

CHAPTER II

REVIEW OF RELATED LITERATURE

The review of related literature presents main ideas to conducting a research thesis: relevance theory, implicature, television, advertisements, slogan, and review of related study.

A. Relevance theory

Relevance theory is a rather wide-ranging framework (or 'research programme') for the study of cognition, devised primarily in order to provide an account of communication that is psychologically realistic and empirically plausible. Relevance theory (Sperber and Wilson, 1986) can be defined as an attempt to work out in details on of (Paul) Grice's maxims of conversation. Even though relevance theory departs from Grice's vision of communication on a number of fundamental issues, the main point of convergence between the two models is the assumption that communication (both verbal and nonverbal) requires the ability to attribute mental states to others. Sperber and Wilson do not completely reject the idea that communication requires a code model, but reassess its scope by the addition of an inferential component. According to Sperber and Wilson, the code model only accounts for the first phase of linguistic treatment of an utterance that

provides the hearer with the linguistic input that is enriched through inferential processes in order to obtain the speaker's mean.

Sperber and Wilson in their book: *Relevance: Communication and Cognition* (second Edition, 1995) described cores of relevance theory; they are relevance and cognition, relevance and communication. As explain below:

1. Relevance and cognition

The central claim of relevance theory is that, as a result of constant selection pressures, the human cognitive system has developed a variety of dedicated (innate or acquired) mental mechanisms or biases which tend to allocate attention to inputs with the greatest expected relevance, and process them in the most relevance-enhancing way (Wilson, 2009, p.394).

Here is an example of relevance and cognition, when strange people ask, "*Where is nearest mosque in around here?*" the question saying *Where is...* is input. For answer the question from speaker, the listener must connect it with their prior information. First, listener will relate with their linguistic background. Looking at the sentence construction and the intonation, on the basis of listener's linguistic knowledge, listener can conclude that is a question and it is the realization of asking for help. Second, listener will connect with their geographical knowledge by which listener can measure the distant of nearest the mosque. Based on listener linguistic and geographical knowledge, listener knows that the utterance uttered by the speaker is question and need answer.

2. Relevance and communication

Relevance theory maybe seen as attempts to work out in detail one of Grice's central claims: that an essential feature of most human communication, both verbal and non-verbal, is the expression and recognition of intentions (Wilson and Sperber, 2004, p. 607, referring to Grice, 1989: Essays 1-7, 14, 18; and Retrospective Epilogue).

According to Sperber (1994) the code model claims that where the code is shared by speaker and hearer and the encoded message is received intact, the message will be decoded precisely as it was sent. In other way to explain this process, RT is divided into three main cores, such as: (1) explicature (2) implicated premise (3) implicated conclusion.

a) Explicature

According to Grundy (2000), explicature is mainly motivated by an indeterminacy of language. Consider with an example of a short dialogue from Sperber and Wilson (1995:194):

(1) *Peter* *Would you drive a Mercedes?*
 Mary *I wouldn't drive any expensive car*

The Mary explicature response is:

(2) **Mary** would not drive expensive car

The utterance is explicated by referent resolution can be seen by deictic expression **I** is changed into **Mary**.

b) Implicated premise and Implicated conclusion

A crucial step in the processing of new information, and in particular of verbally communicated information, is to combine it with an adequately selected set of background assumptions- which then constitutes the context... (Sperber and Wilson, 1986, p.137- 138).

Mary answer in the example above does not clearly answer Peter's question. However, it can make Peter to recognize his memory in mechanism. His memory concerning expensive cars comes up automatically. He might remember the names of expensive cars:

(3) A Mercedes is an expensive car

(4) A Rolls Royce is an expensive car

(5) A Cadillac is an expensive car

If Mary answer in process (3), (4), and (5) it would yield an implicated conclusion as in (6):

(6) Mary would not drive a Mercedes

Or Peter can construct another premise like in (7):

(7) People who cannot to drive an expensive car disapprove of display of wealth

In conclusion, Peter's question is an implicature and Mary answer the question does not clearly.

B. Implicature

According to Yule (1996:3) implicature can be considered as an additional conveyed meaning. It is attained when the speaker intend to communicate more than just what the words mean. It is the speaker who totally communicates and the listener recognizes those communicated meaning via inference.

Implicature has two types of implicature, they are conventional implicature and conversational implicature. Conventional implicature is not based on cooperative principle. It does not have to occur in conversation, and it does not depend on special context for their interpretation. Unlike lexical presuppositions, conventional implicature is associated with specific words and result in additional conveyed meanings when those words are used. The English conjunction “but” is one of these words. Other English words such as “*even*” and “*yet*” also have conventional implicature.

It does not depend on special context for their interpretation. Conversational implicature is based on the cooperative principle. In example Nike may appear to be violating the requirements of the quantity maxim.

Adam : I hope you brought pencil and eraser.

Nike : Ah, I brought pencil.

After hearing Nike’s response, Adam has assumed that Nike is cooperating and not totally unaware of the quantity maxim, but he did not mention the eraser. If he had brought pencil, he would say so, because he

would be adhering to the quantity maxim. He must intend that Adam infers that what is not mentioned was not brought. Therefore Nike has conveyed more than he said via conversational implicature.

C. Television

A television set was a very particular type of device, which served as the hub of audio-visual entertainment in a given household. Television is a telecommunication medium used for transmitting moving images in monochrome (black-and-white), or in color, and in two or three dimensions and sound. It can refer to a television set, a television program (TV Show), or the medium of television transmission. Television is a mass medium for entertainment, education, news, and advertising.

Over time, the models, sizes, and features evolved, but the basic meaning of the word “television” remained unchanged. That is until recently. For the first several decades of the television’s existence, the concept didn’t evolve much. Black and white turned into color. They got lighter, they got thinner and the picture quality gradually improved. Today, the idea of what we used to call “television” is being turned entirely on its head, and we don’t really know for sure what it will look like a decade from now.

While, Kuswandi (1996:99) explains that the television media as well as other mass media serves as a tool of information, entertainment, social

control, and liaison in geographic region. Along with the process of delivering the message to the viewers of television media, the contents of the message will be interpreted differently according to the viewer's vision. As well as the impact also varied. This happens because level of understanding and the needs of viewers for the television show message content are closely related to socioeconomic status and circumstances of viewers watching television at the time. Thus what is assumed to television as an important event to be presented to the audience, not necessarily important to the audience? So the effectiveness of the message content dependent from viewer's circumstances and social environment.

D. Advertisement

According to Briggs and Cobley (1998:39) explains that Advertising is possibly the most prevalent cultural form of the twentieth century and will probably have the greatest longevity. Though the power of media advertising appears to be at its zenith \$200 billion was spent worldwide on advertising in 1995 the industry which was entwined with the growth of mass media has for a number of years been in a state of crisis.

According to Gardner, Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the

advertising firm, its product qualities, place of availability of its products, etc. Advertisement is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. Advertising has acquired great importance in the modern world where tough competition in the market and fast changes in technology, we find fashion and taste in the customers. The fundamental purpose of advertising is to sell something – a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are: to introduce a new product by creating interest for it among the prospective customers; to support personal selling programmer, advertising maybe used to open customers' doors for salesman; to reach people inaccessible to salesman; to enter a new market or attract a new group of customers; to light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi; to enhance the goodwill of the enterprise by promising better quality products and services; to improve dealer relations, advertising supports the dealers in selling he products, dealers are attracted towards a product which is advertised effectively; and the last to warn the public against imitation of an enterprise's products.

According to Sartono (2008:176) advertisement divided is to two kinds, the first is for the public service announcement. Public service announcements are messages for the benefit of the communities and not associated direct with products, advertising or sponsorship. For examples, environmental awareness, education, health and public safety, non-governmental organizations, fund raising is like. And the second is the commercial advertisement: (1) advertising drinks and dairy products. As examples of coffee, tea, creamer, chocolate drink / malt / light, fruit / vegetable, mineral water, milk, yogurt, butter, cheese, and the like, (2) advertising candy and snacks. As examples, chocolate, candy, chewing gum, ice cream, biscuits, snacks / munchies and the like, (3) advertising of food and spices. As examples, meat, fish, eggs, soup, noodles, rice, loaf, canned / fresh / frozen, baby food, cooking oil, sugar, margarine, spices / flavoring and the like, (4) and material property ads building. As examples are housing, offices, apartments, tile, ceramic, tile, marble, sanitary ware and the like; (5) advertising and OTC healthcare products (OTC), including vitamins, food supplements (food supplements), energy drinks, herbs, solution fresheners, Dietetic products and the like, (6) product ads household furnishings. As examples, washing machine, fridge / coolers, cookers, microwaves, crockery, cutlery, tables and chairs, linens, table cloth, air conditioning, and the like; (7) ads household care. As examples, cleaners, perfumes, insecticides, detergents, and hooks, air fresheners, disinfectants, shoe polish, garden tools and the like;

(8) ad da electrical products, computer, and office equipment. As examples, audio / video, camera video / photo, printing machines, fax machines, photocopiers, paper shredder, best cabinets, stationery and so on; (9) decorative cosmetics ads. As examples are foundation, decorative cosmetic face / hair / body; (10) advertising personal care products. As examples, cleanser, moisturizer cream face / body, bath soap, hair care, diapers, sanitary napkins, perfume, shaving foam, cotton cleaners, wipes and the like; (11) advertising clothing accessories. As examples, jewelry, clothing and sportswear, underwear, shoes / footwear, watches, eyewear, bags / suitcases and the like; (12) corporate. As examples, the identity or image of the company / institution and free of any content of its products or services; (13) automotive advertising and related. As examples, motor vehicles, lubricants, supplies audio / video cars, tires, spare parts and the like; (14) advertising the hotel, restaurant and tourism including travel agency / travel, transportation and the like; (15) advertising and financial services investment, including banks, insurance, credit cards, investment products, mutual funds, pawnshops and the like; (16) commercial ad. As examples, wholesalers, retailers, supermarkets, department stores, malls, video rental / VCD / DVD, post office, car / motorcycle, workshop, optical, pharmacy, spa, salon, massage parlors and the like; (17) advertising media . As examples, television station / radio, newspapers, tabloids, magazines, web sites and other message delivery vehicle; (18) ad campaign with prizes. As examples, promising gifts of any

kind associated with the product / service being offered; (19) telecommunications advertising. As examples, the relationship telecommunications services local / international telecommunications company, provider of internet connection, phone cards, SIM cards and the like; (20) tobacco advertising. As examples, clove cigarettes, cigarettes and various other cigarettes; (21) advertising and promotion of entertainment activities including music, dance, theater, cinema, quizzes, circus, movies, soap operas, sports events, amusement parks / recreation, television programs , museum programs, art exhibitions, computer games, CD / cassette / VCD / DVD and the like; (22) and others. As examples, products / services that are not included in the category of 1 to 22 above; (23) outdoor media advertising, including posters, ultra vision, billboards, banners, transit advertising / ads on buses / trains and other means of transportation, bus stops, ports air / sea and the like, signboard and point of sales (POS) in the form of loose material / single; (24) non-conventional media advertising / innovative. Advertising is medium that utilizes non-traditional / conventional. Include the types of supporting material and the like; (25) ad series print / radio / television / outdoor media. Advertising of the products included in category 1-23, but using a minimum of 3 kinds of related advertising materials or sustainable and in a similar medium; (26) direct promotion / marketing. Including letters / material one or more dimensions, print advertising / radio / television that contains elements of the consumer needs to provide answers / responses

directly via phone / SMS / e-mail and the like; (27) advertising on the internet and mobile phones. All ads are posted on the Internet, including in the form of banners, pop-ups, viral marketing, as well as any kind of promotion via the mobile phone such as SMS, MMS and the like. Not included in this category of website / WAP or portals, as well as promotion in the form of attachments to electronic mail, unless it is supported by the evidence that he is viral; (28) integrated advertising campaign or media mix. Advertising is campaign that aired at least 3 different types of media.

On the other hand, advertising, like product research and development, adds to selling costs, which increases the firm's unit costs. When advertising increases the price sensitivity of demand, as it might when it contains price information, it works to reduce prices. In contrast, advertising creates higher intrinsic value for brands because it helps promote differentiation and innovation, which in turn drives customer demand (Chamberlin, 1933).

E. Slogan

Slogan is a catchy phrase or series of words used to help consumers remember a company, brand or product. Companies create slogans to use in various marketing efforts in hopes that the phrases will stick in people's minds. That way, when a consumer needs a product or service offered by a variety of companies, that consumer will choose the product or service that is top-of-mind from slogan recognition, it is quoted from: smallbusiness.chron.com accessed on Wednesday 3/15/2017 9:31 AM.

Whittier explains in Foster (2001:1) that:

A slogan should be a statement of such merit about a product or service that is worthy of continuous repetition in advertising, is worthwhile for the public to remember, and is phrased in such a way that the public is likely to remember it. The purpose of the strapline (slogan, claim, end-line, signature, etc.*) is to leave the key brand message in the mind of the target.

A perfectly formed tagline should have as many of these characteristics as possible: (1) a slogan should be memorable. Alliteration is a familiar aide- memoire technique; using coined words or made- up words can also help, puns in the line; with the brand name at work (2) a slogan should recall the brand name. Rhymes- with brand name (3) a slogan should include a key benefit. Since the tagline is the leave- behind, the takeaway, surely the opportunity to implant a key benefit should not be missed (4) a slogan should differentiate the brand. The distinction here is that the line should depict a characteristic about the brand that sets it apart from its competitors (5) a slogan should impart positive feelings for the brand (6) a slogan should reflect the brand's personality. Personality means 'habitual patterns and qualities of behavior of any individual as expressed by physical and mental activities and attitudes; distinctive individual qualities of a person considered collectively; so, think of the brand as a person; then consider whether the line works for that person (7) a slogan should be strategic. Some companies can effectively convey their business strategy in their lines (8) a slogan should be campaign able. This means that the line should work across a series of advertising executions (9) a slogan should not be usable by a competitor. You should not

be able to substitute a competitive brand name and use the line (10) a slogan should be original. In advertising, originality is king (11) a slogan should be simple (12) a slogan should be neat (13) a slogan should be believable. Slogans are generally developed from incidents in the life of a product; such incident that optimize the use or value of a product when the incident is happily expressed in a pleasing phrase and is used in advertising. The right frame having appeal becomes a good slogan.

A slogan sentence used to repeatedly by a company of any organization and to create an impression in the minds of the customers. A slogan should suggest the thing it advertises. Slogans are used for headlines in advertisements because of the limitation on the length of a copy in this medium. The slogan then becomes headline and sales message all in one. Good slogans are not invented monthly by the advertiser. But they develop from incidents in the life of a product of clause of a product etc. Then an incident is happily expressed in a pleasing phrase and used in advertising, it becomes a good slogan e.g.: (1) "Any surface that needs painting needs Asian Paints"; (2) "A filter so true that the taste comes through", (Bristol Cigarette). There are characteristics of a good slogan. A good slogan should contain a definite sales idea, be compact in their construction, and be hardly more than 7 words long. An ideal slogan is short, simple, easily remembered and filled with pleasing suggestion of the product. The simplest slogans are the hardest

to create. To create a good slogan is to define what you want to say in as many words as necessary.

F. Previous Study

Many researchers arranged the thesis on Relevance Theory analysis which conducted previously first, Hidayatullah (2015) conducts a research on An Analysis of Conversational Implicature. Based on his research, the existence of two types of implicatures found in the movie of Iron Man, generalized and particularized conversational implicature. In the analysis, the writer found a number of implicatures in the character's dialogue that are very imbalanced, which writer often finds more particularized conversational implicature that is 13 from 15 data which is got by the writer.

Second, Viorel (2012) conducts a research on Implicata in Contemporary British Print Advertisement. The writer found at least for the three most frequent interpretations of advertisement 1 (McDonald's), suggest that there is a very strict inter-dependence between processing effort and the frequency of interpretations. The most frequent interpretation ("It is possible to turn cooking oil into fuel") is also the easiest to arrive at inferentially, as it is presupposed by the validity of the main assumption carried by the advertisement. It is followed closely by the interpretation "McDonald's recycles its used cooking oil". The interpretation, it could be argued, is the

same as the explicature of the text of the advertisement, after reference assignment and enrichment.

There is a significant drop in frequency between the second and third (“McDonald’s is environmentally responsible”) most frequent interpretations: the frequency rate of the third interpretation is only two thirds of the second most frequent interpretation. This fall in percentage is coupled with a higher processing effort needed to arrive at the third interpretation. The most important hypothesis which was validated is as follows: the more frequent an interpretation, the more strengthening effects it has. In other words, the most frequent interpretations have a significant percentage of strengthening effects as opposed to the other effects. In relevance-theoretic terms, the most frequent assumptions associated with an advertisement are the ones that raise the strength of the assumptions previously held by the subjects.

From the previous research there is have similar about the content. This research and three previous researches contain about the theory that is relevance theory by Sperber and Wilson that used in researching a phenomenon. Essentially, this research is different from the other because the researcher tries to reveal the implicit meaning found on selected spoken slogan on television’s advertisement by using relevance theory.