



SPEECH ACT AND GRICE'S MAXIMS NON OBSERVANCE IN HER WORLD MAGAZINE ADVERTISEMENTS

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Abstract

This research is aimed to analyze the implied meaning inside the elements of advertisement based on Austin's Speech Act Theory and Non-Observance of Grice's maxims, and their effects to the readers. The sample of the research are 12 advertisements of 'her world' magazine Singapore in edition of December 2013 and 22 participants of the Perlocutionary Act Survey. The analysis results of the advertisements based on Speech Act and Non Observance of Grice's Maxims were used to arrange survey questionnaires. Surveys for Perlocutionary Act were conducted using sets of questionnaire to seek for reader's perception towards the advertiser's intentions and the degree of interest of the participants would be in buying the products. The Result Summary of Q1 of the Survey shows that the participant's recognition towards the Literal Meaning of the advertisement is bigger than that of the Implied Meaning. This is relevant with the result of Q2, the degree of the Participants' Interest would be in Buying the Products, since Somewhat Interested is the biggest answer. The relationship among Q1 and Q2 explains how perlocutionary act of the advertisements help English ads successfully achieve effect among participants.

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INTRODUCTION

As one method of International Trade Communication, advertisements quoted in English magazine play an important role. It will influence the readers' way of life in many countries around the world. Sometimes the content of advertising is irrelevant with the reality. Deceptive ads, advertisements which are showing misleads, untrue and exaggerates, may show only brighter side of the product and not tell the side-effects and weaknesses. It might happens because people do not always say what they mean. Thomas as cited Dornerus (2005: 1) said that speakers frequently mean much more than their words actually said.

In this research the writer used two theories in analysing the implied meaning inside the advertisements. They are Speech Act and Non Observance of Grice's Maxims. Austin as cited Cutting (2002: 16) defined speech act as the actions performed in saying something. Speech act theory said that the action performed when an utterance is produced can be analysed on three different level. The first level is Locution, the actual words uttered. The second is Illocution, the intention behind the words. The third level is Perlocution, the effect of the illocution on the hearer. The other way to analyze the implied meanings is Non Observance of Grice's Maxims. Grice in Thomas (2013: 64) stated that there are very many occasions when people fail to observe the maxims, that is well known as 'non observance of maxims'.

Some previous studies have been taken on Grice Cooperative Principles and Speech Act. Dornerus, Emma (2006) investigates how frequently non-observances of maxims occurred in the TV shows. The investigation had shown that non-observances of maxims are important for scriptwriters in order to create humorous and dramatic situations in verbal interaction. Pham, Dinh Trong (2010) investigated how native speakers of Vietnamese observed Grice's maxims. The results implicated that understanding different ways of speaking in different cultures was a crucial point in intercultural communication and (foreign)

language teaching and learning. Abari, Afsaneh Foroughi (2013) investigated the role of culture as an extralinguistic factor on the observance or infringing of Grice's quantity maxim when writing in first and second language. Simon, Simona and Daniel Dejica-Cartisa (2014) conducted a quantitative analysis on a corpus of eighty-four written advertisements which is selected from various newspapers and magazines. The results of their analysis have shown the advertisers' preference for some micro- and macro-speech acts over the others. Innocent Chilwa (2007) investigated adverts of soft drinks as a discourse type which in the context of the Nigerian advertising industry performs actions. The research shows that the directive and representative acts proposed by John Searle (1975) are mostly applied in the adverts.

However, this study is different from the previous ones. Instead of analyzing the elements of advertisements based on Non Observance of Grice's Maxims only, the researcher combined the research analysing with Austin's Speech Act Theory namely locution, illocution and perlocution. Finally she compared the result of the study with the result of reader response questionnaire on perlocutionary act. The questionnaire was arranged to measure participant's ability in understanding what beyond the surface level or the meaning implied and what their reactions will be to the advertisements.

Based on the background informations above, this study is aimed: (1) to find out the Generic Structure of the advertisements of December 2013. (2) to explain how Non Observance of Grice's Maxims occurs in the advertisements. (3) to explain how the Locution occurs in the advertisements. (a) to explain how Direct Speech Act occurs in the advertisements. (b) to explain how Indirect Speech Act occurs in the advertisements. (4) to explain Illocutionary Act and Illocutionary Force occurred in the advertisements. (5) to explain how Perlocutionary Act helps English advertisements successfully achieve effects among readers.

METHODOLOGY

The researcher used descriptive analysis method of qualitative research in this study, and type of data analysis used by the researcher is Content Analysis. Data source of this research are: 12 (twelve) samples of advertisements quoted in "her world" magazine edition of December 2013 and the survey result of Perlocutionary Act of the advertisement to the Readers. The analysis was focused on locution, illocution, direct speech act, indirect speech act, the non observance of Grice's Maxims occur in 'her world' magazine, and the Result of Questionnaire item#1 (Q1) and Questionnaire item#2 (Q2) of the Perlocutionary Act of the advertisements to the Readers.

Cohen, Manion, and Morrison (2007: 165) said that there are eight main styles of educational research. Two of them, Survey and Internet-based research, are used by the researcher on this study. The Researcher conducted the survey about Perlocutionary Act of the 12 advertisements of 'her world' magazine in edition of December 2013 to the Readers on March 1, 2016 up to March 13, 2016. The researcher used internet to conduct the survey. She applied Qualtrics, a free internet survey program, for locating research material (questionnaire items).

Pawar (2004: 17) stated there are 6(six) kinds of data collecting methods. Two of them, observation and questionnaire, are employed by the researcher on this study. In this research the researcher used Structure Observation. According to Pawar (2004: 17) Structured Observation requires systematic planning and clearly defined observation categorised. Type of questionnaire items used by the researcher are Open Questions and 2 (two) types of Closed questions, they are *multiple answer* mode of Multiple choice questions (for Q1) and Rating scales (for Q2). Q1 is the variable to investigate reader's perception toward the advertisement (the headline, subhead and bodycopy). The answer items of Q1 are arranged based on theory of The Deductive Process of Grice's

Plausible Interpretation. It distincts what a speaker's words means and what they imply through the process of reasoning from one or more statements (premises) to reach a logically certain conclusion. The participant of the survey is guided to choose two or three of the answers, depends on the numbers of implied meaning presented on the answer list. Q2 is the variable to investigate reader's interest would be in buying the product (Purchase Intention). The instruments of data collection used by the researcher in this research are checklists and tables.

In collecting the data, the researcher did the following steps: (1) Collecting "her world" magazine in edition of December 2013. (2) Taking and collecting the samples of advertisements and put them in a bundle. This process was done to facilitate the writer in doing her observation. (3) Conducting observation to the advertisements: reading, identifying and classifying the advertiser, product item, the elements of advertisements, kinds of non-observance of Grice's maxims of Cooperative Principle, Locution, Illocution, Illocutionary Force, direct & indirect speech act, and, and jotting them down on the checklist. (4) Planning and distributing the questionnaire to the target samples through WhatApps, Blackberry Messenger and Facebook Messenger.

In doing the analysis of the study, the researcher divided the steps into 5 (five) categories: (1) The steps of doing the analysis on what kind of Headlines and Body-copies are presented in the advertisements of December 2013 Edition of HER WORLD Magazine. (2) The steps of doing the analysis on how Non-observance of Maxims occurs in the advertisements. (3) The steps of doing the analysis of Locution: (a) The steps of doing the analysis on how Direct Speech Act occurs in the advertisements (b) The steps of doing the analysis on how Indirect Speech Act occurs in the advertisements. (4) The steps of doing the analysis on how Illocutionary Act and Illocutionary Force occurs in the advertisements. (5) The steps of doing the analysis on how

'perlocutionary act' help English ads successfully achieve effect among readers.

Triangulation is the concept of using a multi approach method in collecting data, information or evidence (Wellington, 2015). The researcher used three types of them, theory triangulation, investigator triangulation, and methodological triangulation. Through theory triangulation, the researcher applied Non Observance of Grice's Maxim and Speech Act theory in analyzing the advertisements. The researcher employed observation and questionnaire for collecting the data in "between method" of methodological triangulation. Investigator triangulation requires more than one person examines the same situation for the reability of the method. The collaborator who reanalyzed the data of this research is the lecturer majoring research and development and having taught at the faculty for several years and had many experiences in teaching English.

FINDINGS AND DISCUSSION

The researcher found out these findings after she analyzed 12 samples of advertisements of HER WORLD magazine in edition of December 2013:

The first finding is: generic structure of the advertisements consist of 3 (three) elements: headline, subhead and bodycopy.

Summary of Kinds of Headline

Benefit Headline	Provocative Headline	News/Infrm Headline	Question Headline	Command Headline	Total
3	1	5	0	3	12
25.00%	8.33%	41.67%	0.00%	25.00%	100.00%

As shown on the above table, there are 5(five) kinds of headline occurs in the advertisements. The biggest frequency is News/Information headline. The advertisers tend to use News/Information Headline because of its unique characteristic, that is it includes many of how-to headlines as well as headlines that seek to gain identification for their sponsors by announcing some news or providing some promise of information.

Summary of Kinds of Bodycopy

Straight-line copy	Narrative copy	Institusional copy	Dia/Mono-logue copy	Pict-Caption copy	Gimmick copy	Total
11	0	1	0	0	0	12
91.67%	0.00%	8.33%	0.00%	0.00%	0.00%	100.00%

The above table shows that Straight-line copy is the biggest occurrence of bodycopy inside the advertisements. The advertisers tend to use Straight-line copy because of the strength of its characteristic. In straight-line copy, the text immediately explains or develops the headline and visual in a straighforward attempt to sell the product. The straight-line approach emphasizes the reason the consumer should buy something.

The second finding is: there are 26 occurrences and 4 kinds of Non Observance of Grice's Maxims occured in the advertisements.

	Non Observance of Grice's Maxims							
	Flouting Maxims of Quality		Violating Maxims of Quantity		Violating Maxims of Quality		Violating Maxims of Manner	
Headline	9	47.37%	0	0.00%	2	50.00%	1	50.00%
Subhead	2	10.53%	0	0.00%	0	0.00%	0	0.00%
Bodycopy	8	42.11%	1	100.00%	2	50.00%	1	50.00%
Total	19	73.08%	1	3.85%	4	15.38%	2	7.69%
Grand Total	26							

Summary of Non Observance of Grice's Maxims

Flouting maxims of quality is the biggest occurrence of non observance of Grice's Maxims in Headline, Subhead and Bodycopy. *flouting maxims of quality* is applied mostly in the advertisements. It is because Flouting quality maxim involves generating a conversational implicature by means something like figure of speech. The using of figure of speech in advertisements is relevant with what Thomas (2013: 67) stated that flouting quality maxim occurs when the speakers not really say what they thought, but the speakers know that the hearer understand what they meant. There are 5 kinds of figure of speech which is used by the advertisers. Hyperbole is used by the advertiser as an exaggeration of ideas for the sake of emphasis, making the figure of speech critical. Metaphors is used as a means of perceiving and expressing something in a radically different

way. Banter, as a special form of irony is used to expresses a negative sentiment and implies a positive one (Cutting, 2002:38). Personification is used as a method of describing something so that others can understand, yet it can be used to emphasize a point.

The third finding is: there are 33 Speech Act occurrences inside the advertisements. The amount of Direct-Indirect Speech Act occurrences are same with Locution's. It can be happened because the analyzing of Direct-

Indirect Speech Act is based on Locution occurrences.

The Summary of Direct-Indirect Speech Act VS Locution

	Mood - Function				Direct & Indirect Speech Act			
	Declarative - Statement		Imperative - Suggestion		Direct Speech Act		Indirect Speech Act	
Headline	4	21.05%	5	35.71%	4	21.05%	5	35.71%
Subhead	3	15.79%	0	0.00%	3	15.79%	0	0.00%
Bodycopy	12	63.16%	9	64.29%	12	63.16%	9	64.29%
Total	19	57.58%	14	42.42%	19	57.58%	14	42.42%
Grand Total	33				33			

The occurrence frequencies of Declarative Mood that has function as Statement are same with Direct Speech Act's. According to Huddleston and Pullum (2012: 853) declarative's function is to make statements. And because there is a relationship between the Mood and its function, the Declarative Mood that has function as Statement is Direct Speech Act. The analysing of Direct speech act is aimed to revealed the literal or surface meaning of the advertisements. Therefore, the occurrence frequencies of Imperative Mood that has function as Suggestion are same with Indirect Speech Act's as well. Collins and Hollo (2010: 110) stated that the imperative mood is mainly used to act upon others (by ordering them, requesting them, and the like). Their statement is relevant with what Downing (2015: 114) said that imperative mood grammaticalises our acting on others to get things done (issuing a directive) by requesting, prohibiting, instructing, ordering and commanding. And because there is no relationship between the Mood and its function, the Imperative Mood that has function

as Suggestion is Indirect Speech Act. The analysing of Indirect speech act is aimed to revealed the implied meaning of the advertisements.

The fourth finding is: there are 43 occurrences of Illocution, 6 kinds of Illocutionary Act and 3 kinds of Illocutionary Force inside the advertisements.

The Summary of Illocution

	Illocutionary Force						Total
	directives	commissives	representatives				
	Illocutionary Act						
	suggesting	promising	asserting	describing	stating	claiming	
Headline	5	1	3	1	2	2	14
Subhead	0	3	1	0	1	0	5
Bodycopy	9	5	3	2	2	3	24
Total	14	9	7	3	5	5	43
	32.56%	20.93%	16.28%	6.98%	11.63%	11.63%	100%

It can be seen from the above table that the biggest occurrence of Illocutionary Act is *Suggesting*. It means that *Suggesting* plays an important role in Headline and Bodycopy. The advertisers know that by applying *suggesting* in Headline, the advertisements will attract readers' attention easily. It is relevant with what Bovee and Arens (1992: 292) as cited Krčmářová (2008: 27) stated that Headline is the words that will be read first or that are positioned to draw the most attention because it is the words in the leading position of the advertisement. It is a good benefit also for advertisers applied *suggesting* in Bodycopy, because Bodycopy, as a logical continuation of the headlines, tells the complete sales story (Bovee and Arens (1992: 292) as cited Krčmářová (2008: 30)).

Meanwhile, the biggest occurrence of Illocutionary Force is *Representatives*. It is because representatives contains of 4(four) Illocutionary Act. It is a good reason for advertisers in applying *representatives* (asserting, describing, stating, claiming) because according to Searle (1976) as cited Levinson (1983: 240) as cited Cutting (2002: 16-17) *representatives* is the kind of Illocutionary Force in which the words state what the speaker believes to be the case

(the speakers expresses his/her belief about the truth of a proposition). The advertisers uses *representatives* to assert, describe, state and claim the product's advantages so that the readers may compare them with other products. Initially, by using *representatives*, the advertisers inculcate the feature of the products that have been advertised in the mind of the readers.

The fifth finding is: the Result Summary of Q1-Q2 of the Survey of Perlocutionary Act of the advertisements to the Readers.

The Result Summary of Q1-Q2

No.	Advertisement	Q1 Result		Q2 Result					
		Number of Perception		Number of Respond					
		of Literal Meaning	of Implied Meaning	Extremely Interested	Somewhat Interested	Not Sure	Not Very Interested	Not Interested at all	
1	Estee Lauder - Resilience Lift	28	29	1	12	1	3	6	
2	SK-II - LXP Creme	24	32	2	7	2	4	7	
3	Maybelline - Lip Polish by Colorsensational	31	15	3	5	1	5	8	
4	Geox - New Generation Breathing Sole	13	25	2	9	3	4	4	
5	Philpstein - Philpstein Watch	22	20	2	11	2	4	2	
6	Chang - Chang Retail Stores	19	20	4	10	1	3	4	
7	Bering - Bering Ceramic Watch	26	14	2	9	5	5	1	
8	Fanciel - Facial Washing Powder	33	21	2	9	3	4	4	
9	Covermark - Flawless Fit creme	19	21	2	10	0	6	4	
10	NV-II - Amino Fish Collagen	18	22	1	9	2	5	5	
11	Jean Yip - Super Silk Rebonding	26	30	0	8	1	6	7	
12	DBS Bank - DBS Woman's Master Card	38	19	2	6	3	5	6	
	Total	297	268	23	105	24	54	58	
	Percentage	52.57%	47.43%	8.71%	39.77%	9.09%	20.45%	21.97%	
	Grand Total	565		264					

The above table shows that: the participant's recognition towards the Literal Meaning of the advertisement is bigger than that of the Implied Meaning. *Recognition of Literal Meaning* has 297 (52.57%) answers. *Somewhat Interested* is the biggest answer of The Participants' Interest would be in Buying The Products. It has 105 (39.77%) answers. It can be concluded from these explanations that there is a correlation between Q1-Q2 of the survey result. The degree of recognition of Literal Meaning of the participants influenced the participants' interest would be in buying the products. This correlation explains how perlocutionary act helps English advertisements successfully achieve effect among readers.

CONCLUSION

From the result of the research that has done, the researcher conclude that there are relationships between what are implied inside the Element of Advertising, Austin Speech Act's Theory of Locution, Illocution, Direct and

Indirect Speech Act, Non Observance of Grice's Maxims of the Cooperative Principles, and The Survey Result of Reader's Perlocutionary Act.

SUGGESTION

Based on the findings, discussions and conclusion above, the researcher wants to give suggestion to the readers.

Firstly for Students of Linguistic. Although there have been many research about Speech Act and Grice's Maxims that has done, these two elements of Pragmatics is still attractive and widely opened for advanced research. The research about advertisements is one of the easiest way, because advertisement as a method of communication has many medium, such as print advertisement, broadcast advertisement, outdoor advertisement, direct mail advertisement, and the newest is internet based advertisement. English as an international widely used language plays an important role in this new era of communication. English is the bridge in communication between English speaking country and non English speaking country in diplomatic circle, politics, education, business, and trade. So, the combination of research in English, Pragmatics and Communication is a crucial things. The writer realized that the analysis of the Perlocutionary Act of the Advertisements toward the Readers needs deeper research analysis. So The writer suggest that the next researchers may expand this research on quantitative research besides qualitative research only.

Secondly for Copywriters. By applying the Austin Speech Act's Theory of Locution and Illocution and Non Observance of Grice's Maxims of the Cooperative Principles on their advertisements, the target of advertisement that is to sell service or product will be reached. It is because by applying those elements of Pragmatics, the advertisements will be more attractive dan right toward the target, that is the consumer of the product.

For the Readers of advertisements in general, this research will show them about the implied message hiding in advertisements. The

researcher hopes that the readers as the target audience will become selective in choosing particular product. A good product is not only raise the advertiser's profits but also will benefit to consumers.

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