



Meik UPT Perpustakaan
UNIVERSITAS JEMBER

THE ANALYSIS OF GRICE'S COOPERATIVE PRINCIPLE
IN THE ADVERTISEMENT HEADLINES
IN REVIEW MAGAZINES ISSUED FROM JANUARY TO DECEMBER 2000

THESIS

A thesis presented to the English Department
Faculty of Letters, Jember University
as one of the requirements to get
the Award of Sarjana Sastra Degree
in English Studies

By

Anggota
Yusuf
No. 0157
30 JAN 2002

Klas

071
RAH
a

Dwi Rahayu

A1 A1 95065

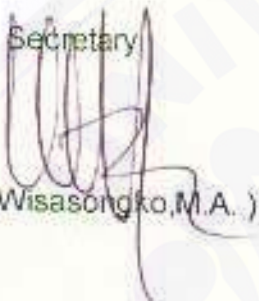
ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF JEMBER
2001

APPROVAL SHEET

Approved and received by the Examination Committee of the English Department, Faculty of Letters, Jember University.


Jember, 2001

Secretary



(Drs. Wisasondiko, M.A.)

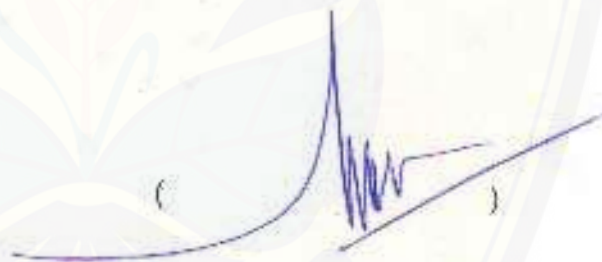
Chairman



(Dr. Samudji, M.A.)

The members:

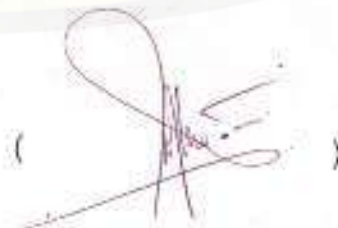
1. Drs. Albert Tallapessy, MA.



2. Drs. Syamsul Anam, MA.



3. Drs. Hadiri, M.A.



MOTTO



Anything written without effort is usually read without interest.
(Samuel Johnson)

PAGE OF DEDICATION



To my beloved family
who bring me peace when I'm down.

TABEL OF CONTENTS

CONTENTS	PAGES
PAGE OF TITLE	I
APPROVAL SHEET	II
MOTTO	III
PAGE OF DEDICATION	IV
TABLE OF CONTENTS	V
ACKNOWLEDGEMENT	VII
CHAPTER I : INTRODUCTION	
1.1 The Background of the Study	1
1.2 The Problem to Discuss	3
1.3 The Scope of the Study	4
1.4 The Goal of the Study	4
1.5 The Significance of the Study	4
1.6 The Organization of the Thesis	4
CHAPTER II : THEORETICAL REVIEW	
2.1 Language Function	6
2.2 Pragmatics	7
2.2.1 Situational Context	7
2.2.2 Background Knowledge	8
2.3 Grice's Cooperative Principle	9
2.3.1 The Maxim of Quality	9
2.3.2 The Maxim of Quantity	10
2.3.3 The Maxim of Relevance	10
2.3.4 The Maxim of Manner	11
2.4 Flouting The Cooperative Principle.....	11
2.5 Advertisement	13

2.5.1 The Headline of Advertisement	14
2.5.2 The Concept of Communication in Advertising	15
2.6 The Hypothesis	17
CHAPTER III : METHODOLOGY OF RESEARCH	
3.1 The Data Collection	18
3.2 Type of Data	18
3.3 The Population	19
3.4 The Sample	19
3.5 Type of Analysis	19
CHAPTER IV : RESULT AND DISCUSSION	20
CHAPTER V : CONCLUSION	52
BIBLIOGRAPHY	
APPENDIX	

ACKNOWLEDGEMENT

Praise to Allah SWT, the only God to whom I dedicate my life and soul, Lord of the Universe, for His guidance, love and blessing given to me. Without the blessing, I shall never be able to finish this thesis

My special and sincere thanks are rendered to my beloved parents since without their supports, I will not be successful in finishing my study.

My deep thanks are also dedicated to :

1. Drs. H. Marwoto, the Dean of Faculty of Letters, Jember University, for the facility given to me to write this thesis.
2. Dr. Suparmin, MA, the Head of the English Department, Faculty of Letters, Jember University, for giving the approval to write this thesis.
3. Drs. Albert Tallapessy, MA. and Drs. Syamsul Anam, MA., my advisors, who have given me advice and have spent much of their time correcting the manuscript of this thesis.
4. All the lecturers of the Faculty of Letters, Jember University, who have taught me important knowledge and skill for my future life.
5. All the librarians of Jember University, Petra University, and Sebelas Maret University, for their material supplies.
6. My close friend, Yuly, for sharing the difficulties.
7. My friend, Pet, for giving me advice.
8. All my friends in English Department 95, for giving me spirit.
9. All persons who help me compose this written work.

I pray that God may bless them for their assistance and endow them with the proper virtues.

Jember,

2001

Dwi Rahayu



CHAPTER I
INTRODUCTION

1.1 The Background of the study

In our daily life, language plays a very important role in almost all activities. We use it as a means of communication. Meanwhile, language is utilized by human being to communicate thought and feeling (Samsuri, 1994:4).

Language is also a very important tool to keep social relationship. Like all other living creatures, we depend on the air, water, earth around us, and in the same thing, a society depends upon language for its existence. There must be a close relationship between the people and the language they use because, inevitably, when people wants to express their idea, feeling and thought they have to use language. The language itself will be known its function and serve its meaning when people use and apply it for their needs and goals.

In communication, addresser should try to make addressee understand what he wants to convey. For this reason, he should construct the message in a simple and clear way, give sufficient information, no more and no less than what should be communicated.

To undergo a communication effectively, Grice (in Levinson, 1983) gives a set of rules called Cooperative Principle. This principle consists of four maxims: maxim of quality, maxim of quantity, maxim of relation and maxim of manner. The addresser in conveying the message should obey the four maxims. By employing the principle, the addressee may catch the message easily and clearly from the addresser.

Related to the function of a language as a means of communication and as a tool of expressing an idea and sending a message, an advertisement is one of examples of a language use. The advertiser as the addresser, the

man who sends the message, and a prospective consumer or the target of the advertisement as the addressee, and the message is an offer to the consumer to buy the advertised products. The advertiser of course wants that the consumer to understand the message of the advertisement, so that a good response from the consumer can be gained. Therefore, the construction of the advertisement message should obey the cooperative principles.

However, the language of advertisement is a persuasive one. It means that when the advertiser uses the language, he should attract the attention of the reader to follow what he wants. The effort can be seen in the text of a headline as one of the first elements, which the reader's eye will encounter in the printed advertisement and reach out for attention. Dirksen, Kroeger, and Nicosia (1977:225) state that the function of the headline is to attract the favorable attention of prospective purchasers and to interest them, so that, they will read the advertisement.

To perform the task of the advertisement above, the advertiser should be creative to make an interesting and effective headline to build up the degree of readers' attention. With regard to the degree of the readers' attention, it is often found that some headlines of advertisement are hard to understand. The readers are sometimes doubtful and do not know what is going on in the headlines they have read, so they cannot understand the message he wants to transmit. This problem rises because of some reasons. One of them is the demand of using a short sentence to make an effective headline, as state by Zacher:

The headline idea should be capable of absorption a single glance, if maximum impact is to be attained. This would suggest no greater length than that within the instantaneous span of the average reader (1961: 115).

Regarding this statement, it is important that the headline should be sufficiently short to read at a glance. As a consequence, the amount of

information is not sufficient, so it is quite difficult for the reader to understand the expression. Another cause is related to an attempt to give an impression to the reader. For instance, there are some headlines that are created in the form of interesting sentences without any connection with the advertised products. In this case, the advertiser emphasizes on the readers' impression. Then he hopes that the reader will be interested in the advertised products, which are offered. Therefore, this kind of advertisement headline, sometimes, violates the maxim of quality, quantity, relation, and manner. So the readers get difficulties to understand the message when they just read the headline without knowing the context of situation and observing the other elements of advertisement.

From the phenomena above, this thesis will discuss the use of Cooperative Principles in the advertisement headlines in *Review* magazines, especially those that are published from January to December 2000.

1.2 The problem to discuss

Based on the explanation above, the problems to discuss are formulated as follow:

1. How are the cooperative principles used in the headlines of the advertisements in *Review* magazines published from January to December 2000.
2. Why the headlines of the advertisements do not fulfill the Cooperative Principles.
3. To what extent the communication happens when the violations of the Cooperative Principle take place.

1.3 The Scope of the Study

The general area of this study is pragmatics. However, this thesis does not investigate all aspects of pragmatics. It will be beneficial to concentrate the discussion to respond some restricted problems. This thesis will discuss the use of Cooperative Principle in the advertisement headline. Moreover, the data are taken from the *Review* magazines published from January to December 2000.

1.4 The Goal of the Study

There are at least two goals of the study on this thesis, they are:

1. To describe how the Cooperative Principles used in the headline of advertisement in *Review* magazines published from January to December 2000.
2. To explain and describe why the headlines of advertisements violate the Cooperative Principle.
3. To explain to what extent the communication happens when the violations of the Grice's Cooperative Principle take place.

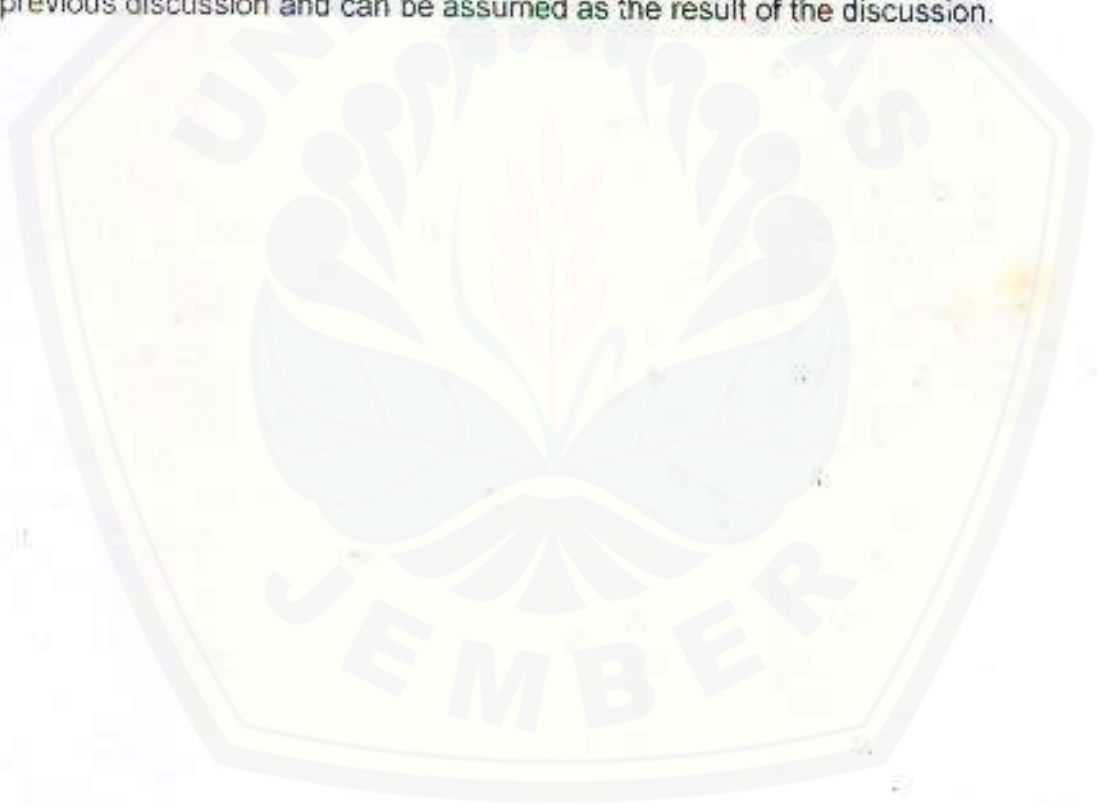
1.5 The Significance of the Study

It is hoped that this thesis will bring benefit for the readers to understand and to get a broad knowledge about language use, especially language of advertisement. Moreover, it is also hoped that the thesis useful for further study.

1.6 The Organization of the Thesis

This thesis will be organized into five chapters. Some of these chapters will also be structured into sub-chapters. Chapter one is the introduction, which is going to illustrate general description about what is going to discuss

in this thesis. It consists of background, the problems to discuss, the scope, the goal, the aim, the hypothesis and the organization of the thesis. Chapter two is the theoretical review, which deals with some theories stated by some linguists, which closely related to the problems to discuss. Chapter three discusses the methods of research. The way in which this thesis being conducted is elaborated in this chapter. The following chapter is chapter four that provides the interpretation and analysis data. The last chapter, chapter five, is the conclusion. It contains some points, which are derived from the previous discussion and can be assumed as the result of the discussion.





CHAPTER II THEORETICAL REVIEW

Language is one of factors, which determines the success of an advertisement. The language is used to influence attitudes of prospective consumers. This kind of function is stated by Leech (1993: 164), which is called directive function. In this function, language is oriented toward listeners or readers. This means that the speakers or the writers can influence the readers or the listeners.

In getting a better understanding about the language of advertisement, it is important to know the theoretical approach to the language and advertisement themselves before discussing them as the main topic of this thesis. This chapter will present some concepts comprising language function, pragmatics, situational context, background knowledge, Grice's Cooperative Principle, flouting the Cooperative Principle, and advertisement, which will respectively be explained as follows.

2.1 Language Function

Language cannot be separated from human being's life. By using the language, the socialization process is produced by human being as a social community. People can convey their ideas, feeling, and emotions to fulfill their social needs by utilizing it. They use the language to interact and contact with others to attain the social desire. The use of language can be realized either in written or spoken forms.

Basically, Brown and Yule state that language as a means of communication has two functions. They are interactional and transactional functions (Brown, 1983: 1-2). Interactional function happens when the language is used to cover social relationships and individual attitudes. when the language is primarily utilized to send messages and give information, it

functions as transactional one. So it is true what Lyons says (as cited by Wahab) that, basically, a communication is a matter of informing something and asking one's reaction upon what the speaker said. (Wahab, 1991: 129).

2.2 Pragmatics

Many significant factors needs considering to understand what the addresser means. Considering the fact that many utterances are not just sending information but they have other purposes such as convincing, or persuading, it is impossible to make a good interpretation without considering some pragmatic aspects.

Morris (in Brown and Yule, 1983: 26) defines pragmatics as 'the relation of sign to interprets'. While Leech (in Oka) says that pragmatics deals with attitudes which are motivated by the goals of a conversation. (1993: 45). It means that pragmatics is the study of meaning in relation with the situational context in accordance with what the addresser means. In other word, pragmatics especially deals with language in use. And hence it is necessary to know the things that relate to the addresser's utterance such as context of situation, in order that the addressee can interpret the message. The most important things, which can give contribution to the addressee to make a good interpretation, are situational context and the background knowledge.

2.2.1 *Situational Context*

The situation in which linguistic interaction takes place, gives participants a great deal of information about meaning that is being exchanged, and the meaning that is likely to be exchanged. It calls context of situation. It is one of the most important things that can determine the meaning of an utterance. So it is necessary for participants of communication to understand the context of situation when they are in the process of

communication. Halliday (1985: 5) calls it a context or 'text that is with'. He says that to get an adequate understanding of the text, it is necessary to discuss the environment surrounding it. Malinowsky (in Halliday, 1985: 6) states that context of situation is the total environment of the text, including the verbal environment which also includes the situation in which the text was uttered. Furthermore, Halliday explains that it is the immediate environment in which the text is actually functioning. (1985:6).

2.2.2 Background Knowledge

The next important thing in interaction is background knowledge. The background knowledge enables the addressee to communicate successfully because the speaker's utterances can be interpreted properly. Halliday (1985: 9) says:

We always have a good idea of what is coming next. So that, we are seldom totally surprised. We may be partly surprised, but the surprise will always be within the framework of something that we know is going to happen. And this is the most important phenomenon in human communication.

In other word, the speaker usually has the prediction of what the addressee will say or do. This process happens below the level of awareness. In this case, the speaker needs to have background knowledge.

The addresser and the addressee should share the background knowledge in communication. Sometimes the speaker utters something indirectly. But with the background knowledge possessed, the addressee, can interpret what the implication of the utterance properly. Grice (in Levinson) provides the examples:

- A : I've just run out of petrol
B : Oh, there's a garage round the corner

(1983: 104)

A is not necessary to tell B in detail that the car stops because the car is out of petrol so that he required some petrol. But he does not know where he can buy it and he expects B to help him to show where he can purchase some petrol. B understands what A means. In this case, A fulfill the maxim **be brief** because B knows what A implies. B obeys the maxim **be relevant**. He knows that A's car stops and need petrol, and he does not know where he can buy it. B realizes that A want to ask him. Therefore B shows where the garage is. This means that B also fulfills the maxim **be brief** by showing where the garage is.

2.3 Grice's Cooperative Principle

In conducting a communication, all participants must cooperate one another, so that the communication will be effective and efficient. Dealing with the case of cooperation, Grice introduces a principle called cooperative principle as a guideline for the efficient and effective use of language. The principle states as follows: *"Make your contribution such as required, at the state at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."* (Levinson,1983: 101). The principle consists of four maxims or sub principles:

2.3.1 The Maxim of Quality

In a conversation, each of the participants must say the truth. They will not say what they believe to be false and will not say something having no adequate evidence. Grice (in Levinson) says *"Try to make your contribution one that is true, especially: (1) do not say what you believe to be false, and (2) do not say that for which you lack adequate evidence."* (1983: 101).

The main point of the maxim of quality is a matter dealing with a truth. It constructs conversation to say what is true, in term that they believe that

what they said is true, and supported by adequate evidences. It can be clearly understood that if the addressee does not say what is true, then the conversation will stop, because there is no information gained through the conversation.

2.3.2 *The Maxim of Quantity*

In a conversation, each participant must give information as much as required, and will not give information more than is required. Grice (in Levinson, 1983: 101) says "(1) *make your contribution more informative as is required for the current purpose of the exchange, and (2) do not make your contribution more informative than is required.*"

This maxim relates to the amount of information given by the addresser. It instructs him to give sufficient information, no more and no less than is required. Insufficient or excessive information will cause the failure in conducting conversation.

2.3.3 *The Maxim of Relevance*

Dealing with the maxim of relevance, each participant of a conversation must say something that is relevant to the subject of the conversation. Grice (in Levinson, 1983: 102) says "*make your contribution relevant*". Whereas, Smith and Wilson give another statement dealing with *relevant* as follows:

A remark *P* is relevant to another *Q* if *P* and *Q*, together with background knowledge, yield new information not derivable from either *P* or *Q*, together with background knowledge, alone.

(Cited in Leech, 1993: 144)

From the statement above, the term '*relevant*' is applicable not only for a simple answer or direct statement such as:

A : Where is my box of chocolates?
B : It's in your room.

But also for more indirect statements like:

A : Where is my box of chocolates?

B : The children were in the room this morning.

(cited in Leech, 1993: 144)

Together with background knowledge, the answer of *B* can be said to be relevant to the question of *A*. With an assumption that *B* obeys the Cooperative Principle, especially the maxim of relevant. The answer of *B* implies that perhaps the children who eat the chocolates, or at least they know where the box of chocolates is.

2.3.4 The Maxim of Manner

In conversation, each participant must say something orderly and briefly, to avoid ambiguity and obscurity. Grice (in Levinson, 1983: 102) says "*Be perspicuous, and specifically: (1) avoid obscurity, (2) avoid ambiguity, (3) be brief, and (4) be orderly.*"

Different from other maxims, maxim of manner does not regulate what is said, but rather how it is said. It is a suggestion to language users to use clear and understandable expressions.

As mentioned before that context enables participants in conversation to know a conversational implicature, so that, they can cooperate each other. The meaning of an utterance is influenced by the situational context. It gives a guess about things that are connected to the utterance. The context narrates the addressee about the situation at the time of speaking so it enables the addressee to interpret the utterances.

2.4 Flouting the Cooperative Principle

It is true that the maxims of Cooperative Principle are not always obeyed in every communication activity. Cook states:

There are also time when meaning derives from deliberate violations -or 'flouting' as Grice calls them- of the Cooperative Principle, always provided that the addresser intends the addressee to perceive them as such, and in that is how, in fact, the addressee does perceive them. (1983: 31).

The addresser, sometimes, deliberately makes violation of Cooperative Principle. In this case, he intends to violate the principle and the addressee realizes that it is deliberate, then the communication does not degenerate into lying or break down. For example, in the case of someone telling a lie and in case of the use of metaphor. The example below shows the violation of the maxim of quality:

It made my blood boiled.

(Leech, 1993: 230)

If we just see the surface structure of the sentence, this expression seems to violate the maxim of quality, because it is impossible that the blood is boiled. But if we see the deep structure of the sentence by observing the context of situation, this expression still obeys the maxim of quality. With a certain context, the expression can be use to show an anger condition.

Just as a quality maxim can be flouted, so can the other three. The maxim of quantity is violated in both directions: It creates prolixity, if we say too much and it is terseness if we are too brief. The example below shows that insufficient information, as a form of violation of quantity maxim, causes misunderstanding for the addressee.

Steven : Wilfrid is meeting a woman for dinner tonight

Susan : Does his wife know about it?

Steven : Of course, she does. The woman he is meeting is his wife.

(Leech, 1993:140)

With an assumption that Steven obeys the Cooperative Principle, especially the maxim of quantity, Susan takes a conclusion that the woman is not Wilfrid's wife because, either Susan or Steven knows that Wilfrid has a wife.

So, it seems that Steven deliberately violates the maxim of quantity when he uses an uninformative expression (*a woman*) even though he can use the more informative expression (*his wife*).

Sometimes, we deliberately flout the charge to be relevant to signal an embarrassment or desire to change the subject of a conversation. Grice (in Levinson) provides an example like the following:

Johnny : Hey Sally, let's play marbles.

Mother : How is your homework getting along Johnny?

(1983: 111)

The statement of mother above may be considered as a statement violating the Cooperative Principle, because it does not approve or reject the Johnny's invitation but it reminds him that he may not yet be free to play.

Lastly the maxim of manner is violated either for humor or in order to establish solidarity between speakers and exclude an overhear from the conversation. For example, by valid scientific reasons, doctors tell their patients about their condition by using a language, which they know that the patient will not understand, and parents spell out words they do not want children to understand.

In a certain occasion, the violation of the maxims is needed to attain certain purposes and it is acceptable as long as the addressee is able to understand the intended meaning of the utterance. The addressee will give appropriate responses so that the communication can be considered successfully. In this case, the context of situation and the background knowledge play the role.

2.6 Advertisement

The development of language that follows the social change has influenced all aspects of our life. People use their language in a number of

different ways from one context to another. It can be found in the advertisement field with the use of special expressions or diction in order to persuade its reader. In this case, advertiser needs art, science, or a certain method to arrange some words or utterance in advertisement. Reeves (in Reichert, 1988: 8) defines advertisement as an art of sending special promotion message to public with possible minimum price. It means that advertisement is the form of mass communication to help promoting a product or service. The use of the word 'art' above means that advertisement is not solely a process of sending message from advertiser to consumer or prospective consumer, but it needs art to create more attractive and interesting advertisements.

Basically, advertisement is made to achieve good responses of the public towards the advertised products or services. The good responses can be an action to ask for brochure of the advertised product, an action to ask for the sample of the products and then it is expected that they will lead the prospective customers to take the next step, the action of purchasing. Kasali (1992: 48) states that advertisement in general has the aim to change prospective customers to be loyal customers for a certain period of time or to develop positive attitude of prospective customers so that they become loyal customers in the future.

Furthermore, the success of the advertisement more or less is influenced by its success in catching reader's eyes to read the advertisement. In this case, an interesting headline has an important role besides the other elements of the advertisement such as color, picture or illustration.

2.6.1 The headline of advertisement

The headline, which is often called as a title, is an important part of an advertisement. The function of a headline is to attract favorable attention of

prospective purchases and to interest them so that they will read the advertisement (Dirksen: 1977). Hotckiss (in Winardi,1992) states that the headline plays a more important part in determining the effectiveness of the advertisement, than does any other elements of the copy. He also states that comparative test of advertisement using the same text but different headline have revealed startling differences in results.

To make an effective advertisement, there is a formula called AIDCA that can be applied, namely: attention, desire, conviction and action (Kasali, 1992: 83). The formula above puts '*attention*' at the first position and '*action*' at the end. It means that to make the readers buy the advertised product or service, the advertiser must be able to attract the reader's attention first. This effort can be supported by the use of color, illustration and attractive headline. Furthermore, Dirksen, Kreoger, and Nicosia (1977: 228-229) state that there are four major characteristics in most good headlines of advertisement namely: brevity, clarity, aptness, and the last is interest, where sometimes advertiser shows exaggeration, and insincere misleading statement in his headline.

2.6.2 The Concept of Communication in Advertising

Colley states that advertising goal is a specific communication task, to be accomplished among a divined audience, in a given period time. (Kasali, 1992: 51). This means that advertising is a form of communication between a producer and consumers. The aim of communication is directed to supporting the goal of marketing.

Advertising as other form of communication consists of some elements of communication, namely, source, message, channel and receiver. The *source* is the organization, institution, or an individual from which the message comes. In advertising, the source is the producer of the advertised products or

services. The source sends a message about the product to the receivers, to inform and to persuade them, with a hope that they will take an action to the products, for instance the action of purchasing. The *message* is the whole activities in a process of communication, and also the idea, which is communicated. It consists of meaningful symbols. It can be realized through the use of a verbal or non-verbal language, such as gesture, body movement, or picture. In an advertisement, it is realized in all elements of advertisement, such as illustration, headline, and text. The *channel* is a tool to send a message from the source to the receiver. In advertising, it can be a magazine, newspaper, television or radio. By the *channel* the message can reach the receiver in wide areas simultaneously. The *receiver* is the target of the communication to whom the message is sent. In order to make the communication effective, the source should be able to identify the characteristics of the receiver. The identification is needed to help the source in deciding the form of message to be sent, the style of the language used, and help the source to choose the right channel, which is appropriate to the characteristics of the receiver.

To reach a good response of the reader, the advertisement has to pass through the steps of communication that can be seen in the diagram below:



(Kasali, 1992: 52)

Prospective purchasers who have never seen the product are in the condition of being unaware of the existence of the product. The first step to be taken by

the advertiser is getting an awareness of them. In the awareness condition, they will try to know further about the product. Then they will come to a comprehensive and image the condition of the product. In this condition, they will consider the specific characteristic of the product and the difference between the product and the other products. The next step, they decide an attitude based on the previous steps. The last step is an action in which the advertiser hopes the prospective purchaser to take an action to buy the product.

From the explanation above, it can be concluded that getting reader's awareness in advertisement is very important. Then in this thesis, the writer wants to analyze how the advertisers communicate their idea in the advertisements especially in the headlines to the readers.

2.7 The Hypothesis

Referring to the theories previously presented, the hypotheses that can be taken from this study are :

1. Some headlines of advertisement violate the cooperative principles.
2. The violations of the Cooperative Principle are due to the requirements in which, the language of advertisement must be brief, apt, and interesting besides, it also must be clear.
3. The communication still happens when the violations take place if the understanding of the message of the headline is based on the context and the background knowledge.



CHAPTER III RESEARCH METHODOLOGY

This chapter involves a set of methodology, which determines a kind of way how to drives this research. The set of methodology in this thesis covers the data collection, the type of data, the population, the sample, and the type of analysis. They will be explained in this chapter briefly.

3.1 The Data collection

In collecting data the writer uses library research. It is used to gather the data by some words, phrases, sentences, or discourse from the relevant sources. The data are advertisement headlines in the *Review* magazines published from January to December 2000, which are available in the library. These magazines are chosen as sources of data because most of the advertisements in these magazines use indirect- appeal headlines. This type of headlines attempts only to stop the readers and make them read the whole text of the advertisements (Dirksen, 1977:226). These headlines do not sell anything other than interesting expressions. This type of headlines is more attractive but it is quite difficult to understand because the message of the headlines is conveyed indirectly.

3.2 Type of Data

The type of data that is used in this thesis is qualitative data. They are in the form of words or group of words. Blaxter (1996: 60) states that the qualitative data is the data in non-numeric form. They are in the form of words or group of words.

3.3 The Population

In this thesis, the population is all of the advertisements headlines in *Review* magazines published from January to December 2000. The total number of the population is 169. The population is limited in this period because of the limited time of doing the research. Since these editions are available in the library, it is quite easy to collect the data.

3.4 The Sample

This thesis does not take the whole population as the subject of observation because it is difficult to observe all of the population during the limited time. So it applies sampling. Gay, as cited in Sevilla et al (1993:163) states that the minimum standard of the numbers of samples in doing a descriptive research is 10 or 20 percent from the number of the total population. Considering this statement, this thesis will take 10 percent of the population, so it presents 17 advertisements taken to be analyzed. The sample is taken randomly by doing lottery, so each individual has an equal chance of being selected.

3.5 Type of Analysis

Since this thesis is a descriptive research, the type of analysis must be a descriptive analysis, which involves a description, recording, analyzing and interpreting of a condition that exist in the study (Best, 1982: 42). In this analysis, the existences of phenomena that occur are established by describing the object explicitly. The descriptive analysis will be used to describe the data that are collected. Interpretative analysis will be used to interpret the description of the data.



CHAPTER V CONCLUSION

Referring to the analysis in the previous chapters, it can be concluded that the headlines of the advertisements in the Review magazines issued from January to December 2000 tend to violate the Grice's Cooperative Principles. Most of them do not fulfill all of the maxims. The violations are due to the advertiser's effort to construct the effective headlines. He uses special expressions or dictions in order to persuade the prospective consumers who read the advertisements.

Some of the headlines analyzed are constructed to gain an initial attention of the readers to the advertisements because attracting a favorable attention of the readers is the first step in constructing effective advertisement. Moreover the headline is one of elements of the advertisement that can be used to attract people's attention at the first time when they read the advertisement.

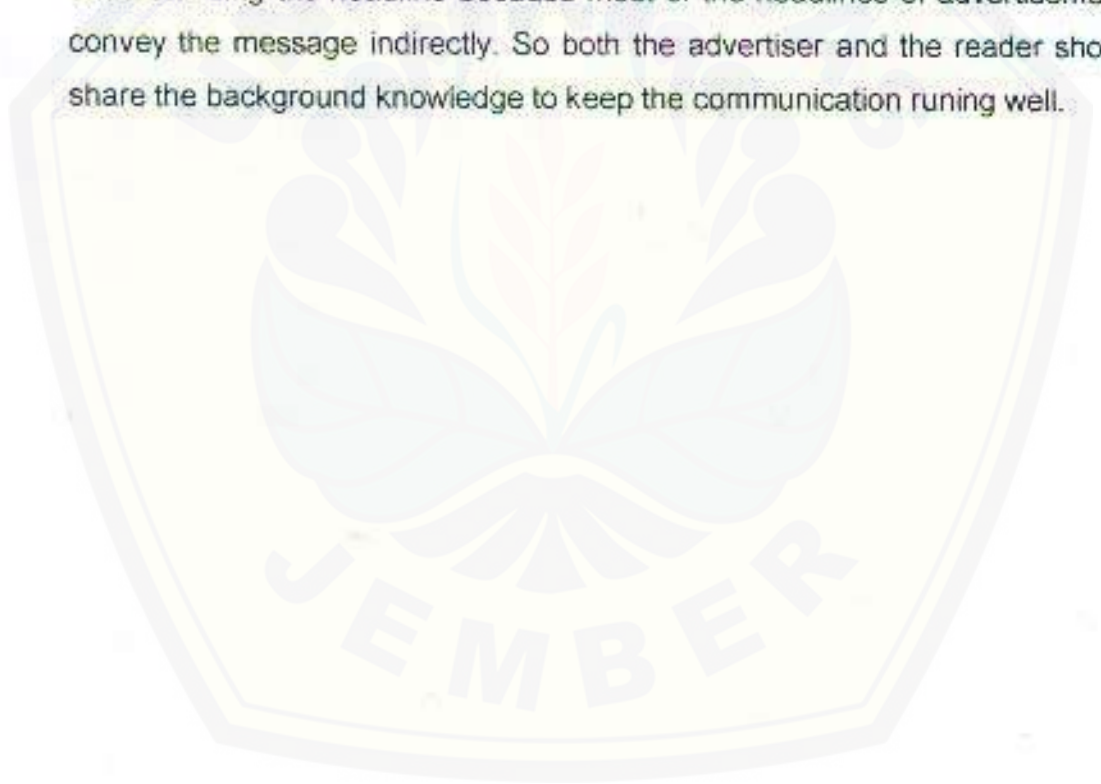
The effective headline does not only give an information about the advertised products or services, but it has a more important task namely to motivates the readers to give a good response towards the advertisement. The message of the advertisements should be prepared for the prospective consumers and not for the advertisers, it should be written in term which the prospective consumers can understand and appreciate. The advertiser needs to identify the readers if he wants to create the effective advertisements. He should observe the general needs, wants or desires of the readers to meet their demands.

Most of the headlines analyzed are constructed to meet the demands of the readers in fulfilling their needs, wants, or desires. The advertisers try to persuade the readers' mind by involving the basic needs, wants and desires that lie behind the human actions. They use some expressions which are able

to awaken the imagination, give satisfaction, and convince the readers' mind in order to gain the interest towards the advertised products or services.

However, the communication still happens even though the headlines violate the Cooperative Principles because the expressions are created based on the readers' wants. So the expressions are more proper and communicative. Moreover, the understanding of the message of the headlines is supported by the context that can be observed from the other elements of the advertisements, such as illustrations, texts, logos etcetera.

It can be noted that the background knowledge is also significant in understanding the headline because most of the headlines of advertisements convey the message indirectly. So both the advertiser and the reader should share the background knowledge to keep the communication running well.



BIBLIOGRAPHY

- Best, John W. 1982. *Metode Penelitian Pendidikan*. Surabaya: Usaha Nasional.
- Blaxter, Loriane et all. 1996. *How to Research*. Buckingham: Open University Press.
- Brown, Gillian and George Yule. 1983. *Discourse Analysis*. Cambridge: Cambridge University Press.
- Cook, Gay. 1983. *Discourse*. Oxford: Oxford University Press.
- D'Angelo, Frank J. 1980. *Process and Thought in Composition*. Cambridge: Winthrop Publishers Inc.
- Dirksen, Charles J, Arthur Kroeger, and Francesco M. Nicosia. 1977. *Advertising Principles, Problem, and Cases*. USA: Richard D. Irwin, Inc.
- Fairbairn, Gavin J and Christopher Winch. 1996. *Reading, Writing and Reasoning (A Guide for Student)*. Philadelphia: Open University Press.
- Halliday, Michael A.K. and Ruqaiya Hasan. 1985. *Language, Context and Text: Aspect of Language in a Social Semiotic Perspective*. Melbourne: Deakin University Press.
- Jefkins, Frank. 1997. *Periklanan*. Jakarta: Penerbit Erlangga.
- Kasali, Rhenaid. 1992. *Manajemen Periklanan: Konsep dan Aplikasinya*. Jakarta: Pustaka Utama Grafiti.
- Leech, Geoffrey. 1993. *Prinsip-Prinsip Pragmatik: The Principle of Pragmatics/* Translated by Dr. M.D.D. Oka, M.A. Jakarta: Indonesia University Press.
- Levinson, Stephen C. 1983. *Pragmatics*. Cambridge: Cambridge University Press.
- Reichert, Gene. 1973. *Advertising*. New York: Alexander Hamilton Institute.

- Samsuri. 1994. *Analisa Bahasa*. Jakarta: Penerbit Erlangga.
- Samovar, Larry A and Jack Mills. 1978. *Oral Communication: Message and Response*. Dubuque, Iowa: Vm. C. Brown Company publishers.
- Sandage, C.H. and Veron Fryburger. 1963. *Principle of Advertising*. USA: Richard D. Irwin, Inc.
- Sevila, Consuelo G. 1993. *Pengantar Metode Penelitian*. Jakarta: Indonesia University Press.
- Tallapessy, Albert. 1996. *Discourse Analysis Selected Readings*. Jember: Jember University.
- Turk, Christopher. 1985. *Effective Speaking: Communicating in Speech*. London: E & FN Spon.
- Wahab, Abdul. 1991. *Isu Linguistik: Pengajaran Bahasa dan Sastra*. Surabaya: Airlangga Press.
- Winardi. 1992. *Promosi dan Reklame*. Bandung: Penerbit Mandar Maju.
- Zacher, Robert Vincent. 1996. *Advertising Techniques and Management*. Homewood: Richard D. Irwin, Inc.

APPENDIX 1 (DATA 1)

STAY AT
THE CENTRE OF
ATTENTION.

Enjoy the unrivalled attention to personal service and all the imperial features of The Palace Hotel in the heart of Beijing's premier commercial and shopping area. Book a Superior Deluxe Room for just US\$110, or a Suite from only US\$390. Of course both come with complimentary American Breakfast and round trip limousine airport transfers. To book your room, please contact The Palace Hotel Beijing or The Peninsula Group Reservations Centre.

Official logo was unveiled December 2000. Ministry of Culture, PRC.
Hotel are subject to the conditions of sale. For pricing contact the City Development Fund.

王府飯店
THE PALACE HOTEL
Beijing

APPENDIX 2 (DATA 2)

IS IT POSSIBLE
TO BECOME HOME SICK
FOR A HOTEL?

FOUR SEASONS
Hotels and Resorts

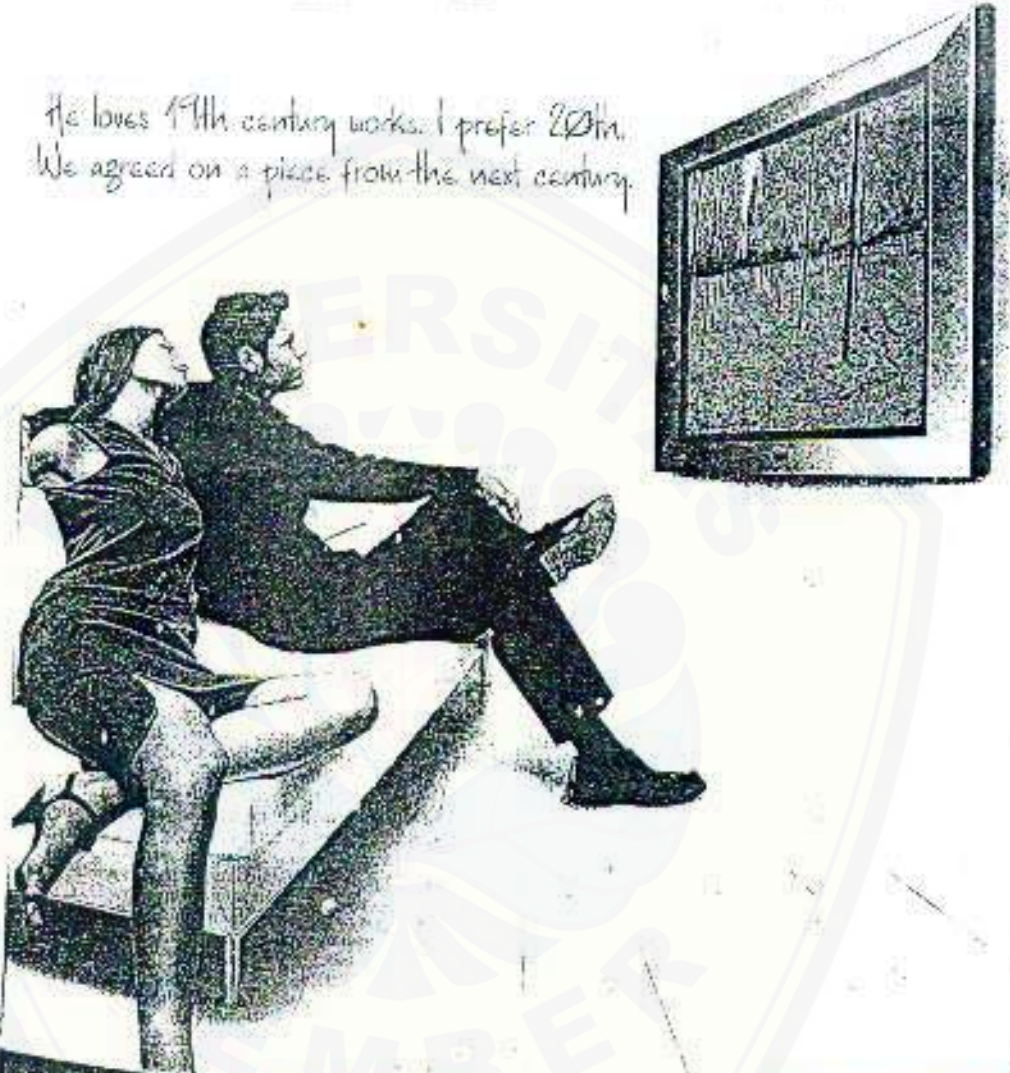
Far from home there is a place just as warm and welcoming. Where our thoughtful staff awaits your arrival, embracing you with award-winning service the moment you enter the door. From Los Angeles to Milan, we'll not only meet your needs but anticipate them throughout your stay. Consult your travel counsellor, visit www.fourseasons.com or, in Hong Kong, call 800-96-8325; in Singapore, call 737-3507.

FIFTY HOTELS. TWENTY-TWO COUNTRIES. ONE PHILOSOPHY.

©2000 Four Seasons Hotels Limited

APPENDIX 3 (DATA 3)

He loves 19th century works. I prefer 20th.
We agreed on a piece from the next century.



Philips FLATV™ A new way to look at television.

We are amazed by the beautifully framed 42-inch diagonal screen just 11cm deep. Awed by the mesmerizing pictures and rich, vibrant colours. And the TV itself comes in a perfect box*. Of course, its state-of-the-art DMB technology means smoother moving pictures. Our Philips Flat TV™ named 'Flat TV System of the Year' by EISA** - is an absolute masterpiece! We go to great lengths to get it right. www.philips.com

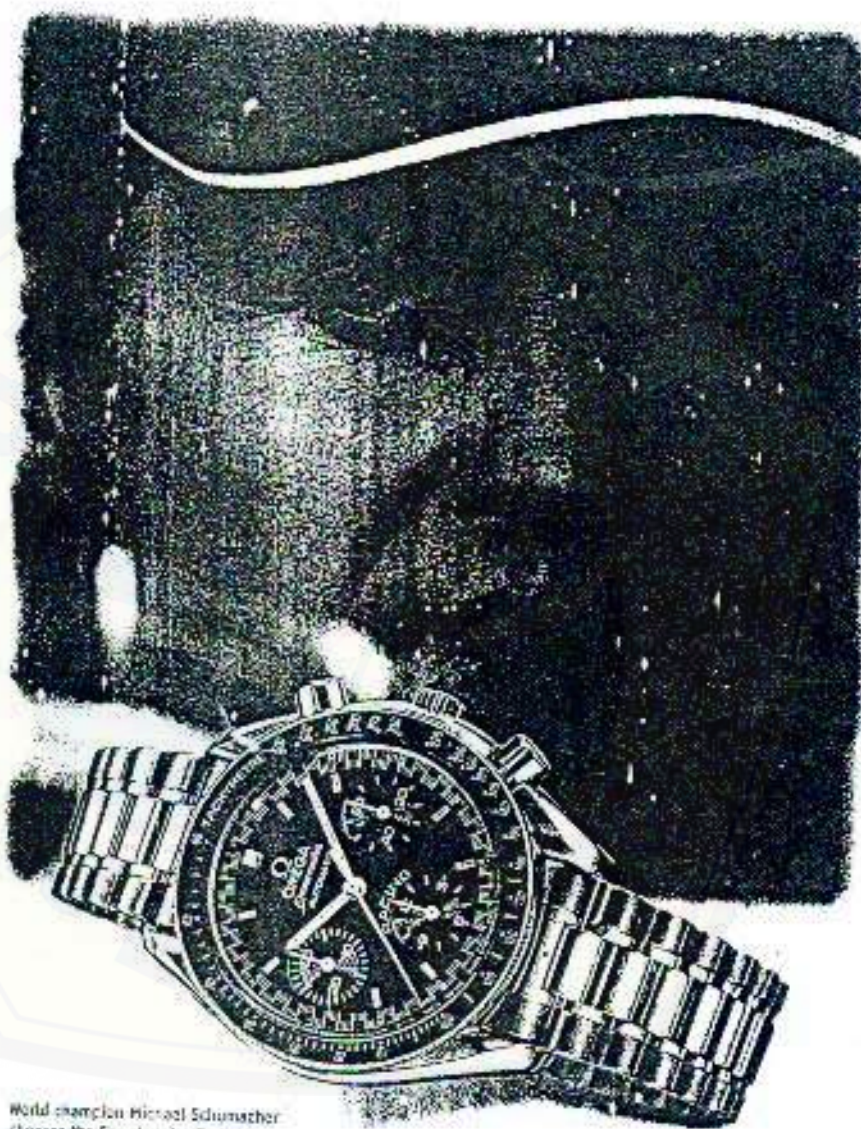
*Dimensions: Slim, Crystal Clear, Crystal Clear, Crystal Clear and Crystal Clear.

MATCHLINE **PHILIPS** **IF**

PHILIPS
Let's make things better

APPENDIX 4 (DATA 4)

Michael Schumacher's Choice




World champion Michael Schumacher
chooses the Speedmaster Racing.


OMEGA

Review Magazine, July 8, 2000

APPENDIX 5 (DATA 5)



**TRADITIONAL VIETNAMESE HOSPITALITY IS PRICELESS.
NO WONDER WE COULDN'T AFFORD TO CHANGE IT.**


In Vietnam it is believed that a smile is worth a thousand words. And although we pride ourselves as having one of the world's most modern fleets, we never lose sight of our Vietnamese heritage. That is why Vietnam Airlines select and train only the best pilot to provide a service that meets only the highest international standards.

The graciousness and kindness inherent in the ancient Vietnamese culture ensures that flying with us will be a most elevating experience. We look forward to seeing you again soon. Then get off, as we say. A VNA www.vna.com.vn

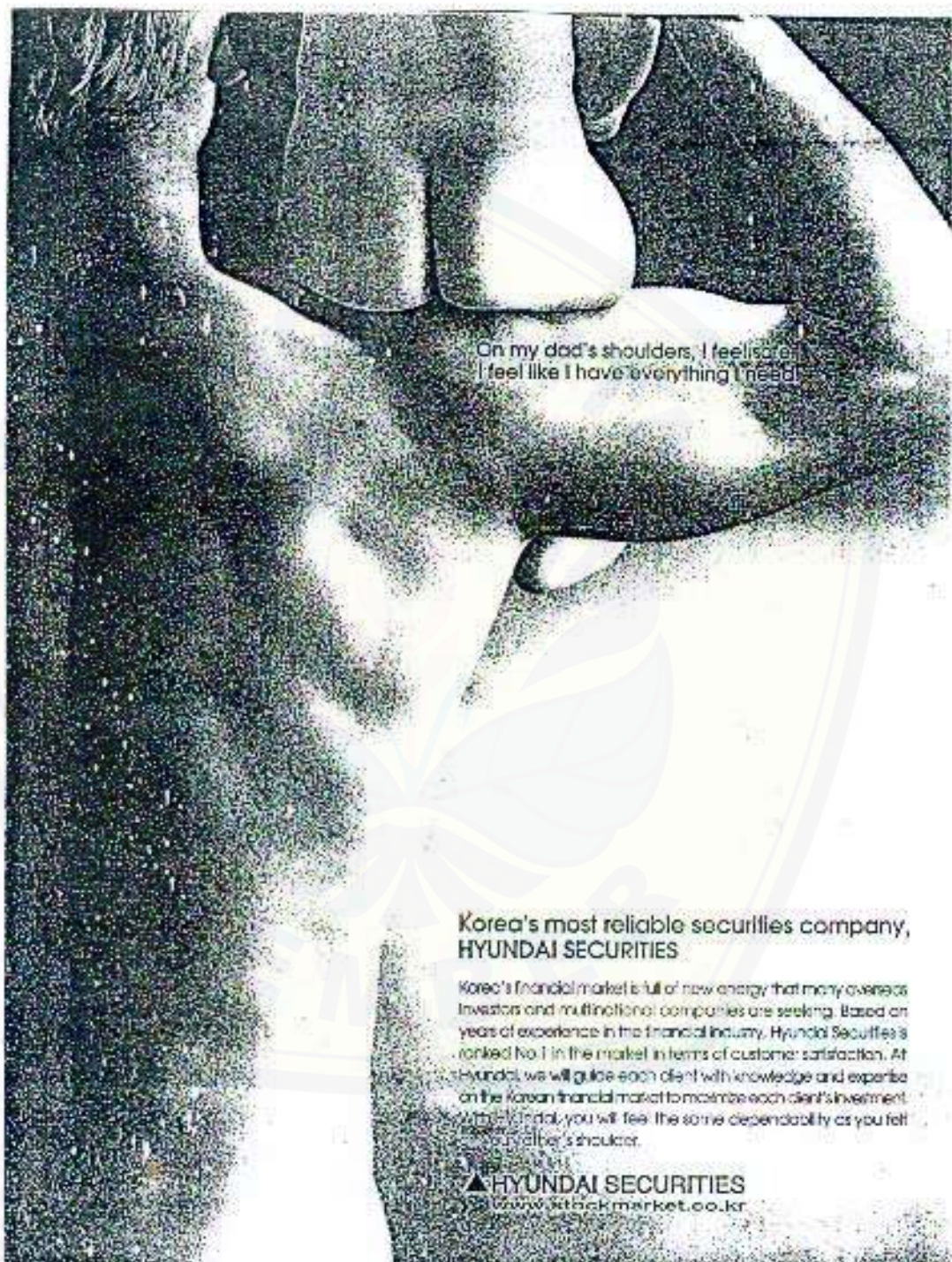
Vietnam - A destination for the new Millennium.



VIETNAM AIRLINES
Bringing culture to the skies.



APPENDIX 6 (DATA 6)



On my dad's shoulders, I feel safe.
I feel like I have everything I need.

**Korea's most reliable securities company,
HYUNDAI SECURITIES**

Korea's financial market is full of new energy that many overseas investors and multinational companies are seeking. Based on years of experience in the financial industry, Hyundai Securities is ranked No. 1 in the market in terms of customer satisfaction. At Hyundai, we will guide each client with knowledge and expertise on the Korean financial market to maximize each client's investment. When you invest with Hyundai, you will feel the same dependability as you felt on your father's shoulder.

▲ HYUNDAI SECURITIES
www.hyundai-market.co.kr

APPENDIX 7 (DATA 7)



Are you really up to speed for global change?

Call in the experts from Commerzbank.

To help meet the growing necessity for quick but smooth transitions to the new complexities of the market place in Europe and around the world, you can rely on the highly flexible, integrated approach of Commerzbank.

Whether your requirements call for commercial banking transactions or investment banking know-how, Commerzbank – one of Europe's large universal banks –

with total assets of over €400bn – has the experience, capacity and global reach to provide a wide range of services.

Wherever you need it, about 73 offices in 36 countries

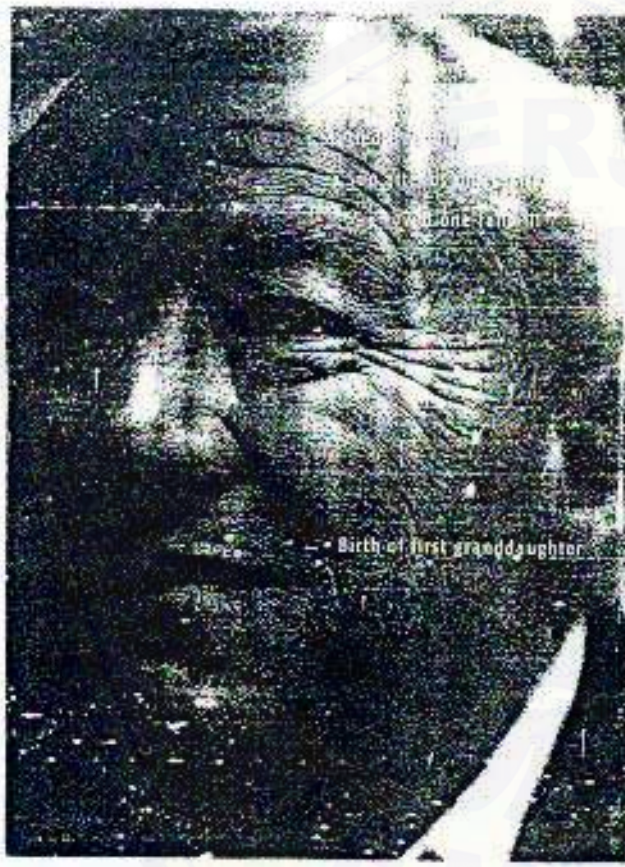
To get up to speed for worldwide change, call on Commerzbank experts nearest you. Commerzbank is a premier European universal bank with a global sales network.

EXCELLENCE IN RESEARCH

An integral part of Commerzbank's international experience built up over 150 years is the excellence of the Group's research. Both the quality and scope of our research is recognized by policy makers, the business and financial community and the press around the world. For more information about Commerzbank's broad research capabilities, just contact us in Frankfurt (fwk@wtrresearch@commerzbank.com), London (oma@commerzbank.com), New York (nyrml@commerzbank.com), Singapore ([+65-623-90-43](tel:+65-623-90-43)) or Tokyo (tcbr@commerzbank.com). Or visit our website: www.commerzbank.com

COMMERZBANK 


APPENDIX 8 (DATA 8)



Birth of first granddaughter

Life.
Insured by Allianz

Wouldn't it be nice to grow old with a few more laughs like it's easy if you have a proper protection and savings plan with the right company. Established over 100 years ago, the Allianz Group is trusted by over 60 million customers worldwide. For personal insurance solutions covering the different stages in your life, backed by the financial security of a global leader, turn to Allianz in Asia. Because whenever life strikes you, we provide peace of mind using the way Allianz. The Right On Your Side.

Allianz 

Allianz Group, Allianz Group of Companies and Allianz Insurance
www.allianz.com

APPENDIX 9 (DATA 9)




Think about Regent Hotel. The modern effect.
DO YOU STAY
Remember the luxury, the comfort, nature for you.
WITH US,
The people welcome you, care you, respect you and delight you.
OR DO WE STAY
Once you've enjoyed the distinction of Regent, you'll find yourself wondering...
WITH YOU?
Waiting for you to come again for your return.

The
Regent
SINGAPORE
A Fairmont Hotel

For reservations please call (65) 6336 8888 or visit www.regenthotels.com

ALMATY
BANGKOK
BIRMINGHAM
CHENGDE
HONG KONG
JAKARTA
KUALA LUMPUR
LAS VEGAS
MUMBAI
NEW YORK
SINGAPORE
TORONTO
TAIPEI


APPENDIX 10 (DATA 10)



Active Advisory. Our assignment is clear: to assist you in achieving your investment goals. Your client advisor will provide you with a hand-picked team of experts in tune with your goals and mindful of the markets. They will help you stay ahead of the trend with the levels of support you require: from regular portfolio reviews to advice on short-term trading opportunities. The solutions are ours. The decision, and the prosperity, all yours.

Be active too: www.ubs.com/act

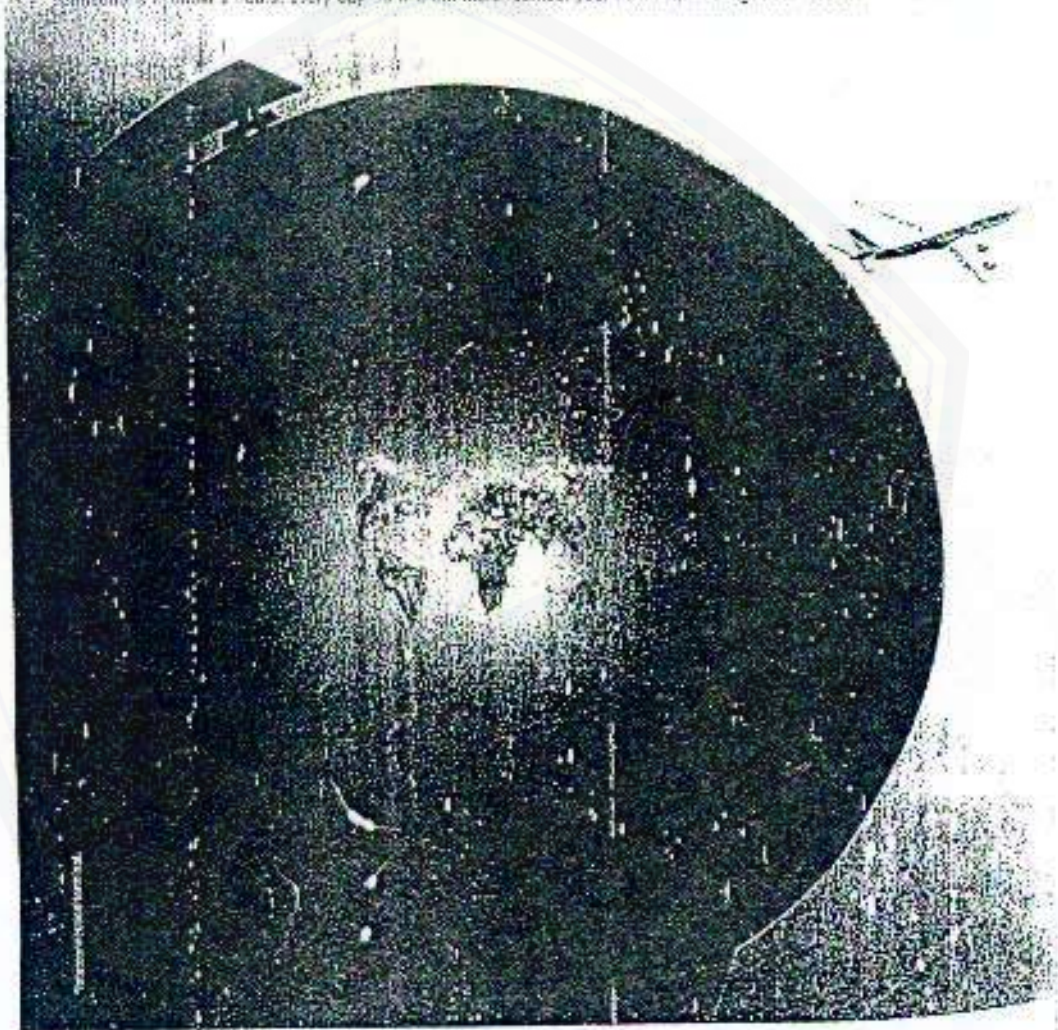
Be a star performer
with our team of experts.



APPENDIX 11 (DATA 11)

And suddenly the earth shrank

making inbound and outbound flights from every part of the world around the globe. Air France now offers 1,000 possible connections in under 2 hours, every day. To find out more, contact your travel agent or visit our website www.airfrance.com



AIR FRANCE
Les Français ont le meilleur

Making the sky the best place on earth.

APPENDIX 12 (DATA 12)

WE GIVE YOU
GRACE, PACE,
AND A
LITTLE BIT OF
HISTORY.
REPLATING.



There's no other car like a Jaguar. This is how we know and you will, too. For over 60 years, Jaguar has been the epitome of elegant styling and agile handling, qualities which have been applied to the range of XJ Series cars, including XJ6 Series, XJ6 Series L Portfolio. The new Jaguar XJ700. We'll also be bringing you the all-new classic XJ6, the technological masterpiece of the world, powered by an all-new, all-aluminum 5.0 litre V8, an 8000 cc engine. 4.0 litre V8. While Jaguar's tradition of luxury performance and elegant styling is still the new Jaguar XJ700. For information on our new Jaguar XJ Series, visit www.jaguar.com.



APPENDIX 13 (DATA 13)



APPENDIX 14 (DATA 14)

Digital Home Entertainment That's Bigger Than Life.

Panasonic's advanced digital technology brings you a bigger and better world of home entertainment.

When linked together, our TVs, DVDs and DVD mini systems can surround your living room with theatre-quality picture and crisp, clear sound.

Images from your digital video camera can be seen with lifelike clarity.

With Panasonic digital products, your creativity has no limits. Step into the Digital World with Panasonic.



What's New
by
Panasonic

Review Magazine, December 16, 2000

APPENDIX 15 (DATA 15)



HOW THE BOSS BECAME THE BOSS.

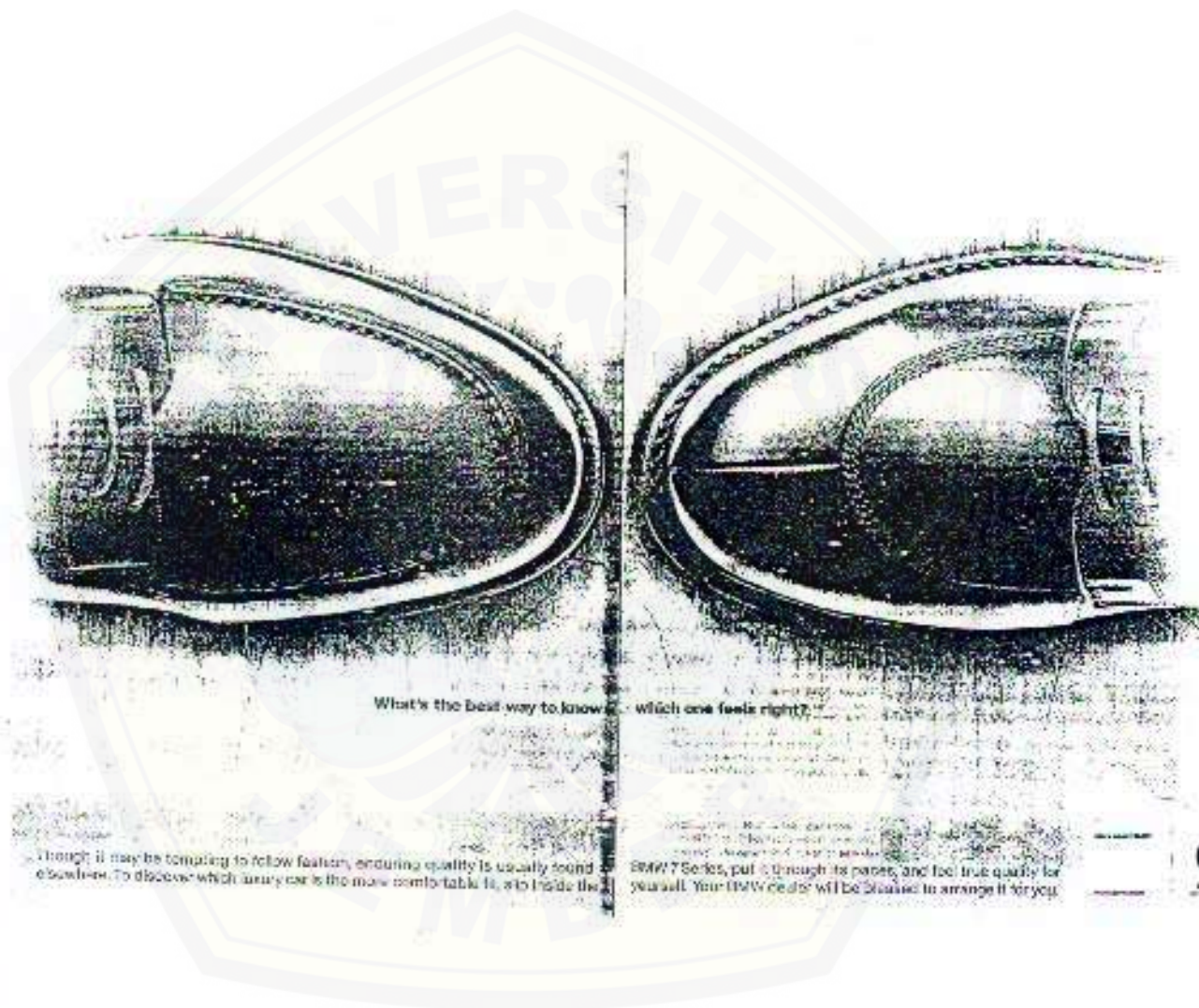
Hard work. Talent. And accurate, relevant business information.
It's that simple.



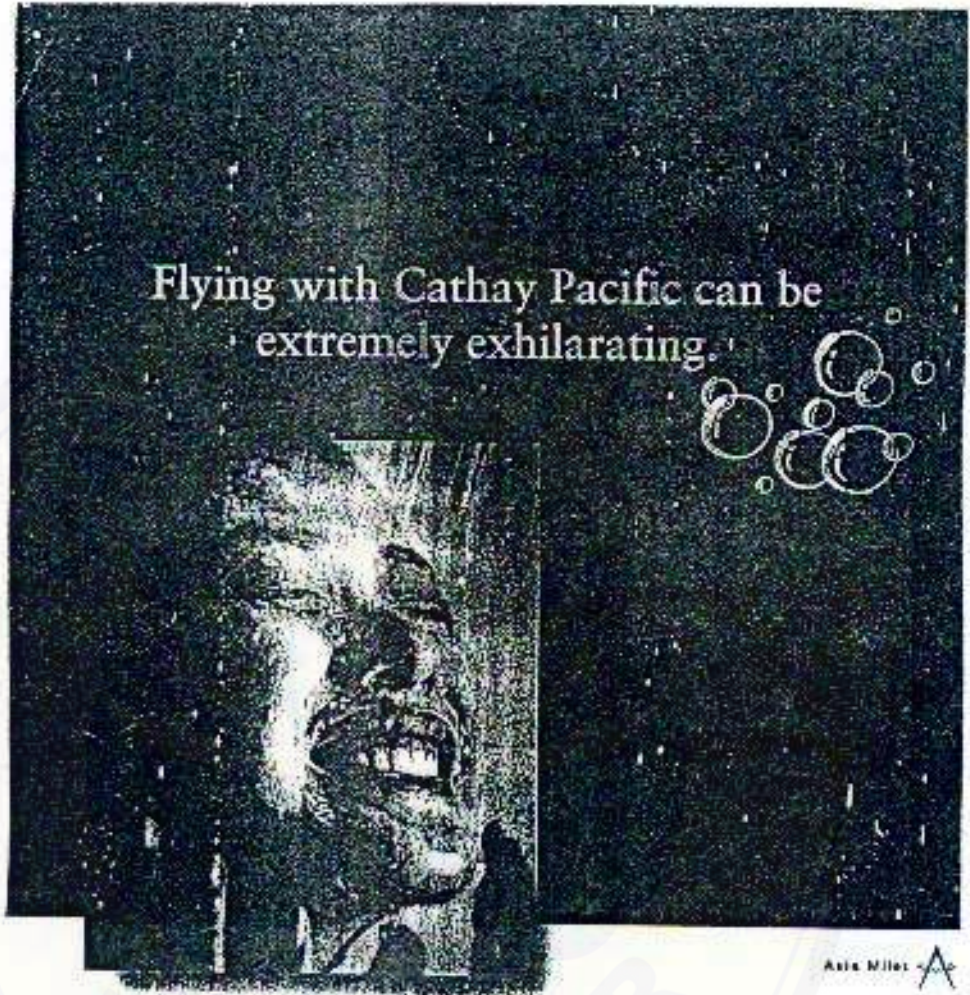
THE ASIAN WALL STREET JOURNAL
THE BUSINESS PUBLICATION OF ASIA.

Review Magazine, October 7, 2000

APPENDIX 16 (DATA 18)



APPENDIX 17 (DATA 17)



Since we opened "The Wing", our award-winning lounge at Hong Kong International Airport, passengers have been singing our praises even before they've boarded our planes. With exhilarating showers, a luxurious spa, a peaceful reading room, well-stocked bars, full business facilities and more, The Wing is just one more way we're proving that Cathay Pacific is the only way to fly.

Fly Cathay Pacific. The Heart of Asia.



Perkuat Tawakal Anda www.cathaypacific.com



CATHAY PACIFIC