

ASSOCIATIVE MEANING AND COMMUNICATIVE EFFECT (MEANING DELIVERY)

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ABSTRACT

Associative meaning is an unstable meaning that has variants based on individual experience. The associative meaning of an expression has to do with individual mental understanding of the speaker. They can be broken up into five subtypes are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The semantic analysis, generally, must explain how the sentences of a particular language are understood, interpreted, and related to states, processes and objects in the world. When learns more about semantics, it finds out a lot about how the world's languages match forms to meanings. And in doing that, learns a lot about ourselves and how we think, as well as acquiring knowledge that is useful in many different fields and applications.

Keywords : semantics, associative meaning, communicative effect

INTRODUCTION

Language has a powerful influence over people and their behavior. Language can be regarded as a communication tool that relates something to be communicated with something that communicates a message on the one hand with a set of signs or symbols. When learning language, it will be more understandable for people to learn the meaning of language (Crystal, 1987: 100). Meaning is an idea that can be transferred from the mind of the speaker in the mind of the hearer by embodying them in the form of one language or another. Meaning must be completed with context in accordance with the time and space in which an expression is applied because similar expression may have different meaning if it is used in different condition or context. Semantics is the study of the way in which words and sentences convey meaning.

Study of meaning is one of the major areas of linguistic study. Linguists have approached it in a variety of ways. Members of the school of interpretive semantics study the structures of language independent of their conditions of use. In contrast, the advocates of generative semantics insist that the meaning of sentences is a function of their use. Still another group maintains that semantics will not advance until theorists take into account the psychological questions of how people form concepts and how these relate to word meanings.

DISCUSSION

1. Semantics

Semantics is one the branches of linguistics studying about meaning, and it is considered as a major branch of linguistics devoted to the study of meaning in language (Crystal, 1991: 310). Semantics is traditionally defined as the study of meaning; and this is the definition which we shall initially adopt (Lyons, 1997: 1). It can be concluded that semantics is a study of meaning. Semantics as a field of study also has significant ties to various representational theories of meaning including truth theories of meaning, coherence theories of meaning, and correspondence theories of meaning.

Crystal (1991:310) stated that semantics is one of the branches of linguistics studying about meaning and it is considered as a major branch of linguistics devoted to the study of meaning in language. Crystal (1991:100) also said that the study of properties of definitions is an important part of semantics, but it is only a part. The more important thing is the study of the way in which words and sentences convey meaning in the everyday situations of speech and writing.

Some people would like semantics to pursue study of meaning in a wider sense of 'all that is communicated by language'; others (among them most modern writers within the framework of general linguistics) limit it in practice to the study of logical or conceptual meaning. It needs no great insight to see that semantics in the former, wider sense can lead us once again into the void from which Bloomfield retreated with understandable misgivings—the description of all that may be the object of human knowledge or belief. On the other hand, we can, by carefully distinguishing types of meaning, show how they all fit into the total composite effect of a linguistic communication, and show how method of study appropriate to one type may not be appropriate to another.

It has been observed that there is tremendous renewal of interest in semantic theory among linguists in the last few years. The main reason is the development of generative grammar with its emphasis on the distinction between 'deep structure' and 'surface structure'. On the one hand semantics deals with the way words are and sentences are related to objects and processes in the world. On the other hand, it deals with the way in which they are related to one another in terms of such notions as 'synonymy', 'entailment', and 'contradiction'. According to John I Saeed, Semantics is the study of meaning communicated through language. He further says that a speaker's semantic knowledge is an exciting and challenging task.

The semantic analysis, generally, must explain how the sentences of a particular language are understood, interpreted, and related to states, processes and objects in the world.

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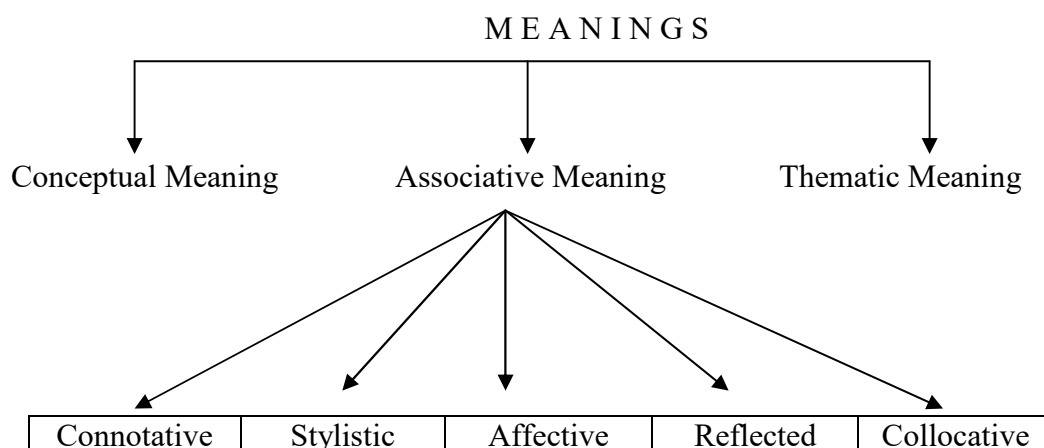
In this case, semantic can be used to figure out the meaning and effects are made in the slogans through advertisement language to convey a message from the seller to buyer. It delivers a good communication.

2. Meaning

According to Leech there are only seven types of meaning. Meaning plays a vital role in understanding what is communicated. Thus, there are seven types of meaning and they contributed much to the field of semantics. The study of meaning is a new field of this century, in days to come; this field of study will progress and will have much value in analysis of meaning in field of linguistics.. Generally, it is classified into seven types of meanings in which five of them are identified as associative meanings. The seven types of meaning are conceptual meaning, thematic meaning, and associative meaning; connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The definition of associative meaning is unstable of meaning and has variants of individual experience (Leech, 1974: 21). The associative meaning of an expression has to do with individual mental understanding of the speaker. They can be broken up into five subtypes are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning.

Leech's seven types division of meaning can be illustrated based on the diagram below:

Figure 2.1 Types of Meaning



(Based on Leech's theory, 1974)

3. Associative Meaning

It has been explained that connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning according to Leech (1974: 21) are unstable meaning and have variants of individual experience. It is an expression has to do with individual mental understanding of the speaker. Sarifah (2008: 11) emphasizes that associative meaning is the sense associations that are not part of a world's basic meaning and have variants meaning based on individual experience or the context of the sentences. For instance, the word "black" is associated with the meaning of darkness and sadness.

Considering the classification of associative meanings based on Leech's theory, five meanings can be illustrated on the table of associative meanings below:

Table Five types of Associative Meaning

Associative Meaning	Connotative Meaning	What is communicated by virtue of what language refers to
	Stylistic Meaning	What is communicated of the social circumstances of language use
	Affective Meaning	What is communicated of feelings and attitudes of the speaker or writer
	Reflected Meaning	What is communicated through association with another sense of the same expression
	Collocative Meaning	What is communicated through association with words which tend to occur in the environment of another word

4. The Types of Associative Meaning

Based on Geoffrey Leech's theory, there are five types of associative meanings are connotative meaning, stylistic meaning, affective meaning, reflected meaning, and collocative meaning. The explanation of them is followed:

a. Connotative Meaning

Leech (2003:23) defines that Connotative meaning is the communicative value of an expression according to what is referred to, exceed the above contents are purely conceptual. For example: the word “woman” as conceptual meaning has three characteristics “*Manusia, Perempuan, Dewasa*” (+HUMAN,-MALE, ADULT)’ can be more explained as the connotative meaning comprising ‘the nature of putative’ of reference, caused by the views received by the individual or group or all members of society. Thus, connotative meaning is owned by the communicative value of the expression based on what it refers, over and above that is owned by its conceptual meaning.

Based on the explanations before, it can be deduced that the connotative meaning is vary from time to time, and one society to another societies. For example, the slogan of Pizza Hut is “Flavor of Now”. The word ”flavor” used to hide the meaning and it is a satire to the readers to taste their food.

b. Stylistic Meaning

Leech (2003: 25) stated that stylistic meaning is that which a piece of language conveys about the social circumstances of its use. It is meaning which appear as result of the use of language. We can explain about stylistic meaning through some dimensions and levels of language use.

People know some language use, like dialect, the use of language in formal situation, language use in literary work and language use in market. Stylistic meaning related to language use that cause effect, especially to reader. So that why, stylistic meaning can more be felt in literary work. Example of stylistic meaning is: “What he is saying is that change is possible; pluralism is a good thing, and everyone should have the chance to dream.” In this sentence, the word “pluralism” is usually used in the scope of society. Another example from the slogan of Dunkin’ Donuts is “America Runs On Dunkin’”. In this sentence, the word “america” talking about the everyday folks who get things done. It used in the scope of society who are busy and do not have time to linger.

Language use can be formal, neutral and casual in style. The stylistic features of words, which make words appropriate for appropriate situations, constitute stylistic meanings of words.

c. Affective Meaning

Affective meaning has to do with the personal feelings or attitudes of the speaker. In a manner comparable to social meaning affective meaning is only indirectly related to the conceptual representation.

Leech (2003: 27-28) stated that affective meaning is often explicitly conveyed through the conceptual or connotative content of the words used. For example, the slogan of Mcdonalds is “I’m Lovin’ It”. The word “Lovin’ It” as the evidence that this sentence describes the writer’s and reader’s feeling towards the product.

d. Reflected Meaning

Leech (2003:29) conveyed that what is communicated through association with another sense of the same expression or the meaning which arises in case of multiple conceptual meaning when one sense of word forms part of our response to another sense. It means that one sense of a particular word affects the understanding and usage of all the other senses of world. This is usually caused when familiarity with one sense of a word affects of our interpretation of another sense. For example, the slogan of KFC is “Finger Lickin’ Good”.

This sentence makes many assumption for the readers. The word “good” reflected to the food which is tasty and make the people feel want to lick their finger.

e. Collocative Meaning

Leech (2003:30) stated that collocative meaning consists of the associations a word acquires on account of the meanings of words which tend to occur in its environment. For example the words pretty and handsome. Pretty and handsome share common ground in the meaning “good looking”, but may be distinguished by the range of nouns with which they are likely to co-occur or collocate:

Pretty: girl, boy, woman, flower, garden, colour, village, etc

Handsome: boy, man, car, vessel, overcoat, airliner, typewriter, etc.

It can happen that the words overlap as like handsome woman and pretty woman. Both of them can be received, although they have different attractiveness because of collocative associations of the two adjective.

From this, people can know the proper word to be used with other word in a sentence. In English, sometime one word has some synonyms with other words, but not all of synonym words can be used with other word. Another example from the slogan of Dairy Queen is “Fan Food Not Fast Food”. The word “fan” in the sentence shows that it changes the real meaning of the word itself. It depends on the context of sentence.

Summary of Seven Types of Meaning.

1. Conceptual Meaning = Logical, cognitive or connotative content.
2. Connotative Meaning = What is communicated by virtue of what language refers
3. Social Meaning = What is communicated of the social circumstances of Language
4. Affective Meaning = What is communicated of the feelings and attitudes of the Speaker through language.
5. Reflected Meaning = What is communicated through associations with another Sense of the same world.
6. Collocative Meaning = What is communicated through associations with words which co-occur with another word.
7. Thematic Meaning = What is communicated by the way in which the message is organized in terms of order and emphasis.

CONCLUSION

Some people would like semantics to pursue study of meaning in a wider sense of ‘all that is communicated by language’; others (among them most modern writers within the framework of general linguistics) limit it in practice to the study of logical or conceptual meaning. It needs no great insight to see that semantics in the former, wider sense can lead us once again into the void from which Bloomfield retreated with understandable misgivings- the description of all that may be the object of human knowledge or belief. On the other hand,

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