

## **CHAPTER V**

# **CONCLUSION AND SUGGESTION**

## CHAPTER V

### CONCLUSION AND SUGGESTION

After analyzing some cigarette advertisements as written on previous chapter, the writer concludes and suggests as follows:

#### 5.1 Conclusion

Unlike other kinds of advertisement, cigarette advertisements have a unique way to communicate with the viewers through their ads. The way they acknowledge their product through their ads both printed and electronic media is limited, set by the government rules that should be obeyed. Since it is not free to create such persuasive words, the message in cigarette ads must be implicitly stated, yet persuasive and attractive to advertise the cigarette product and to acknowledge viewers about it.

Tied up by the government rules, the language in cigarette advertisement becomes very important and so does the picture or the visual effect on TV. No wonder, these ads sometimes appear devoid of language or speech, relying on the visual image of the product to speak for itself, and sometimes emphasis on the image- making jingle, both snatches song or verse. In anyway the advertisements advertise the cigarette product, and they are hoped to describe themselves, to communicate feelings, association, and bring ideas to the viewers' mind about the cigarette product. Shortly, the visual effect, the jingle, and the picture of cigarette advertisement are loaded language, meaningful one.

Referring to the function of advertising and the aim of advertising itself- increasing the selling rate, an advertisement should be persuasive, attractive, yet

affective which means able to give adequate information about the product to the viewers, otherwise, the ad is considered to be failed in doing its function

After analyzing 17 cigarette advertisements both printed and electronic media, the writer found out that cigarette advertisements tend to flout the four Grice's maxims-maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In the world advertising, such flouting is acceptable, especially for the campaign of cigarette advertisements since they have to create the message in such a way that in line with the government rules, attractive, meaningful, and implicit, yet persuasive enough.

## **5.2 Suggestion**

After analyzing some cigarette advertisements and concerning with the findings, the writer suggests that it will be better if other students try to analyze other kinds of advertisement such as automotive, food, soap, medicine, housing advertisements using the four principles of Grice as a comparison to the findings that the writer has got in this thesis. Their analysis will be beneficial to enrich our knowledge about the language which is used in advertising.

## BIBLIOGRAPHY

- Bovee L. Courtland and Arens F. William. (1989) *Contemporary Advertising*  
Third Edition
- Bogdan and Taylor (1984) *Introduction to Qualitative Research Methods: The  
Search for Meaning*. New York. John Wiley
- Brown, Gillian, and George Yule. (1983) *Discourse Analysis*. Cambridge  
University Press
- Burnham, Walter Dean (1982) *Television Commercials*. In Frank New York:  
Harper Collins Publishers
- Clark, H.H and Clark, E.V (1977) *Physiology and Language*. New York:  
Harcourt, Brace, Jovanovich
- Cook, Guy. (1989) *Discourse*. Oxford University Press
- Coulthard, M. (1977) *An Introduction to Discourse Analysis*. London: Longman
- Dyer, Gillian (1982) *Advertising as communication*, England. Clays. Ltd, St. Ives  
Plc.
- Geis L. Michael (1982). *The Language of TV Advertising*. Academic Press
- Grice, H.P (1975) *Logic and Conversation*. In Cole and Morgan
- Heppner, Harry W (1949) *Effective Advertising*. Mc. Graw-Hill Book Company
- Krippendorf, Claus (1991) *Content Analysis: Introduction to theory and  
methodology*. University of Pennsylvania
- Leech, G.N. (1974) *Semantics*. Harmondsworth: Penguin Book
- Levinson, Stephen C. (1983) *Pragmatics*. Cambridge University Press
- Lyons (1977) *Semantics, Vol 1 and 2*. Cambridge: Cambridge University Press
- Mc. Carthy, Michael (1991). *Discourse Analysis for Language Teachers*.  
Cambridge University Press

- Mey, L. Jacob (1994) *Pragmatics: An Introduction*. Blackwell
- O'Neil, A. Charles (1992). *The language of Advertising*. In Goshgarian. New York: Harper Collins Publisher
- Palmer, F.R (1983) *Semantics* Cambridge. Cambridge University Press
- Rein David P. *The language of Advertising and merchandising*. Regents Publishing
- Renkema, Jan (1993). *Discourse Studies: An Introduction Textbook*. John Benjamin Publishing Company
- Searle, J.R (1969) *Speech Acts*. Cambridge University Press
- Smith, N.V and Wilson, D (1979) *Modern Linguistics: The Results of Chomsky's Revolution*. Harmondsworth, Penguin.
- Whittier, Charles. (1955) *Creative Advertising*. Henry Holt and Company. New York

