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A Qualitative Linguistic Analysis of Implicature in Print Media

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Abstract

Implicature is the implied meaning of a statement being uttered by the speaker. It is commonly used in everyday conversation. This paper discusses the use of implicatures in print media. This particular investigation throws light on the pragmatic concept of implicature which is primarily established by Grice (1975). The phrases, uttered via advertisers, imply specific pragmatic implicatures. Data for the paper turned into, which was received from the pinnacle magazines and newspapers being read in Pakistan. Facts were gathered from the cuttings of 15 advertisements which were then analyzed through George Yule's version of implicature to see how certain advertisements talk about the efficacies of their products to make them sell more. The sign (+>) used by George Yule refers to the unique implicatures found in advertisements. It is evident from the study that advertisements play a vital role in understanding implicature which is a key element of language teaching and learning.

Keywords

Implicature, Pragmatics, Print Media, Advertisement, Language teaching.

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I. Introduction

This research project focuses upon implicature (a technique related to pragmatics). Basic difference between semantics and pragmatics is based upon context. This research also focuses upon importance of advertisement. It explains that how limited words being used in advertisements convey complete sense and full meaning. Later on this research focuses upon the point that how tool of implicature is being used in advertisements to make claim about certain products and statements about their opponents and why it is important to teach implicature to students.

II. Literature Review

Literature review will focus upon pragmatics, implicature and advertisement. Pragmatics is

"A subfield of linguistics developed in the late 1970s, pragmatics studies how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation" (Liu 2011).

According to Rose (1977), pragmatics is "the ability to comprehend and to produce a communicative act is referred to as pragmatic competence".

Thus, central point of pragmatics is utterances of a speaker rather than understanding sentences. Each utterance is created at a specific time for a particular purpose of communication. Basic difference between semantics and pragmatics given by Levinson and Wilkins (2006) is that:

"Semantics is concerned with sentence meaning and pragmatics with utterance meaning".

Pragmatics usually focuses upon deixis, presupposition, performative and implicature. Major linguists who contributed in the field of pragmatics are Stalnaker, Charles Morris, Geoffery Leech and Joy Hardin.

Implicature is a technical term used in the pragmatics which is the subfield of linguistics. The term implicature was coined by H. P. Grice. Implicature refers to what is suggested in an utterance without uttering it properly.

Implicature has no extended history. Idea of implicature was given in 1975 by H.P. Grice. Grice distinguished between conversational, scalar and conventional implicatures. Conversational implicature focuses upon maxims of cooperative principles being used in communication. Scalar implicature is also a type of conversational implicature and it focuses upon words like "some" and "all". Conventional implicature does not focus upon cooperative principles of communication. Words like "but", "although" and "in spite" are used in conventional implicature.

Levinson and Stephen (2000) in their book "Presumptive meanings: the theory of generalized conversational implicature" have also talked about underline meanings of various utterances. Levinson took ideas of Grice as a stepping stone and developed them. This book focuses upon the point that how indirect meanings in a language are presumed automatically.

Moeschler (2012) in his book "Conversational and conventional implicatures" took ideas of Grice and Levinson as a milestone and explained various concepts like non-natural meaning relation with inference's concept, conventional implicature, logical connectives, scalar implicature, truth conditions and difference between implicature and explicature.

Garcia (2004) explained concept of implicature by focusing upon background knowledge. According to him background knowledge/common knowledge of a language is very much important in understanding underline meaning of a particular utterance.

The idea of conversational implicature has also been extended in the book "Pragmatics" written by Yule (2020). According to the writer, due to various tautologies it is made clear to hearer that speaker intends to communicate more than what is being said. That additional converted meaning, according to Yule, is implicature.

In the Business dictionary Advertisement is defined as:

"Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet."

The word advertisement has its roots from the Latin word "advertere" which means "to turn towards". It is used in all types of businesses and agencies. It lures people to a particular brand. It also helps people to choose a product from various brands. Without advertising, people would be at mercy of high priced or low-quality fixed brands.

Advertisements can appear in various means of communication like books, magazines, television, internet, sign boards and radio.

"Language of Advertisement in Tamil Mass Media" is the thesis of Sandhaya Nayak (2002). In her thesis she explained that how various choices of words, grammar and morphemes play a key role in advertisement.

Cook (2001) gave three major means of communications in advertisement and gave them the name "mode". Those three modes are music, picture and language.

III. Research Question

This research will answer the following question:

How print media's advertisements convey various certain implicatures?

IV. Research Methodology

This particular study is qualitative in nature. 15 advertisements were taken randomly from various magazines and newspapers. List of those magazines is given below:

1) Young world

2) Sunday Magazine

3) She

4) Mag

5) Akhbar-e-Jahan

List of newspapers, from where the advertisements were taken for analysis, is as follows:

1) Dawn

2) The News

3) Nawa-e-waqt

4) Jang.

The George Yule Model of Implicature has been used by researcher for analysis.

Tool for data collection:

Tools for data collection are:

1) Cutting of magazine ads

2) Cutting of newspaper ads

Data Analysis:

For the analysis of data, Yule's model of implicature has been used. (+>) refers the particular implicature present in an advertisement.

V. Advertisement's analysis:

(Advertisements are given in appendix)

1) "We Move You"

TCS is the abbreviation for Tranzum Courier Service. TCS, established in Karachi, Pakistan, is a Pakistani courier and logistics firm. Khalid Nawaz Awan, a former Pakistan International Airlines (PIA) flight engineer, started it in 1983. TCS has thousands of locations across Pakistan and around the world, as well as its own airline, delivery vehicles, and couriers. TCS is regarded as Pakistan's best, cheapest, and most reliable courier service, delivering both locally and internationally. TCS has a global presence in more than 220 countries, serving over 3,500 destinations. You can count on TCS to deliver anything, anyplace, in and out of Pakistan, whether it's a business delivery or a present to a loved one. Within Pakistan, it even provides same-day delivery. This is why it claims "we move on". Thus, this advertisement implies:

+> without TCS your life can become stagnant.

2) "Shoes For Everyone"

Servis was founded in Lahore in 1959 with the goal of providing footwear for the entire family. Servis has grown to a network of over 500 retail shops and 1500 independent retailers in its wholesale network by delivering on its promise of product excellence. Servis maintains its leadership in matchless products for all age groups and personal taste by ongoing design innovation and up-to-date style trends. Servis claims that it has been a part of your happiness,

big and small, for more than 50 years. Its roots run deep in Pakistan, as do its relationships with its people. Thus, this advertisement implies:

+> not other brands but Servis is providing shoes for all generations.

3) “Live in Innovation”

Orient, Pakistan's biggest appliance maker, has launched a new line of energy efficient air conditioners that will help you save money on electricity while providing powerful cooling all year. Our goods are distinguished by their functional performance and design, which is ingrained in our company's core - Live in Innovation. Our environmentally friendly split air conditioners are ideal for every living area. Year after year, enjoy powerful throw and cooling with huge indoor units. Weather-based operation modes on Orient air conditioners can help you receive consistent performance every time! Orient Heat and Cool DC Inverter Air Conditioners are a must-have for every house, business, or living area, thanks to extensive research and development. With the groundbreaking technology of DC inverter air conditioners, Orient aims to give the finest quality goods with the smallest carbon impact to its clients. Thus, this advertisement implies:

+> Orient is the guarantee of innovative life

4) “A healthy day with a healthy breakfast”

The House of Young's began operations in Karachi, Pakistan, in 1988 as a modest food production facility. Young's employees have had the vision and enthusiasm to take the company to new heights by developing products that suit our customers' daily food needs while also providing a high level of nutrition and convenience. Beehives by Young’s is 100% pure and natural bee honey harvested from natural sources and packaged in a hygienic manner. It comes in a unique package with glass jars, a pouch, and a squeeze bottle with a "Drip Free Nozzle" that allows you to use honey as needed. They claim for the pure honey providing nutrients resulting in health benefits Thus, this advertisement implies:

+> Through Bee Hives Honey one can have a healthy day and otherwise not.

5) “The Traditional Taste”

Bakeri Nankhatai is the best way to satisfy your sweet tooth. It is a wonderful addition to the Bakeri collection, prepared with the utmost care using the finest, most authentic ingredients. It is prepared utilising the traditional recipe to serve as a glimpse into the beautiful past and to complement the regal taste. This sweet, crumbly delicacy enhances the tea time experience with its rich flavour and scent. You may now effortlessly feed your visitors this royal eastern treat from the Mughal Empire. So, go ahead and indulge in these sweet, flavorful treats! With Nankhatai Zafrani Khoya, the baking connoisseurs at LU bring the historical flavours of the Mughal Empire to life, inspired by Nankhatai's rich past. Bakeri Nankhatai maintains the original taste and texture of the centuries-old recipe with the addition of khoya and zafran flavours so you can enjoy the royal delicacies. Thus, this advertisement implies:

+> only NanKhatai biscuits are close to traditional heritage

6) "Your peace of mind is our business"

This tag line is taken from the advertisement of Habib Metropolitan Bank Your peace of mind is our business is the slogan used by the bank. The bank dispenses the insurance products of principal allied insurance firms. These exceptional goods are intended to report wide- ranging requirements such as children's futur , retirement and pension arrangement and life insurance etc. The same bank has Mobile banking app which is an essence of eased and offers you access to your banking account immediately. So, implicature of this advertisement can be:

+> Habib Metropolitan Bank deals for mental relaxation of their customers and not for own personal benefit

7) "Yeh Hua Na Healthy, Wealthy and Wise decision"

This tag line is taken from the advertisement of Summit Bank An account in this bank marks banking calm and reachable for everybody. The only essential thing is your CNIC to start availing the profits of Summit Asaan Account marks banking calm and reachable for everybody. Asaan account is the best illustration to explain how this is working for layman. The only essential thing is your CNIC to start availing the profits of Summit Asaan Account or Asaan Savings Account with its distinctive structures with ease. Asaan account is intended for people from all paces of life, precisely for people who are unknown to hassle free banking. Thus, this advertisement implies:

+>Wise people open their accounts in Summit Bank

8) "You Can Afford To Close Your Eyes Because Our Eyes Are Open"

This amazingly catching line is taken from the advertisement of Nestle Milk Pack. The Ultra-High-temperature action is usually being done to slay all the germs and pathogens that may exist in the loose milk. Then the processed milk is filled in Tetra Pack through disinfected process. Special wrapping and UHT action give Nestle Milk Pack an extended the life of milk than loose milk because after the whole action there is not bacteria around to worsen the milk. Hence, this advertisement implies:

+> Milk of Nestle Milk Pack is healthy and free from germs

9) "Strong Bano Smart Raho"

Important vitamins, potassium and protein confirm that new butter makes Gluco even better. The newness of milk enhances the nourishing worth of our biscuits. All of these things seem fit for the tag line which is ensuring the strength which they provide. Moreover, they confirm that these cookies are not all work and no play. The delicate sugariness pleasures the palate and gives a lift of energy. It is an EBM brand under the Preak Freans, healthy and tasty range which is besieged to kids and particularly those who hurry for schools premature in the morning leaving their breakfast and also for the children who overlook breakfast. So, by witnessing these

things, Peak Freans hurled Gluco biscuit which the claimed delivered liveliness to the kids. So, this slogan implies:

+>Only Gluco biscuits are providing power and wisdom at the same time

10) "Banaye Khoobsurat Kitchen aur Zindagi"

Homage is a brand selling kitchen appliance in Pakistan. Meaning of this tag-line can be that Homage appliances make your kitchen beautiful which in return make your life peaceful, calm and beautiful. Thus, in a nutshell, this advertisement implies:

+>For beautiful life, beautiful kitchen is compulsory

11) "What is Life Without Chaska (taste)!"

This advertisement +> that life must have some taste. Taste comes from delicious food. So, for wonderful and enjoyable life delicious and tasty food is necessary. It further implies that Lahore Chatkhara, an eatery in Pakistan, provides its customer toothsome meal. Hence, if someone wants to enjoy life and have delicious meal then he or she must visit Lahore Chatkhara and order from that place. In a nutshell, one can put the implicature of this advertisement as:

+> Life is boring without cahska and Lahore Chatkhara makes your life enjoyable.

12) "Discover Ultra Luxurious Living That's A Class Apart"

This tag line is taken from the advertisement of Oyster Court, a housing scheme in Pakistan. 'Ultra-Luxurious' implies that in this housing scheme rich people are living. Their living standard is 'class apart' which implies that their way of living, their locality and their community is different and is of high standard from rest of the Pakistanis. They are not only living a luxurious life but as a matter of fact they are living an ultra-luxurious and top-notch life style and all that has been made possible due to Oyster Court. They are not like the common people. They belong to bourgeoisie class of the state. Hence, one can assume the implicature of above-mentioned tag line as:

+> Living in Oyster Court will increase your status in society.

13) "I will start today for strong bones tomorrow"

This tag line is taken from Nestle Nesvita's advertisement. Nestle Nesvita is a milk selling product. It is a known fact that milk helps in keeping human bones strong. Above mentioned tag-line implies that people must start drinking Nestle Nesvita's milk from young age. It will help keeping bones strong and healthy. 'Strong bones tomorrow' reflects that drinking Nestle Nestiva milk during younger age will help him or her to have strong bones during old age. In old age, bones are prone to fracture. Nestle Nesvita will help the person from having fractures. In short, implicature of above mentioned tag-line is:

+>Nesvita keeps bones strong in young age as well as in old age

14) "Sophisticated Luxury Life Style"

This tag-line is of brand Momi Garments, local clothing brand in Pakistan. It implies that people look sophisticated and when they wear clothes purchased from Momi garments and otherwise they don't look sophisticated. Besides, word 'luxury' imples that people also look classy and assumed to have a top-notch living standard when they wear clothes, they have purchased from Momi Garments only. Thus, if one wants to appear as a sophisticated person belonging to an elite-class then he or she must buy clothes from Momi Garments. So, this tag-line has the following implicature:

+> People look classy as well as decent in Momi Garments

15) "Fish you all the best!"

People generally say 'wish you all the best' for wishing someone good luck. Above mentioned tag-line, 'fish you all the best' is of Menu- a company selling meat products in Pakistan. It implies that if someone wants to have best fish meat then he or she must visit Menu's outlet and buy their fish meat. Only Menu is providing delicious, tender and healthy fish meat. Rest of the brands may not provide that much tasty fish meat which Menu is providing. If one wants to state implicature of the above mentioned tag-line in just one sentence, then it can be as follows:

+> only Menu is providing best taste of fish to people.

VI. Conclusion

In short, above-mentioned advertisements are being analyzed with the help of George Yule's model related to implicature. Above mentioned analysis can help to give detail information of language being used in advertisements i.e. how ideas can be implied in advertisements. It also tells how certain implicatures are used in advertisements to make claims about benefit or effectiveness of the product. It is evident from the study that advertisements not only help in elevating the vocabulary but also in learning the basic distinctions in the target language as in, word relations and their implied meaning using synonyms, antonyms, homophones and pictures.

Besides, this study depicts that how certain underlined meanings are present in advertisements and in order to understand them it is very important to teach implicature to the students of language learning.

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Appendix:

1)

2)

3)

ORIENT
Live in Innovation
AIR CONDITIONERS
ECONOTECH Series
POWERFUL COOLING
WIFI CONTROL
ENERGY EFFICIENT
SMART
AIR CONDITIONERS

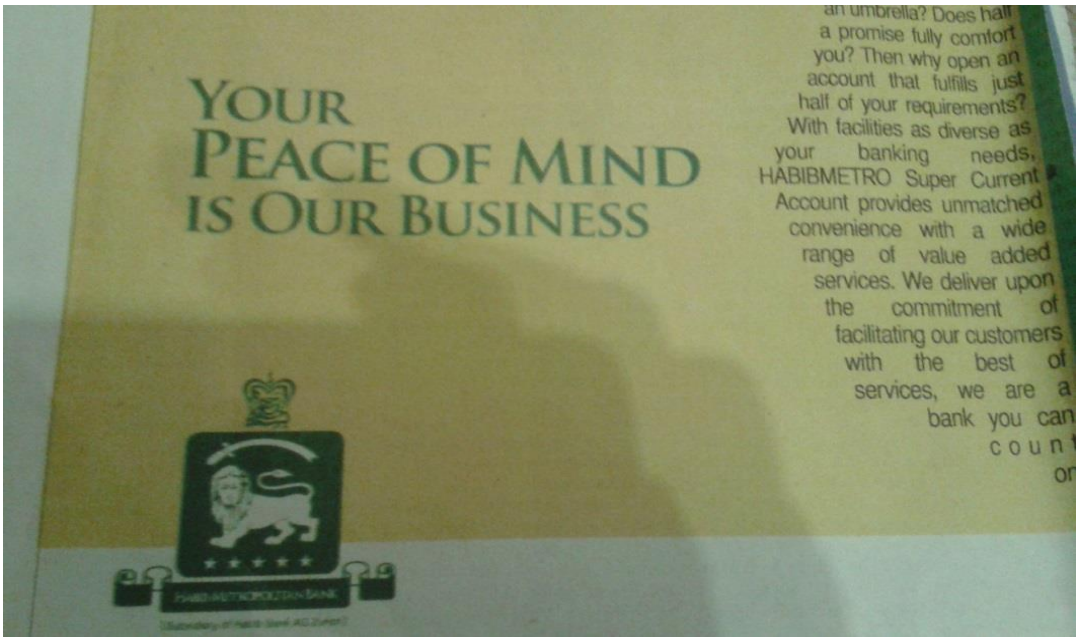
4)

A Product of
Young's
Bee Hive's
Honey
A healthy day with
a healthy breakfast

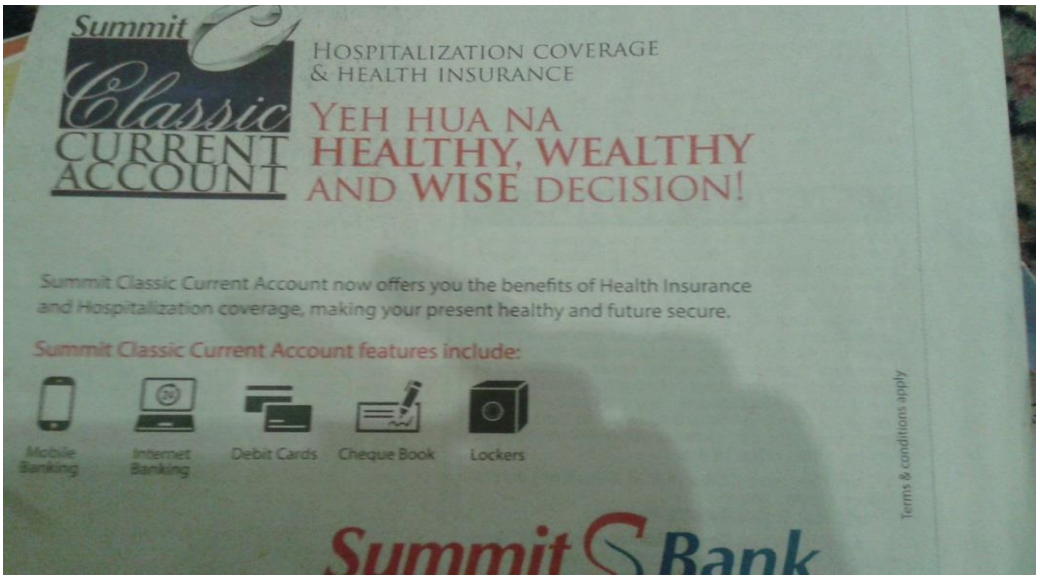
5)

LU BAKERI
نان خطائی
THE TRADITIONAL TASTE

6)


YOUR
PEACE OF MIND
IS OUR BUSINESS
an umbrella? Does half
a promise fully comfort
you? Then why open an
account that fulfills just
half of your requirements?
With facilities as diverse as
your banking needs,
HABIBMETRO Super Current
Account provides unmatched
convenience with a wide
range of value added
services. We deliver upon
the commitment of
facilitating our customers
with the best of
services, we are a
bank you can
count
on

7)


Summit
Classic
CURRENT ACCOUNT
HOSPITALIZATION COVERAGE & HEALTH INSURANCE
YEH HUA NA HEALTHY, WEALTHY AND WISE DECISION!
Summit Classic Current Account now offers you the benefits of Health Insurance and Hospitalization coverage, making your present healthy and future secure.
Summit Classic Current Account features include:
Mobile Banking
Internet Banking
Debit Cards
Cheque Book
Lockers
Terms & conditions apply
Summit Bank

8)

Nestlé Milk Pak
YOU CAN AFFORD TO
CLOSE YOUR EYES
BECAUSE
OUR EYES ARE OPEN!
Nestlé Quality Guarantee
4 steps to Safe Milk
Healthy Animals
Protective Packaging
Self Collection
Quality Testing
© 2014 Nestlé

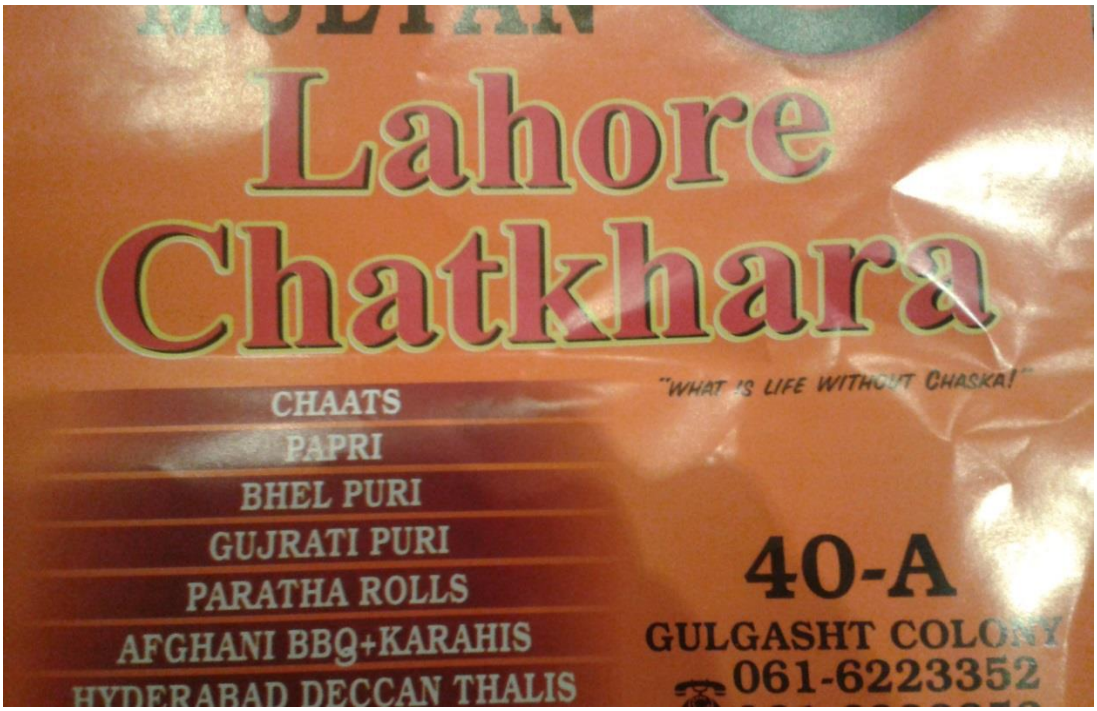
9)

Peek Freans
The Legend Leads...
STRONG BANO
SMART RAHO
Peek Freans
Gluco
TASTY AND NUTRITIOUS BISCUITS

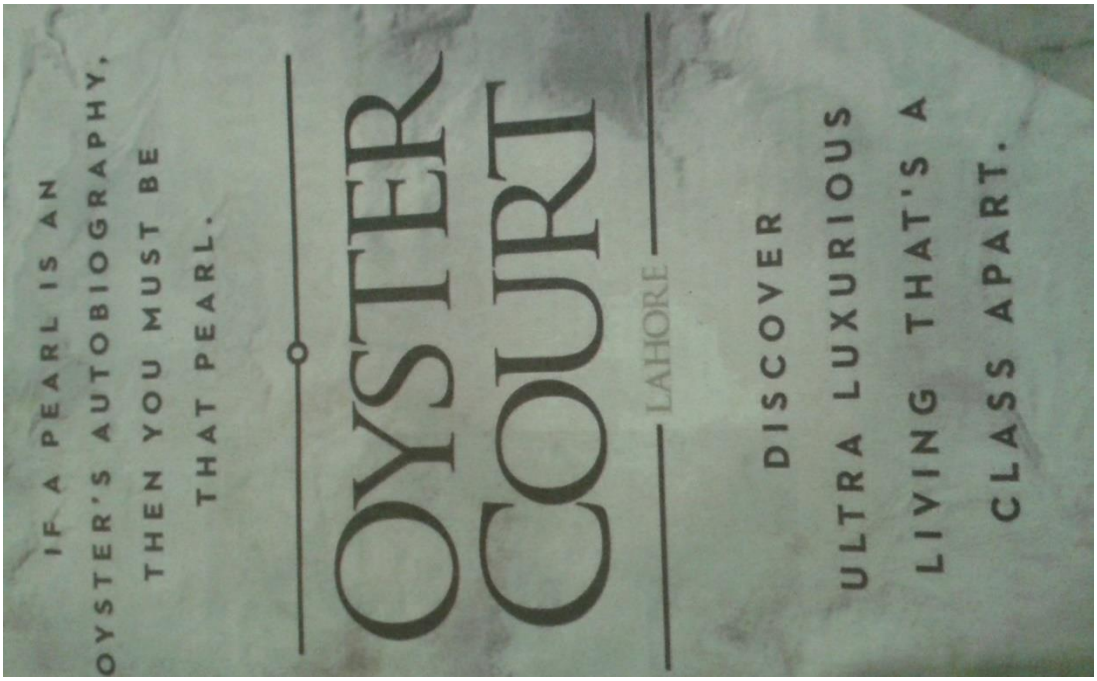
10)

HOMAGE
Tribute to good living
Banaye Khoobsurat
Kitchen aur Zindagee
Homage Induction Cooker
Homage's elegant and stylish induction cooker series works on induction technology in which a magnetic coil is heated that in return creates an electromagnetic field & induct a heating reaction in induction base cookware.
Web: www.homage.pk UAN: (021) 111-764-111

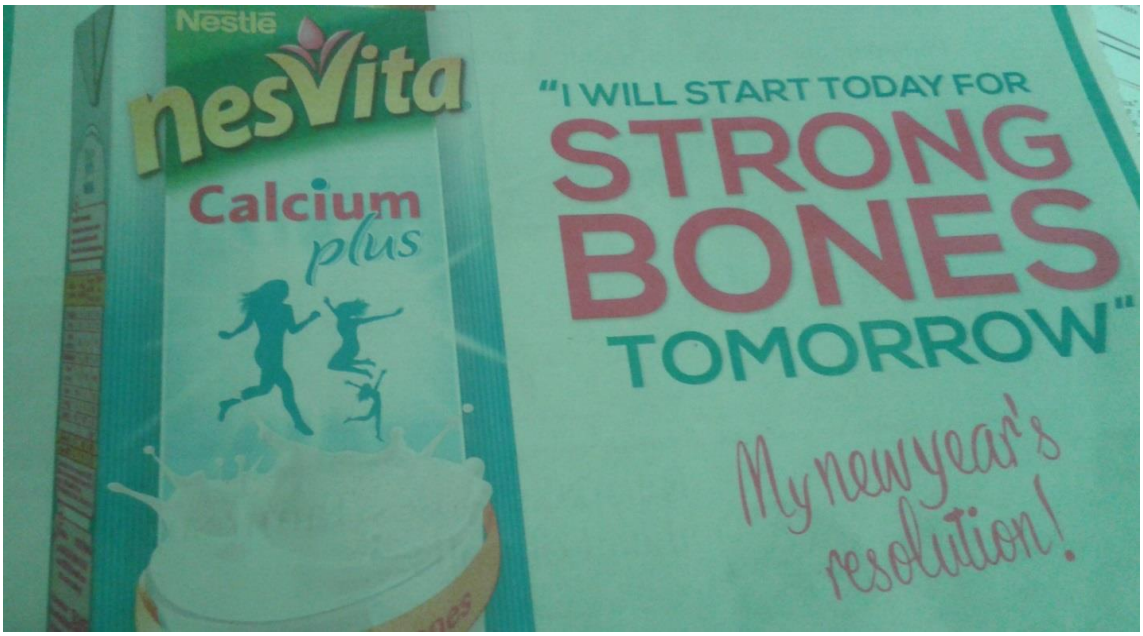
11)


Lahore
Chatkhara
"WHAT IS LIFE WITHOUT CHASKA!"
CHAATS
PAPRI
BHEL PURI
GUJRATI PURI
PARATHA ROLLS
AFGHANI BBQ+KARAHIS
HYDERABAD DECCAN THALIS
40-A
GULGASHT COLONY
061-6223352

12)


IF A PEARL IS AN OYSTER'S AUTOBIOGRAPHY, THEN YOU MUST BE THAT PEARL.
OYSTER COURT
LAHORE
DISCOVER ULTRA LUXURIOUS LIVING THAT'S A CLASS APART.

13)


Nestlé
nesVita
Calcium
plus
"I WILL START TODAY FOR
STRONG
BONES
TOMORROW"
My new year's resolution!

14)

MOMI
FASHION BOUTIQUE
& GARMENTS
Matloob Hussain
0345-7362200
0332-7362200
0300-7514766
Sophisticated
Luxury
Life Style

15)

MENU
NEW ARRIVAL
Premium Fish Fillet
Fish you all the Best!
Ready to Fry...Rush to Try