

THE FLOUTING OF CONVERSATIONAL IMPLICATURE IN THE HEADLINES AND TAGLINES

Aninda Dampit Laila Kartika

Intisari

Penelitian ini meneliti tentang jenis pelanggaran maksim Prinsip Kerja sama yang dikemukakan oleh Grice pada headline dan tagline dan menjelaskan jenis maksim yang paling banyak dan paling sedikit terjadi dalam dua majalah, Travel+Leisure dan Wine Enthusiast. Penelitian ini juga bertujuan untuk melihat apakah headline dan tagline dapat memberikan gambaran atas suatu produk atau jasa. Penelitian dilakukan dengan pendekatan Pragmatik. Hasil analisa menunjukkan dari 60 data yang ditemukan, sebanyak 14 headline dan tagline dalam majalah Travel+Leisure dan 16 dalam Wine Enthusiast sebagian besar teridentifikasi melanggar kombinasi maksim; maksim Quantity dan Quality. Selain itu, maksim Quality dan maksim Manner merupakan maksim yang paling sedikit dilanggar oleh headline dan tagline di kedua majalah. Hasil juga menunjukkan bahwa headline dan tagline tidak dapat benar-benar menjelaskan sebuah produk atau jasa kecuali jika headline dan tagline dilengkapi dengan body copy.

Kata kunci: PrinsipKerjasama - PelanggaranMaksim – Tagline dan Headline

Abstract

This research attempts to describe the kinds of flouting of Grice's Cooperative Principle maxims and explain the type of maxim mostly and least flouted in the headlines and taglines which are found in two magazines, *Travel+Leisure* and *Wine Enthusiast*. It is also aimed to see whether the headlines and taglines are able to describe the products or services. This study is presented within the framework of pragmatics. The result shows from 60 data found, 14 of the headlines and taglines in the *Travel+Leisure* and 16 in *Wine Enthusiast* magazine are mostly identified flouting the combination of maxims; maxim of Quantity and Quality. In addition, the maxim of Quality and the maxim of Manner are least flouted by the headlines and taglines in both magazines. The result also shows that the headlines and taglines are unable to fully describe the products or services unless the body copy is also provided.

Keywords: Cooperative Principle - Flouting of Maxims - Taglines and Headlines.

INTRODUCTION

Advertising plays an important role and has already become a part of human's life. It is a means by which products either goods or services are promoted to the public. Brown and Clinton say that a good advertisement should have four criteria, (a) attracts attention, (b) arouses interest, (c) creates desire and (d) stimulates action (97). Therefore, a good advertisement should be able to immediately catch the readers' attention, stimulate the desire of the readers which then will also stimulate the action. As a method of promoting products or services, the ultimate purpose of an advertisement is to persuade people to buy the product or use the service by many ways; imaging, the coloring techniques, and the language. As Sofer states that advertisement is in effect an effort to influence public with a few words in order to get them buying the products (100). In order to achieve this aim, the diction and the usage of the language in the headlines and taglines become the essential part in order to attract the readers' attention before they turn over the pages. Thus, the copywriters use advertising language which is characterized by some features like hyperbole, ambiguity, euphemisms, and brief sentences. Those features somehow

make an advertisement convey more than what is stated. The ability of the copywriters in using language in persuading potential buyers has stimulated the writer to analyze further how they use language by deliberately flouting maxims of Grice's Cooperative Principle and to see whether the headlines and taglines are able to describe the products or services. The data are the headlines and taglines in *Travel+Leisure* and *Wine Enthusiast* magazine which flout the maxims. The data are analyzed based on Grice's Cooperative Principle.

IMPLICATURE

Mey states that the word 'implicature' is derived from 'to imply' in which originally means 'to fold something into something else' (45). For example, Yule gives an example of the conversation in the middle of women lunch hour when one woman asks another the taste of the hamburger she is eating and receives the answer as follows:

[1] A hamburger is a hamburger (35).

This reply is given as a response to the question about the taste of the hamburger. However, the speaker states her opinion by saying [1] rather than directly explaining the taste. Yule states that the interpretation depends on the context, for example, the speaker might think that all hamburgers are the same or she might think that the hamburger is neither good nor bad (36). From the example above, the listener has to be able to assume that the reply is intended to communicate something beyond the literal words. This is called implicature, an additional conveyed meaning.

Paul Grice, who coins the theory of Cooperative Principle, also states that implicature is a term which refers to a combination between an intuitive understanding of the meaning of utterance in such contexts and an ability to recognize particular verbs with which implicate is associated (25). He gives an example of a conversation between A and B. The context is given that A and B are talking about a mutual friend, C, who is now working in a bank. "A asks B how C is getting on his job, and B replies, *Oh quite well, I think; he likes his colleagues, and he hasn't been to prison yet*" (24). He assumes that the answer contains implicature since it implies that C is a person who might yield to the temptation of his occupation and C's colleagues are unpleasant people (24).

CONVERSATIONAL IMPLICATURE

Conversational implicature is a subclass of nonconventional implicature. Grice states that implicature is characterized by cooperative efforts, and each participant recognizes the set of purposes or mutually accepted direction (26). Another linguist, Mey, argues that conversational implicature concerns the way one understands an utterance in conversation in accordance with what one expects to hear (46). In "Pragmatics", George Yule also claims that "the basic assumption in conversation is that, unless otherwise indicated, the participants are adhering to the cooperative principle and the maxims" (40).

For a better explanation, an example is provided as follows:

[2] Charlene: I hope you brought the bread and the cheese.

Dexter: Ah, I brought the bread.

(Yule 40)

From the response, Charlene assumes that Dexter is cooperating even though he did not mention the cheese. Then, Yule (40) presents the structure of what was said, with *b* (=bread) and *c* (=cheese) as in the excerpt [3] and using the symbol $+>$ for an implicature, or the additional conveyed meaning.

[3] Charlene: *b* & *c*?

Dexter: *b*.

($+>$ NOT *c*)

In this case, it seems that Dexter is aware of the quantity maxim even though he did not mention the cheese. He should also have said "I brought the cheese as well" if he would be adhering to quantity maxim, but he did not. In the conversation, Charlene should infer that what is not mentioned was not brought. Thus, Dexter conveyed that he did not bring the cheese via a conversational implicature. It is very important for one who provides the response to recognize the communicated meaning.

GRICE'S COOPERATIVE PRINCIPLE

There is cooperativeness between the speaker and the hearer that controls the way of conversation in which their conversation may proceed. Grice labels this a Cooperative Principle. There are four categories as follows:

1. Maxim of Quantity. The basic ideas of maxim of quantity are:
 - a. Make your contribution as informative as is required (for the current purpose of the exchange).
 - b. Do not make your contribution more informative than is required.

(Grice 26)

In other words, the speakers should neither give too little information nor too much. As the example which is given by Cutting (34), when the speakers say 'Well, to cut a long story short, she didn't get home till two', means they know how much information the hearer requires, and as the story may cause the hearer to become bored, they alternatively say 'to cut a long story short' to avoid the loss of interest.

2. Maxim of Quality. The main idea is to try to make a contribution true:
 - a. Do not say what you believe to be false.
 - b. Do not say that for which you lack adequate evidence.

(Grice 27)

Cutting argues that the main point of this second maxim is that the speaker is expected to be sincere, to be saying something that they believe corresponds to reality (35). For example, Cutting gives an example when the speakers say 'Erm, I shall be there as far as I know, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye then Sweetheart' (35). As the speaker says 'as far as I know', most hearers assume that the speaker is not

lying because the speaker is protected from accusations of lying by the fact that the speaker did make it clear that the speaker is uncertain.

3. The basic idea of maxim of Relations that your contribution should be relevant (Grice 27).

In this maxim, the speakers are assumed to say something that is relevant to what has been said before. Cutting provides an example as in the following exchange:

[4] A: There's somebody at the door.

B: I'm in the bath.

(Cutting 35)

B's comment is expected to convey the message to the hearer that B is in the bathroom and cannot go to see who it is. Here, it is also understood that B expects A to understand that B's reply by mentioning the present location is relevant to A's statement.

4. Maxim of Manner has four basic concepts:
 - a. Avoid obscurity of expression.
 - b. Avoid ambiguity.
 - c. Be brief (avoid unnecessary prolixity).
 - d. Be orderly.

(Grice 27)

The main idea of this maxim is that the speaker is expected to be brief and orderly and avoid obscurity and ambiguity. For example, when the speaker says '.... Just to clarify one point...' in a committee meeting, the hearers have an assumption that the speaker observes the cooperative principle which is being clear and allows the hearers to draw inferences about the speaker's intentions and implied meaning. Cutting says that the meaning conveyed by the speakers and recovered as a result of the hearer's inferences (36).

However, the participants might not regard the conversational maxims for particular reasons when the conversational exchange occurs. One of the failures in observing the maxims is called flouting in which this theory is stated by Cutting in

his book "Pragmatics and Discourse". Cutting states that the maxims are flouted when the speakers do not follow the maxims but expects hearers to appreciate the meaning implied (37).

FLOUTING THE MAXIM OF COOPERATIVE PRINCIPLE IN THE HEADLINES AND TAGLINES

Based on the data analysis, four headlines and taglines flout the maxim of Quantity, two flout the maxim of Relation, fourteen flout the maxims of Quantity and Quality, two flout maxims of Relation and Manner, five flout the maxims of Quantity, Quality and Manner, and one flouts a combination of all maxims found in *Travel+Leisure*. In addition, nine flout the maxim of Quantity, four flout the maxim of Relation, sixteen flout the maxims of Quantity and Quality, one flouts the maxims of Relation and Manner, one flouts a combination of three maxims; the maxim of Quantity, Quality and Manner and one headline flouts all maxims found in *Wine Enthusiast*.

Table 1 shows a number of flouting of maxims in *Travel+Leisure* and *Wine Enthusiast*:

Table 1. A Number of Flouting

No.	Types of flouting	Resorts & Hotels	Wine
1.	Maxim of Quantity	4	9
2.	Maxim of Quality	0	0
3.	Maxim of Relation	2	4
4.	Maxim of Manner	0	0
5.	Maxim of Quantity and Quality	14	16
6.	Maxim of Relation and Manner	2	1
7.	Maxim of Quantity, Quality and Manner	5	1
8.	Maxim of Quantity,	1	1

	Quality, Relation and Manner		
	Total	28	32

The table shows that *Travel+Leisure* and *Wine Enthusiast* flout the same maxims. Moreover, the flouting maxim of Quantity and Quality is mostly found in both magazines, followed by the flouting of a combination of maxim of Quantity, Quality and Manner in *Travel+Leisure*, while the maxim of Quantity in *Wine Enthusiast*. The types of maxim which are mostly flouted are the flouting of the maxim of Quantity in *Travel+Leisure* and the flouting of the maxim of Relation in *Wine Enthusiast*. The sections below discuss each of the types of flouting in detail.

Flouting Maxim of Quantity

The headlines and taglines are considered to flout this maxim since they provide less or more information than is required. It can be assumed that this flouting is done to get the attention of the readers. The readers could easily understand the message in the headlines and taglines if it is explicitly stated. However, many headlines and taglines do not convey enough information and it makes the readers to read and understand further in order to get the intended meaning. In addition, there are no specific words that characterize the flouting of this maxim. Below is the example of headline which flouts the maxim of Quantity.

[5] “Australia’s oldest family owned winery” –Yalumba (Data 32)

The image contains several snippets of wine-related text and an advertisement for Yalumba. The text snippets are:

- 87 Arizona 2012 Best Reserve Sauvignon Blanc (Central Valley):** This wine comes from the best vineyard in the region... Price: \$14
- 87 California 2012 Reserve Estate Green Sauvignon Blanc (Central Valley):** For a Sauvignon Blanc, this wine is quite different... Price: \$11
- 87 Concha y Toro 2012 Marques de Casa Concha Sauvignon Blanc (Central Valley):** Light, clean, aromatic Sauvignon Blanc... Price: \$10
- 87 Emilia 2012 Novos Green Reserve Sauvignon Blanc (Central Valley):** Made with organically grown grapes... Price: \$10
- 87 Emerald 2012 Best Reserve Sauvignon Blanc (Northwest Valley):** This wine is made with organically grown grapes... Price: \$10
- 87 Marcano 2012 Guardian Reserve Sauvignon Blanc (Northwest Valley):** Although Sauvignon Blanc is not usually... Price: \$10
- 87 Marcano 2012 Reserve Sauvignon Blanc (Northwest Valley):** This wine is made with organically grown grapes... Price: \$10
- 87 Wine Enthusiast 2012 North Single Vineyard Sauvignon Blanc (Northwest Valley):** On a scale of one to five... Price: \$10
- 86 California 2012 Reserve Estate Green Sauvignon Blanc (Central Valley):** This wine is made with organically grown grapes... Price: \$10

The advertisement for Yalumba features two bottles of wine and the text: "YALUMBA Australia's oldest family owned winery. For more than 140 years Yalumba has been a vital part of the business with our founding family establishing the winery in 1849. We pride ourselves on making wines that are chosen by the best, planting grapes that bear the place and so their perfect provenance." The website www.yalumba.com.au is also mentioned.

The word ‘oldest’ is used to show advance in comparison with others or relatively to a scale of age (*The American College Dictionary* 843). Besides, the word ‘winery’ describes an establishment for making wine (*The American College Dictionary* 1398).

By using the context, the readers easily recognize that it is Australia’s oldest family who produces wine in an unmentioned place. Learning from the context, it can be seen that the tagline presents the image of ‘oldest’ which refers to something or someone that has been living from some prior time to convince the readers of the excellence of the wine. This tagline flouts the maxim of Quantity because it provides very little information of the wine. It only states that the wine is made by Australia’s oldest family. However, through this flouting, it is expected that they will believe that Yalumba has a great taste because it is made by the oldest family who has experience in making wine.

Flouting Maxim of Quality

In this flouting, the headlines and taglines often use exaggeration, metaphor or illogical expressions on purpose. It is presumed that this type of flouting is one

of the ways to send the idea or image of the products or services since it is believed that the more the headlines and taglines use exaggeration language, the more attention they will get. The flouting maxim of Quality is not found in both magazines as the headlines and taglines that flout this maxim will lead simultaneously into the flouting of maxim of Quantity.

Flouting Maxim of Relation

The flouting of maxim of Relation occurs when the headlines and taglines deviate from the topic that makes the readers or consumers read further to understand the intended meaning. It is inevitable that this way of persuasion potentially makes the readers unable to understand the meaning of the headlines and taglines. To solve this problem, it is found that some of the headlines and taglines are supported by the body copy. In brief, the flouting of this maxim is acceptable if there is a supporting element to help the readers grasp the idea and message. Moreover, the writer could assume that the headlines or taglines might flout this maxim as it is believed that the deviation could create the general image of the products or services. The writer did not find specific words that characterize the flouting of this maxim because the taglines and headlines are considered as flouting the maxim of Relation when it is read as a whole. The flouting maxim of Relation as follows:

- [6] “The black sheep?” – Mas La Plana Torres (Data 40)



The phrase “The black sheep” means a worthless member of a respectable group (Longman Dictionary of Contemporary English 97). It also means an evil-disposed or disreputable member of an otherwise decent family or society (Funk & Wagnalls Standard Dictionary International Edition 143). Thus, the question being asked is whether Mas La Plana Torres is the black sheep of a certain family.

The deviation of the topic makes this headline categorized as flouting the maxim of Relation. There is no clear information even a hidden one to describe the flavor. However, the copywriter provides a body copy consisting of a brief description of Miguel Agustín Torres, the fourth generation of the Torres family, who made Mas La Plana wine. It is also stated that Miguel did not approve of the wine because it is deemed to be of bad quality. The question is made to attract the readers’ attention. As Miguel Agustín Torres creates the best wine in the world, the readers are not expected to believe that he is the black sheep of the family.

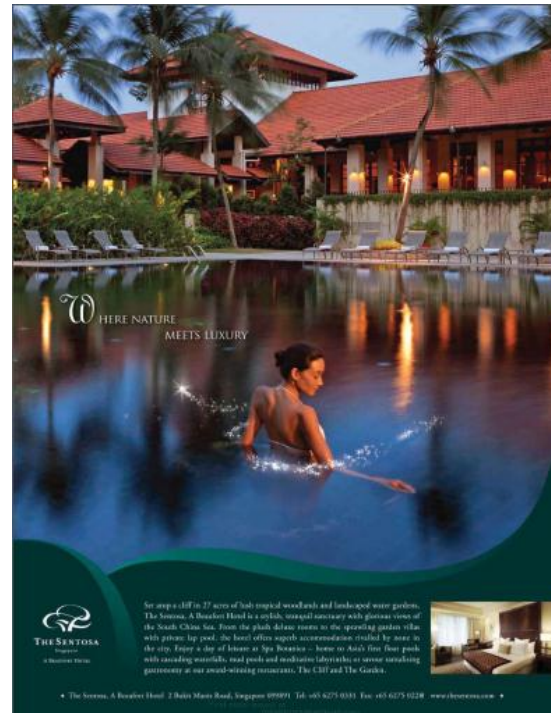
Flouting Maxim of Manner

By maxim of Manner, one tries to be clear and vivid, especially in a conversation by avoiding obscurity and ambiguity, trying to be brief and orderly. In advertising, sometimes the headlines and taglines flout this maxim to provoke the readers' interest. As presented in the table, the headlines and taglines in *Travel+Leisure* and *Wine Enthusiast* magazines do not flout this maxim. This is because when this maxim is flouted, other maxims are also flouted. The writer did not find the words that characterize the flouting of this maxim.

Flouting Maxim of Quantity and Quality

As stated earlier, the headlines and taglines will directly flout the maxim of Quantity when they flout the maxim of Quality. According to the findings, the headlines and taglines flout these maxims as it is assumed that exaggeration would stimulate the readers' desire to buy or enjoy the products or services. The writer sums up that by flouting these maxims, the readers can only get the general information of the products or services whereas the required information could not be well delivered. The example below shows the flouting maxim of Quantity and Quality.

[7] "Where Nature Meets Luxury" – The Sentosa Hotel (Data 9)



The word 'Nature' could mean the sum of physical or material existences and forces in the universe. 'Nature' also has a meaning as the character, or essential traits of a person, thing, or class, especially if it is original rather than acquired (Funk & Wagnalls Standard Dictionary International Edition 846), while 'Luxury' means anything that ministers to comfort or pleasure that is expensive or rare, but is not necessary to life, health, subsistence, etc. (Funk & Wagnalls Standard Dictionary International Edition 760). Thus, 'Nature' here refers to the physical existence that relates to the universe which meets with 'Luxury' in The Sentosa Hotel.

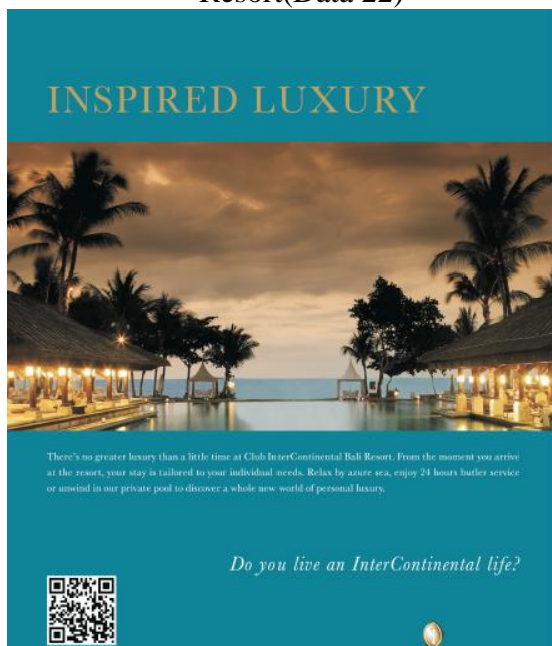
The excerpt consists of two opposite things. The word 'Nature' describes the beauty of the natural environment, and 'Luxury' which describes riches and property. The headline flouts the maxim of Quality since the copywriter uses personification of 'Nature' and 'Luxury'. They are given human traits and The Sentosa Hotel is a place where they can meet. In addition, according to Grice's Cooperative Principle, this headline is also considered to flout the maxim of Quantity because the

word ‘Nature’ is set for the outdoor view and ‘Luxury’ describes the facilities they have but without giving further details.

Flouting Maxim of Relation and Manner

The headlines and taglines flout these maxims because it is found that they deliberately digress from the main topic and contain an ambiguity or obscurity. Thus, the writer concludes that this flouting makes the readers unable to get the message. Since the readers are forced to take time in understanding the headlines and taglines, it could affect the readers’ interests. As a result, they would either turn the page or keep reading the headlines and taglines to answer their curiosity of the products or services. Nonetheless, it is believed that by digression combined with ambiguity or unclearness in meaning could attract the readers’ attention. The example below shows this type of flouting.

[8] “Do you live an InterContinental life?” – InterContinental Bali Resort(Data 22)



‘Intercontinental’ has a meaning of between continents (The American College Dictionary 634). Moreover, when this word is bound with ‘life’ and is read as an interrogative sentence, one finds that there is a question being asked to the readers

whether they have a habit of living in one continent and moving to another.

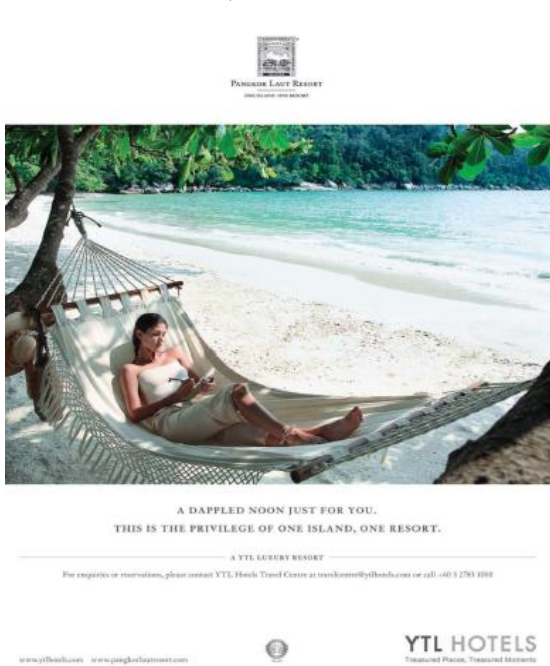
The phrase ‘intercontinental life’ shows a wealthy and luxurious life because only prosperous people who have the capability of travelling from one continent to another. This tagline is considered as one example that flouts the maxim of Relation because the tagline seems to stray from the topic by asking about the lifestyle and does not directly present the resort. However, the phrase itself portrays what the resort offers. It tries to attract the readers to enjoy the facilities like those who have an intercontinental life. Besides, this tagline also flouts the maxim of Manner since the word ‘InterContinental’ contains ambiguity. First, the word ‘InterContinental’ has a denotative meaning. Second, it can also be inferred that this word refers to the resort as it is written the same as the name of the resort. This is done to persuade the readers to get an experience of intercontinental life in InterContinental resort. They do not have to move from one continent to another because by only staying at InterContinental resort, they are provided with the facilities which encompass different continents.

Flouting Maxim of Quantity, Quality, and Manner

The headlines and taglines in this type of flouting do not only contain exaggeration that makes them become more or less informative but also tend to disregard the object that makes it become unclear. According to the writer’s opinion, the vagueness and ambiguity are trusted to emphasize the object and the headlines and taglines are still able to contribute information. Below is an example of the flouting maxim of Quantity, Quality, and Manner.

[9] “A dappled noon just for you. This is the privilege of

one island and one resort” – PangkorLaut Resort(Data 25)



The word ‘dappled’ means marked with many usually cloudy and roundish spots of a type of colour different from their background (Longman Dictionary of Contemporary English 278). The word ‘noon’ indicates 12 o’clock in the daytime; or midday (Longman Dictionary of Contemporary English 743).

From the context, it can be understood that a noon is marked with the spots of a type of color different from its background and it is a special advantage or benefit which is not enjoyed by all and dedicated exclusively to the guests. This headline flouts the maxim of Quality as the copywriter uses the word ‘just’ to ensure the readers that PangkorLaut Resort is only for one guest. By using exaggeration, this headline flouts the maxim of Quantity because it does not provide required information for the readers. It also makes them unable to get the whole picture of the resort and its facilities. In addition, the headline also flouts the maxim of Manner since the copywriter mentions ‘one island, one resort’ rather than directly mentioning ‘PangkorLaut’ to promote the resort. However, this is intentionally done to

emphasize that there is only one PangkorLaut Resort located on one island which creates an impression of ‘private’.

Flouting Maxim of Quantity, Quality, Relation, and Manner

The headlines and taglines that flout this combination of maxims do not only disregard the idea of being informative as required but also ignore the idea of being truthful, being relevant and being clear. The presumption is that the headlines and taglines still contribute information and more closely describe the product or services. In fact, this type of flouting does not answer the readers’ curiosity. The example below shows this type of flouting.

[10] “Enjoy a little taste of heaven” – Santa Rita(Data 60)



The word ‘heaven’ refers to the abode of God and of blest spirits; the dwelling place or state of existence of righteous souls after their life on earth (Funk & Wagnalls Standard Dictionary International Edition 583), while ‘taste’ means the sensation excited when a soluble substance comes into contact with any of the taste buds, also the quality thus perceived; flavor (Funk & Wagnalls Standard Dictionary International Edition 1285). So when the words are set into one

unit, it says that the readers are persuaded to try the taste of heaven.

The tagline contains exaggeration by using hyperbole. The word 'heaven' makes the tagline flout the maxim of Quality because it expresses something which lacks evidence; as though heaven could be tasted. In addition, the usage of a hyperbole affects the information in this tagline because it only describes the delight and happiness as the effect of tasting the wine. The expectation is that the message in this tagline could answer their curiosity about the taste. This means that the tagline flouts the maxim of Quantity. It also does not apply the maxim of Relation since it digresses from the topic. The topic is about the wine, but the tagline is about heaven. Furthermore, the tagline flouts the maxim of Manner since wine is intentionally blurred by replacing it with 'heaven' to create the picture of blissfulness. However, it can be inferred that 'heaven' refers to Santa Rita wine and anyone who tastes the wine would feel delighted and contented like being in heaven.

CONCLUSION

The research findings show the different numbers in flouting the maxims that are applied in the headlines and taglines of both magazines. It is found that the headlines and taglines apply 8 types of flouting maxim in which 6 of 28 in *Travel+Leisure* and 13 of 32 *Wine Enthusiast* flout single maxim, and the rest of them flout a combination of maxims.

It is found that the flouting of a combination of maxim which are Quantity and Quality is mostly used in both magazines. It can be assumed that the headlines and taglines prefer not to present explicitly what they intend to say. This is done by exaggerating as in hyperbole, using metaphors or any other expressions which lack evidence in order to imply a covert meaning. On the other hand, the single flouting maxim of Quality and

Manner are least used in both magazines. It is found that flouting the maxim of Quality will lead the headlines and taglines into the flouting of the maxim of Quantity, while when flouting the maxim of Manner is applied, other maxims are also flouted.

The headlines and taglines flout the Gricean maxims when conveying a hidden meaning to obtain an ultimate advantage; having more guests and consumers. It is also learnt that the headlines and taglines have a main goal even though they apply different type of flouting; providing information of the product or service.

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