CHAPTER II
THEORETICAL BASE

2.1 The Concept of Meaning

While the speaker conveys something to the hearer, it contains of meaning. Meaning related between what the referent of the speaker with the meaning of the referent. Ogden and Richard in Sudaryat (2009) explain that the meaning is relation between symbols with the referent.

In addition, the entire world has indicated of meaning. As Richards et all (1992, 222) argue that “meaning is what a language expresses about the world we live in or any possible of imaginary world”. Meaning is something that very interesting to discuss because meaning we can get laugh, love, happiness, sadness, and everything. Someone who said something of course has meaning and depend to someone can interpretation or not however still has meaning.

2.2 The Aspects of Meaning

According to Shipley in Sudaryat (2008) states that each utterance involves of meaning. Furthermore, four features have related each other. There are:

a. Theme

Theme in utterance is objective. It refers to the idea of the information of the sentence. In addition, it is the foundation of the speaker to explain about some information and require the hearer respond. In addition, theme could be happened because we used same language in social interaction.
b. Feeling

Feeling in utterance is subjective. It is discuss about the speaker’s attitude to the topic discussion. The speaker feeling in the utterance could be happy, glad, angry, etc. it refers to the speakers fell when said something.

c. Tone

Tone in utterance is subjective. It refers to the stressing of the sentence which related to the speaker to hearer for example the condition could be imperative, irony or sarcastic.

d. Intension

Intension is the aspect of meaning refers to the purpose or the aim of the utterances. It discuss about the information that the speaker want to tell to the hearer.

2.3 UNICEF campaign

Rodgers and Storey (1987) in Bagus blog’s states, that campaign is the activity individual communication or group that gives effect or certain something to the hearer or reader. Campaign aims to persuade or influence the hearer or reader to do something. In addition, campaign using a good utterance or polite utterance in order make the hearer or reader would be influences. There some media those speakers using to campaigns are: visual media and audio.

UNICEF is united nation children’s fund. UNICEF is the one of organization in the world that helps children survive. The basic program of UNICEF is saving life children are: bad nutrition’s, abuse, violence, and exploitation. UNICEF provides
emergency supply to the country hit by disaster because UNICEF has big family. Every country has UNICEF ambassador either actress, athlete, and volunteer.

There are some programs UNICEF to saving children survive. As follow:

A. Healthy

Healthy is the one program that UNICEF did for a long time. In this program UNICEF, supply to the country like Angola such as medicine, water, food and make clinic to consult about disease also how to overcome.

B. Education

Education is very important to children in order they get knowledge to survive their self. UNICEF builds school for children or unlucky children. Educations that the UNICEF gave to all of the children, it hopes to the children know what about the knowledge.

C. Social

Bambang (2004, 1) social is the activity of human life that happened in world. Talking about social refers to action and reaction. It has a strong relation and cannot divide in human life. UNICEF as big organization watch human life from gap social and they discuss about it. There are problem that happened in human life such as abuse, exploitation, and violence.

Problem that the UNICEF found in human life become a serious problem because it happened in all of country. For example in Indonesia, many children around the street, no parents and other family. The children have to survive alone by beggar and scavenger. It they did to looking for a little money to complete their life
although is not enough. Even, some people who are not responsibility exploitation them.