

**LANGUAGE USE ANALYSIS OF SELECTED COSMETIC  
BRAND PRINT ADVERTISEMENTS**

**ROCHEL A. JUEGO**

An Undergraduate Thesis Submitted to the Faculty of the Department of English and  
Humanities College of Arts and Sciences, Central Luzon State University  
Science City of Munoz, Nueva Ecija, Philippines  
in partial fulfillment of the requirements  
for the degree

**BACHELOR OF ARTS IN LANGUAGE AND LITERATURE**

**FEBRUARY 2018**



## **BIOGRAPHICAL SKETCH**

Juego, Rochel A. was born on 27<sup>th</sup> of July year 1996 in Punturin Valenzuela Metro Manila, she is now 21 years old and currently residing in Brgy. Camanacsacan San Jose City Nueva Ecija with her family. Her father is Roberto P. Juego; a very loving and hard-working man, he is a kind of father that can do everything for his children. Her mother is Norma A. Juego; a very loving, caring and understanding mother. She has only one sister, her name is Shaina Kaye A. Juego, 18 years old.

The researcher finished her Elementary Education at Camacsacan Elementary School in year 2008 and Secondary Education at Constancio Padillia National High School in year 2012. She was an honour student when she was in Grade 6 and 4<sup>th</sup> year high school.

For her Tertiary Education, she took up Bachelor of Arts in Language and Literature in Central Luzon State University. Also she was a former secretary and treasurer of Alpha Sigma Fraternity/Sigma Alpha Sorority

## ACKNOWLEDGMENT

The author would like to express her earnest gratitude to all those people who made this thesis possible.

To her thesis adviser, **Ma'am Jemima Atok**, for being her mentor, for patiently teaching this concepts and ideas, for always motivating the researcher when she's feeling down and in times that she didn't believe in herself. She is indeed such an inspiration for her, and when someday the researcher become a teacher she do hope that she will be as great as hers;

To her **Critic Ms. Charmaine Kyle Bongat** who shared his knowledge about this study;

To her **DEH family**, most especially Ma'am Kaye, Mam Shy, Ma'am Daisy, Ma'am Gina, Ma'am Beth, Ma'am Marj, for equipping her with knowledge from the beginning of her college journey up until where she is right now, without them, she can never be this prepared;

To **Dr. Mark Anthony G. Moyano** for the laughter, support and for being good father of ABL; he is indeed such an inspiration for her;

To her **ABL** family who provided enjoyment in times of she can no longer stand pressure and stress, for the precious moments they shared together that made this journey a memorable and worth treasuring;

To her **Alpha Sigma brothers** and **Sigma Alpha sisters**, for staying by her side in times of need, for their courageous words that made her go through and for the

unforgettable experiences that only this brotherhood and sisterhood was able to provide, there will always be a special flame burning of TRJ/TLL in her heart;

To her **best friends** Princess, Laizza, Keith, Daisy, Jinky, Christian, Charlie and Joshua, they have given her a companionship that is truly priceless, they are the shoulders she leaned on in the toughest times of doing this thesis, she almost gave up but they were there to cheer her up and believed that she can;

To her sister **Shaina** and **LJ**, for the moral support and understanding that she can't do household chores sometimes because she was doing her thesis, they are really grateful for having the best sisters in the world who understands her flaws;

To her **mama and papa**, she owe them everything from the very first moment she breathe and until now, for the moral, spiritual support and importantly financial aid without any question and hesitation, she would not go this far without them who are her light, her guide and her strength in doing this, she cannot put into words how much thankful she is for having them as her parents, they may not have everything but they are always willing to do anything to give what's best for them; and

To **Almighty God** who gave her all of these awesome people as blessings in her life without them she can't imagine travelling this journey, for their guidance that led her away from any danger, for the wisdom and courage to overcome all the hardships that made her stronger and for the unconditional love, their presence will always be felt in her heart.

ROCHEL A. JUEGO

## TABLE OF CONTENT

	PAGE
<b>LIST OF FIGURE</b>	vii
<b>LIST OF EXHIBIT</b>	ix
<b>LIST OF APPENDIX</b>	x
<b>ABSTRACT</b>	xi
<b>INTRODUCTION</b>	
Background of the Study	4
Statement of the Problem	5
Conceptual Framework	6
Theoretical Framework	10
Scope and Limitations of the Study	11
Significance of the Study	11
Definition of Terms	
<b>REVIEW OF RELATED LITERATURE AND STUDIES</b>	
Related Literature	
Pragmatics	13
Conversational Implicature	14
Cooperative Principle	15
Observance of Conversational Maxim	18
Non-Observance of Conversational Maxims	18
Advertising	21
Advertising Language	22
Cosmopolitan Philippines Magazine	23
Metropolitan Magazine	24
Candy Magazine	25
Related Studies	26
<b>METHODOLOGY</b>	
Research Design	29
Materials	29
Respondents of the Study	30

Research Procedure	30
Data Source	31
Data Analysis	31
<b>RESULTS AND DISCUSSION</b>	
Analysis of Advertisements in Cosmopolitan Magazine	33
Jordana Modern Matte Lipstick	33
Ivi Premium Collagen	35
SCO Sun Lover Face Screen	36
Clinique Beauty Cream	38
Este Lauder Pure Envy Oil-Lipstick	39
Olay Eyes Pro-Retinol Eye Treatment	40
Ever Bilena Advance Lip and Cheek Stain	41
Emtrix Fungal Nail Solution	43
Analysis of Advertisements in Metropolitan Magazine	44
Bench Fix Professional Hair Spray	44
Ever Bilena Luxe Lipstick	46
Bellic Brightening Body Lotion	47
Kojiesan Dream White Bed Ritual	48
The Face Shop Yehwadam Revitalizing Cream	50
Analysis of Advertisements in Candy Magazine	51
Skin White Classic Whitening Lotion	53
Bys Eye Shadow	54
Herbench Lip and cheek tint	55
Revlon Concealer	56
Wella Hair Treatment	57
Revlon Color Stay Make-Up	57
Caronia Nail Polish	59
Violation of Conversational Maxim	60
Discussion	64
<b>SUMMARY, CONCLUSION, AND RECOMMENDATION</b>	
Summary	66
Conclusion	67
Recommendations	68
<b>LITERATURE CITED</b>	69
<b>APPENDICES</b>	72

## LIST OF FIGURES

FIGURE		PAGE
1	Conceptual Paradigm	6
2	Number of Occurrences of Conversational Maxims	60
3	Conversational Maxims and Consumers Relationship	62

## LIST OF EXHIBIT

EXHIBIT		PAGE
1	Jordana Modern Matte Lipstick	34
2	Ivi Premium Collagen	35
3	SCO Sun Lover Face Screen	36
4	Clinique Beauty Cream	38
5	Este Lauder Pure Envy Oil-Lipstick	39
6	Olay Eyes Pro-Retinol Eye Treatment	40
7	Ever Bilena Advance Lip and Cheek Stain	41
8	Emtrix Fungal Nail Solution	43
9	Bench Fix Professional Hair Spray	44
10	Ever Bilena Luxe Lipstick	46
11	Bellic Brightening Body Lotion	47
12	Kojiesan Dream White Bed Ritual	49
13	The Face Shop Yehwadam Revitalizing Cream	50
14	Skin White Classic Whitening Lotion	52
15	Bys Eye Shadow	53
16	Herbench Lip and cheek tint	54
17	Revlon Concealer	55
18	Wella Hair Treatment	56
19	Revlon Color Stay Make-Up	56
20	Caronia Nail Polish	59

## LIST OF APPENDIX

APPENDIX		PAGE
1	Questionnaire	73

## ABSTRACT

**JUEGO ROCHEL A.**, Bachelor of Arts in Language and Literature, Department of English and Humanities, College of Arts and Sciences, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines. **FEBRUARY 2018. LANGUAGE USE ANALYSIS OF SELECTED COSMETIC BRAND PRINT ADVERTISEMENTS**

Adviser: **CHARMAINE KYLE P. BONGAT**

Advertising plays an important role in everyday life, it mainly determines the image and way of life and has an impact on how people think as well the attitude toward the world around them. This research focused on use of language in pragmatic perspective. The analysis covered Conversational Implicature, Cooperative Principle and Cooperative Maxims. In this way it is possible to dissect the hidden meaning of advertisements. In this sense, to be more specific, the aim of this research is to identify and to describe the violation of Conversational Maxims in selected cosmetic brand print advertisements. A quantitative analysis carried out on how advertisers do violate maxims of Cooperative Principle in the advertisements. The researcher has found that advertiser's do violate conversational maxims intentionally to arise the interestingness of the people towards the product they advertise. Moreover, this research also concludes that even though there is violation of Conversational Maxims in the advertisements people would still purchase the product.

**Keywords:** Conversational Implicature, Cooperative Principle, Conversational Maxims, Advertisements, Advertising Language

## LITERATURE CITED

- AUSTIN, J.L. 1962. *How to do things with words*. Oxford: Oxford University Press
- ALVARO, R.N. 2011. *The role of conversational maxims, implicatures and presupposition in the creation of humour: An analysis of woody allen's anything else*. Master Dissertation.
- BOVEE, C.L., et al. 1986. *Contemporary Advertising*. Illinois: Richard D. Irwin Inc.
- BURNETT, J., & MORIARTY, S. 1997. *Advertising: Principles and Practice*. New Jersey: Prentice-Hall, Inc.
- DOMINICK, J.R. 2005. *The Dynamic of Mass Communication: Media in the Digital Age* 8<sup>th</sup> edition. New York. McGraw-Hill Companies
- FITRIANY, A.N. 2016. *Generating Conversational Implicature Strategies on the Advertisements of Vogue Magazine*. Thesis. English Language and Letters Department , State Islamic University of Maulana Malik Ibrahim
- FROLOVA, S. 2014. *The Role of Advertising in Promoting a Product*. Degree Programme in Industrial Management, Centria University of Applied Sciences.
- FINNEGAN, E. 2004. *Language: It's Structure and Use*. New York Wadsworth.
- GRICE, H. P. 1975. *Logic and Conversation*. In P. Cole & J.L. Morgan (Eds.), *Syntax and Semantics* Vol. 3. Speech acts (41-58). New York: Academic Press.
- LEVINSON, S.C. 1994. *Pragmatics*. New York: Cambridge University Press
- LEWIS, W. 2000. *Advertising: Principles and Practice*. New York: Routledge
- LI, Y. 2015. *The Observance and Non-Observance of Cooperative Principle in English Advertisements*. 3<sup>rd</sup> International Conference on Education, Management. Arts, Economics and Social Sciences.
- LIU, F. 2012. *A Study of Principle of Conversation in Advertising Language. Theory and Practice in Language Studies*. 2, doi: 10.4304/tpls.2.12.2619-2623
- MELCHENKO, L. 2003. *Inferences in Advertising: A Study of Swedish and Russian TV Commercials*. MA Thesis. Lund University

- MEY, J.L. 2004. *Pragmatics: An Introduction*. Australia Blackwell Publishing
- PEI, M. 1967. *The Story of Language*. New York: The New American Library.
- SPERBER, D. & WILSON, D. 1995. *Relevance: Communication and Cognition*. Cambridge: Blackwell Publishers.
- THOMAS, J. 1995. *Meaning in Interaction*. New York: Longman Publication.
- WIDDOWSON, H.G. 1975. *Stylistics and the Teaching of Literature*. London: Longman Publication.
- VIKRY, M, 2014. *An analysis of conversational implicature in Iron Man 3*. Thesis. English Letters Department, State Islamic University Syarif Hidayatullah, Jakarta.
- YUAN, X. 2005. *A Pragmatic Analysis on Advertising Language*. US-China Foreign Language, NorthWestern Polytechnic University. 3, (26) 45-46
- YULE, G. 1996. *Pragmatics*. New York: Oxford University Press