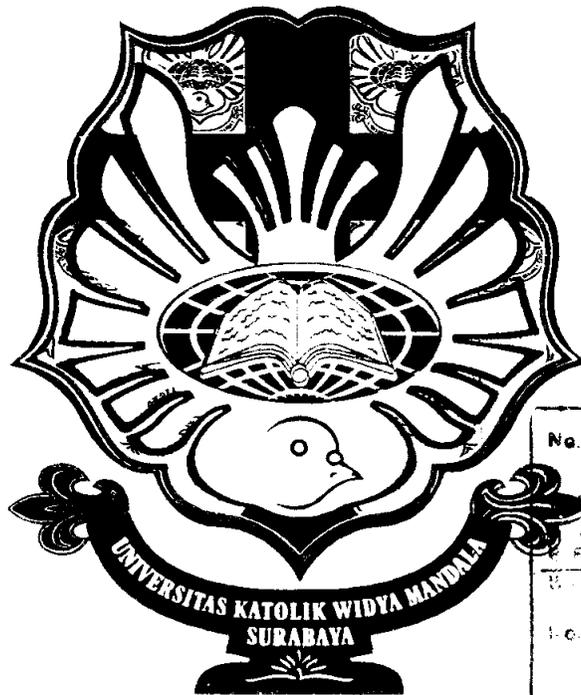


# A STUDY ON THE COOPERATIVE PRINCIPLES IN CIGARETTE ADVERTISEMENTS

## A THESIS

As a Partial Fulfillment of the Requirement  
for the Sarjana Pendidikan Degree  
in English Language Teaching



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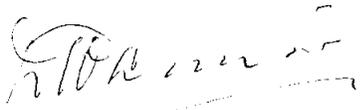
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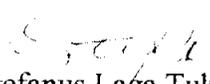


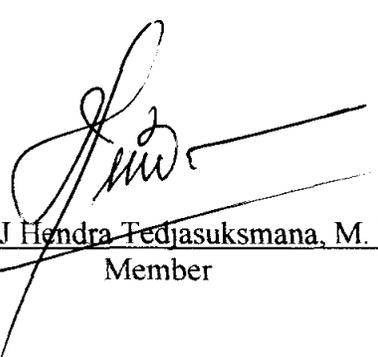
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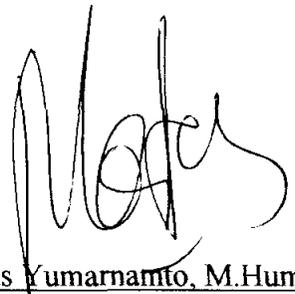
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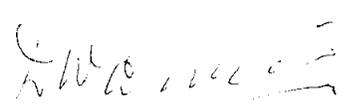
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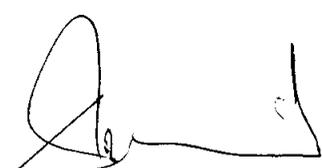
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The Writer

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## ABSTRACT

Mustikaningsih, Dinna, 1998. *A study on the Co-Operative Principles in Cigarette Advertisement*. Thesis Program Studi Pendidikan Bahasa dan Seni. FKIP. Universitas Katolik Widya Mandala Surabaya. Advisor: DR. Wagiman Adi Soetrisno, MA (1) and V. Aniek Setiawaty S.Pd (2)

Key words : Cooperative Principle, Cigarette Advertisement

When we see cigarette advertisements both in printed and electronic media, we will not get the meaning of the message (jingle) easily since it is so obscure, ambiguous, and sometimes irrelevant to the product being advertised (cigarette) itself. We have to know the meaning behind the jingle, or the implicature of the cigarette advertisements before they really come to the real or true message, as the advertisers want the public to perceive. The reason why cigarette advertisements perform differently from other kinds of advertisements is they are not allowed to state their message explicitly and clearly as the response to the rules, which are set by the government about advertising for the cigarette products.

Their unique jingles and the curiosity to get the meaning behind the jingles motivate the writer to conduct analysis using the four principles of communication as stated by Paul Grice. His four principles or four maxims that should be obeyed in doing communication as an assurance that the communication goes smoothly are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner.

By doing this analysis, the writer wants to know how far cigarette advertisements through their jingles have flouted / disobeyed the four principles / the four maxims of Grice and how they can perform interesting, effective, and informative advertisement after being tied up by the rules.

The writer finally found out that most of the cigarette jingles have flouted or disobeyed the principles of communication or co-operative principles by performing such unclear, irrelevant, untrue, and inadequate information to the public. They tend to flout the conventions as the response of the rules and also the efforts to create such interesting, image-making building advertisements, yet persuasive enough to help its selling rate.