

INTRODUCING PRAGMATICS ANALYSIS: THE ANALYSIS OF GENERALIZED AND PARTICULARIZED IMPLICATURE FOUND IN TIME MAGAZINE ADVERTISEMENT SLOGANS

Testiana Deni Wijayatiningsih³

ABSTRAK

Penelitian ini mendeskripsikan dua implikasi yang ditemukan dalam slogan iklan majalah Time. Adapun permasalahan penelitian ini adalah implikasi apa saja yang terdapat pada iklan di majalah Time dan bagaimana implikasi khusus dan umum yang digunakan dalam iklan di majalah tersebut. Penelitian ini mengaplikasikan data kuantitatif dan kualitatif yang difokuskan pada fungsi ekspresi kebahasaan dan membahas isi yang ditemukan dalam iklan pada majalah Time. Analisis data menggunakan klasifikasi Grice dengan hasil penelitian yakni ada sebanyak 26 slogan iklan yang termasuk dalam implikasi umum dan 34 slogan iklan yang termasuk dalam implikasi khusus. Dari jumlah data yang ditemukan, ada perbedaan persentase sebanyak 56.67% untuk hasil implikasi khusus dan 43.33% untuk hasil implikasi umum. Dari hasil tersebut dapat disimpulkan bahwa majalah Times menggunakan slogan iklan sebanyak 56.67% bermakna implikasi khusus. Penelitian ini diharapkan menambah informasi kepada peneliti maupun mahasiswa bahasa Inggris untuk menambah pengetahuan tentang prakmatik sehingga dapat menyusun penelitian lanjutan.

Kata kunci: *implikasi umum, implikasi khusus, slogan iklan*

1. Introduction

1.1. Background of the Study

The important means of communication is language. It is a general humanism symptom. People need language to interact and express most of their thought, feeling and knowledge to the others. By using language, they can increase their life, since it is principal modality of human communication in their daily life. It has a powerful influence over their behavior. Language is also a verbal symbol system that allows us to take messages and utterances in the form of words and translate them into meaning. One of human activities in using language is a trading activity. Talking about trading is always related to business. When we are talking about business, we will always think about how is the success of a company in hunting profit as the main purpose. This success depends on the product sold in the market. The more products are sold, the more company will get profits. That is why the entrepreneurs will always find a way to expose their products in society. Since they believe if their products have been known by the society, they would get more chance to gain great profits. Here, language takes an important role because a

³ Pengajar di Program Studi S1 Pendidikan Bahasa Inggris, Universitas Muhammadiyah Semarang (UNIMUS)

company will always depend on language in giving information of its products to the consumers.

One of the media used by the entrepreneurs in spreading the information of their products to consumers is advertising. Advertising succeeds or fails depends on how well it communicates predetermined information and attitudes to the right people, at the right time, at the right cost (Lancaster & Reynolds, 1995:210). Language is especially true in fields of marketing and advertising the choosing of language in conveying specific messages with the intention of influencing people is vitally important.

The language of advertising is normally positive and emphasizes on why one product stands out in comparison with another. Advertising of language may not always be a correct language in the normal sense. For example, an advertisement of a face moisturizer may say it makes face whiter but whiter than what? By using goods and effective language, the consumers will get certain impression of the offered products and then decide to buy them then.

Nowadays, there are many kinds of advertising in order to attract prospective consumers. Advertising can be found in almost all mass media such as TV, radio, newspaper, magazine, internet, and etc. in written and spoken forms. In written advertising besides pictures, color composition, and size, the use of the language is the most important thing. That is why the entrepreneurs will always be so careful in using language for their advertisement in which they persuade prospective consumers.

As one of the appeals in advertising, language plays an important role, including the use of language in slogans. Slogans are often used to make an advertisement. The slogans are often used to make an advertisement more attractive. Gaw (1969:50) states that nevertheless some slogans are so closely associated with trademarks, the picture mark often illustrating the idea put forth in the slogan, that the slogan establishes a three way – recall, the product, the trademark and an important sales message.

Usually, the slogans are made so effectively and modesty that people can remember them well. For example, whenever somebody reads a slogan in magazine “Connecting People” he will spontaneously know that product is Nokia hand phone. These days, a slogan is considered as the product identity of a company that is different from other. That is the reason why companies create slogans. Talking about slogans in advertising is interesting for some reasons, namely (a) slogans have certain specifics in their performance, (b) slogans are brief and easily remembered, and (c) slogans can be considered as an art of language. Based on the reasons above, the writer is interested in identifying the language expression used in slogans in Time magazine.

1.2. Statement of the Problem

In this study, the writer limits the discussion by formulating the following research questions:

1. What implicature contain in the advertisement slogans in Time magazine?
2. How is the generalized and particularized implicature used in the advertisement slogans?

2. The study of generalized and particularized implicature found in time magazine advertisement slogans

2.1. The Definition of Pragmatics

Pragmatics is the study of language used in communication and the associated usage principles. Morris defined pragmatics as the study of “the relation of signs to interpreters, the signs are applicable and syntactic as the study of the formal relation of signs to one another” (1981:6). In pragmatics, appears to take point of view of the producer of the sign more naturally than that of the receiver (even when he refers to ‘the whole situation comprising speaker, hearer, and environment’. Leech (1983) supported by Yule (1996:36) considered pragmatics as a study of discussing the speaker meaning linking with discourse situation.

As stated by Levinson (1983: 21) that pragmatics is the study of the relations between language and context that are basic to an account of language understanding. Referring to Fasold (1991:119), pragmatics is a study of context use to draw an inference of meaning. The inference is a conclusion drawn from an utterance. Pragmatics discusses a language used in a human’s life for various aims in accordance with their ability. It always related to daily human’s activities. The language and its speaker are the main characteristics besides the pragmatics itself.

From the definition above, pragmatics refers to the utterance of speaker connecting with a context. It also includes language use, communication, and interpretation.

2.2. The Definition of Entailment

Talking about implicature is not be taken apart from entailment. It should be known that entailment is also the main part in supporting the difference between conventional and non-conventional meaning. In the other hand, it could be called as conversational implicature. Grice (1967a) as quoted in Fasold’s book has made a distinction between the natural and non-natural meaning. The natural meaning is often called as entailment, a meaning that is present on every occasion when an expression occurs when we make a sentence. The entailment of conventional meaning must always result in a contradiction. Since the speaker is saying something and no something simultaneously.

The entailment is also called a literal meaning which has lexical items and it means in reality or in actually. It extents that is conventional rather than inferred meaning in context, it is also a meaning that is always associated with an expression occurs the meaning occurs. There are two concept of entailment. A proposition p entails another proposition q if and only if whenever p is true, q is also true and a proposition p presupposes another proposition q if and only p entails q and the negation of p also entails q .

Entailments are conventional or semantic meanings which cannot by definition be cancelled without creating a contradiction, but implicatures are inductive inferences which the hearer draws and may therefore be cancelled. The important thing to know that an implicature, because it is not a part of the entailment, it is conventional in the sense that it does not derive from knowing the rules for talk (therefore it is not conversational) and it is almost always associated with the particular lexical item (and thus a kind of natural meaning).

2.3. The Study of Implicature

According to Grice (1967a) implicature is an inferred meaning and it is defensible and non-detachable. If the context holds, the item with the same meaning will have the same implicature. It is something meant, implied, a suggested distinct from what is said. It can be part of sentence meaning or dependent on conversational context and can be conventional or unconventional. It has also been used to explain lexical gaps. In the other hand, implicature is the relationship between the statements where the truth of one suggests the truth the other but distinguishing implicature.

Meanwhile Levinson (1983:98), implicature analyzed as pragmatics in references, bridge the gap between what is said and what is communicated Grice's theory of implicature is on the other hand based on the function of human reasoning, which is cognitive process, and on the socially based factors pertaining to the communicative event, which comprise social behavior.

Grice mainly concentrating on one type of implicature that namely generalized implicature (Levinson, 1988). But actually there are two kinds of implicature mentioned by Grice as follows:

2.3.1. Generalized Implicature

Based on Grice (1975) generalized implicature arises irrespective of the context in which they occur. It has a little or nothing to do with the most relevant understanding of an utterance. Besides it is inferred irrespective of the context. Generalized exists because of the fact that the cooperative presumption, determinacy, and mutual knowledge conditions hold. It is inferable without reference to a special context. If we pursue the generalized implicature to its logical conclusion, that it is very nature of what may be lexicalized is determined by systems that began life as principles that guide language use.

Grice added it is an attempt of implicit meaning, the former in terms of some kind default logic the latter by employing the concept of stereo typicality in applying this logic. As what Grice's observed, it is arising in the observance of flouting of the maxims and in terms of implicature are generally generated in particular context of use. Grice (1975:46) consider that maxim of relation very important in generalized implicature but at the sometime leaves it relatively unspecified.

2.3.2. Particularized Implicature

Particularized is to infer in a specific way from the cooperative principles using particular facts about the meaning of the sentence uttered and the context of the utterance. Particularized implicature is not derived from the utterance alone but from the utterance in context. And it is also inferred in relation to a context. Besides it is particular to the context of the utterance in which they arise. That it must be relevant to the context which is talking about if we pursue the particularized implicature to its logical conclusion, we may suggest that relevance is the single principle which determines utterance understanding, as Sperber and Wilson put it is relevance which is... given and context which is... a variable (1986:142).

Moreover Grice (1975) suggested that there are some properties that characterize particularized implicature, which may not be shared by generalized one.

It could be described as follows; (1) particularized implicature is cancelable, (2) it is also non-detachable; that cannot be detached from an utterance simply by changing the words of this utterance or their synonyms, and (3) particularized implicature is calculability; it is calculated in terms of rational steps that show how the sense of utterance, the cooperative principle and the maxims give arise to inferences in order assumption of cooperation to be preserved. Then, (4) particularized implicature is non-conventionally attach to specific lexical items, buy they systematically in certain pragmatics context.

In the other hand, to work out that a particularized implicature is present relying on the following reasons; (1) the conventional meaning of the words used together with the identity of any references that maybe involved, (2) the cooperative principles and its maxims, (3) the context, linguistics or otherwise, of the utterance, (4) other items of background knowledge, (5) the fact or supposed fact that all relevant items under the previous headings are available to both participants and both participants know or assume this to be the case. Particularized implicature is derivable only in a specific context. Based on Levinson (1983), it is observing the conversational maxims of relation or relevance in a specific context of someone's utterance.

2.4. The Definition of Advertising

Advertising is paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor as what James M. Carman and Kenneth. P. Uhl (1973:527). From the aim point of view, Dirksen and Kroeger (1972:56) states that advertising is communication on a mass basic information about the qualities and features of products, services, and ideas of significance to the consumers with the intention of persuading sufficiency buyers to warrant the expenditure involved, and this to be profitable or worth while from the stand point of the designated sponsor.

Related to this study, advertising media has an important role in informing and influencing consumers. An advertising media needs a certain medium for sending the messages to the people. Media is the means used to convey the advertiser's messages. The principle media are newspaper, magazine, e-mail, TV, radio, internet, business publications, and point of purchase advertising. According to Gaw (1969:132) as one of the advertising media, magazines have several strong advantages among others; (a) magazines enjoy considerable prestige among their readers and it is shared by the advertising that appears in them, (b) a high degree of selectivity is obtainable through the use of class magazines and it permits the advertiser to reach specific markets with a minimum of waste circulation, (c) by purchasing of regional segments or national circulations, the geographical flexibility is possible to reach, (d) magazines enjoy a long term of life within the home often being kept for weeks, months, or years. (e) magazines enjoy as much larger secondary or pass on circulation than daily newspaper, (f) magazines give good color reproduction, (g) magazines are usually read carefully and thoroughly at leisure, (h) a variety of layout is made possible through the use of gatefolds, pleads, spreads, insects, multi page use, etc. Advertiser specifically designs television, radio commercials, billboards, and advertisement in the print and electronic media to catch our intention and entice us to purchase products and services.

2.5. The Definition of Slogan

In American Heritage Dictionary of English Language (1981), slogan is the catchwords or motto of a political party, school or other groups, a catch phrase or sentence used in advertising to draw people's attention by using interesting and striking words, it is usually remembered, it is used as an identity of a certain product or service.

Meanwhile, Gaw (1969:50) says that nevertheless some slogans are so closely associated with trade marks, the picture mark often illustrating the idea put forth in the slogans, then the slogan establishes a three way; recall, the product, the trade mark, and an important sales message. Usually the slogans are made so effectively and modestly that people can remember them well.

Talking about slogan in advertising is interesting for some reasons namely (a) slogans have certain specifics in their performance, (b) slogans can be considered as an art of language, (c) slogans are brief and easily remembered.

In the other hand, in Webster's Third New International Dictionary of the English Language Unabridged (1985), slogan is a brief striking phrase used in advertising or promotion a word or phrase imprinted on a piece of mail usually with the cancellation as a commutative or publicity device; an advertising phrase imprinted on mail together with the postage by a postage matter.

Based on the explanation above, the writer concludes that slogan is a word or phrase that is easy to remember, used by advertisers to attract people's attention quickly.

3. Method of Analysis

3.1. Object of the Research

The purpose of the research is to identify the use of generalized and particularized implicature in advertisement slogans quantitatively and qualitatively. Based on the purpose, the writer took the advertisement slogans in TIME magazine as the object of the research. The writer chose the object because of the following reasons. Firstly, the advertisement slogans are using language expressions and it could be analyzed using the generalized and particularized implicature. Because instead of implicature we must try to understand the implied meaning on its language expression. Secondly, the language expression in the advertisement slogans is more complete and different with the other language communication besides, they have implicit meaning that could not be recognized by reading at glance. Therefore, this study was really enjoyable thing to do. Last of all, TIME magazine is the well known magazine which is contained a lot of advertisement slogans.

3.1.1. Population

The population of this research covers all the advertisement slogans in TIME magazine issued in 3rd March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005.

3.1.2. Samples and Sampling Technique

The numbers of the whole advertisement slogans from seven months consisting 28 editions were 150 slogans; the researcher will apply purposive sampling that is by taking around eight or nine advertisements slogans every editions from 3rd

March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005 based on the criteria slogans.

3.2. Role of the Researcher

In doing this study, the writer gives her role as a data analyzer. The writer tries to analyze the use of generalized and particularized implicature in the advertisement slogans based on Grice's work. The kinds of implicature are implemented through the language expressions in the advertisement slogans and then the writer analyzes the use of those expressions.

3.3. Instrument

The instrument will be in form of word, phrase, sentence of the language expressions in the advertisement slogans, the use of generalized and particularized implicature can be explored.

3.4. Method of Data Collection

The technique in collecting data applied in this study is by using several steps;

(1) Looking for the magazine selectively

In this study, the writer chooses TIME magazine which are published from the 3rd March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005. From the all of term, the writer gets 60 advertisement slogans that could be analyzed.

(2) Collecting the data

The writer found around 150 advertisement slogans in TIME magazine from term of 3rd March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005. Regarding there are some slogans which are published more than once time so the writer only chooses the advertisement slogans which are different and fulfilled the slogans criteria.

(3) Inventorying

In this step, the writer divides the advertisements which are fulfilled the slogans criteria and which are not. By this purpose, the writer only found 54 advertisement slogans.

(4) Classifying

The writer classifies the advertisement slogans into two kinds, which slogans are included into generalized implicature and which slogan are include into particularized implicature.

(5) Simplifying

After classifying the writer simplifies the slogans into generalized and particularized implicature.

(6) Selecting

From all the slogans then the writer selects it, which one concluded into generalized and particularized implicature.

3.5. Method of Data Analysis

In this research, the writer uses quantitative and qualitative research data in form of language expressions describes the contents and use of generalized and particularized implicature on the advertisement slogans which are found in the magazine. The language expressions are classified into generalized and particularized implicature based on Grice principles. Then as we find out the use of generalized and particularized implicature, we analyze what each language expression functions in the advertisement slogans. The analysis will be using the steps as follows:

- (1) Exposing
In this step, the writer would like to expose there are many advertisements in the magazine that have a certain meaning which cannot be explored simply, because they have implied meaning. Besides, there is some language expressions should be analyzed by certain theory.
- (2) Explaining
After exposing, the writer starts to explain in the magazine there are some of the advertisement slogans that are included into generalized and particularized implicature.
- (3) Interpreting
The next step is interpreting which slogans included into generalized and fulfills the criteria of inferring irrespective of the context and also the interpreting the slogans into particularized the particular to the context of the utterance in which they arise.
- (4) Elaborating
Then elaborating all the slogans data which fulfill all of the generalized and particularized criteria. In this step, the writer needs a concentration because not all the slogans have those criteria.
- (5) Summarizing
After elaborating, the writer takes a summary from all of the data slogans that have been categorized into generalized and particularized implicature and make a definition.
- (6) Concluding
The next step is making a conclusion from all of the data slogans analysis which has been analyzed.
- (7) Reporting
Then the last thing to do is making a report so it could be proved not only oral but also written.

4. Result of the Analysis

In this section, the writer will give analysis the use of conversational implicature from Grice found on the advertisement slogans in TIME magazine. The advertisement slogans are taken from the edition of 3rd March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005. Based on Grice's classification, there are two types of implicature, generalized and particularized. The results of the analysis are as follows.

4.1. Generalized Implicature

Generalized is the kind of implicature, which arises irrespective of the context in which they occur (Grice, 1975). If we pursue the generalized implicature to its conclusion, they are very nature of what may be lexicalized is determined by systems that began life as principle that guide language use. It is that the cooperative presumption, determinacy, and mutual knowledge conditions hold.

The results of the analysis found on the advertisement slogans are as follows:

(1) Thai Airways “Smooth as silk”

The context of the slogan and the product of airlines have no relation each other. Here, means flying by this airline will give you a comfortable as if you are not flying in the air. Because it gives no relevance so it is included into generalized implicature.

(2) Rolex I “How will you earn yours”

It is a kind of watch advertisement. By using this product, the reader will be asked by the advertiser to feel how confident and comfortable using Rolex watch. Here, means that it has nothing to do with the relevance of the product sold.

(3) Rolex II “Be true to your dreams”

This is also a kind of watch’s advertisement with the same product but different slogan. The advertiser here wants to approach the reader to wear Rolex watch to make his/ her dreams come true as the reader wants. Here, the slogan also shows irrelevance to the context of these utterances and it gives a little informative contribution. So, we can conclude that the slogan belongs to generalized implicature.

(4) Sony Erickson Z61 “Come and get me”

In a glance, there is also no relation between the slogan and the product of mobile phone. Come and get me means that the advertiser wants the user of Sony Erickson mobile phone will choose and buy it because it has good quality and new edition. So, the reader should take it as his/her private mobile phone with many advantages. But, here the advertiser would make an informative contribution towards the context of the product.

(5) Toshiba I “Beyond freedom”

The slogan of Toshiba above is formed in a brief and orderly phrase. The word “beyond freedom” has avoided an obscurity expression and ambiguity. Besides, those words are made as informative as is required even in a glance there is no relation between the slogans of the product with the product itself.

(6) Toyota “What can we harmonize today?”

Actually it is a kind of automotive advertisement. Toyota has made a good interrogative sentence grammatically. But the sentence has no relation to the product they made; in fact it has certain meaning. The slogan is not shown an obscurity expression too.

(7) Toshiba II “Leading Innovation”

As one of computer products, this advertisement talks about a laptop. Here, the readers are asked to look further what is the new innovation of Toshiba and what is more from its product. This phrase is too broad and has absolutely no relation to the product itself. But the phrase “leading innovation”, is brief, orderly, and

gets the point. Besides, it has avoided the obscurity of expression and ambiguity of sentence.

(8) Rolex III “Careful with the word legend. She’s not finished yet.”

This advertisement is the same product that discussed above but use different slogan. It is a watch advertisement, Rolex watch. The slogan uses two sentences which has no relation each other. They also do not have relation to the context and do not give an informative contribution. Because of that, it is included into generalized implicature.

(9) Uniquely Singapore I “I learnt that ice could really warm people’s hearts.”

According to the context, this slogan is included generalized conversational implicature. This advertisement is a kind of promotion about Singapore country where there are many beautiful and pleasure places. It gives understanding about the glamorous and comfortable place to visit. The reader is attracted by the advertiser to visit it after he/she read the slogan. He/she will enjoy and spend their time when he/she has holiday happily. But the slogan is not giving relevant understanding.

(10) Canon “Catch the bubble as it burst”

Canon as one of Electronics Company has produced many products, like a camera. This slogan has no relation to the product, but in fact it has certain meaning. Here, it is included into generalized implicature characteristics.

(11) Konica Minolta II “Style meets substance”

This is a kind of camera advertisement. The phrase above does not give clear understanding related to the context, but it has certain meaning. It means that it has no relation to the context of the product. It would make a little informative contribution. Finally, this slogan is included into generalized implicature characteristics.

(12) Allianz I “The risk are covered”

This is a kind of financial banking advertisement. It has no relation to the context of the product, but it has certain meaning using a little informative contribution use a word “risk”. It means that if the reader uses Allianz service, his/ her risk about financial will be covered. Although it has little informative contribution, this slogan is still included into generalized implicature characteristic.

(13) Toshiba III “Grace, power, performance. The spirit of excellence.”

It is also an electronic advertisement especially laptop. It is the same product which is discussed before but it has different slogan. It has no relation to the context of the product, but it has certain meaning using a little informative contribution. The new product has a good quality and excellent parts. So, the performance will have a great capacity than the other products. Although the meaning of the slogan is too deep, it is still included into generalized implicature characteristic.

(14) Vienna International Airport “Open for new horizons.”

Regarding that Vienna International airport as one of airport advertisement. This slogan wants to tell the reader to come to Vienna airport and uses the flight services to make comfortable flying like come to the new future time.

Although it has little informative contribution but it has no relation to the context of the advertisement. So, it belongs to generalized implicature.

(15) Honda “The power of dreams”
 It is a kind of automotive advertisement. It means that by using Honda products, the reader will get his/her dreams come true. It also has brief and orderly phrase of slogan which has certain meaning. Although it has little informative contribution but it has no relation to the context of the advertisement.

(16) Sony III “Like no other”
 As one of the electronic products, Sony makes a slogan, which has no relation to the product they offer. They tell the reader that the product is not like the other product. Sony product is better than others. They hope that the reader will use all the product he/she wants. So, it belongs to generalized implicature characteristic.

(17) Sanyo HD 1000 “Think Gaia for life and the earth.”
 This is also an electronic company that sells a handy cam product to the reader. The phrase means that by using this, the reader can make his/her life and the earth better than before. Although it has little informative contribution but it has no relation to the context of the advertisement. So, it belongs to generalized implicature characteristic.

(18) Rolex IV “A crown for every achievement”
 It is a kind of watch advertisement. It is the same product that discussed above but use different slogan. The slogan uses “crown” word to make sure to the reader when they read it. It means that the reader will feel comfort and elegance when he/she uses it as his/her accessories. The slogan also does not have relation to the context and only gives a little informative contribution. Because of that, it is included into generalized implicature.

(19) Tagheur “What are you made of?”
 As one of watch advertisement, Tagheur uses a confusing sentence. The slogan also does not have relation to the context and does not give an informative contribution. Because of that, it is included into generalized implicature.

(20) Nokia 8800 ‘Sensual by nature’
 When we read the slogan, there is no relation between the slogan and the product of mobile phone. Sensual by nature means that the advertiser tells about the characteristics of Nokia mobile phone which has designed based on the nature. They hope the reader will choose and buy it because it has different style and quality. Here, the advertiser would make an informative contribution towards the context of the product. But, it is still included into the generalized implicature

(21) JET cigarettes “It’s best with JET”
 Considering it is a cigarette advertisement, there is no relation between the slogan used and the product that offered by the advertiser. But, here the advertiser wants the reader to understand what kind of sensation or feel when he/she smoke JET cigarette. It will give a luxurious taste and absolutely pleasure.

(22) Sony Erickson Z 610i “Now you see me.”

At glance, there is also no relation between the slogan and the product of mobile phone. “Now you see me” means that the advertiser wants the user of Sony Erickson mobile phone will choose and buy it because it has good quality and new style. So, the reader should take it as his/her mobile phone which gives pleasure to him/her. But, here the advertiser would make a little informative contribution towards the context of the product.

(23) Siam Cement group (SCG) “Drawing the future”
 It is a kind of cement product advertisement. The company offers many kinds of building properties such as cement. The slogan means that by using this product, the reader will make their future come true. It gives many benefits for his/her. Although it has many benefits but it has no relation to the context of the advertisement. So, it belongs to generalized implicature characteristic.

(24) Hyundai II Azera “With perfect, quality, heading straight for the top”
 This is a kind of automotive advertisement. Hyundai has made a good phrase. The slogan has no relation to the product they made, but in fact it has certain meaning. The slogan is included into the generalized implicature characteristic.

(25) Vacheron Constantin “More than 250 years of uninterrupted history”
 The advertisement is a watch advertisement. The slogan tells about the history from the first time this product has made by the company which still continues until now. They do not change the product but they are only made the product better than before. They hope the consumers will appreciate the product as his/her worthy accessories. The slogan also does not have relation to the context. Because of that, it is included into generalized implicature.

(26) Toyota Camry “First Victory to Nascar”
 This is a kind of car advertisement. Toyota has made a new car edition that is called Camry. The slogan means that everyone who uses this car will be helped to solve his/her problems. But the phrase has no relation to the product they made, in fact it has certain meaning. The slogan is not included into particularized implicature.

From the analysis of generalized implicature above, the result can be seen in the table below.

No	Types of Implicature	Number of data	Total
1.	Generalized Implicature	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15, 16,17,18,19,20,21,22,23,24,25,26	26

As we seen from the table above, generalized implicature has taken 26 advertisement slogans.

4.2. Particularized Implicature

Particularized implicature is not only derived from the utterance alone but from the utterance in context. It is also inferred in relation to a context and result from the existence of the maxim relation. That it must be relevant to the context, which is talking about. Moreover Grice (1975) suggested that there are some properties that characterize particularized conversational implicature, which may not be shared by generalized one. The characteristics are cancelable, non detachable, calculability, and non-conventionally. It is also derivable only in a maxim of relation or relevance in a specific context.

The results of the analysis found on the advertisement slogans are as follows:

(1) Breitling “Instruments for professionals”

Because Breitling is a kind of watch advertisement, so the word of ‘instrument’ in the slogan really makes sense to the context above. Maybe it can be changed into another word but would the meaning or the sense of utterance still be reached? The advertiser has chosen the right word to convey his mind. The slogan looks really rational and understandable.

(2) Sony I “Feel more of every moment”

As one of the electronic product, which is camera. The slogan of Sony already related to the context of what the advertiser’s made. ‘Moment’ is the keyword, which makes it relation and directly understands by the reader. If the slogan using the different word of expressing ‘the camera’ probably the slogan will be tasted different.

(3) Sony IV “Shoot first, think later”

Considering it is also one kind of electronic advertisements. It is also the same product but has different slogan. The slogan has certain meaning. It means that when the reader uses Sony camera product, he/she will get good pictures. The word ‘shoot’ makes the relationship with the context and directly understands by the reader. So, It belongs to particularized implicature characteristics.

(4) Intel V Pro “Intel inside”

In a glance, the slogan above has no relation to the context of the product. But, here the word ‘intel’ has stressed the aim of the advertiser who wants to approach the reader by using the slogan. Further, the slogan also makes sense if it is viewed from the advertisement’s purposes. Besides, it has already fulfilled pragmatic context.

(5) Barclay’s wealth I “Giving him a rod rather than a fish. Wealth. What’s it to you.”

At glance, the slogan is difficult to understand but there are three words; ‘rod, fish, and wealth’ which give the reader an understanding. It means that the advertiser wants the reader chooses this financial service to earn his/her wealth for his/her next generation or children. The slogan makes the relationship with the context of its product. It also has fulfilled pragmatic context. We can conclude that this slogan has particularized implicature characteristics.

(6) Blanc pain “A tradition of innovation”

Almost the same with advertisement above, Blanc pain is a watch product uses the word which makes a relation to the advertisement. Here, the reader is asked to feel the sense of trust in using the product that is offered. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser.

(7) Konica Minolta I bizhub “Changes the way you do business”

Konica Minolta is an electronic company which produces many electronics. This slogan tells about bizhub from Konica Minolta. This has a function as business ware; we can know it by this word ‘business’. It can make the connection faster than before. It has fulfilled pragmatics context.

(8) Allianz II “Companionship for life’s journey.”

Allianz is the kind of financial bank company. Based on the word “championship”, it means that it is important in keeping a good relationship to

the customers. Here, the slogan has made a good relation between the product and the aim that wants to reach by the advertiser.

(9) Sony II “Imagine a camera with the mind and the eye of Da Vinci”
 Considering it is one of electronic advertisement, Sony has chosen unusual slogan for its products. The word mind and eye give clear and brief understanding to the reader. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser.

(10) Piaget “One watch. Three positions to play with”
 The word of watch above represented the watch product from Piaget. It is also shown a sense utterance and relational context between the slogan and the product, here means that ‘Piaget’ gives more completely innovation.

(11) Prada “Eyewear”
 This advertisement is a glasses advertisement. The word ‘eyewear’ gives relational context between the slogan and the product. It means that the slogan directly gets the point about eyes and glasses.

(12) Bulgari “The new handbag collection.”
 It is also a handbag advertisement. This slogan gives clear and brief understanding. It also has relational context between the slogan and the product.

(13) Samsung SGH-D880 “Imagine the convenience of 2 phones in one.”
 As we know, Samsung is one of the mobile phone’s products. So, the word ‘phones’ used above has relation toward the context of the advertisement. The slogan has fulfilled a rational concept and also made sense to the product offered above. Here, the readers would absolutely understand only by reading it in a glance.

(14) Hyundai “Drive your way”
 Considering Hyundai is one of the automotive products. The slogan that is used a word ‘drive’ which gives clear understanding to the reader. The advertiser wants to make a relational context between the slogan and the advertisement without any consideration.

(15) Ritzcarlton “A place where meetings and relaxation mix together and mingle. It’s our pleasure.”
 The words of ‘place, meetings, relaxation, mix, and mingle’ which gives clear explanation about the place in Singapore. The place is Ritzcarlton. It has completely rational utterance because the place is explained clearly, then absolutely it makes sense between the slogans. Finally, it can be included into particularized implicature.

(16) Eneeloo “Why just change channels when you can change the world?”
 It is a kind of electronic advertisement that is remote control. The key word is ‘channels’ has made a sense of utterance what is easy to understand by the readers. If the word is changed with another one, it will give a different sense and makes no relation toward the context of the slogan.

(17) Lufthansa “There’s no better way to fly”
 From the slogan above, the readers would absolutely know, what is the relation between the contexts of the advertisement with the slogan itself. Here, it is clear that flying by Lufthansa has better accommodations and services. It has a

real relation between the slogan and the product is offered above. Here, the readers would absolutely understand only by reading it in a glance.

- (18) Sony Erickson “I love Music”
Sony Erickson is one of mobile phone products. The slogan used above is “I love music”. It means that there is a relation between the context and its product. ‘I love music’ represents the new style and quality of the mobile phone. It has completely rational utterance. Then, absolutely it makes sense between the slogan and the product.
- (19) Longines “Elegance is an attitude”
Regarding it is one of the watch’s advertisements; the slogan uses the phrase which makes a relation to the context of the advertisement. Here, the reader is asked to use this watch in order to be more elegance and makes him/her becomes confident with his/her attitude. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser.
- (20) Olympus “Your vision, our future”
This product is one kind of electronic advertisements that is camera. It is represented by the word ‘vision’ which is related to the context of the absolutely have a rational step.
- (21) Investments corporation “Vision, Innovation, Value”
This product is an investment company advertisement. The slogan uses brief and orderly words which makes a relation to the context of the advertisement. It is represented by the word ‘value’ which is related to the context of the absolutely have a rational step.
- (22) Vietnam airlines “Discover yourself. Where dreams take flight.”
Based on the slogan above, the readers would absolutely know the relation between the contexts of the advertisement with the slogan itself. Here, it is clear that flying by Vietnam airlines makes better and comfortable feeling. It has a real relation between the slogan and the product is offered above. Here, the readers would absolutely understand only by reading it in a glance.
- (23) Uniquely Singapore II “Where great things happen”
According to the slogan, it is included particularized conversational implicature. This advertisement is a kind of promotion about Singapore country. The key word ‘where’ gives real relation between the slogan and the product. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser
- (24) Barclay’s wealth II “I plant the trees so my children got the shade, wealth. What’s it to you?”
At glance, the slogan is difficult to understand but there are three words; ‘trees, shade, and wealth’ which give the reader an understanding. It means that the advertiser wants the reader chooses this financial service to earn his/her wealth for his/her next generation. The slogan makes the relationship with the context of its product. It also has fulfilled pragmatic context. We can conclude that this slogan has particularized implicature characteristics.
- (25) Korean air “Excellent flight”
The words of ‘excellent flight’ have a relational context toward the product of Korean air. Besides, it makes sense to the meaning of the slogan, which wants

to convey to the reader. Here, he/she would absolutely understanding what is the aim of the advertiser's thoughts through its slogan.

(26) Mercedez Benz “To provide the ultimate in comfort. So why not take it for a test drive? The experience you've been waiting for is now within reach”
 Mercedez benz is one of automotive advertisements. The slogan that is used is like difficult to understand but there is a key word ‘drive’ which makes a relational context between the slogan and the product. It also has fulfilled pragmatic context. We can conclude that this slogan has particularized implicature characteristics.

(27) Singapore airlines I “Singapore airlines, new business class”
 According to the slogan above, the readers would absolutely know the relation between the contexts of the advertisement with the slogan itself. Here, it is clear that flying by Singapore airlines gives new accommodations such as new business class with high service from the airlines. So, the reader who wants to fly with this product feels comfortable. It has a real relation between the slogan and the product is offered above. Here, in a glance the readers would absolutely understand only by reading it.

(28) Singapore airlines suites “A class beyond first”
 This is one kind of airlines service advertisements. The readers would absolutely understand the relation between the contexts of the advertisement with the slogan. Here, it is clear that flying by Vietnam airlines makes better and comfortable feeling. It has a real relation between the slogan and the product is offered above. Here, he/she would absolutely understanding what is the aim of the advertiser's thoughts through its slogan. It has the best service for each class of the airlines.

(29) Singapore airlines II “Singapore airlines offers you the world according to your time.”
 A Singapore airline has chosen a related slogan to the context of the product. The words ‘airlines and world, stresses that this company has given a related sense of a slogan to the products. It has a real relation between the slogan and the product is offered above. Here, we can conclude that this slogan has particularized implicature characteristics.

(30) Taiwan “a land a waits At the heart of Asia Pacific, Taiwan holds the key to many doors.”
 As a well known city in the world, it has chosen a prompt slogan. Here, the advertiser wants the reader to visit Taiwan and it would not be compared with other city because it has already the best and becomes the center of Asia Pacific. It is said that because of the word ‘heard of ‘Asia Pacific’. It also has a real relation between the slogan and the product. In another words, it has a relation between the contexts of the advertisement with the slogan.

(31) Xacti HD IA “High definition movies go palm-sized.”
 Considering it is one of electronic advertisement, Xacti HD IA has chosen brief slogan for its products. The word ‘movies’ gives clear and brief understanding to the reader. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser. Finally, it has a relation between the contexts of the advertisement with the slogan.

(32) Vienna International Airport II “Fly with friends”

The words of ‘fly with friends’ have a relational context toward the product of Vienna airport. Besides, it makes sense to the meaning of the slogan, which wants to convey to the reader. Here, he/she would absolutely understand what is the aim of the advertiser’s thoughts through its slogan. The Vienna airport will be a friendly team when the reader wants to use their services.

(33) Sony III “Feel unlimited creativity”

Considering it is one of electronic advertisement, Sony has chosen a brief slogan. The word ‘creativity’ gives clear and brief understanding to the reader. The slogan has fulfilled the pragmatics context and shows a related concept with the advertiser. Finally, it has a relation between the contexts of the advertisement with the slogan.

(34) CIMB Group “Forward Banking”

Regarding CIMB group is a kind of private bank so the word of ‘forward banking’ are related to the context and it is also relevant to the product that is offered. According to the rational step, these expression have the rational sense and fulfill the particularized’s characteristics.

From the analysis of particularized implicature, the result can be seen in the table below.

No	Types of Implicature	Number of data	Total
1.	Particularized Implicature	27,28,29,30,31,32,33,34,35,36,37,38 ,39,40,41,42,43,44,45,46,47,48,49,5 0,51,52,53,54,55,56,57,58,59,60	34

As we seen from the table above, particularized implicature used in the advertisement slogans are 34.

4.3. The Percentage of the Generalized and Particularized Implicature

The following table is the table of the existing of generalized and particularized implicature found in magazine. We can see the whole percentage for each type of implicature and also the total percentage of the existing of generalized and particularized implicature.

No	Types of implicature	Total Number of Data	The total Percentage
1.	Generalized	26	26/60X100% = 43,33%
2.	Particularized	34	34/60X100% = 56,67%

From all the slogan data which are found in TIME magazine, there are different percentages between the generalized and particularized implicature. The particularized shows a bigger percentage that is 56, 67% rather than the generalized which only has 43,33%.

From the percentage which taken from all the slogan data, the particularized implicature are mostly found in the slogan in TIME Magazine. Even the comparison of both does not show a significant percentage.

The result above shows that mostly the advertisement slogans used in TIME magazine are included into particularized implicature. Because commonly, they are derivable in a specific context and infer in a specific way from cooperative principles using particular facts about the meaning of the sentences and the context of the utterances. They are also observing the conversational maxim of relation or relevance in a specific context.

5. Conclusion and Suggestion

This last discussion presents the important points for the whole discussion in this study. Besides, it also suggests some recommendation for academic teaching as well as for further research.

5.1. Conclusion

After analyzing the advertisement slogans found in the magazine, the writer can draw some conclusions. Firstly, the advertisement slogans in TIME magazine from the 3rd March 2005 up to 5th May 2005 and 1st September 2005 up to 17th December 2005 reflect the use of implicature as stated by Grice, they are generalized and particularized.

Secondly, among two types of implicature, particularized is the most commonly used in the advertisement slogans in the magazine. This type takes about 56, 67% among the other one. This is because the particularized is the most frequently used in the advertisement slogans. In fact the advertisement slogans likely fulfill the particularized's characteristics.

Thirdly, generalized are less used in the advertisement slogans in the magazine. It occupies only 43, 33% from the whole advertisement slogans. In addition, the percentage of generalized and particularized implicature in the advertisement slogans does not show significant differences. Both of them have balanced percentage, even the particularized are commonly used in the advertisement slogans. Their usage is quite in balance.

Besides, mostly they are made in particularized implicature because commonly they are derivable in a specific context infer in specific way from the meaning of the sentences uttered and the context of utterance. They are also observing the maxim of relation or relevance in a specific context.

5.2. Suggestion

After presenting some conclusions and analyzing the use of implicature in TIME magazine, the writer addresses to the readers, especially those who are concerned with the pragmatics studies.

Regarding there are various interesting topics in pragmatics which have not been explored by the writer, the writer suggests that the English department students to read this research before they make a further research which explores other topics in pragmatics studies, such as deixis, presupposition, speech act, politeness, etc.

6. References

Corman, James M and Uhl, Kenneth. 1973. *Marketing Principles and Methods*. Malaysia: Irwin Book Company.

Dirksen, Charles J and Kroegen, Arthur. 1972. *Advertising Principles and Problems*. Illinois: Richard Irwin, Inc.

Djayakusumah, Tam. 1982. *Periklanan*. Bandung: Armico.

Emery, Edwin. 1968. *Introduction to Mass Communication*. New York: Mead, Inc.

Fasold, Ralph. 1990. *The Sociolinguistics of Language*. Oxford: Blackwell.

Gaw, W.A. 1969. *An Outline of Advertising*. New Jersey: Little Field Adam and Co.

Grundy, Peter. 1995. *Doing Pragmatics*. London: Edward Arnold (a Division of Hodder Headline PLC).

Hornby, A.S. *Oxford Advanced Learner's Dictionary of Current English*. London: Oxford University Press.

<http://en.wikipedia.org/wiki/implicature>. Download on 25th June '08.

<http://plato.Stanford.edu/entries/implicature>. Download on 25th June '08.

<http://www.sil.org/linguistic/GlossaryoflinguisticTerms/WhatisgeneralizedImplicature>. Download on 25th June '08.

<http://www.sil.org/linguistic/GlossaryoflinguisticTerms/WhatisperticularizedImplicature>. Download on 25th June '08.

Lancester & Reynold. 1995. *Marketing in Advertising*. New York: Taylor & Francis Ltd.

Leech, Geoffrey. 1981. *Semantics*. Great Britain: Richard Clay (The Chauses Press).

Leech, Geoffrey. 1983. *Principles of Pragmatics*. Press London: Longman.

Levinson, Stephen C. 1983. *Pragmatics*. New York:Cambridge University Press.

Lyons, John. 1977. *Semantics volume 1*. Cambridge-London-New York-Melbourne. Cambridge Univ. Press.

Mish, Frederick C. et.al. 1966. *Webster Third New International Dictionary of the English Language*. USA: Houghton Mifflin.

Morris, William. 1981. *The American Heritage Dictionary of the English Language Unabridged*. Springfield: Merriam Company.

Yule, George. 1966. *Pragmatics*. London: Oxford University Press.