mitigated the ephemerality factor that used to be associated with media discourse, especially radio and television (where it used to be the case that, if you wanted to record something, you had to do it right then and there) (p.441).

### 3. Methodology

This study will employ a and is conducted by qualitative method, focusing on discourse analysis to examine interactions on social media platforms. The qualitative method is particularly suitable for this research as it allows for an in-depth understanding of the complexities of communication and the subtleties of pragmatic strategies used by individuals in digital contexts. Discourse analysis will enable the researcher to explore not only the content of the conversations but also the social and cultural contexts that shape these interactions. The material and the data will be collected and taken from the reports of BBC Channel. The researcher will conduct direct observations of user interactions on the selected social media platforms. This involves monitoring conversations in real time or

reviewing archived posts and comments to gather extracts of pragmatic language use. In this study the researcher will use a qualitative method supported by statistical percentages to achieve his study. Regarding the modal that is used to analyze the data, the researcher adopted Austin's model of speech act.

### 3.1 Pragmatics Branches in Media

#### 3.1.1 Speech Acts in Media

Speech Acts in media is cited in many references and explained or defined according to the author that he says for example: Yule (1996) states that Speech Acts are "a set of circumstances in which people interact in some conventional way to arrive at some outcome" (p.135). Likewise, Trask (2007) states that "an attempt at doing something purely by speaking. There are very many things that we can do, or attempt to do, simply by speaking" (p.267).

Also, Trask (2007) argues that many forms can be made such as making offer, giving a promise, asking a question, making request, making a threat, naming things, the processes of pronouncing two persons as a husband and a wife during marriage day, and so on, through applying the theory of Speech Acts (p.267). In this respect, Allot (2010) mentions that "speech-act theory was effectively founded by the philosopher J. L. Austin's book 'How to Do Things With Words' in which he made the point that utterances have force as well as meaning" (p. 179).

#### 3.1.2 Classification of Speech Acts

Kiuk and Ghozali (2018) state that "there are five main kinds of speech act of utterance that one can perform in speaking which are promoted by Searle in Levinson (1983: 240), they are representatives, directives, commissives, expressive, and declarations" (p. 61). These five main kinds of Speech Acts are:

##### 1. Representative Act (Assertive)

Kiuk and Ghozali (2018) state that "assertive or representatives are such utterances which commit the hearer to the truth of the expressed proposition. It is an illocutionary act which states the facts".

##### 2. Declarative Act (Declaration)

Kiuk and Ghozali (2018) explain that "declarations effect immediate changes in the institutional state of affairs and which tend to rely on elaborate extra-linguistic institutions. In declarations the speaker alters the external status or condition of an object or situation, solely by making the utterance".

##### 3. Commissives Act

Kiuk and Ghozali (2018) state that "commissives commit the speaker to some future course of action. The class involves: promising, offering, guarantee, pledging, swearing, vowing, undertaking, warrant, etc."

##### 4. Directive Act

Kiuk and Ghozali (2018) show that "directives are attempts by the speaker to get the addressee to do something. It is an illocutionary force that gets things done by the addressee. The class involves: ordering, requesting, asking, begging, challenging, commanding, daring, inviting, insisting, etc."

## 5. Expressive Act

Kiuk and Ghazali (2018) argue that “expressive expresses a psychological or mental state of the speaker. The class involves: thanking, congratulating, apologizing, appreciating, deploring, detesting, regretting, thanking, welcoming, etc.”

### 3.1.3 Examples of Speech Acts in Media

Below are some examples that explain and investigate the Speech Acts types in BBC reports regarding the conflict in Syria and the civil war in some headlines that represents this conflict and war.

1. Syrian refugees and ISIS ( assertive )
2. 'This is the price we had to pay for freedom' ( Commissives )
3. UN alarm at escalation of hostilities in Adlib ( Declarative )
4. IS militants 'leave Damascus suburbs' ( Declarative )
5. Air strikes and shelling kill 24 civilians in Adlib ( assertive )
6. Justice remains elusive for victims of war crimes in Syria ( assertive )
7. A new front in Syria's war. ( Declarative )
8. Government troops seize part of key Adlib and Saraqeb town ( assertive )
9. Inside the final rebel stronghold ( assertive )
10. Syria to hold election in May after years of war ( assertive )

### 3.2 Implicature in Media

#### 3.2.1 What is meant by implicature?

Finch (2000) mentions that implicature is “a term derived from the work of the philosopher H. P. Grice and now frequently used as part of the study of conversational structure. Implicature result from the process of implication which speakers and listeners rely on in the production and interpretation of utterances” (p.176). In this respect, Akmajian et al. (2014) explain that implicature is “the act of communicating one thing while saying another” (p.588). Likewise, Fasold and Connor-Linton (2014) state that implicature is “speaker’s meaning which comes about because of the cooperative principles” (p.519).

#### 3.2.2 Examples of Implicature in Media

Below are some examples that explain and investigate the detecting the sorts of conversational implicature in BBC World Exclusive Interview with Rejap Tayyip Erdogan.

Amanpour: “Regarding Iran again, because the West does not seem satisfied.” Erdogan: “So Iran is always on our agenda, it seems.”

Febriyani and Ariatmi (2019) state that “in this dialogue, the speakers are Erdogan and Amanpour. This dialogue is held on April 16, 2010. The purpose of the dialogue is about sanctions on Iran and concern that Erdogan becoming less committed to the United States and more interested in Muslim neighbors”. In addition Febriyani and Ariatmi (2019) state that “Turkey and Iran have a heavy mutual influence on each other due to geographical proximity, linguistic and ethnic relations”. Febriyani and Ariatmi (2019) explain that “So, the implicature is that the West does not satisfy because Iran and Turkey have heavy mutual influence in each other. The implicature belongs to generalized implicature since the inference can be drawn from general features of the context and does not depend on particular features of the context in the dialogue. ”

Febriyani and Ariatmi (2019) give another example:

Amanpour: Did he extend you an invitation to go to Washington?

Erdogan: He has stated that he's going to convey his instructions to the relevant echelons within the administration. And I will duly convey my instruction to my protocol.

Febriyani and Ariatmi (2019) state that “this conversation is held on April 19, 2017. The speakers are Erdogan and a journalist of BBC Channel , who is seeking the news of a political transformation in Turkey. ” Also Febriyani and Ariatmi (2019) state that “The purpose of the conversation was about President Trump invited Erdogan to go to Washington. The background of the speech is that there is a result of the referendum, Trump was congratulating Erdogan. There were mutual relations will only get stronger in the future. ”. In addition, Febriyani and Ariatmi (2019) state that “Trump shared his opinions and his thoughts with Erdogan, his thoughts Syria. The implicature found in the utterance: I will duly convey my instruction to my protocol. Instruction is given to transfer of learning from one person to another”. Any time given directions or told how to do something is receiving instruction.

Furthermore,” Febriyani and Ariatmi (2019) “the implicature is that an invitation to go to Washington has followed. Erdogan said what he believed to be false. He did not say what he was feeling. So, Erdogan flouted a maxim of quality”.

### 3.3 Presupposition in Media

#### 3.3.1 What is meant by Presupposition?

Cruse (2006) mentions that presupposition “is a proposition whose truth is taken for granted by the producer of an utterance and which must be known and taken account of for the utterance to make sense to an interpreter ” ( p.138). Likewise, Cummings (2010) mentions that presupposition “refers to propositions whose truth is taken for granted in an utterance and without which the utterance cannot be assigned a truth-value. Presuppositions remain in force when the utterance is negated” (p.349).

#### 3.3.2 Examples of Presupposition in Media

Below are some examples that explain and investigate the detecting the sorts of conversational presupposition in BBC reports:

- |   |             |
|---|-------------|
| 1. Original phrase: “Zimbabwe’s brutalized citizens”<br>meaning: “Zimbabwe’s citizens are brutalized”       | Presupposed |
| 2. Original phrase: “Mr. Mugabe’s history of bad faith”<br>meaning: “Mr. Mugabe has a history of bad faith” | Presupposed |

3. Original phrase: “Mr. Bush’s disastrous war”  
“Mr. Bush has started a disastrous war.”

Presupposed meaning:

4. Original phrase: “His administration’s inhuman policy”  
meaning: “He has inhuman policy in his administration”

Presupposed

5. Original phrase: “Wealthy countries acknowledged that poverty can be a fertile ground for terrorism and pledged to open their markets to exports from the world’s poorest nations.”

Presupposed meaning: “Poverty can be a fertile ground for terrorism ...”

### 3.4 Entailment in Media

#### 3.4.1 What is meant by Entailment?

Lyons (1977) defines entailment as “a relation that holds between P and Q where P and Q are variables standing for propositions such that if the truth of Q necessarily follows from the truth of P (and the falsity of Q necessarily follows from the falsity of P), then P entails Q” (p. 85). In this vein, Kempson (1977) states that “a relation of entailment arises between two assertions whenever an argument or predicate in one assertion is hyponyms to an argument or predicate in the other” (p.80). In this respect, Yule (1996) explains that entailment has two main kinds. These kinds are: a) Background entailment b) Foreground entailment (p.33)

#### 3.4.1 Examples of Entailment in Media

Below are some report news titles that explain and investigate the detecting the sorts of entailment in the BBC reports “regarding the Iraqi October Protests 2019”.

1. Title: “Thousands of Iraqis defy bloody crackdown on Tahrir square protest”

Entailment: Iraqi protesters are brave and no more afraid of any crackdown

2. Title: “Iraqi cleric appeals for calm as forces face off with protesters”

Entailment: the religious authority in Iraq support the protesters

3. Title: “Iraqi PM says he will resign after weeks of violent protests”

Entailment: Iraqi PM agrees with the protesters’ demands

4. Title: “‘Fear factor is broken’: protesters demand removal of Iraqi government”

Entailment: Iraqi protesters are brave and no more afraid of any crackdown

## Results and Findings

From the ten headlines above, The researcher has explained the scope of pragmatics and the main sub-divisions of pragmatics such as; speech acts, implicature, presupposition and entailment which is the answer of the first research question and he also conclude that the most frequent Speech Acts are the “assertive” in the first place while “declarative” comes in the second and “commissives” is used in the third one which is considered the answer of the second question. Almost, there is no text (written or spoken) without being pragmatically used in media in all its types that is related the third one. Regarding the Implicature that is used in BBC reports, the researcher found out it is used to refer to the implied meanings that go beyond the literal wording of the text. These can shape how audiences interpret news without explicitly stating a particular viewpoint. Implicature can be conversational or conventional (based on word choice and phrasing). Regarding the presupposition that is used in BBC reports, the researcher found out it is used to refer shape narratives without making explicit claims. These presuppositions can be embedded in headlines, word choices, and sentence structures, subtly guiding public perception. According to the entailment that is used in BBC reports, the researcher found out it is used to help shape narratives by implying certain facts that must be true if the statement itself is true. Finally the speech acts that is used in BBC reports, the researcher found out it these reports used different speech acts shape how information is presented, influencing public perception.

## Conclusion

The present study reveals that there is a very strong relationship between media and pragmatics. The main aim of this paper has been to explain the potentials of the developing pragmatic competences. Pragmatic competences enable people to participate in successful communication and therefore as participants in the worldwide community. This paper contains some information concerning what language is appropriate to use in different situations (e.g. persuasion) and what anticipations are present in connection to having a conversation. Also, the researcher has tried to show how pragmatics used to make the relationship of the sign to the sign user very easy. Almost, there is no text (written or spoken) without being pragmatically used in media in all its types.

The researcher infer that the most common Speech Acts are the “assertive” in the first square while “declarative” comes in the second and “commissives” is used in the third one. The researcher find out that presupposition is used in BBC reports refer to shape narratives without making explicit claims. These presuppositions can be embedded in headlines, word choices, and sentence structures, subtly guiding public perception. While the entailment is used to help shape narratives by implying certain facts that must be true if the statement itself is true. Finally the speech acts are used in the same reports have different speech acts shape how information is presented, influencing public perception.

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