

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, the problem of the study, the objective of the study, the significance of the study, the scope and limitation of the study and the definition of key terms.

A. Background of the Study

Advertising is a business in which language is used to persuade people to do things: to buy a particular product, to watch a certain television show, to donate to a given cause, to engage in a certain practice (such as getting a vaccine or not smoking), to go to some community functions, to vote for someone, or to hold certain beliefs (for example, that a corporation is trustworthy or that a political philosophy is a good one). Each of these specific goals of advertising is very different from the others, yet the advertisers use strikingly similar techniques to achieve each one.¹ It can be delivered in newspapers, magazines, televisions, the internet, and other public media communication.

In addition, the purpose of advertising is to get people to think about or react to the product or the company in a certain way, advertising messages must be imaginative, entertaining and rewarding to their

¹ Department of Linguistics, *Language Files: Material for An Introduction to Language and Linguistics*. 11th edition (California: Ohio State University Press, 2011), 657.

audiences. In short, effective advertising message should be meaningful, believable and distinctive.²

An advertiser may or may not use tools such as images, video, or sound available. However, in almost every single advertising campaign, at one level or another, language is used to convey a message. This means that advertisers must be very savvy users of language, regardless of whether they have any formal training in linguistics or language analysis.³

The language of advertising often contains messages delivered in expressive and implicit utterance. Every person can imply it in different meaning based on his / her understanding. It can attract the reader to buy the product or to leave the product promoted. It is the magic of language in advertising. It has important role in business, especially to sell the product. Whether the promotion of products is successful or not depends on how the advertisers use the language to create and promote the product. Most products use special characteristics of utterance to attract the consumer or we usually called "Slogan". This term is very familiar in advertising.

Furthermore, the language of advertisements is never separated from the terms "Implicature". It is a technical term in linguistics, branch of pragmatics coined by Paul Grice. It is used by Grice to account for what a speaker can imply, suggest, or mean, as distinct from what a speaker

² Nguyen thi hong minh, "A Discourse Analysis of Medicine Advertisements in English and Vietnamese" Summary (Ministry of Education and Training University of Danang, 2011), 9.

³ Department of Linguistics, *Language Files*, 657.

literally says.⁴ Based on this phenomena, this research focused on implicature used in advertisements, it is because the advertiser often used utterances and words in implied way to give certain impression in reader's mind.

In this case, the researcher will apply the theory of implicature to several advertisements published by Reader's Digest English magazine from January to May 2013 as object of the study. The reason why the researcher choose this object because *Reader's Digest* was the best-selling consumer magazine in the United States, losing the distinction in 2009 to *Better Homes and Gardens*.⁵ Besides, it is one of good magazine recommended in many countries. It is classified as Top 20 U.S. Magazines by circulation in 2008, Reader's Digest stay in second rank with 8, 30 percent consumers, about 8 million.⁶

Moreover, there are some previous studies of this discussion used by the researcher as resources and consideration in doing this research, namely, Muhammad Arif Al-Hafidz Kurniawan (2010) did a research about Implicatures in "The Devil Wears Prada" Film. The result showed that Implicatures used in "The Devil Wears Prada" film are generalized and particularized conversational implicature. Furthermore, most of the speakers used particularized conversational implicature, while generalized

⁴ Gillian Brown and George Yule, *Discourse Analysis* (Cambridge: Cambridge University Press, 1983), 31.

⁵ http://en.wikipedia.org/wiki/Reader%27s_Digest, accessed on January 8, 2013.

⁶ Stanley J. Baran, *Introduction to Mass Communication: Media literacy and culture* (New York: Mc Graw-Hill, 2012), 124.

conversational implicature used when there is no special knowledge in the context to calculate the additional conveyed meaning.

Moreover, Rezty Wulandari Savitri Novitaningtyas (2010) did a research about Implicature On “The Funniest Joke in The World” Article in The Reader’s Digest”. This study shows several findings: (1) the Implicature used in “The Funniest Joke in the world” article in the Reader’s Digest could be categorized into conventional and conversational implicature that divided into generalized and particularized implicature. (2) Conventional Implicature was used when the writer of the joke used conventional utterance to express the meaning behind the utterance. Then, the generalized conversational implicature was used when the writer made the utterance become context-free. Furthermore, Particularized conversational implicature was used when the writer made the utterance become context-bound.

Based on the previous studies above, the researcher is intended to do a research about “Implicatures used in advertisements in Reader’s Digest”

B. Problem of the Study

Based on the description of background of the study above, the problem of the study is formulated as follow:

1. How implicatures are used in advertisements found in the Reader’s Digest?
2. How the maxims are flouted in advertisements in the Reader’s Digest?

C. The Objective of Study

The objective of this study is based on the problem stated in the previous discussion. It is to know and to give clear description about the implicature used in advertisements in the *Reader's Digest* published from January to May 2013 based on Grice's theory of implicature.

D. The Significance of Study

The significance of this study is getting clear description about the implicature used in advertisements in Reader's Digest published from January to May 2013, in order it can be valuable for the English Department students, advertisers, and other researchers.

For the English Department students, they are expected to get new information and knowledge about implicatures used in advertisements especially in Reader's Digest English magazine. Besides, they can know the importance of learning discourse study, especially in understanding about the rule of context in a conversation or utterance.

For the advertisers, they get new knowledge about implicature in advertisements, so they can create and deliver good advertisement or message in interesting and expressive way to persuade and made a splash other one.

For the other researchers, they get ideas in doing researches, especially, in the same area by doing more complete analysis and choose other objects of implicature. Also, the result of this study can be resources for them in doing a research.

E. Scope and Limitation

In this research, the researcher will discuss more about the implicature used in advertisement in Reader's Digest based on the Grice's theory of implicature. To make this research more effective, the researcher only focuses on advertisements in Reader's Digest English magazine published from January to May 2013.

F. Definition of Key Terms

Definition of key terms is very important in this thesis, in order to avoid misunderstanding term and misinterpretation in the next discussion of this study. The terms are necessary be defined as follow:

1. Implicature

Implicature is a technical term in the pragmatics subfield of linguistics, coined by H.P Grice. He used the term "What is implicated" as part of meaning that cannot be captured by truth conditions and therefore belongs to pragmatics.⁷

2. Advertisement

Advertisement is defined as a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.⁸ It may be delivered in a newspaper, magazine, on television, internet, etc.

⁷ Jacob L. Mey, *Concise Encyclopedia of Pragmatic, second edition* (Denmark: University of Southern Denmark, 2009), 365.

⁸ <http://oxforddictionaries.com/definition/english/advertisement>, accessed on April 11, 2013.

3. Reader's Digest

Reader's Digest is an English family magazine published monthly in many countries even it has been translated in many languages, including in Indonesian language. It has simple in utterances that make the English learner especially, they get easier to understand what the text mean.
