



Illocutionary Act of Printed Cigarette Advertisement Issued in *TIME* Magazine from 1990-2000

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Abstract

The governments all over the world have stricken the advertising of cigarettes in any media in order to discourage people from smoking and improve public health, including the printed ones in magazines. Consequently, the advertiser has also come up with a strategy so that cigarettes can be advertised and accepted without violating the government regulation. This research aims to find the hidden meaning of the advertisement through the use of illocutions contained in the printed cigarette advertisements collected from the *TIME* magazine issued between 1990-2000. The result shows that there are illocutions found in 29 printed advertisements such as 10 direct-literal illocutions, 7 direct-non-literal illocutions, and 12 indirect-non-literal illocutions.

Keywords: printed cigarette advertisement, elements of printed cigarette advertisement, illocutions.

Introduction

As most people already know, many countries forbid any kind of cigarette advertisement to directly show the readers the image of smoking activity. Since those countries are aware that smoking is hazardous to the health of their citizens. It even can encourage those who are under age to smoke. Moreover, the government all over the world emphasizes the use of warning boxes to be contained in not only the printed one, but also in every kind of cigarette advertisement as a way to remind the readers or customers to consider that smoking is dangerous. Therefore, the advertiser is required to include the health warning box in the advertisement.

As a result, the advertiser has to come up with alternate ways to promote the cigarette. The advertiser must attract readers more with the visual of the advertisement and then turn the warning box obsolete. After that, the advertiser conveys a message through the cigarette headline and subhead combined with the other elements of printed advertisement. This method is used by the cigarette advertiser in making the advertisement more attractive in order to persuade the readers to buy the cigarette effectively, or at least make them think which cigarette is worth buying or better than the others.

A professional advertising writer, Charles O'Neil (1998) suggests that the language of advertisement must involve readers. In order to involve the readers, an advertisement must be as attractive as possible. On the other hand, in order to make the printed cigarette advertisement as implicit as possible. In other words, the headlines and subhead combined with the other elements of the printed cigarette advertisement must make the readers understand the "invisible" meaning of the advertisement.

This "invisible meaning" or what is meant rather than written, is part of pragmatic study, particularly in the study of illocutionary acts. In order to recognize the invisible meaning, the target audience must be able to depend on a lot of shared assumptions and expectations (Yule,1996:3). The investigation of those assumptions and expectations provides us with some insights into how the message in printed cigarette advertisements gets more communicated than it is said.

According to Austin's three-way taxonomy of speech act (1962), pragmatically there are three acts that could be carried out by a speaker. They are locution (the act of saying something), illocution (the act of doing something), and perlocution (the act of affecting someone). Locution act merely describes the state of affair and can be straightforwardly identified without context. Beside describing or referring to something, an utterance may realize an act provided by the speech situation. Perlocution is the effect of a speech act uttered by a speaker to the hearer. A perlocution, besides affecting the hearer may also include locution and illocution at the same time

Example (Horn and Ward, 2006):

- a. Locution: The bar will be closed in five minutes. The speaker is merely saying that the bar will be closed in five minutes.
- b. Illocution: When a speaker says "The bar will be closed in five minutes", that not only means the bar will be closed, but the speaker wants everyone in the bar to leave. Therefore, the hearer should leave the bar.
- c. Perlocution: When a speaker utters "The bar will be closed in five minutes", it has a perlocution act when the hearer responds with "All right, i'm leaving".

This research analyzes the illocution instead of perlocution and locution. It is because the advertisements are seen as a medium to deliver messages from advertisers to the readers using language. The message may be directly or indirectly

expressed through the word used.

Illocution is classified into four kinds (Austin, 1962); they are direct, indirect, literal, and non-literal. Direct illocution is mostly directly indicated by a literal reading of the grammatical form and vocabulary of the uttered sentence; whereas indirect may have another illocution beside the sentence uttered. Literal illocution is the one whose meaning can be derived from the meaning of the used words. Contrast to literal, the meaning of non-literal illocution is opposite to the meaning of words used to form utterance.

Example (Horn and Ward, 2006):

a. Direct Illocution: "Open the door"

The speaker wants the hearer to open the door.

b. Indirect Illocution: "Can you open the door?"

The speaker is asking if the hearer can open the door or not. But actually, the speaker is requesting the hearer to open the door in a polite manner.

c. Literal Illocution: "I love the sound of your voice"

The speaker really loves the voice of the hearer.

d. Non-Literal Illocution: "I love the sound of your voice"

The speaker wants the hearer to stop singing by ironically telling him/her that the speaker actually cannot stand the hearer's voice.

Both literal and non-literal illocution might be derived from the sentence. The difference is that literal illocution produces the meaning literally as the sentence semantically states. Meanwhile the non-literal illocution produces the meaning beyond the text.

Method

The researcher collected the data by taking photographs of the magazine in the library of Pusat Pelatihan Bahasa (PPB) Universitas Gadjah Mada and the central library of Universitas Gadjah Mada. Taking photographs was preferred since the library is technically unable to provide a scanning service of the magazine to support the data collection of this research. After that, the collected printed cigarette advertisements were analyzed for its headline and subhead as the textual basis of the analysis. This textual basis is further interpreted along with the other textual and visual part of the advertisement to find the illocutionary type made by each advertisement.

Discussion

The sentences used in printed cigarette advertisements mostly indirectly persuade the reader to buy the product. A printed advertisement, including printed cigarette advertisements usually use the headline (H) and subhead (SH) as the main attraction to persuade the readers. H and A is also considered as a unit which cannot be analyzed partially. Should both H and SH are analyzed separately, the main idea of the advertisement will be difficult to comprehend.

The analysis shows that there 3 types of illocutions found in the collected printed cigarette advertisement. They are direct-literal, direct-non literal, and indirect-literal illocution. The occurrences and percentage of the findings is as follow:

Table 1 (Occurrences and percentage of the illocution)

No	Illocution Type	Occurrences	%
1	Direct-literal	10	34
2	Direct-non literal	7	24
3	Indirect-literal	12	42
4	Indirect-Non Literal	0	0
Total		29	100

All of the illocution types found from the analysis are explained in the following part.

Direct-Literal Illocution

Direct-literal illocution is a part of illocutionary act that allows the advertisements to deliver the message in a direct manner along with a message that can be clearly derived. There are 10 printed cigarette advertisements containing direct-literal illocution. They are explained as follow:

1. Brand: 555 (3 advertisements)

Headline: *555 Stands out for taste.*

Sub-head:



The headline directly says that 555 has a standing out taste. Then, the background picture shows a single black pawn surrounded by white queen, rook, knight, and bishop. These white pieces are powerful, which means that 555 as the black pawn has a standing out taste among other well-known brands.

This advertisement is displaying a picture of the situation on a work desk. In the displayed work desk, a phone is being used and calculation notes. The readers can relate this picture into a job that requires concentration like accounting. Which means, it is telling that 555 is worth smoking during work in order to boost up concentration.

The other one uses the same headline. The difference is the background picture of some breakfast meals. But, the sample picture of 555 is excluded from the breakfast picture. Through these background pictures readers can relate a smoking habit after meals. In another word, this one is telling the readers that 555 will complete the taste of the breakfast.

2. Brand: Marlboro

H: Marlboro

SH: Famous Marlboro Reds and Marlboro Lights – either way you get a lot to like.

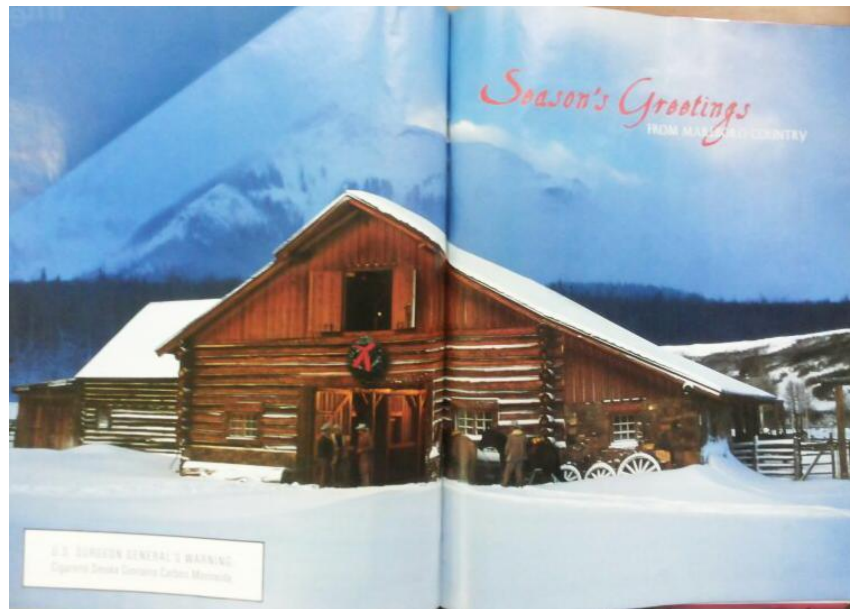


As both Marlboro Red and Marlboro Lights are displayed as sample pictures. The headline stands to emphasize both products are a single part of Marlboro. After that, the subhead explains that even if the readers choose either Marlboro Reds or Marlboro Light, they will like it. The background picture of the cowboy also adds the message that the readers still can be the cowboy of Marlboro no matter what the choice is.

3. Brand: Marlboro

H: Season's Greetings From Marlboro Country

SH: -

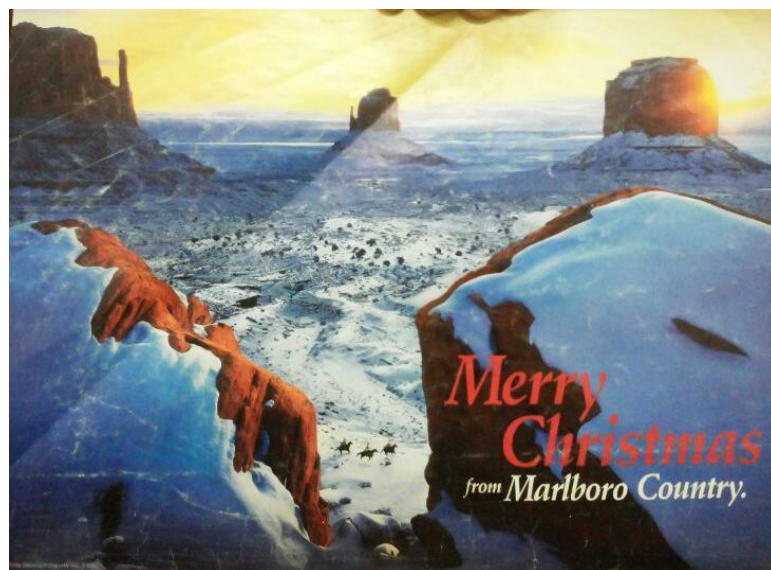


This advertisement only shows the background picture of a barn decorated for Christmas during winter and some cowboys standing in front of it. The headline states that this is the act of greetings from Marlboro Country. This advertisement is also issued during winter. In other words, this advertisement is literally a greeting from Marlboro.

4. Brand: Marlboro

H: Merry Christmas from Marlboro Country

SH: -



Similar to the previous advertisement, this one also greets the readers for

Hary Prasajo Syafa'atillah

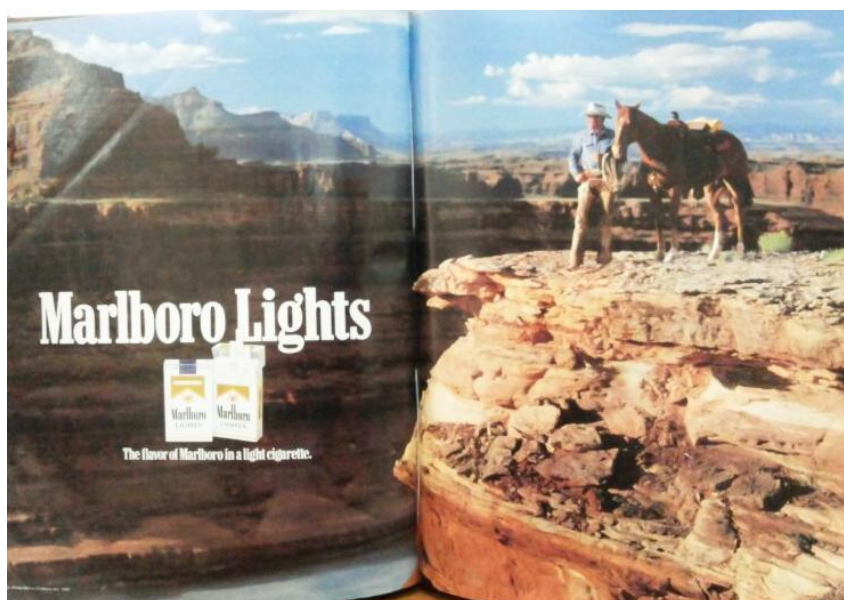
*Illocutionary Act of Printed Cigarette Advertisement Issued in TIME Magazine
from 1990-2000*

Christmas. But, this one is conveying its message by showing the regularly arid region covered in snow with the cowboys riding horses in it. This advertisement is also issued during winter which makes this advertisement a Christmas greeting edition from Marlboro.

5. Brand: Marlboro Lights

H: Marlboro Lights

SH: The flavor of Marlboro in a light cigarette



The headline simply explains the advertised product. The subhead also explains that the readers can still be the cowboys of Marlboro by smoking Marlboro in a light cigarette.

6. Brand: Rothmans King Size

H: WORLD LEADER

SH: -



Rothmans King Size uses a blunt headline declaring itself as the world leader in cigarettes. The declaring headline is then supported by the sample picture of the big size of this cigarette in one's palm as a comparison and the body copy that explains it is actually big. In the end, the slogan which is positioned below the body copy closes the advertisement by saying this product is the best cigarette money can buy.

7. Brand: Rothmans King Size

H: THE GREATEST NAME IN CIGARETTES

SH: -

Hary Prasajo Syafa'atillah

Illocutionary Act of Printed Cigarette Advertisement Issued in TIME Magazine from 1990-2000



The headline directly says that Rothmans King Size holds something great as it is named. Moreover, the body copy describes more reasons why the readers should buy Rothmans King Size. The sample picture as the background also shows how big this cigarette is as mentioned in the body copy. The advertisement asks nothing to buy the cigarette, but it just simply says why it is worth buying.

8. Brand: Rothmans King Size

H: THE BEST TOBACCO MONEY CAN BUY

SH: -



The headline of this advertisement bluntly says that Rothmans King Size is the best affordable cigarette. The headline and the sample picture that shows the size of the cigarette also help the readers to quickly grasp the idea that this cigarette is worth buying.

Direct-Non Literal Illocution

Direct-literal illocution is an illocutionary act that directly delivers the message to the reader and the true meaning of the message is hidden behind the utterance. There are 6 printed cigarette advertisements containing direct-non literal illocution. They are explained as follow:

There are 7 printed cigarette advertisements containing direct-non literal illocution.

1. Brand: Marlboro Red and Marlboro Lights

H: Come to where the flavor is

SH: -

Hary Prasojo Syafa'atillah
Illocutionary Act of Printed Cigarette Advertisement Issued in TIME Magazine
from 1990-2000

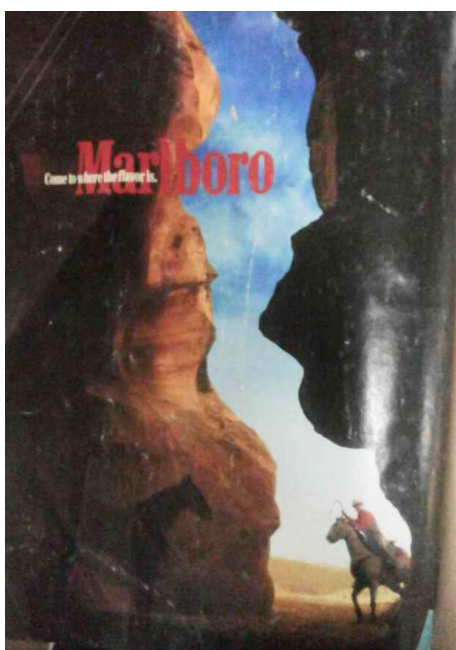


In this Marlboro's printed advertisement, it is inviting the reader to come to a country where they find a flavor as the headline stated. But the country is not the one portrayed in the picture. It can only be experienced if the readers smoke Marlboro. The sample pictures of Marlboro Red and Marlboro Lights also appear next to the headline. Which means no matter which cigarette the readers smoke, they still can experience the adventurous joy of Marlboro.

2. Brand: Marlboro

H: Marlboro

SH: Come to where the flavor is



The headline simply states the brand followed by the subhead that asks the reader to Come to where the flavor is. The background picture also shows some cowboys attempting to rope a horse. But the readers do not have to do what the cowboys do in the background picture in order to experience the flavor of being that cowboy. The readers only need to smoke Marlboro in order to be the cowboy.

3. Brand: Marlboro

H: Come to where the flavor is. Come to Marlboro Country

SH: -



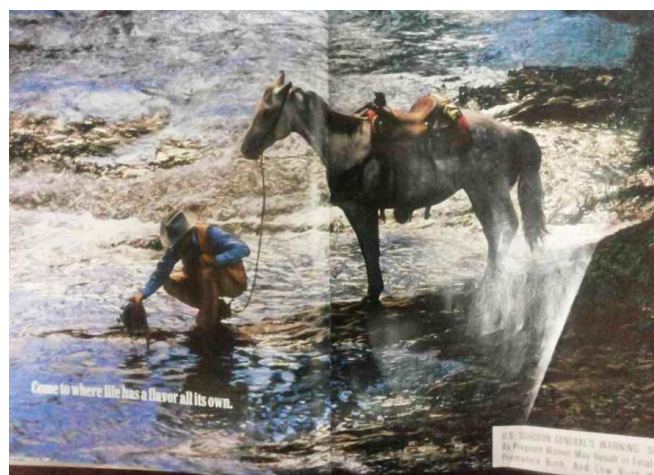
The headline asks the readers to come to Marlboro Country to find the flavor. The Marlboro Country itself is a place where cowboys deal with adventure all the time as represented by the background picture where three cowboys are crossing the river on their horses. But even the readers are directly asked to come to Marlboro Country, they do not have to find and visit Marlboro Country since that place is an imagination created by the advertisement. They only need to smoke Marlboro in order to experience what the cowboys do in Marlboro Country.

4. Brand: Marlboro

H: Come to where life has flavor all its own

SH: -

Hary Prasajo Syafa'atillah
Illocutionary Act of Printed Cigarette Advertisement Issued in TIME Magazine
from 1990-2000

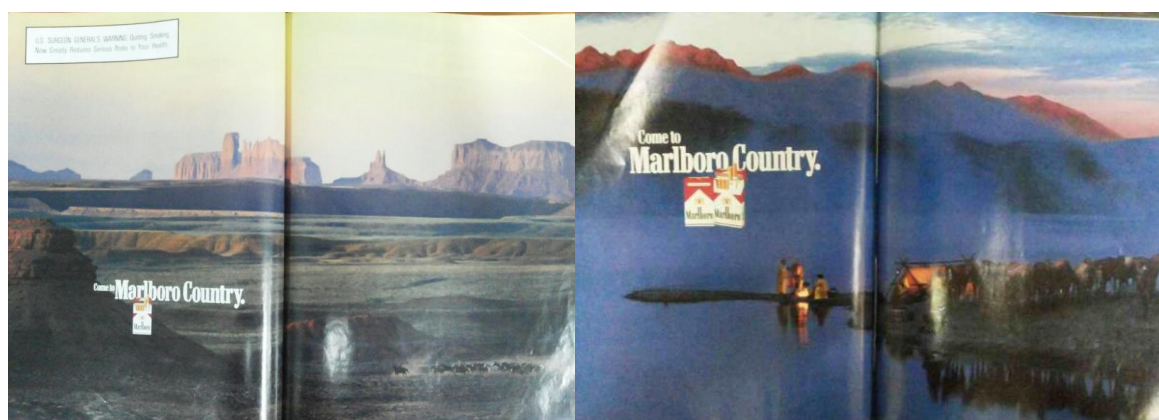


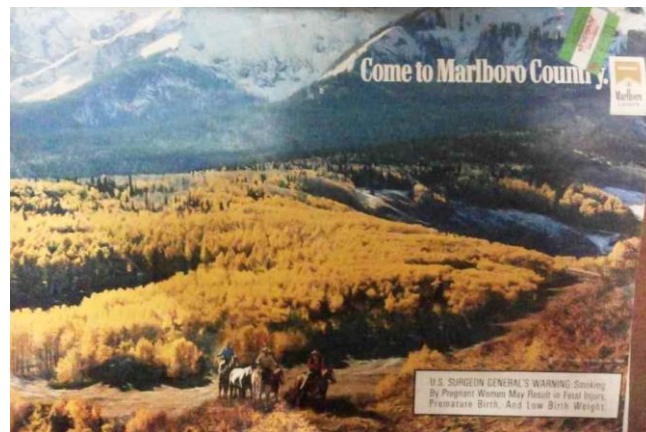
This advertisement invites the readers to come to a place where they can have the flavor of its own. Followed with the background of a cowboy filling up his drink from the river, this advertisement is illustrating that the readers who want to imagine themselves as the cowboy drink something unusual yet the readers do not have to do exactly what the cowboy does to be one. Simply by smoking Marlboro, the readers can imagine themselves as a cowboy. So, they are persuaded to smoke Marlboro in order to feel the flavor of a cigarette of all its own as illustrated in the advertisement.

5. Brand: Marlboro Red (2 advertisements) and Marlboro Lights (1 advertisement)

H: Come to Marlboro Country

SH: -





The headline is inviting the readers to come to Marlboro Country. As the typical background picture of Marlboro's advertisement shown in this advertisement, it is shown that Marlboro Country is a country where cowboys are going out on an adventure. Needless to say, this advertisement is telling the readers that if they smoke Marlboro Reds and Marlboro Lights they can be a part of Marlboro Country.

Indirect- Non-Literal

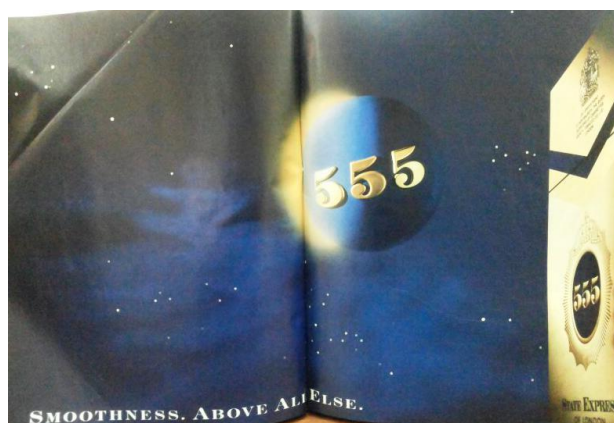
Indirect-non literal illocution is an illocutionary act that hides the intention and meaning of the message behind the utterance itself. There are 12 printed cigarette advertisements containing indirect-non literal illocution. They are explained as follow:

There are 11 printed cigarette advertisements containing indirect-non literal illocutions.

1. Brand: 555

H: Smoothness. Above All Else

SH: -

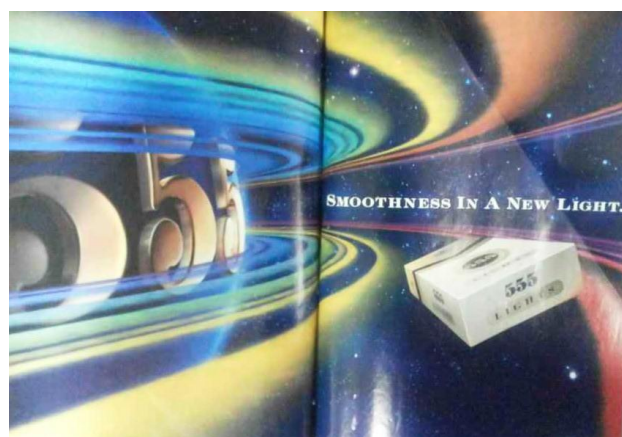


This advertisement simply tells the brand's specialty in the headline. The specialty is represented by the 555's logotype imprinted on the moon covering the sun. The sun can be related as the center of the universe, which means the most important part of it. But the moon is covering it which means this product prioritizes its smoothness more than anything else. So, this advertisement persuades the readers to consume 555 by illustrating and informing the specialty of the cigarette.

2. Brand: 555

H: Smoothness In A New Light

SH:



After the word Smoothness has been used in the previous advertisement, now that word is reused as the headline for this advertisement. It now works more to remind the readers that this advertisement is advertising a new product of 555 – 555 Light, it is still the part of 555. The background picture shows the planet 555 with its ring getting passed by 555 Lights. This advertisement is also playing with words to represent what the product is trying to say to the reader. The headline uses the word Light which in the context of this advertisement is light cigarette or the

speed of light. Either way, the readers can relate this advertisement with the illustration contained in the background picture that this advertisement is offering 555's smoothness in light cigarettes.

3. Brand: Carlton

H: Stocks Go Up. Stocks go down. But one thing is sure...Carlton is lowest

SH: With the taste that right

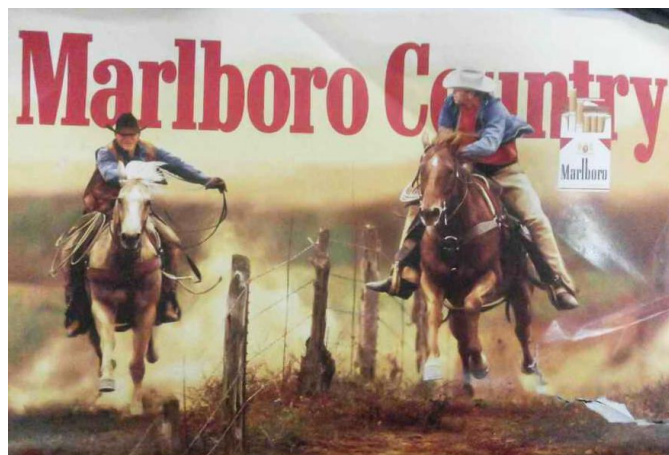


This advertisement is related to the Black Wednesday tragedy that occurred in September 1992 when the value of British Pounds Sterling crashed in the stock market. By relating to such an economic event, the advertiser is reminding the readers by issuing this advertisement 2 months after the event. Hence, comparing the level of tar and nicotine in Carlton with the stock's value which means no matter how the stock is dropped or crashed, the level of tar and nicotine in Carlton is always the lowest.

4. Brand: Marlboro Red

H: Marlboro Country

SH: -



The background picture shows two cowboys racing with their horses with the headline stating that this race is part of Marlboro Country. Right after the headline, the sample picture of Marlboro Red is also displayed. The advertisement is trying to say that if the readers smoke Marlboro Red, they can be part of these cowboys of Marlboro Country.

5. Brand: Mild Seven

H: Mild Seven

SH: Smooth Sensation

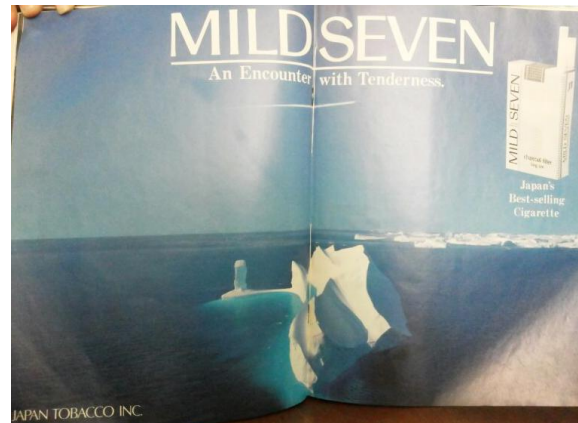


After the brand is introduced in the headline, the subhead follows by saying that Mild Seven has a smooth sensation. It is also represented by the background picture that shows a ski player. Skiing is a sport that is not practiced by many people. This representation shows that if the readers dare themselves to smoke Mild Seven, they will taste the sensation as if they were actually skiing.

6. Brand: Mild Seven

H: Mild Seven

SH: An Encounter With Tenderness

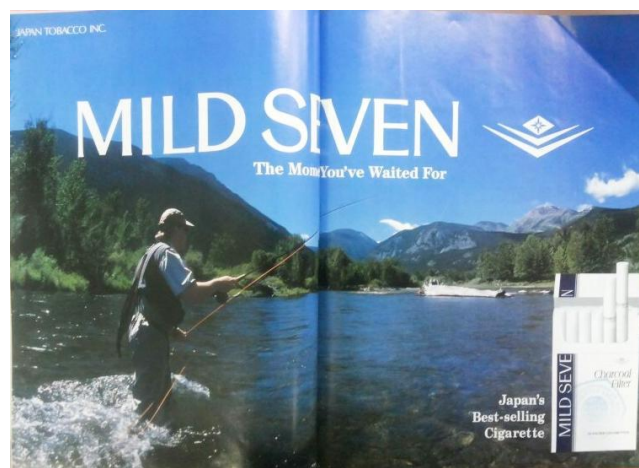


The headline simply introduces the brand and the subhead says that the meeting between the readers and the Mild Seven is an encounter with tenderness of cigarette. The tenderness of Mild Seven is represented by the soft glacier shown by the background picture. Meanwhile, glaciers can only be found in the north or south pole. So, the message of this advertisement is if the readers smoke Mild Seven, they finally find a tenderness without going far to the north or south pole.

7. Brand: Mild Seven

H: Mild Seven

SH: The Moment You've Been Waiting For



Mild Seven portrays itself as something that has been waiting in its subhead. The background picture shows a man fishing in the river who also supports the

Hary Prasajo Syafa'atillah

*Illocutionary Act of Printed Cigarette Advertisement Issued in TIME Magazine
from 1990-2000*

subhead. Fishing can also be regarded as an activity of waiting for a fish to be captured. So, this advertisement is saying that Mild Seven is a good cigarette the readers have been waiting for.

8. Brand: Stuyvesant

H: Wherever you go....so much more to enjoy!

SH: -



At first, the meaning implied in the headline is still unclear. But when it is combined with the background picture of an airplane's wing, the headline means that the readers will have much to enjoy in their trip. Then, the body copy describes the speciality of Stuyvesant to inform the readers to carry one. In the end, the slogan closes the advertisement by illustrating Stuyvesants, a passport which can be enjoyed everywhere.

9. Brand: Stuyvesant (4 advertisements)

H: So much more to enjoy!

SH: -



Different from the previous advertisement, the scene of the background picture of each advertisement takes place in various places such as ST.Tropez, Tahiti, San Diego, and Alpen. The headlines are saying that the readers can feel secure and have more to enjoy if they carry Stuyvesant on their trip. The body copy describes the speciality of Stuyvesant to inform the readers to carry one. In the end, the slogan that illustrates Stuyvesant as a passport concludes that it will make the readers' vacation tastes better.

Conclusion

Most frequently used types of illocutions are direct-literal and indirect-non-literal. Direct-literal because the advertisement is trying to be clear, giving information to the readers that can be easily understood so they are convinced to buy the cigarette. The occurrences of indirect-non literal illocution also signifies the advertisement's attempt to be more persuasive by making the product related to a certain moment and situation so the readers can imagine themselves as the part of that moment and situation by smoking the advertised cigarette.

Through its message and unique design, the printed cigarette advertisements also build the image of the advertised product. So, the readers can distinguish one cigarette brand among the others before deciding which brand is the best or worth buying.

Pragmatic study of printed cigarette advertisements is an interesting topic to discuss. However, there are many forms of cigarette advertising with their linguistic aspects that have not been discussed. Therefore, further research regarding cigarette advertising should be carried out.

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