

DEVIATION OF MAXIMS IN ENGLISH ADVERTISEMENTS

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ABSTRACT

Advertising language has certain features, Those are persuasive and provocative. The writer was interested in conducting a research concerning the advertising language and analyzed it by using the pragmatic approach. The analysis only focuses on the illocutionary act and the application of cooperative principles. This paper contains the theoretical background of pragmatics and the pragmatic analyses on English advertisements. The results of the research shows that: (1) the English reading advertisement can be called the provocative news with the reason that the news contains not only the information in the form of a report but also a tendency to offer products of goods and services; (2) the reading advertising studied in the discussion contains the kinds of illocutionary act and the cooperative principles; (3) the illocution power in the words of the English advertisement has the kinds of direct illocution and indirect illocution; and (4) the obedience and deviation of the cooperative principles occur in the advertising to propagate the products and services advertised.

Keywords: pragmatic, advertising, illocutionary act, cooperative principles, utterance.

INTRODUCTION

An advertisement is a kind of reading which has a figurative language different from the others. The language advertisement usually is provocative, because it is the business language type, which has a function to make sure the consumers so that they do something like what the advertiser wants. So, to understand the meaning of advertisements reading, someone must be able to understand the sentence meaning and the advertiser meaning. The sentence meaning is what is expressed by a sentence, even though the advertiser meaning is what is want by the speaker.

To study the speaker meaning in a reading, we can use speech acts theory, that is the concept about illocutionary and perlocutionary acts. The reading has an hidden power able to flatter the reader. Grice (1975) states that a speech can be understood by the reader clearly if the speech matched with four maxims, that are the maxim of quantity, quality, relevance, and manner. The illocutionary act is the speech act used to state something or to do something. So, the writer is interested to analyze about the act. of saying that is illocutionary act and the deviation of cooperative principles happened in English advertisements which used to flatter the reader to do what want 'in the advertising. Based on the background above, this study purposes to examine further as to how English advertisements are pragmatically structured ?

DISCUSSION

THEORETICAL BACKGROUND

1. Pragmatics

Leech in Oka (1993) explains that pragmatics is a science that studies the advertiser meaning connected with the situation. Leech also explains that pragmatics is connected with grammar and language utilization is connected with the certain social situation. The pragmatics connected with grammar is called pragmalinguistics, even though it is connected with the certain social situation called sociopragmatic.

Based on the statements above, it can be concluded that the study of pragmatic refers to the utterance expressed by the speaker connected with the contexts. The utterance in pragmatic are divided into two, that are performative utterance, the utterance simultaneously is an act and constative utterance, the utterance used to state something. The performative utterance is not contain true value or false value.

The pragmatic research in advertisements cannot be released from the reading analyses, because the advertising is a kind of reading. A reading is a complete communication which has the elements of sender, receiver, and message bound with the certain aim, so the analyses used are the reading analyses. The readings taught by using the pragmatic approach are called the pragmatic analyses (Wijana, 1996 : 13).

2. Types of Speech Acts

a. Locutionary Act

Searle said that locutionary act is the act of saying something (1969: 23). For example, in the utterance "I have just made some coffee", the speaker informs that the speaker has just finished doing an act of making some coffee. So the locutionary concept is a concept which connects with the sentence proposition. Parker states that the locutionary act is a speech act easiest known because it is not necessary to related with the utterance context.

b. Illocutionary Act

The illocutionary is the speech act to state something, simultaneously it can used to do something (Leech, 1993 : 16). Example, "Would you like a cup of tea?" that sentence is the kinds of illocutionary act, indirect offer, The illocutionary act consists of two kinds, direct and indirect illocutions. For example, the utterance: "Can you pass the salt?" means that the sentence has a direct enquiry meaning, even if stated indirectly it still contains the meaning of request. To know an utterance used to state a direct or indirect act must decided that the utterance is in this context.

Hurford and Heasley states that the way to decide a reader does the direct or indirect illocution act, it can used the rule as follows, "where the direct illocution of an utterance is deliberately infelicitous, the indirect illocution is an act to which the bearer's attention is drawn by mentioning one of its felicity conditions" (1983: 262). The illocution speech act is very difficult to identify because it had to consider who are the speaker and the reader, when and where this speech act become the illocutionary act is the central part to understand the speech act (Wijana, 1996 : 19).

c. Perlocutionary Act

Hurford and Heasley states that the perlocutionary act (or just simply the perlocution carried out by a speaker making an utterance is the act of causing a certain effect on the hearer and others (1983: 243). The speech act did by the speaker to cause an effect to the reader with say something called the perlocutionary act (Wijana, 1996: 19-20). This action called the act of affecting someone. Example, there is an ant in your left ear. It can be concluded that the utterance said by the speaker has perlocution power to give an effect to the hearer formed reaction, example: panicky, anxious, and screaming also simultaneous will try to chase away the ant from his ear. The utterance "Would you like a cup of coffee?" ,

according to Hurford and Heasley (1983: 274) analyses, contains the illocutionary act of the offering, the perlocutionary act is causing the hearer to think the speaker is more generous simultaneous than he thought.

If treated equally, the mass media publish the kinds of form of reading advertisement. One of them is the reading advertisement explained in the news forming. Wijana said that the reading advertisement is a provocative reading, but if examined, the illocution and perlocution powers are very big (Wijana, 1996: 21).

3. Cooperative Principles

Wijana stated that in the natural communication it can be assured that a speaker articulates the utterance by means to communicate something to his hearer and expects him to be able understand what will be communicated (1996 : 45). So, the speaker always tries his utterance always relevant with context, clear and easy to understand, solid and concise, and always straight forward, so it is not pass the hearer's time, for example, somebody will use the utterance form "help!" and "can you help me ?" to differ situation and necessity.

Grice (1975) stated that in the arrangement to do the cooperative principles, a speaker had to obey the four conversational maxims that are

a. *Maxim of Quantity*

Leech states that the maxim of quantity is making your contribution as informative as is required (1993: 11). For examples are the utterances as follow :

(a) My neighbor is pregnant

(b) My woman neighbor is pregnant.

The utterance (a) besides concise, also not make deviate from the fact. Everybody knows that only the women can be pregnant. So, the element "woman" ' in the utterance (b) is plentifully. The word "pregnant" in (b) propagated the utterance. The presence "woman" in (b) exactly explains the things was clear, this case opposites with the maxim quantity.

b. *Maxim of Quality*

Different by maxim of quantity which hooks the contribution amount, the maxim of quality connects with the contribution quality of speaker in the conversation. The maxim of quality contains the advice so that the speaker gives the right contribution and say the real thing.

"Make your contribution one is true, specifically: (i) do not say what you believe to false (ii) do not say that for which you lack adequate evidence (Levinson, 1983:101).

For examples:

- (a) Saya makan sate ayam atau kambing - Ayam berkepala kambing
- (b) Smoking damages your health for sure

The utterance in (a) is a deviation of the maxim quality because there is an aim to make a joke, even though the utterance (b) has an understanding that the speaker made the statement by the meaning to make pressure that smoking disturbs the healthy. This case base on the medical proof known by large social life. So, the utterance (b) fulfill the maxim of quality.

c. *The Maxim of Relevance*

The maxim of relevance obliges every speaker gives a relevant contribution with the problem told. To make clear, pay attention to the reading gave by Levinson (1983 - 102) as follows

A: Can you tell me the time ?

B: Well, the milkman has come

The dialogue above is a conversation between someone and his friend. The answer of B is not relevant with A's question, but this way can be understood that these on the assumption, the utterance of B is relevant. B answered A's question indirectly, that is by the utterance "well, the milkman has come". B pronounce it because B thought that A know the milkman tradition who always come at the time A known. The conclusion is indirectly A understands the answer of B because B's answer can be understood by A, so B's answer matches with the maxim of relevance.

d. *Maxim of Manner*

The maxim of manner obliges every speaker tell logical, indistinct and not nientiful. Grice gives examples ofthe utterance which not obey the maxim of manner (1975: 55) as follows

(a) Miss X produced a series of sounds that corresponded closely with score of sweet home. Compared with:

(b) Miss X sang home sweet home

The utterance (b) is not matching with the maxim of manner, because that the utterance contains the plentiful expression in using words and it express indirectly, although utterance (b) is matching with the maxim of manner because it is more simple direct and not plentiful in using words.

4. Language of Advertisement

The definition of advertisement is different from advertising. Shortly, they can explain here that advertising is refer to the process of production, while advertisement is a final result of the long process of advertising. Brovee and Arens states that advertising is the non personal communication. The aim of information usually paid for and usually persuasive in nature about products, services and ideas by identified sponsor through various media (1989 : 5).

A news is aimed at informing something. The utterance form is locutionaty act to give information to the reader. So, the reading news is informative. A kind of reading is not only informative that is offering goods or services called the reading of advertisement.

If we looked carefully, in the mass media spread the reading of advertisement form. Wijana (1996) said that the reading of advertisement expressed in the news form to be a reading news provocative. So, if we study clearly both illocution and perlocution power are very big.

Dyer states how the language is important in an advertisement, as follows:

" Advertising language is of course loaded language. Its primary aim is to attract our attention and dispose us favorably towards the product or service an offer. Advertiser use language quite distinctively: there are certainly advantages in making bizarre and controversial statements in usual ways as well as communication with people using simple straight forward language" (Dyer. 1996: 139).

Based on Dyer's opinion above, the function of advertisement is attracting the reader's attention and imagination by using the normal language. The language often use in an advertising is figurative, imperative and persuasive languages. The figurative language is a language uses words which touch the feeling with aim to influence the reader and sometimes the rule of grammar is not used. The imperative language

contains the elements of direct instruction. While the persuasive language used to flatter the readers, so they interested with the products offered.

a. The function of advertisement

The main function of advertisement is to offer to consumers to buy the goods or services produced by a company. Therefore the language used in an advertisement should be created in such a way to reach the meaning. The excavation work of advertising language is not think important what to say, but inclined in the direction of how to say (Kasali, 1992: 20). Thus, the creative strategy in advertising is a step to organize how way the advertising action expressed.

To arrive at the aim or massage, a reading advertising demands the advertising organizers use the interesting, short and complete languages, besides that the sentences had to contain persuasive meaning, and more large the meaning is communicative, so it can fish opposite bait. In other words, the reading advertising has hidden power that it can flatter his readers. So, reading advertising contain not only a locutionary act (informative), but also contains an illocutionary act to do something), perlocutionary act and the cooperative principles.

b. *The Types of Advertising*

In his book *Advertising*, Jenkins (1985: 5) distinguishes advertising in some types: consumer advertising - advertising which is purposed to promote consumer goods, consumer durable, and consumer service or consumer goods,

The goods which we can find in the shops include food drink, candies, etc. (a) Consumer durable, the goods which are more permanent and expensive such as clothes, furniture, vehicle, etc; (b) consumer service, the services such as hotel, travel bureau; (c) Industrial advertising, advertising which is purposed to promote sale about instrument or service that used by industry, such as machine, consultation and contractor; (d) trade advertising, advertising which is purposed to distinct, contractor, and retailer. The aim is to inform them about its available goods that will resale both established or new.; (e) retail advertising, advertising which is mediate the trader (producer) and consumer. The purpose is selling goods which there is only in the advertising or stock there; (f) financial advertising, advertising which is related to banking savings, insurance and investment. The purpose is offering for loan as savings, insurance, cooperation, or financial account; (g) recruitment advertising,

advertising which is purposed to recruit new employees in a certain instance including the personal of police and the third of another armed forces; (g) direct mail advertising, advertising that used to post service as the media. It usually used to insurance companies with sends insurance coupon to potential consumer.

DISCUSSION

In this discussion, the writer only discussed about the illocutionary act and the deviation of cooperative principles, that are the maxims of quantity, quality relevancy and manner. The illocutionary act is not only to inform something, but also to do something as for as the speech situation considered conscientious. The writer will analyze some illocutionary act in the advertisement samples found as follows :

Case I

"Cancer strikes every country in the world. The frequency of the most common types of cancer varies in different countries of the world. But whatever the site, whatever the country, the earlier the diagnosis the greater possibility for successful treatment. For further information, contact your local organization or write to international union against cancer 3 rue du Conceal General IZOS Geneva Switzerland" (Newsweek-, October: 2000).

The reading or news advertising above has a theme "Cancer strikes in every country in the world". The contrast of the advertisement consist of five sentences arrange the body of the reading advertising. The sentences are as follows:

- a. Cancer strikes every country in the world.
- b. The frequency of the most common types of cancer varies in different countries of the world.
- c. But whatever the site, whatever the country, the earlier the diagnosis the greater the possibility for successful treatment.
- d. For further information, contact your local cancer organization,
- e. Write to international union against cancer 3 rue du Conceal General IZOS Geneva-Switzerland.

Sentence (a) is a declarative sentence informing about cancer. The direct illocutionary act of the sentence is to assert that cancer strikes every country in the

world. In doing the asserted act, the advertiser do not obey the felicity condition, that is in the fact almost all of the society know that cancer happened in every country in the world pass the news in mass media. So the advertising sentence (a) is not matching with infelicitous condition. Therefore the direct illocutionary act in the sentence above intentionally made invalid. So the illocutionary act of the sentence is not asserted, but give warning to the reader directly. The case also confirmed by performantive verb "strike" which has meaning "against". The verb strike indirectly means to give warning. The sentence (a) contains the indirect illocutionary act to warn and has representative and directive power, The sentence does not fulfill the maxim of quantity either because the advertiser only informs that cancer struck every country in the world, not more. The sentence will match with the maxim of quantity if the information in the sentence is right in fact and it can proved because in fact today cancer spread in all of the worlds. This sentence also matches with the maxim of relevance, the advertiser wants to warn the reader to be careful matching with the theme of advertising above, and the maxim of manner. So the reader will use it as an information and warning from the advertiser.

In sentence (b) the frequency of the most common types of cancer varies in different countries of the world, is the declarative sentence containing direct illocutionary act asserting to the readers about the kinds of cancer. The sentence above do not contain an indirect illocution because the proportion matching with fact, that some kinds of cancer is obviously various in every country in the world. From the side of advertiser contribution, the sentence match with the sentence before, but it is not matching with the maxim of quantity, because the information given incomplete because not mention the kinds of cancer danger to the healthy. The deviation of the maxim of quantity done because the advertiser wants the readers so that they do not refer to the information from the advertisement but looking for the addition information to the advertiser. From the side of the maxim of quality, the information in the sentence is matching with that maxim, even though from the side of advertiser's contribution the sentence match with the sentence before, that is given the addition information, So, sentence (b) is relevant.

In sentence (c) "whatever the site, whatever the country, the earlier the diagnosis the greater the possibility for successful treatment, grammatically" is comparative design that is used design: the + comparative +NP, the + comparative +

NP. This design used to say that one thing depends on another thing (Murphy,1985: 204). The direct illocution of the sentence is matching with the design of comparison sentence, that is asserted that the earlier inspection to cancer opportune cure bigger wherever the place and the country. In the normal life everyone almost knows the way. The advertiser of course knew it and intentionally makes the direct illocution of the sentence, infelicity. So the illocutionary act meant is the warning act about the danger of cancer did not soon execute. The sentence also has the assertive power, to suggests the readers (especially the cancer patient) to take medicine as soon as possible. The sentence is matching with the maxim of quantity because the advertiser informs and suggest the readers to inspect themselves as soon as possible if attacked by cancer. The advertiser in announces the sentence believed no match with the maxim of quantity if the information given invalid. But if its valid, its match with the maxim of quantity. In term of the maxim of relevance, the sentence matches with the maxim of relevance, caused the advertiser knows that in fact only little of the society get excited about cancer. Even though by the side of the maxim of manner, the sentence do not talk rubbish but direct to what the advertiser's meaning.

In sentence (d), "For further information, contact your local cancer organization", belongs to the kinds of imperative sentence. The imperative sentence means to command the speech partner or the readers want to get information completely about cancer to make contact and write the international union against cancer. This way is marked trough contact and writing verb without starting with the subject, so to be command form. The direct illocution of the sentence is directive (command) and simultaneously obey the maxim of quantity because the advertiser informs address can contacted by the readers if they want the information about cancer completely. The sentence also obey the maxim of relevance; it match with the topic of reading above that is cancer and the maxim of manner; the sentence component is clear.

The conclusion of the meaning of the reading above if looked at all of the sentences which arrange that is the sentences (a), (b), (c) and (d) contain connection between one and another. Therefore. the reading advertisement above match with the maxims of quantity, quality, relevance and manner; even though by the side of the kind of illocution power, the sentence (a) and (d) has directive power, the sentences (b) and (c) has assertive powers. The reading above do not only contain the information,

but also contain persuasive power, the advertiser try to make sure the readers to inspect their healthy as soon as possible if unsuspected suffer cancer.

Case 2:

"The Asian Wall Street Journal has always provided the first and last world markets. Now with the new networking section your journal is also a step a head of the future. In every issue, networking explains how technology is changing business and examines the trend shopping management; marketing and business strategies. If it's coming, it's covered. Don't miss it" (Newsweek, October: 2000).

The advertising reading above consist of five sentences as follow:

- a. The Asian Wall Street Journal has always provided the first and last world markets.
- b, Now with the new networking section your journal is also a step a head of the future.
- c. In every issue, networking explains how technology is changing business and examines the trend shopping management, marketing and business strategies.
- d. If it's coming, it's covered.
- e. Dont miss it.

In sentence (a) " The Asian wall Street Journal has always provided the first and last word markets" is a form of the declarative sentence. The direct illocution act of the sentence is asserted that the Asian wall Street Journal always supplies the information about the world of business and the world market. The advertiser in announces the sentence not only means to inform the contents of the newspaper, but also has meaning behind the sentence, because the sentence (a) belongs to infelicity. The infelicitous of sentence above because the readers of the Asian wall Street Journal commonly is the business executors high and middle class with high education and the business orientation not only local but international. So it can concluded that they knew if the Asian wall street Journal is a newspaper especially for business.

Sentence (a) contains the advertiser's meaning, to flatter the readers with used asserted act. The contribution said by the advertiser in the sentence is -not matching with the maxim of quantity, that is number of the information announced is not matching with the reader's need; and the maxim of quality, because the advertiser

announces something new. Therefore the readers will not direct able to understand that the advertiser's meaning do not only informs the business and world market acts is happening, but also to offers the readers to subscribe the newspaper.

In sentence (b) " Now with the new networking section your journal is also a step a head of the future" is a declarative sentence has a direct illocution act to assert that the Asian Wall Street Journal today use the new networking.

In sentence (c) "In every issue, networking explains how technology is changing business and examines the trend shopping management, marketing and business strategies" is same as the sentences before, just contains a direct illocution act to assert how a technology changes a business and to examines the management and strategy of the business.

Sentence (b) and (c) are additional contribution stated by the advertiser to explain the sentence before. So this sentences match with the maxim of quantity because the contribution said is needed by the readers, where the information connects the networking of the newspaper's the Asian Wall Street journal which related with the information ought to know by the business executors internationally. And also match with the maxim of relevance because between the information announced, the sentence (a) has connection with the sentences (b) and (c), the information announced in the sentence (a) about contents, even though the sentence (b) and (c) connected with the networking technology had the newspaper's the Asian Wall Street Journal to supports the fastness and exactness of the information.

In sentence (d) "If it's coming, it's covered" formed a supposition sentence to say something will happen if the stipulations fulfilled. The advertiser say the sentence by means to do asserted act. Even though the indirect illocution is the promise act. The act can concluded from the infelicitous of the sentence, when the advertiser express the sentence in form traditional, so the advertiser say something is not happen yet today. But in fact today the Asian Wall Street Journal published for the years, Therefore the advertiser intentionally makes the direct illocution act infelicity. Thus the illocution act meant by the speaker, do not assert but the promise act pass the asserted act. If looked at it formed the contribution, this

sentence opposite with the maxim of quantity because the information explained in the sentence before. And also opposite with the maxim of relevance, because it does not have connection with the sentence before. Therefore the sentence believed not effective.

The advertiser intentionally announces the sentence (d) to make sure the readers to always read the Asian Wall Street Journal. The sentence contains the direct illocution to asks the readers not to forget to read the newspaper's the Asian Wall Street Journal.

So, the reading advertising above not only contains the informative meaning but also to persuasive meaning to offers the readers to subscribe the newspaper. The persuasive meaning knew from the indirect illocution act of the sentence (a) and from the description of the superabundance product announced in the sentences (a), (b), and (c). By the description of the superabundance had by the Asian Wall Street Journal and by the pressure use the words "don't miss it". The advertiser try to influence the speech partner to not forgot to read the Asian Wall Street Journal.

The reading advertising above totally match with the maxim of quantity and quality. Although there are sentence arranges the reading above opposite with the maxim of quantity, like the sentence (d), because the sentence made by the advertiser with the aim to give the addition belief to the readers about the newspaper the Asian Wall Street Journal.

CONCLUSION

Based on the discussions above, the English reading advertisement can be called the provocative reading news by the reason that the reading not only contains the information load forming a report, but also has a tendency to offer products of goods and services. The reading advertising studied in the discussion contains the kinds of illocutionary act and the cooperative principles. The illocution power in the words of the English reading advertising has the kinds of direct illocution and indirect illocution. The obedience and deviation of the cooperative principles occur in the advertising to propagate the products and services advertised.

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