

AN ANALYSIS OF THE ADVERTISEMENTS IN "FEMINA" MAGAZINE USING GRICE'S MAXIMS

A THESIS

**In Partial Fulfillment of the Requirements
for the Sarjana Pendidikan Degree in
English Language Teaching**



By :

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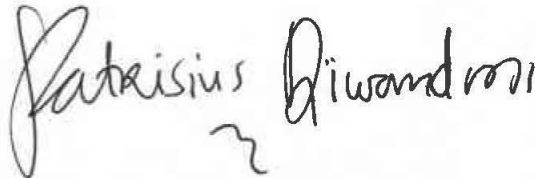
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ABSTRACT

Wulan, Santa Monica Sekar. 1998. The treatment of Grice's Maxims in Some Women Advertisements in Femina Magazine. S1 Thesis. The Faculty of Teacher Training, The English Department of Widya Mandala Catholic University Surabaya. Advisor: Dr. Patrisius Istiarto Djiwandono.

Key words: Grice's maxims, maxim, advertisement, magazine

Advertisement has always played an important role in modern civilization. People somehow need them in order to know new products that are sold in the market. However, people sometimes are confused or cheated due to the unconvincing advertisement or dubious and poor information. This condition may stem from the possibility that they do not have sufficient background knowledge concerning the product advertised for not all people have the same knowledge about something. Hence, advertisers should be able to provide sufficient information and also be responsible for the outcome of the product. Yet, many advertisers do the contrary by concealing some facts about the quality of the product and hiding some details in the importance of information adequacy. Therein, the writer is interested in carrying out a study on this issue.

This thesis is aimed at answering three problems, namely: to what extent, according to the respondent, do the advertisements in Femina magazine follow maxim of quality; to what extent, according to the respondents, do the advertisements in Femina magazine follow maxim of quantity; and the last is to what extent, according to the respondents, do the advertisements in Femina magazine follow maxim of manner. To answer these problems, the writer utilizes theory of maxims that are maxim of quality, maxim of quantity, and maxim of manner, introduced by Grice in the advertisements of three products which are Biore Pore Pack, Citra White and Vaseline White AHA as found in Femina magazine. The data concerning the attitude of the consumers were collected through 35 respondents representing mid upper class member of society (university students in Surabaya). Furthermore, the instruments used in this study were the questionnaires as well as tape recorder to make some interviews with the same questions. Later on, the data from the questionnaires were complemented with the data gained by the interview.

In general, the attitude of customers (positive and negative) is determined by the language used in advertisements which follow three maxims. Biore Pore Pack ad can be said the most favored by the respondents because this product is advertised without violating any maxims. Unlike Biore Pore Pack, Citra White is not so favourable among respondents because the ad of this product does not present the truth condition by violating maxim of quality. Vaseline White AHA is not favourable either because this product is also advertised by violating maxim of quality. At the end of this thesis, the writer presented some suggestions for the advertiser, the language

teaching activities, the teaching of discourse analysis and the reseachers who want to continue the research in the same area.