REALIZATION OF SPEECH FUNCTION IN CIGARETTE’S SLOGANS

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ABSTRACT

This study deals with realization of speech function in cigarette's slogans. The objectives of the study were to identify the types of speech function realized in cigarette’s slogans, to identify the types of mood realized in cigarette’s slogans, and to find the most dominant type of speech function and mood in cigarette’s slogans. The data were cigarette’s slogans which were taken from advertising media like television, internet or billboard. There were found 38 slogans which consist of Speech Functions. Based on the analysis, there were only three speech functions found in the slogans. They were statement, question and command. The most dominant speech function used was statement. There were three moods found, they were declarative, interrogative and imperative. The most dominant type of mood was declarative.

Key words : speech function, mood, slogan
INTRODUCTION

One of the functions of language in human life as a member of the society is to exchange experience. This is systemically termed as speech functions (Halliday: 2004). Language is a device in communication both in written or spoken forms. When someone says something, sentence is used in the communication. The sentence itself consists of the meaning and structure.

In communication process, there is a transfer of information from the writer (speaker) to the reader (listener). This information is described by applying the grammatical features such as speech functions and moods.

Basically, speech functions denote a writer’s (speaker) attitude and judgment which are called meaning and expressed in the structural form called mood. Speech functions and mood express a complete sentence.

The acts of giving and asking or demanding in interactions are called roles. The commodity involved in the act of giving and demanding classified into two, they are information and goods and or services. These bring us to the four speech functions, statement, question, offer, and command.

In the theory of speech functions, Martin (1992) defines speech function as a semantic aspect of meaning which is realized by mood at level of lexicogrammar. The mood in English is realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely declarative, interrogative, and imperative.

People need information and exchange it by using language for their communication both in written and spoken forms. In some cases, written and spoken
communication often used at the same time due to the highly demanded of information and the great advance of technology.

Knowing the fact of how important information in human’s life, television is one of media of communication which uses both written and spoken communication in transferring it. On the other hand, brochure and newspaper are other kinds of media of communication which use only written communication, while internet can use either written and spoken communication or written communication only.

Media of communication like television, newspaper, and internet often provide advertisements in it as profit taking. Due to the fact that advertisement as the profit taking has been widely developed, it is not only benefiting for the media of communication but also the products or services being advertised. That is why advertising company will make it as interesting as possible so that it can encourage people to buy and or use the product or service.

From linguistics point of view, advertisements are not only to inform but also to persuade and influence by using the linguistics system. It suggests that advertisements have its own typical linguistic pattern. It is due to the fact that one of the elements of advertisement; slogan should be constructed in clear, brief and practical form of language.

**REVIEW OF LITERATURE**

1. **Systemic Functional Grammar**

Systemic functional grammar (SFG) or systemic functional linguistics (SFL) is part of a broad social semiotic approach to language called systemic linguistics. The term “systemic” refers to the view of language as “a network of systems, or interrelated
sets of options for making meaning”; the term “functional” indicates that the approach is concerned with meaning, as opposed to formal grammar, which focuses on word classes such as nouns and verbs, typically without reference beyond the individual clause. Functional grammar views language as source for making meaning. Halliday (in Bloor and Bloor, 1995: 1) states that language is a system of meaning. When people use language, it contains the expression of meaning. Halliday (1978) calls these language functions metafunctions, and refers to them as ideational, interpersonal and textual.

Metafunction is the function of language based on human use of the language. The meaning of metafunction is to represent, to exchange, and to organize experiences. These metafunctions technically termed as ideational, interpersonal, and textual function.

**The Ideational Metafunction**

The ideational metafunction relates to the *field* aspects of a text, or its subject matter and context of use. According to Morley (2000: 11) the ideational function of language is concerned with the communication and interlinking of ideas may itself be broken down into the experiential and logical function. The experiential function concerns with content and ideas. The logical function concerns with the relationship between ideas.

**The Interpersonal Metafunction**

The interpersonal metafunction relates to a text's aspects of *tenor* or interactivity. Like field, tenor comprises three smaller areas: the speaker/writer persona, social distance, and relative social status. Social distance and relative social status are applicable only to spoken texts.
The interpersonal function refers to a form of action that the speakers or writers perform in doing something to the listeners or readers through the meaning of language. In order to build an interaction with other people, the four specifics forms namely statement, question, offer and command are used. In communication, giving and demanding are called roles. The basic of exchange is giving and demanding for information or goods and services.

**The Textual Metafunction**

The textual metafunction relates to *mode*; the internal organization and communicative nature of a text. This comprises textual interactivity, spontaneity and communicative distance. Textual interactivity is examined with reference to disfluencies such as hesitators, pauses and repetitions. It is also known as language used to relate what is said or written to the real world and to other linguistics events. This involves the use of language to organize the text itself.

2. **Speech Functions**

Saragih (2013) claims that when the role (giving and demanding) and the commodity (information and good & services) are intersected, four speech function are derived as in the following table.

<table>
<thead>
<tr>
<th>ROLES</th>
<th>COMMUNITY</th>
<th>MODITY</th>
<th>INFORMATION</th>
<th>GOODS &amp; SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIVING</td>
<td>Statement</td>
<td>Offer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEMANDING</td>
<td>Question</td>
<td>Command</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: (Saragih, 2013: 18)

In edition, according to Halliday (1994), the two variables are role and commodities exchanged, if taken together; define the four primary speech function:
statement, question, offer, and command. Speech function can be defined as the way the speaker shows or expresses his idea in order to make the listener understand the idea.

3. Realization of Speech Functions in Mood

The mood in English is realized by the elements of subject and finite. In this case, all the speech function should be coded by three moods namely declarative, interrogative, and imperative. Saragih (2013) states that with reference to the semiotic system the speech functions are analogous to meaning and the mood is to expression. Thus, in their unmarked representations, statement, question and command are respectively realized by declarative, interrogative and imperative moods, while offer does not have an unmarked representation of mood. Offer is potentially coded by any one of the three moods. This means that it can be realized either by the declarative, interrogative or imperative mood. Realization of speech function in moods is summarized as follow.

![Figure 2.1 Realization of Speech Functions in Mood](image)

Source: (Saragih, 2013: 21)

4. Advertisement

Advertisements become a great phenomenon in this modern era, regarding their roles as tools in sharing information of the product or services being advertised. Hornby
(2000) stated that advertisement is as notice, picture or film telling people about the products. In edition, Gein (1982) stated that the advertisement is a product promotion. The advertisement has some text which provides information about the product, and more important provides anchorage for the image. Under the general category of text, there may be descriptive information about the product, other text that serves the purpose of catching the reader’s or viewer’s attention, as well as short phrases that act as a kind of slogan.

**Slogan**

Slogan is brief message, crystallizing an important idea about the product or reason for buying the product which is expressed in the copy. Slogan is social expressions with a single objective: to inform and draw the attention of consumers to what the product is all about. It is changing to adapt to current trends. They can be any expression, saying, idiom, phrase, or trademark that can distinguish a product and make it notable. A slogan differs from most other form of writing because it is designed to be remembered and repeated word for word to impress a brand and its message on the customers. Ideally, the slogan should be short, clear and easy to remember. Some criteria of a good slogan are:

- **Boldness:**
  
  AT & T – the right choice (AT & T)

- **Parallelism:**

  Close to Boston. Close to perfect (The Charles Hotel)

- **Aptness:**

  More people take our world for it (Webster’s Dictionary)

- **Great advantage of the product’s name:**
RESEARCH METHOD AND FINDINGS

The writer applied content analysis method. Krippendorf (2004) says that content analysis is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use. The reference to text in the above definition is not intended to restrict content analysis to written material. The phrase or other meaningful matter is included in parentheses to indicate that in content analysis works of an, images, maps, sounds, signs, symbols, and even numerical records. That means slogan is one of the phenomenon which consists of sounds, pictures and written text.

After identifying the four types of Speech functions namely: 1) statement, 2) question, 3) offer, 4) command, the researcher finds out the result as presented below:

Table 4.1 Research Findings on Speech Functions

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Speech Function</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Statement</td>
<td>7</td>
<td>71.05%</td>
</tr>
<tr>
<td>2</td>
<td>Question</td>
<td>2</td>
<td>26.33%</td>
</tr>
<tr>
<td>3</td>
<td>Offer</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>4</td>
<td>Command</td>
<td>1</td>
<td>26.23%</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>38</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The table above presents the number and percentage of type of Speech Function which is found from the cigarette advertisement slogans. It means that there are three Speech Functions exist in slogans and the most dominant speech function used is statement. The speech Functions are realized by moods namely: declarative, interrogative and imperative. The realization of speech function in moods in cigarette slogans is shown as the following.
Table 4.2 The Realization of Speech Function in Mood

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Speech Function</th>
<th>Declarative</th>
<th>Interrogative</th>
<th>Imperative</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Statement</td>
<td>2</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Question</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Offer</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Command</td>
<td>-</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>12</td>
<td>7</td>
<td>1</td>
</tr>
</tbody>
</table>

Based on the table analysis above, it can be concluded that the three types of moods is used in the slogans. And the most dominant mood is declarative.

Table 4.3 The Percentage of Types of Mood

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Moods</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Declarative</td>
<td>2</td>
<td>77.105%</td>
</tr>
<tr>
<td>2</td>
<td>Interrogative</td>
<td>1</td>
<td>2.63%</td>
</tr>
<tr>
<td>3</td>
<td>Imperative</td>
<td>1</td>
<td>26.32%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>3</td>
<td>100%</td>
</tr>
</tbody>
</table>

After all the data were analyzed and found the result, the writer interpreted the findings as following:

1) The most dominant type of speech functions of the slogans was statement. It can be interpreted that slogan makers tend to give information in their advertisement. As the nature of advertisements which are made to inform people about the products, the speech function of statement was the most suitable to be used.

2) The type of speech functions that occupies second position after statement was command. It means that besides giving information, slogans are also made to
capture people’s attention and result in their willingness to buy or use the product. In this case, command is also good to be realized in the slogans.

3) The type of speech function that occupies the third position was question. It means that slogans are also rich of function, although the existence of speech function of question is only one.

4) The speech function of offer is not found in the slogans. It can be concluded that slogans are not used to give goods or services but they are used to give information about the product.

**CONCLUSIONS**

After analyzing the speech functions and moods of the cigarettes’ slogans, the conclusion can be drawn as follows:

1. There were three of four types of Speech functions which exist in the cigarettes’ slogans, namely Statement, Question and Command.

2. There were three Mood which exist in cigarettes’ slogans, namely Declarative, Interrogative, and Imperative

3. The most dominant type of Speech functions in the cigarettes’ slogans was Statement.

4. The most dominant type of Mood in cigarettes’ slogan was declarative.

**REFERENCES**


