

MOTOR CAR ADVERTISEMENTS TEXTS: AN ANALYSIS OF PRAGMATIC

by

Herlina

English Education Department
Swadaya Gunung Jati University Cirebon
(*herlina_cbn@yahoo.com*)

Abstract

In this paper the writer tries to analyze the motor vehicle advertisement texts from pragmatics point of view through classifying and describing the speech act types. Since this research is a qualitative, the writer uses descriptive method with speech act theory of pragmatics from Cutting and Yule. The writer collects the data from www.adsoftheworld.com, www.adslogans.co.uk and www.textart.ru, March 18th 2014. In analyzing data, the writer classified the data into table list. The classification is divided into speech act types and speech act levels, they are locutionary act as the ad texts and illocutionary act as the advertisers intention behind. At the end of the research is found that related to the purpose of the ad in conveying its audience, there are representative and directive of speech act types. Representative are those kinds of speech act that state what the speaker believes to be the case or not and directive those kinds of speech acts that the speakers use to get someone else to do something. Therefore, the research hopefully brings about more comprehension on the motor vehicle advertisements which are often found in motor vehicle advertisements texts.

Key words: Representative, directive, speech act

INTRODUCTION

In this globalization era, the use of language plays a very important role, particularly in the business world. Hence, language becomes a tool for communication among the people including the entrepreneurs through mass media. We can find language creativity emerge through the advertisement in various mass media due to the effort in drawing the consumers' attention. This is very natural since the advertisers intend to personally communicate with their audience attractively. Hairstone (1986:380) states that, "The propaganda in advertisement is

media to deliver what the advertisers want, believe, or feel in relation to their products by touching the consumers' emotion". Each can be illustrated in the following motor car advertisements:

- (1) *BMW. The Ultimate Driving Machine*
- (2) *Don't dream it. Drive it!*

From the pragmatic point of view, the message in ads [1] can be interpreted that the advertisers seem to be eager to introduce their products directly. They believe that the audience will be obsessed by such messages. In this case, the advertisers are trying to make the words fit the world. Meanwhile, the ads [2] expresses

directly what the advertisers want the audience to do. It can be seen from the imperative sentence '*Don't dream it. Drive it!*'. It seems that the advertisers are attempting to get the audience to do something. In terms of pragmatics, the former is categorized *representatives* while the latter is *directives*.

According to Yule (1996:53) *representative* is a kind of speech act that states what the speaker believes to be the case or not. In other words the speaker makes words fit the world or refers to the things the speakers believe and *directives* is another kind of speech act that the speakers use to get someone else to do something. Therefore, the case above draws the writer's interest in conducting pragmatic study on the written messages in motor car advertisements by classifying and describing the speech acts classification of the messages of motor car advertisement text.

THEORETICAL OUTLINE

This research involves studies on *the pragmatic aspects like speech act classification*. Cutting (2002: 16) defines that speech acts as the actions performed in saying something. Both Yule (1996: 53) and Cutting (2002: 16) classify the type of the speech act into some categories namely *declaratives, representatives, commissives, directives, and expressives*. However, the discussion of the research is limited to the categories of *representative* and *directives*. *Representative* is a kind of speech act which refers to the things the speakers believe, the type of the expressions in this class are describing, claiming, hypothesizing, insisting and predicting, and the *directives* is the speech act that the speakers use to get someone else to do something. They express what the speakers want. The types of the expressions are

commanding, ordering, requesting, forbidding, suggesting, and so on. The types of the expressions in each speech act class will be termed as illocutionary force.

In addition to the speech act theory, Cutting (2002: 16) states that from the action performed when an utterance produced can be analyzed in three different levels; *locutionary act, illocutionary act, and perlocutionary act*. In the other respects Yule (1996: 48) explains that *locutionary act* is the basic act of utterance or producing a meaningful linguistic expression and *illocutionary act* is the intention of the speakers performed via communicative force of utterance. The communicative force of utterance can be in the form a statement, offer, an explanation, and any other for communicative purposes. This is called *illocutionary force*. Meanwhile *perlocutionary act* is the hearer's or audience's comprehension on the utterances (locution). The effect of the utterance to the audience is also known as *perlocutionary effect*.

Therefore, the utterances in motor car advertisements are termed as the *locutionary act* and the advertisers' intention behind the utterance is *illocutionary act* and the readers' comprehension toward the utterance is *perlocutionary act*. The way the advertisers create the messages in the advertisements can be in the form of statements, persuasions, suggestions, hypothesis, or any others as the communicative purpose. This is termed as *illocutionary force* (Yule, 1996: 48).

RESEARCH METHOD

The research used descriptive method, related to Kumar (1999:9) descriptive research attempts to describe systematically a situation, problem, phenomenon, service program, or provide

information about say, the living condition of a community, or describes attitude toward an issue. So, in relevance with the language, the descriptive research is intended to describe systematically, factually, and accurately the fact of the language phenomenon. As the area of the study in this research is the speech acts in commercial messages, the writer takes the motorcars' advertisement in the internet as the source of the data. From the data

gained, the identification of the linguistic levels of the messages in the advertisements will be referred to the classification of the speech act levels and the speech act classes will be referred by Cutting (2002:16) and Yule (1996:47-53). The writer will put data in those classification and types, which is systematically listed down in the following table as an example.

Table of Identifying data

| No. | Speech Act Levels | | Speech Act Classes |
|-----|-----------------------------------|--------------------|--------------------|
| | Locutionary Acts | Illocutionary acts | |
| 1. | BMW. The Ultimate Driving Machine | Claiming | Representatives |
| 2. | Don't dream it. Drive it! | Commanding | Directives |

ANALYSIS

The following are pragmatic Analyses of the Speech acts level (Illocutionary act) and the Speech acts classes of Motor Vehicle Advertisement Texts, taken from the internet as the source of the data. From the data gained, the identification of the linguistic levels of the messages in the advertisements will be referred to the classification of the speech act levels and the speech act classes will be referred by Cutting (2002:16) and Yule (1996:47- 53).

Brand: Peugeot

Locutionary act : *"The Lion goes from strength to strength"*

Illocutionary act : Asserting

Speech act types : representative

In this data, the lion refer to the Porsche cars. The locutionary act in the advertisement shows that the advertiser conveys his belief by asserting that Porsche cars have the best quality. It implied in the words *'from strength to strength'*. In this

advertisement, the advertiser seems to have belief that his statement is right, this Illocutionary is categorized **asserting**. Therefore, it belongs to speech act type of **representative**.

Brand: Harley Davidson

Locutionary act : *"Until You Have Been On Harley Davidson, You Haven't Been On A Motorcycle"*

Illocutionary act : hypothesizing.

Speech act types : Representative

The advertisement shows that the advertiser conveys his belief by hypothesizing in his message *'Until You Have Been On Harley Davidson, You Haven't Been On A Motorcycle'* which means that if the readers never ride Harley Davidson, they have never ridden the real motorcycle. Its not only about driving Harley Davidson but also about the proud and prestige. This Illocutionary is categorized **hypothesizing**. Therefore, it belongs to speech act type of **'representative'**

Brand: Rover car

Locutionaryact : “*Rover. A class of its own*”

Illocutionary act : Claiming

Speech act types : Representative

The advertisement shows that the advertiser conveys his belief by claiming that rover car has a class. It is clearly stated in the expression ‘a class of its own’. In this advertisement, the advertiser seems to have belief that his statement is right, this Illocutionary is categorized **claiming** therefore, it belongs to speech act type of **representative**.

Brand: Harley Davidson.

Locutionaryact : “*It’s Time to ride*”

Illocutionary act : Inviting

Speech act types : Directive

The locutionary act in the advertisement shows that the advertiser makes the readers to ride. It is clearly stated in the locutionary act ‘It’s time to ride’. The speaker tries to get the readers to do something, in this case, to ride the Harley Davidson’s motor car. This illocutionary is categorized **inviting**. Therefore, this advertisement belongs to the speech act type of **directive**.

Brand: Jaguar

Locutionaryact : “*Don’t dream it. Drive it*”

Illocutionary act : Commanding

Speech act types : Directive

The advertisement shows that the advertiser seems to give commands to the readers that they have to buy the product, not just to admire or dream of it. In other words, the advertiser tries to get the reader to do something. It is clearly stated in the expression ‘Don’t

dream it. Drive it’. Therefore, this advertisement belongs to the speech act type of **directive**. This illocutionary is categorized **commanding**.

Brand: Toyota Car.

Locutionaryact : “*Get the Feeling. TOYOTA*”

Illocutionary act : Suggesting

Speech act types : Directive

The advertisement shows that the advertiser seems to suggest the readers to try TOYOTA products. In other words, the advertiser tries to get the reader to do something. It is clearly stated in the expression ‘get the feeling’. Therefore, this advertisement belongs to the speech act type of **directive**. This illocutionary is categorized **suggesting**.

Brand: Chevrolet.

Locutionaryact : “*See the USA in your Chevrolet*”

Illocutionary act : Asking

Speech act types : Directive

The advertiser is eager to convey to the audience that Chevrolet is the real Americans’ car. The advertiser also introduces that Chevrolet is a product from USA. In other words, the advertiser tries to ask the reader to do something. It is clearly stated in the expression ‘See USA in Your Chevrolet’. This illocutionary is categorized **asking**. Therefore, this advertisement belongs to the speech act type of **directive**.

CONCLUSION

From the pragmatics point of view, the motor vehicle advertisement texts, there are two kinds of speech act types, Representative and Directive.

Representatives are those kinds of speech act that state what the speaker believes to be the case or not. The illocutionary acts of Representatives are asserting, claiming, and hypothesizing. Directives are those kinds of speech act types that the speakers use to get someone else to do something. They express what the speaker wants. The illocutionary acts of Directives are commanding, suggesting, inviting, asking and they can be positive or negative.

SUGGESTION

The case of delivering messages through advertisements means the advertisers produce a kind of sentences (as written messages) which take effect on the audience (reader) but in delivering a message does not always need a long sequence because the readers' distinctive framework of thinking might result in the different interpretation or perception. Therefore, the writer suggests in making thead, texts should understandable, simple and clearly.

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