

CHAPTER II

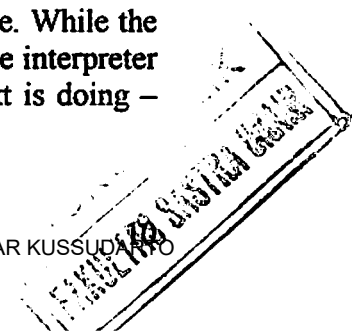
LITERATURE REVIEW

2.1. THEORIES ON DISCOURSE ANALYSIS

In this research, the writer studied the phenomena of Sampoerna A Mild advertisement slogans based on the theory of interpretative act, which proposed by Fillmore. In this case, the addresser is marketing division of PT. HM Sampoerna who communicate their product, Sampoerna A Mild. In order to communicate the product, the company uses advertisement as a tool. Sampoerna A Mild in their advertisement mainly uses unique words or jargons. The addressee is people who become the market target for this product. Since advertisement form one way communication, the addressee can only accept and interpret the message, without any chance to give direct feedback, comment, question or request for further explanation about the message.

Any description of text interpretation needs some concepts of construction. According to Ohmann, when reader reads a text, reader constructs (imagine) a speaker and a set of circumstances to accompany quasi-speech-act. Still on this matter, Fillmore offers the following description about interpretive act:

A text induces its interpreter to construct an image, or maybe a set of alternative images. The image the interpreter creates early in the text guides his interpretation of successive portion of the text and these in turn induce him to enrich or modify that image. While the image –construction and image-revision is going on, the interpreter is also trying to figure out what the creator of the text is doing –



what the nature of the communication situation is. And that, too, may have an influence on the image-creating process.

Fillmore's description above is applicable to our interpretation of any discourse, not only in literary works. (Pratt. 1977:153-154).

In the process of interpretation and image building, Grice provides an approach to the text interpretation which allows us to recognize how the image-construction process operates. According to Grices in a given speech situation, if the hearer knows that the speaker is observes the cooperative principles and its maxims, the hearer, in decoding the speaker's utterance, will make all the deductions and inferences necessary to maintain the assumption that the speaker is observing the cooperative principles. What a speaker implicates on a certain occasion is distinguishable from what he says, the literal and conventional meaning of the words he uses; what is said and what is implicated together formulate the meaning of the utterance in that context (Pratt. 1977:154).

The Grice's theory of Co-operative Principle consists of four principal maxims called Conversational Maxims. Those Conversational Maxims are:

1. Maxim of Quantity (be brief)

- make your contribution as informative as is required
- do not make your contribution more informative than is required

2. Maxim of Quality (be true)

- do not say what you believe to be false
- do not say that for which you lack adequate evidence

3. Maxim of Relation (be relevant)

4. Maxim of Manner (be perspicuous)

- avoid obscurity of expression and ambiguity
- be brief and orderly

(Grice. 1975:45)

While the flouting of each maxim of conversation was explained by Cook (1989:32) as follows:

1. Maxim of Quantity

- Creating prolixity, by giving too much information.
- Creating terseness, by giving too brief information.

2. Maxim of Quality

- Implying an irony or sarcasm, by giving false or less evident information.

3. Maxim of Relation

- Desiring to change the topic, by giving irrelevant information.

4. Maxim of Manner

- Creating humor, by tolerating the rival meaning.
- Excluding overhear from private conversation, by misleading information.

Since the discourse analysis has no direct access to a speaker's

intended meaning in producing an utterance, it often has to rely on a process of inference to arrive at an interpretation for utterances or for the connections between utterances (Brown and Yule, 1983:33). According to Fillmore, discourse analyst's task is to determine what we can know about the meaning and context of an utterance. An utterance can't be separated from its context, what the effect would have been if the context had been slightly different (Pratt, 1977:154).

In analyzing text, there are some features of context that can be used by a discourse analyst. Brown and Yule (1983) propose four features of context, which consist of (1) speaker, (2) hearer, (3) place, and (4) time. While, J.R. Firth proposed his context of situation features in some categories:

- A. The relevant features of participants: persons, personalities
 - i. The verbal action of the participants
 - ii. The non-verbal action of the participants
- B. The relevant objects.
- C. The effect of the verbal action

(Brown and Yule, 1983:37)

Like Firth, Hymes sets the features of context, which seizes first on the persons, but he specifies the features more detailed than Firth's features. In his theory about the features of context, Hymes includes the features below:

1. **Addressor and addressee**, addressor is the speaker or writer who produce the text, while addressee is the hearer or reader who is the recipient of the utterance. (Later Hymes distinguishes **audience**).
2. **Topic**, which related with what is being talking about.
3. **Setting**, which is related with time and place where the text is situated
4. **Channel**, which is related with how is the contact between the participants being maintained – by speech, writing, signing, picture, or smoke signals).
5. **Code**, which is considering with what language, or dialect, or style of language is being used).
6. **Message-form**, what form is intended – chat, debate, sermon, fairy-tale, sonnet, love letter, etc.).
7. **Event**, which is the nature of communication event within which a genre may be embedded – thus a sermon or prayer may be part of larger event, a church service.
8. **Key**, which involves evaluation – was it a good sermon, a pathetic explanation, etc.
9. **Purpose**, related with what did the participants intend should come about as a result of the communicative event

(Brown and Yule, 1983:38)

2.2. THEORIES ON ADVERTISING

Advertisement is considered as a marketing tool and a cultural artifact. Nowadays it is an element of popular culture. Advertising is one of the most frequent types of messages that people meet, sometimes people do not realize that they are advertised. An advertisement normally offers a product or service.

One issue about advertisement is the issue of manipulative advertising. This is often discussed as a matter of implicature, people usually try to understand what is said equal with the literal meaning and the context of the text. Advertisers usually exploit people's tendency to draw implicature. In order to derive the meaning of a statement, people typically interpret beyond what is explicitly stated. When applied to advertising, the consumer may be try to believe some things about a product that were never explicitly stated.

Originally, the first advertisements were used to inform people about products and services. Nowadays, it becomes a complex form of message which has informing and manipulating function. Advertising is a communicative situation in which language operates according to the purposes. In order to describe and define any situation of linguistic communication the following questions should be answered:

- *Who are the participants?*
- *What objects are relevant to the communication?*
- *What is the medium of communication?*

- *What is the purpose or effect of communication?*

(Liana Melchenko, 2003)

Philip Kotler proposed a definition about advertisement in his book, *Marketing Management*. According to Philip Kotler, Advertisement is any kind of presentation and promotion of an idea, good, or service non-personally by a certain sponsor which need payment. (Kotler, 2000: 658)

Over the years, the texture of advertising language has frequently changed. Styles and creative concepts come and go. But there are at least four general characteristics of the language of advertising that make it different from other languages; characteristics that make advertising has its persuasive power:

1. The language of advertising is edited and purposeful.
2. The language of advertising is rich and arresting; it is specifically intended to attract and hold our attention.
3. The language of advertising involves us; in effect, we complete the message.
4. The language of advertising uses simple language.

(Charles A. O'Neill in Goshgarian, 1992: 187)

Advertisement attempt to condition at he customer to adopt a favourable viewpoint toward the promotional message. The goal is to improve the likelihood that the customer will buy a good or service. Advertisement mainly has 4 targets:

- Gain attention and interest
- Inform and/or persuade

- Eventually lead to buying action

According to Louis E. Boone, there are some types of advertisement:

- Product advertisement: Non-personal selling of a good or service.
- Institutional advertisement: Promoting a concept, idea, philosophy or the goodwill of an industry, company, organization, place, person, or government agency.

Almost the same with Engle, Boone classified elements of advertisement into three simple parts:

- *Heading and Illustration* which mainly generate interest and attention.
- *Body copy* which informs, persuades, and stimulates buying action.
- *Signature* which shows the name of the sponsoring organization, company name, slogan, trade mark etc.

(Louis E. Boone & David L Kuntz, 1995: 106-117)

2.3. RELATED STUDY

A Study of Implicature in Jokes in the Serial Comedy Film "Hope and Gloria" is the title of a thesis. Ilham Surya Mustofa, the writer of the study and also an UNAIR student, focused on implicature that can be used to analyze jokes. While, this thesis use conversational data from television movie for the research, my thesis concerns on written language for the main data. The implicature itself emerges from the violation of Conversational Maxims.

Welmi Melati Wulandari did her research about radio

advertisement at SCFM radio Surabaya. This research aimed to describe the presupposition, implicature and deixis in radio advertisement. The result showed that hearers did not understand the advertisement and not very advertisement informed new product, many of them only reminded their hearer of the existence of a product.

According to Robyn Carston in his article, *The Relationship between Generative Grammar and (Relevance-Theoretic) Pragmatics*, the gap between sentence meaning and utterance interpretation fall into three main categories: (a) what does the speaker intend to say? (b) what does the speaker intend to imply, and (c) what is the speaker's intended attitude to what was said and implied?

(a) What did the speaker intend to say?

The text below was taken from an advertisement for an employment agency that was used to appear in the London Underground:

If you're looking for a good job, we're offering a thousand a week.

Our knowledge of English alone will tell us that this advertisement has at least two possible interpretations: it may be offering a thousand pounds a week, or it may be offering a thousand good jobs a week.

(b) What did the speaker intend to imply?

Sometimes, it is quite clear what the speaker intends to say, but less clear what she intends to imply.

I always treat other people's money as if it were my own.

There is a problem deciding what she intends to imply. The

assumption that she treats her own money very carefully will imply that she treats other people's money very carefully; on the other hand, the assumption that she spends her own money any way she likes, will imply that she treats other people's money any way she likes, and so on. Different assumptions lead to different implications.

(c) What was the speaker's intended attitude to what was said and implied?

Sometimes, it is clear what the speaker intended to say or imply, but less clear what her attitude is to what she has said or implied.

A similar issue arises at the level of implicature:

- a. *Peter* : Is John a good cook?
- b. *Mary* : He's English.

Given the reputation of English cooking, the most natural interpretation of Mary's utterance in (6b) is that she intended Peter to supply the assumption that the English are bad cooks, and to conclude that John is a bad cook.

CHAPTER III
PRESENTATION AND ANALYSIS
OF THE DATA