CHAPTER II

THEORETICAL REVIEW

This Chapter discusses the theories that are used to analyze this research such as theory of maxim violation and pragmatics context. Theory of maxim violation from Herbert Paul Grice (1975) “Logic and Conversation” is used as the main theory from this research to analyze maxim violation in the data. In addition, this research uses some supporting theories such as theory from George Yule (1996) “Pragmatics” and Cipollone et al (1998) “Language Files: materials for an introduction to Language and Linguistics”.

2. Pragmatics

Pragmatics is one of linguistic branches. Yule (1996) stated pragmatics is the study of what someone means in particular context. It means that the meaning cannot be separated with the context. To sum up, pragmatics is one of linguistic branches that studies contextual meaning. According to Cipollone (1998), there are four kinds of pragmatics context: linguistic context, physical context, social context, and epistemic context. The contexts of pragmatics is discussed in 2.2. As mentioned before, pragmatic is the study of contextual meaning. In relevant to that, slogan, an utterance that aims to persuade consumer, may serve as the object of study in pragmatic field. From that simple description, it can be indicated that the copywriter of slogan gives indication in the slogan to influence

consumers. By violating one of the pragmatics principles, the indication in the slogan can be made. There are two principles in pragmatics; they are cooperative principle and politeness principle. Cooperative principle is how speaker or hearer interprets the assumption from what speaker or hearer implies in the utterance, conversation or communication. Meanwhile, politeness principle is how the way speaker or hearer uses politeness in the conversation. This study focuses in how copywriter violates cooperative principle to raise the curiosity of consumer.

2.1 Cooperative Principles

As mentioned before, cooperative principle is the assumption of what speaker or hearer means. Grice (1975) assumed that to make successful communication, the information should be as informative as it required, clear, truth, and relevant. Normally, speaker and hearer are cooperating with each other in conversation and they are telling the truth, trying as clear as they can be, and being relevant to communicate. Otherwise, in language of advertising, cooperative principle is used as the strategy in creating advertisement by using violation on cooperative principle. The copywriter violates cooperative principles, tries to mislead, and confuses consumer by not following the maxim of cooperative principle. Thus, the consumer will be hard to imply what the copywriter means, which eventually raises consumer curiosity. In cooperative principles, there is term called maxim. Maxim is conversational rules,

which is the sub principle of cooperative principle According to Grice (1975), maxims are divided into four categories, maxim quantity, maxim quality, maxim relevance and maxim of manner.

2.1.1 Maxim

Hatim and Mason (1990) stated maxim is the rule of communication to uphold the effectiveness and efficiency of communication. When the rule of communication is broken, it means that the maxims are violated. Maxim can be said as maxim violation when speaker deliberately tries to confuse, mislead, and withhold the relevant. Based on Grice (1975), maxim violation are divided into four categories, they are violation on maxim quantity, violation on maxim quality, violation on maxim relevance and violation on maxim manner.

2.1.1.1 Violation on Maxim Quantity

Based on Grice (1975:45) violation on maxim quantity occurs when you contribute more or less, than it is required. For example:

Nokia : Connecting People

The example of Nokia's slogan above violates maxim quantity. The violation on maxim quantity occurs because the slogan gives less information regarding the thing that connect people. There is missing structure before the word *Connecting People* in the slogan above that can

be filled by subject, which is *Nokia*. The Copywriter omits the subject deliberately to increase consumer's curiosity.

2.1.1.2 Violation on Maxim Quality

According to Grice (1975:46), violation on maxim quality occurs when you inform invalid information or the information is lack adequate evidence. For examples:

Skittles: Taste the Rainbow

The example of Skittles's slogan above violates maxim of quality. Violation on maxim quality occurs since figurative language is used in the slogan above. The use of figurative language is considered as invalid information. The figurative language is used in the slogan is metaphor. Skittles is described as the rainbow. Literally, it is impossible to taste a rainbow. The copywriter describes the product as rainbow because the colors of the product are colorful like rainbow.

British Airways: The world's favorite airline

Based on the slogan of British Airways above, the slogan violates maxim of quality because the structure in the slogan informs that British airline is the most favorite airline in the world without enclosing an explanation from expert that support British airline is the most favorite airway in the world. This condition makes the information in the slogan becomes less precise.

The first example explains about violation on maxim quality that occurs because of the use of figurative language that makes the information becomes invalid. On the other hand, the second example explains about violation on maxim quality that occurs because the information is less precise.

2.1.1.3 Violation on Maxim Relevance

Grice (1975:46) said that violation on maxim relevance occurs when you inform irrelevant information. For example:

Volkswagen: Think Small.

The example of Volkswagen's slogan above violates maxim of relevance because Volkswagen is Car Company, but the information in the slogan is about thinking something small. The product is a car, but the slogan informs about think small thing, it can be said that the information in the slogan irrelevant with the product.

2.1.1.4 Violation on Maxim Manner

Based on Grice (1975:46) violation on maxim manner occurs when the information is unclear or ambiguous. For example:

Pepsi Cola: Lipsmackin' thirstquenchin' acetastin' motivatin' goodbuzzin' cooltalkin' highwalkin' fastlivin' evergivin' coolfizzin' Pepsi.

Based on the example above, the slogan violates on maxim of manner because the slogan is unclear. It occurs because the copywriter uses obscurity likes *cooltalkin* that should be cool talking or *motivatin* that should be motivating.

Felix: Cats like Felix like Felix

The slogan of Felix above violates on maxim manner because the structure of the slogan is unclear. It is unclear because the slogan uses ambiguous word. There are two words Felix. The first Felix means cat species, but the second Felix means a species cat who likes a product named Felix. Thus it is unclear which Felix serves as cat species and which Felix refers to product.

The first example explains violation on maxim manner that occurs because obscurity and the second example explains about violation on maxim manner that occurs because the use of ambiguous word that makes it unclear.

2.2 Pragmatics Context

In pragmatics, meaning relates to context and cannot be separated. The context of pragmatics gives indication in the slogan. Unlike cooperative principle that gives indication by violating on maxim, pragmatics context gives indication by the use of context in the slogan.

Cipollone et al (1998) divided the context of pragmatics into four categories, linguistic context, physical context, social context, and epistemic context.

2.2.1 Linguistic Context

Based on Cipollone et al (1998) linguistic context is context that relates to the accompanied utterance whether it is pragmatics, semantics, morphology, or grammar. For example:

Guinness: My goodness, my Guinness!

The slogan uses linguistic context. There is exclamation in the structure. The use of exclamation indicates strong feeling. It means that the copywriter wants to give good impression to the consumer that the product is worth to try.

2.2.2 Physical Context

According to Cipollone et al (1998), physical context is context that relates to place, action, and object in the utterance whether it describes the place situation, an action, or things. For example:

KFC: Finger lickin' good.

The slogan uses physical context. The slogan describes someone who licks his finger. It means that the copywriter informs consumer that the product is delicious which makes you lick your finger.

2.2.3 Social Context

Cipollone et al (1998) argued that social context is context that relates to the social relationship like the words that show social relationship. For example:

WINS Radio: You give us 22 minutes, we'll give you the world.

The slogan uses social context. It can be seen from the word *you* in the slogan above. The word *you* shows the social relation. There is no way you use word *you* to superior. It means that the copywriter wants to tell to the reader that the radio is for all generation.

2.2.4 Epistemic Context

Based on Cipollone et al (1998) epistemic context is context that relates to the background knowledge likes basic knowledge of someone about something. For example:

Maxwell House: Good to the last drop.

The slogan uses epistemic context because the slogan is just copywriter's belief. The copywriter believes that the product is good. The copywriter tries to persuade consumer by informing what he believed.

2.3 The Brand of Coca Cola

Coca is a company that produces soft drink. Certainly, a company has its own vision and mission to achieve its own goal just like Coca Cola. Below is the visions, missions, and values of Coca Cola. (www.cocacolacompany.com)

.

Vision	
"**People:** Be a great place to work where people are inspired to be the best they can be." **Portfolio:** Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs. **Partners:** Nurture a winning network of customers and suppliers, together we create mutual, enduring value.	"**Planet:** Be a responsible citizen that makes a difference by helping build and support sustainable communities." **"Profit:** Maximize long-term return to shareowners while being mindful of our overall responsibilities." "**Productivity:** Be a highly effective, lean and fast-moving organization."
Mission	
"To inspire moments of optimism, to refresh the world and to create value that makes difference"	
Value	
"Serves as a compass for actions and describes how the world is behaved"	"Leadership (the courage to shape a better future), Integrity (Be Real), Passion (committed in heart and mind, and quality (what we do, we do well"
Brand	
"Inspire creativity, Always Coca Cola, Passion, Optimism and Fun"	

Table 2.3: vision, mission, value, and brand of Coca Cola

Relating to this study, the concept of Coca Cola may be represented from the above description. Therefore, it becomes the context for limiting the audience mentioned in the analysis. The concept builds indication by using pragmatics context and cooperative principle in the utterance, conversation, or communication to raise what speaker implies to be more specified . Cooperative principle raises the indication by using maxim violation that can be combined between one-maxim violations with the other maxim violation. On the other hand, pragmatics context creates indication by using the context in the utterance, conversation, or communication. The accuracy of indication can be raised by combining the indication in the pragmatic context with the indication in the cooperative principle.