

**THE ANALYSIS OF THE NON OBSERVANT OF GRICE'S MAXIM IN
ENGLISH VERBAL EXPRESSION USED IN ADVERTISEMENTS**

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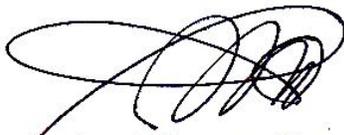
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Abstract

Principles one is pragmatics applied in various kinds of language use, one of the most common uses is found in English TV advertisement. This study aims to investigate the utterances which the English TV advertisements utilize to promote the products and degree to which the non-observance of maxim with a pragmatic principle proposed by Grice and Jenny Thomas. The design of this research is qualitative descriptive approach because the writer will give more description about analysis of the data that he gets than expresses using the analysis on numerical data. The data sources of this study are English TV advertisements from www.youtube.com. The instrument in this research is purposive sampling which arrange as follows participation observation and documentation. From this study, the writer finds that nearly all of the verbal expressions used in English TV advertisement disobeyed the cooperative principle theory proposed by Grice. The most common breaking is found in maxim of quantity and quality because one of the purposes of advertisement language is to attract customers' attention and persuade them to buy the produce being promoted.

Key words: *English Verbal Expressions, English TV Advertismen, Non
Observant of Maxim*

I. INTRODUCTION

In this global era, there are so many companies appear with their innovations. This developments increase the competition among those companies. They do not only improve their product but also think about how to market their product to the society. Besides they need to develop promotion effectiveness to the stakeholder, especially to certain consumers. Promotion is very important because however good a product is, it will not find any buyers, if no one knows about it.

Among the means of marketing promotion, advertising is mostly chosen by the companies. It does not only influence the consumer buying preference and

attitude to buy product and increase the company's image, but also giving the information of the product itself. .

Advertisement, whatever their mediums of format have two purposes; to inform availability of a product or service or to give details of an event and to persuade the society to buy something or to support a case. Almost every professionally produced advertisement is carefully constructed from mixtures of words; image and symbols chosen with the aid of experts in consumer psychology. Concerning to this case, it is clear that the purpose of the language use in advertisement is to convey the information, ideas, though to the society. It is usual for advertisers to modify the mixture of words or sentence to interest the public.

Actually, conversations and utterances in advertisements do not occur naturally. Production houses which design and produce the advertisements skillfully manipulate the use of language to create certain effects. The product of creativity can draw public attention and at the end people are interested to buy the products. For instance: in the title of the advertisement is about Mercedes – Benz E-Klasse/E class. The advertisement is a range of executive-size cars manufactured by Mercedes-Benz in various engine and body configurations. The E initially stood for Einspritzmotor, (German for fuel injection engine); a new feature in volume production vehicles at the time that the E-Class first appeared, with the E as a suffix to the engine nomenclature (e.g. 230E) in the 1950s.

This advertisement is about a conversation between a librarian and a beautiful blonde woman. One day a beautiful woman comes to the librarian and orders something unpredictable before. She doesn't aware that she is in the library and then she order some foods like fried rice, hamburger, and milky shake with high voice quality or loudly voice, and then the librarian perceives the woman's order. She looks very annoyed. She said that this is a library (*says in an angry utterance but not too loudly*), but the beautiful blonde woman looks around her, everybody stare at her. The beautiful blonde woman then smiles and repeats her order in a different way. She whispers her order (*I'd like to order fried rice, hamburger, and milky shake (whispering)*). The librarian says nothing with just stared at her and looks very angry and annoyed.

In line with the goal of this study, this advertisement contains non-observant maxims proposed by Jenny Thomas (1995). The analysis of this advertisement can be shown as follows:

Flout the Maxim of quality

Based on the characteristics of maxim of quality, what the first speaker said in dialogue 2 broke the maxim of quality. She said “*I’d like to order fried rice, hamburger, and milky shake*”, she did not aware where she was yet. And then the second speaker (librarian) replied “*this is a library*”. The woman just smiled and looked around her, and it was a library. Suddenly, she initiated something. She repeated her order in a low voice. It was clear that the blonde woman said what she believed to be false and she had adequate evidence. It happened because in her understanding when we were in a library we were forbidden to be noisy. It was because her low cognition and low intelligent. From this case, we know that the blonde women broke the maxim of quality. The non-observant of this maxim is flouting the maxim of quality.

Therefore, to know more deeply about the implementation of language use, there is a branch of Linguistics which deals with understanding of language as a system and especially to comprehend the meaning in a context called Pragmatics. Fromkin states that “Pragmatics recognizes the role of context in a communication in order to construct appropriate understanding between the speakers” (Fromkin, 1999).

Pragmatics is different from Semantics. Geoffrey states that Semantics is concerned with “sentence meaning”, however; Pragmatics is concerned with “utterance meaning” (Finch, 1998). From the statement we can know that Pragmatics recognizes the importance of context while the researcher is communicating each other and it can reveal the meaning contained in a certain utterance. (Aitchison, 1995) underlines that in a narrow sense pragmatics is concerned with how listeners arrive at the intended meaning of the speakers, whereas in the broadest sense it deals with the general principles followed by human beings when they are communicating with one another.

Based on those reasons, the writer is interested in the Analysis of the Non Observant of Grice's Maxim in English Verbal Expression used in advertisements. It hopes that it can enrich the student's perception about linguistic analysis which focuses on advertisement as object.

The problems that are investigated in this study are what kinds of maxims in cooperative principles are not obeyed by the advertisements? And what are the illocutionary acts of the non-observance maxim?

II. Research of Method

Based on the title and the purpose of the study, the writer wants to explain his research. This study uses a descriptive qualitative approach. In this research, the writer gives more description about analysis of the data that he gets than expresses using the analysis on numerical data. As stated by Best (1981: 156) that qualitative studies are those in which the description of observation is not ordinarily expressed in quantitative terms, it is not suggested that numerical measures are never used, but that other means of description are emphasized. In this research, the writer is interested in process, meaning, and understanding gained through words or pictures. Besides the writer uses this research design because there is no administration or control of a treatment as it is found in experimental research Stated by Donald, An Introduction to Research in Education (1979: 295) In line with the statements above, the writer gives description to all data and phenomena happen when he carries out his research.

the writer analyses continuously the phenomenon happens in the non-observant of Jenny's maxim in verbal expression used in advertisements and link them to Gricean Maxims, in order to know whether the verbal expressions unconformity to the Gricean Cooperative Principles theory.

The objective of the research is the nonobservant of Grice's maxim in verbal expression used in advertisements. In other words, the focus of this study is about the analysis of the incongruity of verbal expressions used in Advertisements related to Grice's theory that is formulated into four maxims (quality, quantity, relevance, and manner).

In collecting the data of verbal expressions used in advertisement, the writer collects some advertisements by downloading from internet. The writer determines that it is so difficult to find English verbal expression in Private TV in Indonesia that the writer decides to take the data from foreign TV channel.

Data are the important thing that is used by the researcher to do the analysis of English verbal expressions in advertisements. In this research, the writer utilizes two kinds of data sources to get the data. They are primary source and secondary source.

The data of this study are verbal expressions especially in oral used in some advertisements, such as the words, phrases, and sentences. The data is downloaded from www.youtube.com. For example: Mercedes – Benz E-Klasse, Listerine commercial, Coca – Cola, Yakult Probiotic drink USA, Revlon Grow Luscious Mascara, Diet Tango, Mc Donald Premium Roast Coffee, Nissan Tiida, Dime Bar Nutter, Pantene Pro V, Oreo, Peggy Transfer Discover Credit, Bud Light Beer, ANZ Credit Card, and the last NewEgg.com. The focus of this study is about the analysis of the incongruity of non-observance of verbal expressions used in Advertisements related to Jenny's theory that is formulated into five maxims (flouting, violating, suspending, infringing, and opting out). The advertisements are including car products, food and drink products, cosmetics products, beer products, and etc.

The procedure of analyzing the data clarified based on as purpose such as to investigate the words and phrases which the advertisements utilize to promote the products and the degree to which they comply with a pragmatic principle proposed by Jenny Thomas. The data are analyzed using the following procedures:

- (1) Describing types of non-observance maxim based on Thomas' theory (1995).
- (2) Classificating of speech act is used in English commercial TV advertisement based on Searle's theory (1975).
- (3) Finding of illocution meaning based on pragmatics based on Searle's theory (1975).

III. The Research Findings and Discussion

In this sub chapter provides research findings based on the result of data analysis. From the analysis, the researcher found 5 non-observant maxims: flouting of maxim, opting out of maxim, infringing of maxim, violating of maxim, and suspending of maxim and 28 failing to observe the maxims, namely 20 maxim of flout, 3 maxim of opting out, 3 maxim of infringe, 1 maxim of violate and 1 maxim suspend.

Based on the data analysis, the researcher summarizes as follows the non-observant maxim:

Table of Non-Observant Maxim

No	Non Observant Maxim	Name of Maxim	Finding	Percentages	Total
1	Flouting of Maxim	The Quality of maxim	5	17,9 %	71, 42 %
		The Quantity of maxim	8	28,6 %	
		The Relevant of maxim	2	7,14 %	
		The Manner of maxim	5	17, 9 %	
2	Opting Out of Maxim	The Quantity of maxim	1	3,6 %	10,7 %
		The manner of maxim	1	3,6 %	
		The Relevant of maxim	1	3,6 %	
3	infringing of Maxim	The Quality of maxim	1	3,6 %	10,7 %
		The manner of maxim	2	7,14 %	
4	violating of Maxim	The Quality of maxim	1	3,6 %	3,6 %
5	Suspends of Maxim	The Quantity of maxim	1	3,6%	3,6 %
Total			28	100%	100 %

The table shows that frequent occurrence of non-observant maxim is flouting of maxim (71, 42%), of those, flouting Quantity maxim in the highest (28, 6%), and then flouting Quality is the same as flouting manner (17, 9%), and the last is flouting relevant in the lowest (7, 14%). Then the second highest is opting out of maxim and infringing of maxim (10, 7%), of those, each of the quantity, manner and relevant of maxim in opting out of maxim is (3, 6%) and in infringing of maxim, the researcher finds the manner of maxim in the highest (7, 14%) and the lowest is quality of maxim (3, 6%). The last, the lowest non-observant maxim is violating of maxim (3, 6%) and suspends of maxim (3, 6%).

The maxim of flouting is highest and always appears in advertisement. And then flouting maxim of quantity is most shows in advertisement, they unfulfilled maxim of quantity because the advertisers want to make the audience curious in order to make the audience interested and want to buy the product.

Based on the finding research, the researcher finds some non-observant maxim, from those the flouts maxim is highest (71, 42%) than the others non-observant maxim. Here flouts maxim always appears in advertisement because advertisers want to shows while giving message to the customer curious in order to make the audience interested and want to buy the product, so from this case, it can correlation with advertisement theory. The ads use alternative styles of creative advertising for promotion of the product; it makes the customer interest the products. One of the styles is unique selling proposition strategy (USP) Shimp (1997: 270) with the USP strategy, an advertiser makes a superiority claims based on a unique product attribute that represents a meaningful, distinctive consumer benefit. The main feature of USP advertising is identifying an important difference that makes a brand unique and then developing an advertising claim that competitors either cannot make or have chosen not to make. The translation of unique product feature into a relevant consumer benefit provides the USP. The USP strategy is best suited for a company with a brand that possesses a relatively lasting competitive advantage, such as a maker of a technically complex item or a provider of a sophisticated service.

From the finding research, flouting maxim of quantity is highest, because the advertisers of advertising blatantly gives more or less information than the situation requires, Flouts exploiting the maxim of quantity, if a flout of the maxim of quantity occurs when a speaker blatantly gives more or less information than the situation requires, Thomas (1995: 69), for example in:

- (1) Coca – cola – Mean Joe Greene, this ads fails the maxim of quantity when the kid offering a bottle of Coca Cola and said “Really. You can have it.”, Mr. Greene took it, drank, greedily. From his expression, the kid expected

something. He was waiting for autograph or sign of recognition from his hero. But Mr. Greene just said “Okay. Thanks”. He does not give the information that the other speaker want.

- (2) Yakult Probiotic drink USA TV Commercial, this ad fails the maxim quantity, It can be seen when some different speakers in this advertisement did the same thing and uttered the same expressions that were “*It’s in here*” or “*it’s here*”. All of the speakers in this advertisement express this sentence. And they pointed their stomach while they were saying this expression. Firstly, the audience will be confused and curious why the speakers did for the matter of that. The speakers gave less information than was required.
- (3) Revlon Grow Luscious Mascara, this ad fails maxim of quantity when the speaker said “*this is the story of something big*” she gave the information less than required. Not all the audience will understand the meaning of this statement. However, this statement was portraying the lashes after using Revlon Mascara.
- (4) Diet Tango fails the maxim of quantity when the speaker only gives little information as shown in the last part. The speaker said “*Diet Tango, You need it because you’re weak*”. Here the speaker flouted the maxim of quantity. The meaning of the utterance not directly stated in the words uttered. And then there was no more information about what was contained in this drink, so that the audience will be difficult to understand the advantages of this product.
- (5) Nissan Tiida (Kim Cattral), The speaker broke the maxim. When the caller offered Kim for having lunch, Kim answered “*I don’t think I can, honey*”. Here, she disobeyed the maxim, but after that she gave more information that was not necessary. As she said, “*I’ve just had the ride in my life. Really smooth, great look, Amazing body and the size! I couldn’t take my eyes off of it. It was so much bigger than I expected.*” The person on the line phone did not expect the information that Kim gave. It can make the caller confused because she did not know the real situation. She gives more information than was required.

- (6) Dime Bar Nutter ads Based on the characteristics of maxim of quantity, there were some statements that were not obeyed by the speaker. When a reporter asks a dime bar to a customer “*Excuse me! Do you remember your first Dime?*” the customer just said “*I?*” For the second time the reporter asked “*The first dime bar you ever had. Do you remember it?*”, and then the customer just replied “*I?*” here, the customer gave less information. The customer does not want to give reason or comment for the reporter so from this analysis, the customer breaks the maxim of quantity.
- (7) ANZ Credit Cards TV Commercial Based on the characteristic of the maxim that flout exploiting the quantity maxim when a speaker blatantly gives more or less information than required. In this ad, the man gives more information about ANZ credit card to the woman. The woman is silent and listen what the man said. In the middle of conversation, the woman interrupts the man talking. She asks about the room with nameplate “**ANZ falcon**”, she said “*is that falcon*”, the man shows “*do you wanna see?*” and opens the door. But the condition inside is uncomfortable, then as soon as he closes the door. He continuous his chatting with the woman while walking to ANZ credit card security division. In this place, the director does exaggerating to go to ANZ office with many passwords and screening system, so from this case, the director flout the maxim of quantity.
- (8) NEWEGG.Com, from the ad and also based on the characteristic of flout the maxim of quantity. Flout exploiting the quantity maxim when a speaker blatantly gives more or less information than required. So this ad flouts the maxim of quantity when the sales boy gives less information about the information of laptop to the customer. The scene occurs when the customer comes to computer center and the sales boy shows many laptop on the table then the customer asks about “*what is difference twin is two*” but the sales boy gives less information, he said “*.....not really.....!*”

Another ways, the ads also use humor for promote the product of ads, because humorous communication “speaker and hearer are “cooperatively” engaged in different type of verbal interaction than in non-joking communication, emphasizing that humor cannot be explained well in terms of Gricean maxims of cooperation (even though humor itself is cooperative). Despite the obvious flouting of the maxims there is certain complicity between the producer and the recipient of humor: when they produce jokes, they expect to mislead and misled, and their communication is thus not necessarily merely truth-oriented, Attardo (1994: 272) linguistics theories of humor Salvatore Attardo.

Language used in advertisement is different from other language use. Advertising does not only influence the consumer buying preference and attitude to buy product and increase the company’s image, but the information of the product itself can also extend to members of society (potential consumer) more widely than other media of promotion. Not all of the advertisement in this study conveyed in conversation, but also in one-way communication or monologue. Although in monologue, the language use is made as interesting as possible within giving priority to the truth and real information.

Advertisement language analyzed in this study, here means TV Advertisement, applies some advertisement devices such as repetition, slogan and jingle, testimonial advertising, install brand preference, Humorous advertising, sexual appeal ads. Those devices support the successful of transferring message from the product to the audience or customer. The advertisers want to make the audience curious in order to make the audience interested and want to buy the product.

IV. Conclusions

The followings are the conclusions that are formulated based on the results of the study that has been demonstrated in chapter IV.

Language used in advertisement is different from other language use. This is due to the fact that advertising does not only influence the consumer buying preference and attitude to buy product and increase the company's image, but also the information of the product can be disseminated to society (potential consumer) more widely than other media of promotion. Not all of the advertisements in this study were conveyed in two ways conversation, some ads were done in one-way communication or monologue. In spite of this, the language use is made as interesting as possible by giving priority to the truth and real information.

Advertisement language analyzed in this study, here means TV Advertisement, involved some characters of ads language such as repetition, slogan and jingle, testimonial advertising, install brand preference, Humorous advertising, and sexual appeal ads. Those devices support the successful of transferring message from the product to the audience or customer.

The speakers' utterances in all advertisement generally applied all of four maxims. But, not all of the advertisement obeyed those maxims. The speakers fulfilled maxim of relevance and maxim of manner because they wanted to persuade the audience with the factual things. However, sometimes they did not obey maxim of quality and maxim of quantity because the advertisers want to make the audience curious in order to make the audience interested and want to buy the product.

The speakers in the TV advertisement obeyed the conversational maxims in various ways. First, they obeyed the maxim of quantity by being informative and providing satisfactory information. Second, they obeyed the maxim of manner by showing direct and avoiding obscurity of responses. Third, they obeyed the maxim of relevance by giving relevant information because they do not want to mislead the audience. The last, they obeyed the maxim of quality by giving information based on the dramatization in the advertisement.

The speaker in the TV advertisement disobeyed the cooperative principle or non-observant maxim namely flouting maxim, violating maxim, infringing maxim, opting out maxim and suspending maxim.

So, the language of advertisement does not always fulfill four maxims of the theory. The advertisement language often breaks of the maxims unnaturally as the result of creative work.

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