

THE FLOUTING OF CONVERSATIONAL MAXIMS IN MAKE-UP ADVERTISEMENTS FOUND IN PEOPLE STYLE WATCH MAGAZINE

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Abstract

This research aims to identify the types of conversational maxim that are flouted in the headlines and taglines of make-up advertisements found in three issues of *People Style Watch* magazines published in August, September and October 2015, to study the implied meaning, and identify actions that a woman should take to be considered an ideal woman suggested by make-up advertisements. The result of the research shows that there are 25 headlines and taglines which flout the conversational maxims, namely maxims of quantity, maxims of quality, maxims of relation, and the combination of the maxims. The result also shows that there are seven actions that a woman should take to be considered an ideal woman represented in each headline and taglines, namely wear make-up, wear make-up all day and everywhere, become beautiful in a fast and easy way, wear bold make-up, wear make-up to make the face healthier, wear make-up like models on the runway, and wear make-up everyday.

Keywords: cooperative principle, conversational maxims, flouting of conversational maxims, headlines and taglines, make-up advertisements, ideal woman.

Intisari

Skripsi ini bertujuan untuk mengidentifikasi jenis-jenis maksim konversasional yang diabaikan dalam headlines dan taglines dari iklan-iklan make-up di dalam tiga edisi majalah People Style Watch terbit pada bulan Agustus, September dan Oktober 2015, mempelajari titerisratnya, serta mengidentifikasi tindakan-tindakan yang seharusnya diambil oleh seorang wanita untuk dianggap sebagai wanita ideal menurut iklan-iklan make-up. Hasil studi ini menunjukkan bahwa ada 25 headline dan tagline yang mengabaikan maksim-maksim konversasional, yaitu maksim kuantitas, maksim kualitas, maksim relasi, dan kombinasi dari maksim-maksim tersebut. Hasil studi ini juga menunjukkan bahwa ada tujuh tindakan yang seharusnya diambil oleh seorang wanita untuk dianggap sebagai wanita ideal, yaitu memakai make-up, memakai make-up seharian dan di mana saja, menjadi cantik dengan cara yang cepat dan mudah, memakai make-up yang berani, memakai make-up yang membuat wajah lebih sehat, memakai make-up seperti model-model yang ada di runway dan memakai make-up setiap hari.

Kata kunci: prinsip kerja sama, maksim-maksim konversasional, pengabaian maksim-maksim konversasional, headlines dan taglines, wanita ideal.

INTRODUCTION

The main goal of most advertisements is not only to sell products, but also to persuade readers to think and act in a particular way. According to Asemah et al. (2013), advertising is defined as an urge which affects the consumers' mindset towards the products, thereby influencing the way consumers view them and how buying certain products can prove beneficial for them (p.958). Consequently, it makes advertisers use certain advertising techniques which usually present reason and example to create interest and influence action or thought towards the product. For instance, an advertisement for a foundation product could use the emotional appeal technique that will trigger one's emotional need into buying the product. The copywriter uses persuasive language in the advertisement which may contain exaggeration that a person who has black spots on his or her face may be considered an unattractive person. By utilizing an emotional appeal to make the readers feel uncomfortable, advertisers attempt to get potential buyers. The readers are expected to purchase the foundation product to overcome the problematic black spots on their faces and make them feel confident.

The ability of the copywriters in using language to persuade readers has motivated the writer to analyze it further on how they use language by deliberately flouting maxims of Grice's Cooperative Principle. The concept of the cooperative principle is expressed as an expected amount of information provided in conversation as the speaker and the listener in a conversation cooperate with each other (Grice, 1975, p.45). The cooperative principle consists of four conversational maxims, which are:

1. Maxim of Quantity
 - a. Make the contribution as informative as required for the current purposes of exchange.
 - b. Do not make the contribution more informative than is required.
2. Maxim of Quality
 - a. Try to make a contribution is true
 - b. Do not say what is believed to be false
 - c. Do not say that for which evidence is lacking.
3. Maxim of Relation

The main idea of maxim of relation is that the utterance must be relevant with the topic being discussed.

4. Maxim of Manner
 - a. Avoid unclearness of expression.
 - b. Avoid ambiguity.
 - c. Be brief.
 - d. Be orderly.

(Grice, 1975, p.45-46)

Cutting (2002) said that flouting a maxim occurs when a speaker appears not to follow the maxim but expects the hearer to appreciate the meaning implied (p. 37).

In this research, the writer also investigate the image of an ideal woman found in the headlines and taglines of make-up advertisements in three issues of *People StyleWatch* magazines which were published in August, September and October 2015. However, this image of an ideal woman in advertisements is not expressed directly. It is found if one looks deeply into the advertisement and one way to make the readers spare their time to read the advertisement carefully is to make the headlines and taglines that can arouse the readers' curiosity and get their attention.

The objectives of the research are: to identify the types of maxim flouted in the headlines and taglines of make-up advertisements found in *People StyleWatch* magazines, and to reveal the implied meaning of the headlines and taglines found in *People StyleWatch* magazines which represent the image of an ideal woman.

FLOUTING OF MAXIMS AND IMAGE OF AN IDEAL WOMAN ACCORDING TO MAKE-UP ADVERTISEMENT IN *PEOPLE STYLEWATCH* MAGAZINE

1. Flouting of Maxims in the Headlines and Taglines

There are 25 data found in three issues of the *People StyleWatch* magazine all of which are analyzed in the graduating paper. The writer finds three cases flouting maxim of quantity, six cases flouting maxim of quality, one case flouting maxim of relation, five cases flouting maxim of quantity and quality, four cases flouting maxim of quantity and manner, three cases flouting maxim of quality and manner, and threecases flouting maxim of quantity, relation and manner. The table below shows the percentage of the each type of flouting found:

Table 1 The Number of Occurrence of the Flouting of Conversational Maxims in the Headlines and Taglines of Make-up Advertisements in *People StyleWatch Magazine*

No.	Types of flouting	Frequency
1.	Maxim of quantity	3
2.	Maxim of quality	6
3.	Maxim of relation	1
4.	Maxim of manner	0
5.	Maxim of quantity and quality	5
6.	Maxim of quantity and manner	4
7.	Maxim of quality and manner	3
8.	Maxim of quantity, relation and manner	3

The table shows that maxim of quality is the most flouted in make-up advertisements with the number of seven cases. In this flouting, the headlines and taglines often give false information, or information that lack evidence of. The flouting of maxim of quality also occurs when the headlines and taglines use exaggerated statement, such as metaphor or hyperbole. It is presumed that by flouting the maxim of quality, the advertisements will get more of the reader's attention in order to deliver the idea or image of the product. A strong claim also usually appears in the headlines and taglines which contain effects that women would get as they use the make-up product. The readers will believe that they can acquire the same quality that the make-up advertisements promised, for instance a woman will look beautiful and have a good complexion only when she wears a certain make-up product. Thus, they will imagine something which is different from the reality.

The table also reveals that there is no flouting of the maxim of manner in the headlines and taglines of the make-up advertisements. This is due to the fact that when the headlines and taglines flout this maxim, they will simultaneously lead into the flouting of maxim of quantity or flouting of maxim of quality, or both of the maxim of quantity and maxim of relation. It is presumed that when the headlines and taglines flout the maxim of manner, it usually contains ambiguous expression which cause difficulties for the readers to understand the meaning of the headlines and taglines. For instance, when a headline flouts both maxim of quantity and manner, it does not directly deliver the required information and tends to give less information than required. Thus, it makes the readers read further in order to get the intended meaning.

1.1. Flouting Maxim of Quantity

Below is the example of the flouting of maxim of quantity:

Example 1

"Inspired by Milan. Look by Milani."—*Milani* from *People StyleWatch* magazine September issue, page 43 (**Datum 1**)

Context

a. Situational context

Milani promotes new matte lipsticks named *Color Statement Moisture Matte Lipsticks*. The female model in the advertisement is captured wearing red color lipstick along with the picture of the lipstick which comes in a gold tube.

b. Co-textual context

The word 'inspired' means something is produced with the help of inspiration (*Oxford Learner's Dictionary*). The word 'Milan' refers to a city in northern Italy which is an important financial and industrial center and also a center of the fashion industry while the word 'look' means a particular style in fashion, clothes, hair, etc. (*Longman Dictionary of Contemporary English*). So from the context, it is assumed that *Milani* produces a matte lipstick based on their inspiration of Milan city and women who use this lipstick would acquire the style of *Milani*.

Data Interpretation

This tagline flouts the maxim of quantity as it does not deliver any information about the product. Because of this flouting, the readers are unable to acknowledge the features of the product; the longevity of the product or the variation of the shades; till they read a brief description in the body copy of the advertisement. It makes the tagline provide very little information. However, if analyzed further, the tagline contains a promise to the readers. The copywriter wants to deliver the message that *Milani* has the best quality since its company and product are inspired by the make-up look seen in the fashion industry of Milan city especially the runway. *Milani* ensures the readers that they would get these runway looks if they wear *Milani's* products.

Example 2

“Smoother, fuller brows. 2 easy steps to wow.”—*Maybelline* from *People StyleWatch* magazine September issue, page 145. (Datum 2)

Context

a. Situational context

Eyestudio from *Maybelline* launched their new eyebrow pencil named *BrowDefine + Fill Duo*. This eyebrow pencil has two ends. The first end is the pencil which gives shape to the eyebrow and the other end is a powder which is located on the cap and which will blend the color of the pencil eyebrow. In order to get the powder, one has to dab the sponge into it. There are three pictures which illustrate the application of the eyebrow pencil.

b. Co-textual context

The word ‘smooth’ means something with smooth surface without rough parts, lumps, especially in a way that is pleasant and attractive (*Longman Dictionary of Contemporary English*). The word ‘fuller’ refers to ‘something with no empty space’, while the word ‘step’ means ‘one of a series of things that somebody does, which forms part of a process’ (*Oxford Learner’s Dictionary*). The word ‘wow’ is used to impress and excite someone greatly (*Oxford Dictionary*). Then, the meaning of the headline is that *Maybelline’s* eyebrow pencil can make one’s eyebrows look smoother and fuller by following the two easy steps thus the person who uses it can impress and excite someone greatly.

Data interpretation

The readers might think that this headline is quite informative because it conveys an explicit message to the readers that women will only need two steps to get the perfect eyebrow which is full and smooth. Yet, according to Grice’s Cooperative Principle, this headline flouts the maxim of quantity as it only mentions and provides very limited information. The advertisement only gives information without mentioning what steps those women will need to take to do their eyebrows. However, if the readers see the whole advertisement, they will find the illustration on how to use the eyebrow pencil such as the readers need to draw lines on the eyebrow by following the original shape of the eyebrow using the pencil and filling it with the powder to blend the color evenly. Further analysis shows that the headlines tries to lure the readers to know more about the product by mentioning the easy two steps and it would make the

readers read to the whole advertisement. *Maybelline* also tries to persuade women to use this eyebrow pencil to get an attractive look in order to impress other people around them. Moreover, they could be attractive with easy and fast application.

1.2. Flouting Maxim of Quality

Below is the example on the flouting of maxim of quality:

Example 3

“Up to 24hr matte without the flat. The pro look of long wear.”—*L’Oreal* from *People StyleWatch* magazine August issue, pages 16-17 (Datum 4)

Context

a. Situational context

A brand from *L’Oreal*, named *Infallible*, promotes their foundation product. From the advertisement, it can be seen that there are three pictures in the background of the advertisement. The first picture is a female model who is wearing a stylish white top and she is exercising by lifting a two kilogram barbell while posing beautifully for the camera. She is also wearing some jewelries and her hair is let down. The second picture is a close-up of her face and the last picture is the product itself.

b. Co-textual context

The phrase ‘up to’ indicates a maximum amount of something (*Oxford Dictionary*). The word ‘matte’ means a matt colour or matt complexion which has a dull surface and not shiny (*Oxford Dictionary*). The word ‘flat’ could indicate anything that is lacking emotion; dull and lifeless (*Oxford Dictionary*). Then, the word ‘pro’ is an abbreviation for professional and the phrase ‘long wear’ which has a similarity with the phrase ‘long lasting’ means ‘endured for a long period of time’ (*Oxford Dictionary*). An appropriate meaning for ‘matte without the flat’ is having a matte complexion on someone’s face but not looking dull or lifeless or like wearing a mask. Thus, the meaning of the headline is that the matte foundation lasts 24 hours without the flat effect; having a professional make-up look of long lasting product.

Data Interpretation

Learning from the context, it can be seen that the headline presents the image of long lasting foundation

product which refers to the quality of the product. However, the phrase ‘pro look of long wear’ which implies that the foundation product could give the person who wears it a professional make up look is considered as flouting the maxim of quality because it states something which lacks evidence. Nevertheless, through this flouting, it is expected that the readers will believe that the *L’Oreal* foundation provides a great matte complexion because it does not wear off throughout the day even when the person is doing a lot of activities which can cause them to sweat for example like the woman in the advertisement who is doing exercise but still has full make-up on. Further analysis shows that *L’Oreal* wants to ask women to always wear make-up wherever they go because they will still remain beautiful even when they are facing a busy day, working day and night.

Example 4

“The art of the smoky eye. Ultimate perfection in just 1 stroke.”—*L’Oreal* from *People StyleWatch* magazine September issue, page 133. (Datum 7)

Context

a. Situational context

The headline is for the *L’Oreal* eyeliner advertisement named *Smokissime* which is an eyeliner in the form of a pencil. It can be used as an eyeliner that has a smudge effect or as an eye shadow. As can be seen in the advertisement, the eyeliner is supposed to be used to give smoky effect to the eyes. The shades of the eyeliner is black which can be smeared along the eye lid and down the lash line.

b. Co-textual context

The word ‘art’ means works that is produced by human creative skill and imagination (*Oxford Dictionary*). The word ‘smoky’ refers to something that is like smoke in color or appearance (*Oxford Dictionary*), so in terms of make-up, one can interpret that the phrase ‘smoky eye’ means having an eye make-up effect which has the color or appearance of smoke. The word ‘ultimate’ means something that happens at the end of a long process (*Oxford Learner’s Dictionary*). The word ‘perfection’ means the state of being perfect (*Longman Dictionary of Contemporary English*). The word ‘stroke’ refers to an act of moving an object across a surface by applying gentle pressure (*Oxford Dictionary*). Thus, the first sentence in the

headline means a smoky eye effect on one’s eyes which is produced through creative skill and imagination and the second sentence means an ‘ultimate perfection’ of smoky eye which is supposed to be earned by a long process but can be achieved by just one ‘stroke’ of the *L’Oreal Smokissime*.

Data Interpretation

By examining the meaning through the context, it is noticed that the headline flouts the maxim of quality. When the phrase ‘ultimate perfection’ is used, the readers will understand that *Smokissime* eyeliner by *L’Oreal* has the best quality. This indicates the flouting of the maxim of quality because the copywriter makes a statement which lacks evidence. In addition, the sentence which stated that the perfect smoky eyes can be achieved by just one stroke is believed to be false because there are other steps to be taken to get a smoky eye look for instance adding more strokes of the eyeliner to add more color on the eyelid and brushing the eyeliner on the eye lid to make it blend perfectly. However, this is done to emphasize that this eyeliner is a product that is easy to be used and only needs a simple and fast application on the eyelid to get the perfect smoky eye.

1.3. Flouting Maxim of Relation

Below is the example of the flouting of maxim of relation:

Example 5

“Shine don’t be shy.”—*Dior* from *People StyleWatch* magazine October issue, page 11. (Datum 10)

Context

a. Situational context

Dior launched its new *Dior Addict Lipstick* collection and comes with the ‘Shine don’t be shy’ tagline. This tagline is printed in the exact same color as the shade of lipstick that is shown in the background of the advertisement which is pink. Jennifer Lawrence, an American actress, appears on the advertisement as the model who represents *Dior Addict Lipstick*. She is wearing a light pink dress which suits perfectly with the shade of lipstick that she wears. She also holds the lipstick as she looks to the camera. In addition, the lipstick itself is considered as a glossy lipstick because

of the finish look that it gives to the lips which is shiny yet natural looking.

b. Co-textual context

The word 'shine' means to look bright and smooth' (*Longman Dictionary of Contemporary English*). The word 'shy' refers to an act of avoiding of doing or becoming involved in something due to nervousness or a lack of confidence (*Oxford Dictionary*). Thus, this imperative sentence is asking women to shine instead of acting like they are avoiding something due to their lack of confidence.

Data Interpretation

The tagline is considered as flouting the maxim of relation since the tagline seems to stray from the topic by asking women to be confident and does not directly present the product. However, the phrase itself portrays what the lipstick offers. It tries to persuade women to wear the lipstick since it could give a natural shine to the lips. Moreover, the word 'shine' in this tagline also means that the lipstick could make women look bright. So, by wearing the lipstick, it is hoped that women would be more confident than she was before she applied the lipstick. It is intended especially to women who have low self-esteem to feel good about themselves, thus by using this lipstick, they are ready to shine rather than be shy.

1.4. Flouting Maxim of Quantity and Quality

Below is the examples of the flouting of maxim quantity and quality:

Example 6

"Stop stressing about your skin. All-day flawless coverage, better-looking skin in 3 weeks."—*Maybelline* from *People StyleWatch* magazine August issue, pages 82-83. (Datum 11)

Context

a. Situational context

Maybelline launched a new foundation product named *Superstay Better Skin*. The foundation comes in twelve shades which is suitable for pale to dark skin tones. It also claims that it can improve the skin's appearance in three weeks. The female model is smiling as her skin is flawlessly clear of any problems.

She also holds a white round sponge which has some writing on it.

b. Co-textual context

The first sentence is an imperative sentence which means that the headline is asking the readers to do something. In this context, the word 'stop' is used to ask someone to no longer do something (*Oxford Learner's Dictionary*). The word 'stress' refers to a pressure or worry which is caused by the problems in one's life while the word 'flawless' is regarded as something that has no flaws and therefore perfect (*Oxford Learner's Dictionary*). Then, the word 'coverage' describes the amount of something which covers an area or a group of people. (*Oxford Learner's Dictionary*). So, from this context, the meaning of the headline is asking women to stop worrying about their skin problems because not only that the *Superstay Better Skin* foundation can cover one's skin to look flawless throughout the day, but it can also make her have better-looking skin in three weeks.

Data Interpretation

By understanding the context, one learns that the headline succeeds in giving information to the readers. The first information is that the foundation has better formula than the other foundation which is not only used as a base make-up to even out one's facial skin tone but also as a skin care product which can overcome skin problems. Second, the readers learn that the headline is a promise made by *Maybelline* to attract the readers as they claim that the result of 'better-looking skin' can be seen in just three weeks. Third, as the word 'all-day' is used in the headline, readers should notice that the foundation is long wearing product which enhances the product quality. Yet, according to Grice's Cooperative Principle, the headline flouts the maxim of quality because the copywriter makes a statement which lacks evidence. Moreover, this headline also flouts the maxim of quantity as it only mentions and provides limited information. The readers are unable to get a very clear idea from the headline since they do not mention what kind of facial skin problems can be solved by using this foundation. However, if the readers read the whole advertisement, they would notice that any kind of dark spots, dullness and unevenness of the skin tones will be healed.

Further analysis shows that there is an implied meaning in the headline. By analyzing the phrase 'All-day flawless coverage, better-looking skin in 3 weeks', it is interpreted that *Maybelline* wants women to wear

make-up every day for three weeks in order to get the result of a better-looking skin. Yet, the texture of the usual foundation is quite heavy to wear on the skin especially when someone has to keep consistently applying it for three weeks. Nevertheless, it is believed that *Maybelline* wants to ensure that this foundation is lightweight and wearable every day.

1.5. Flouting Maxim of Quantity and Manner

Below is the example of the flouting of maxim quantity and manner:

Example 7

“Naked Science.”—*Physicians Formula* from *People StyleWatch* magazine October issue, page 93. (Datum 17)

Context

a. Situational context

Physicians Formula launched a new line product called *Nude Wear* which is a collection of make-up products. *Nude Wear* is specially used to create a no-makeup look or in other words, when one applies the bare skin make-up, she will look as though she is not wearing make-up at all. As seen in the advertisement, the female model is portraying the no-makeup look by wearing the *Nude Wear* products. There are only three of the eight products in *Nude Wear* line that appeared in the advertisement which are foundation (*Nude Wear Touch of Glow Foundation*), an all-in one palette consisting of four shades which have different functions as a highlighter, blusher, powder and bronzer (*Nude Wear Touch of Glow Palette*) and an all-in-one stick that can be used as a foundation, concealer, highlighter and touch-up tool (*Nude Wear Touch of Glow Stick*). These products claim that its ingredients are specially formulated for sensitive skin since they are free allergens or other chemicals that can irritate the skin. Moreover, these products also help blur the appearance of imperfection on skin such as fine lines, wrinkles, pores, uneven texture and signs of fatigue.

b. Co-textual context

The word ‘naked’ means something ‘without the usual covering’ and has a similarity with the word ‘bare’ which means a surface that is not covered by anything (*Oxford Learner’s Dictionary*). The word ‘science’ refers to ‘a knowledge about the structure and behavior of the natural and physical world, based on facts that one can

prove, for example by experiments (*Oxford Learner’s Dictionary*). The word ‘naked’ in the advertisement refers to the bare skin finish look of *Nude Wear* products and the word ‘science’ in this advertisement refers to the formula of the *Nude Wear* products since it is carefully made through experiments in order to create products that are suitable for sensitive skin. Yet, if it is interpreted as one phrase, it also could refer to a scientific investigation and experiment on science and technology that will be presented to people. The headline also could mean that *Nude Wear* by *Physicians Formula* is specially designed for creating the bare skin make-up look and it is suitable for sensitive skin.

Data Interpretation

The headline flouts the maxim of quantity since it does not provide enough information that will support the readers to understand clearly the meaning of the headline. The headline does not state about the benefits of the products on the skin, the intended skin type to use the product nor the names of each product.

The headline also flouts the maxim of manner since the phrase “naked science’ could be mistaken by some people who read it. The readers will be confused because the phrase is usually used for a scientific investigation on science and technology not on make-up product. This makes the headline unclear because it makes the readers difficult to understand the meaning of it. However, since the word ‘naked’ is used, the readers will be able to connect the headline with the name of the product itself which is *Nude Wear*. This flouting is done in order to attract the readers to read the whole advertisement and make them understand the meaning of the headline. Further analysis shows that *Physicians Formula Nude Wear* is intended for women who do not like wearing too much make-up to cover their imperfections, thus these products will be perfect for them.

1.6. Flouting Maxim of Quality and Manner

Below is the example of the flouting of maxim quality and manner:

Example 8

“Custom-created reds by Colour Riche®. A red for every woman.”—*L’Oreal* from *People StyleWatch* magazine August issue, pages 14-15. (Datum 20)

Context

a. Situational context

Color Riche, a brand from *L'Oreal*, introduces its new lipstick collection named *Collection Exclusive Pure Reds* which consists of six custom-made lipsticks in red shades. The shades are tailored to six of the *L'Oreal* spokesmodels based on their different skin tones and hair colors. A spokesmodel is a model who speaks for or represents something (Merriam Webster Dictionary). From the advertisement, it can be seen that there are eight spokes models dressed all in white each wearing red lipsticks posing for a group shot. Moreover, all of the spokes models in the advertisement are famous actresses and models.

b. Co-textual context

The word 'custom' indicates products or services that are specially designed and made for a particular person, while the word 'create' means to make something exist (*Oxford Dictionary*). Thus, when it is read as a whole sentence, it is understood that the sentence says that *Colour Riche* specially creates and designs a red lipstick series. The phrase 'A red' means one red lipstick from the six shades of *Collection Exclusive Pure Reds*. The word 'for' is used to show who is intended to have or use something (*Oxford Learner's Dictionary*). Thus, the second sentence means each woman will find a shade of red lipstick that is suitable for her.

Data Interpretation

By understanding the context, one learns that the headline succeeds in giving information to the readers because it conveys a message that the red lipstick from *Colour Riche* is quite special because it is inspired by the actresses and models' skin tones to create lipsticks that will be suitable for every woman who uses it. However, this advertisement flouts the maxim of quality because the copywriter uses the phrase 'custom-created' which has a definition that it is designed and created for a particular person. This is not true since it is intended to be used by more than one woman.

The headlines also flouts the maxim of manner because the usage of the phrase 'a red...' does not provide a clear meaning because it is difficult for the readers to know which one of the six red color is suitable for them. However, this headline wants to ensure women that when a woman tries one of the red lipsticks, the red color will not be too bold to wear or

easy to notice since it will suit and blend perfectly with her skin tone.

1.7. Flouting Maxim of Quantity, Relation and Manner

Below is the example of the flouting of maxim quantity, relation and manner:

Example 9

"All blushed. Never hushed. Dare to go nude."—*Maybelline* from *People StyleWatch* magazine August issue, pages 2-3. (Datum 23)

Context

a. Situational context

The phrases are the headline for *Maybelline's* eye shadow advertisement called *The Blushed Nudes*. From the advertisement, it can be seen that the color of the headline is printed in white except for the word 'blushed' which comes in pink color. This is done in purpose to emphasize that the eye shadow palette comes in a variation of pink shades since the word 'blushed' could refer to the name of the product.

The advertisement also provides a picture of the product along with the female model, who is wearing the eye shadow that matches beautifully with her skin tone. She is posing to the camera and making a gesture of 'hushing' someone. Moreover, the phrase 'never hushed' is connected to the picture of the advertisement as the female model would do the gesture while she is saying 'never hushed'.

b. Co-textual context

To make all phrases comprehensible, one should know the meaning of each word. The word 'blushed' could mean 'to have pink or pale red in the face usually in the cheek' or 'to feel embarrassed or ashamed'; while the word 'hushed' is used to make someone become silent or quiet (*Oxford Dictionary*). The word 'dare' could mean 'an act of daring or challenge someone'; 'to be brave enough to do something that is risky or that someone is afraid to do' (*Longman Dictionary Contemporary English*). Then, the word 'nude' means a pinkish-beige color (*Oxford Dictionary*). Moreover, the word 'nude' also refers to the name of the product. The appropriate meaning for 'blushed' is to have pink or pale red color and 'dare' is being brave enough to do something. Then, the meaning of the headline is that a woman's eye lids are pink in color by *The Blushed Nude*

eye shadow. *Maybelline* also ensures that the woman will not be silent, in other words, the make-up will make her feel confident. Now, she is brave to have a nude color on her eye lids since it will make her feel empowered, and at the same time feels beautiful.

Data Interpretation

This headline flouts the maxim of relation as the copywriter uses the word 'blushed' for an eye shadow advertisement which is irrelevant since the word 'blushed' is more connected to a pink color that usually sets on the cheeks and not on the eyes. Moreover, the headline also flouts the maxim of quantity since the copywriter does not provide enough information about what kind of beauty product that is being advertised even when the readers look at the whole elements of advertisement such as the name of the product, *The Blushed Nudes*.

The headline also flouts the maxim of manner since the word 'blushed' has ambiguous meaning. First, the word 'blushed' could refer to the name of the product. Second, it could be interpreted that a woman is feeling embarrassed by something. However, this is done to persuade women to use make-up since it can help women to feel confident thus whenever a woman feels embarrassed or ashamed, the only thing that she needs to do is put on *Maybelline's* eye shadow then she does not need to be silent because of the embarrassment. 'Dare to go nude' is to encourage women to use nude eye shadow shades as a way to express herself and be confident and beautiful.

2. Image of an Ideal Woman

This subchapter presents the findings of the study. It covers some ideas about an ideal woman according to make-up advertisements in *People StyleWatch* magazine. These ideas are actions that a woman should take to be considered as an ideal woman which are found after analyzing the implied meaning of each headline and tagline that flouted the maxims of Cooperative Principle.

The first action is '*wear make-up*'. This action is seen in all the data, however it has different purposes such as to feel confident and attractive, to feel confident and beautiful, to look perfect, to look impressive, to be admired and to conceal imperfections. In addition, by concealing imperfections, it is assumed that a woman will be more beautiful when wearing make-up because it is considered that she has a healthier complexion

than a woman who does not wear make-up. Thus, these advertisements can be references on how to overcome unattractiveness and give an idea that having a good appearance is essential to become an ideal woman. This first action, 'wear make-up', will make a woman fulfill the characteristics of an ideal woman which is to become an attractive person, has confidence, impresses people around her, has a healthy complexion, and if she has flaws, she must conceal it in order to be perfect.

The second action is '*wear make-up all day and everywhere*'. This action is implied in four advertisements which have a feature of a long wear application. These advertisements encourage women to wear make-up all day and everywhere without having a fear that their make-up would wear off. It is also believed that the make-up advertisements want women to agree to the idea that make-up is essential and it will always be something that should be applied before leaving the house. Moreover, the idea of wearing make-up all day and everywhere could be connected to women that have to be in the state of perfection all day and everywhere, for instance an actress who has a job as an entertainer. Thus, the make-up advertisements suggest that an ideal woman is someone who always wear make-up all day and everywhere in order to be perfect.

The third action is '*become beautiful in a fast and easy way*'. There are three advertisements that have this quality of an ideal woman. These advertisements promise easy application for each product thus women should not have difficulty when using the product. It is also expected that when applying the product, women will not waste a lot of time to get the make-up done. These make-up products are likely best used by women who are busy and have a limited time to do their make-up but they have to be beautiful and attractive. Thus, it can be concluded that an ideal woman is a woman who can apply make-up faster and she will not find any difficulty in applying it.

The fourth action is '*wear bold make-up*'. There are three advertisements that suggest this action. Each advertisement presents models who wear bold make-up and suggest that women should buy bold color selections make-up. Although, bold make-up is usually considered as a heavy make-up that women usually wear to attend certain occasion, yet according to these advertisements, a woman is considered as an ideal woman when she wears full make-up applied on. In addition, the make-up advertisements that present this idea are make-up products applied on the eyes and

lips since bold colors are commonly applied on this area. Moreover, it can be assumed that eye make-up and lip color is the most significant contributor to the enhancement of female facial attractiveness.

The fifth action is '*wear make-up to make the face healthier*' which is implied in three advertisements. This action is quite similar to the first action, which is '*wear make-up*', however the fifth action encourages women to wear make-up that has benefits to their skin. These advertisements convince women that make-up products can overcome skin problems. Since it can be applied quickly and is relatively easy and inexpensive compared to other methods to get a healthier skin. Moreover, it is also assumed that beauty and health are inextricably linked to each other because a woman who has skin problem cannot be considered as an ideal woman. An ideal woman should have a healthy complexion. This idea could make women feel uncomfortable and decrease their self-esteem since these advertisements imply that a woman who has flaws on her skin is an unattractive person. By simply applying make-up that is beneficial to her skin boosts her confidence.

The sixth action is '*wear make-up like models on the runway*'. There are two advertisements which have the same implied meaning referring to this action. These advertisements make women believe that they should achieve the level of perfection shown by the models on the runway by wearing the same make-up look. By applying certain make-up products, it will make them more appealing like the models on the runway. Since the runway is where the fashion and beauty are being represented by famous designers, it also can be assumed that these advertisements are referring to the glamorous life the runway has.

The last action is '*wear make-up every day*', which is implied in one advertisement. This advertisement suggests almost the same action as the first and fifth action, however this one urges women to wear make-up every day because it could give benefit to their skin. There are not many make-up products that offer solution for skin problems. Thus, it can be concluded that the characteristic of an ideal woman in this action is that a woman should apply make-up every day since it can be beneficial to the skin.

The writer concludes that from seven actions suggested by the make-up advertisements, there are 13 characteristics of an ideal woman mentioned which are:

1. She is beautiful;
2. She has to be attractive;

3. She has a confident personality;
4. She has a face that can impress people around her;
5. She is admired by people around her;
6. She has a healthy complexion and if she has flaws, it must be concealed;
7. She is always in the state of perfection all day and everywhere;
8. She can apply make-up faster;
9. She finds it easy to apply make-up product;
10. She wears a bold make-up or colors on her eyes and lips;
11. She does not have skin problems on her face;
12. She looks like the runway models; and
13. She has to apply make-up that makes her skin healthy.

By observing the characteristics of an ideal woman, it can be assumed that the make-up advertisements want women to accept these ideas of an ideal woman that they suggest. The make-up advertisements do not only sell products but also promote the lifestyle which inherently comes with using the products.

Further analysis shows that the make-up advertisements also give unrealistic images of good looks which can cause the society have standards of beauty leading to the feeling of low self-esteem and low self-confidence among women. These negative feelings then affect them but it can be beneficial for the make-up companies, because, by using make-up, women could alter and enhance their appearances for any type of situation. In other words, the cosmetic companies often rely on the consumers' emotions like women's insecurities through presenting the image of an ideal woman in the advertisements. This provides an opportunity for the make-up producers to step in with the solution to the problem.

It is assumed that women who are in favor of the idea of an ideal woman would purchase and wear the make-up products. Their most obvious expectation is that the make-up will make them look better, for instance it can cover up the skin imperfections. Women are also looking for products that make them feel good about themselves, in other words, it could gain their self-esteem and boost their confidence.

CONCLUSION

There are 25 data found in three issues of *People Style Watch* magazines which flouted the conversational maxims, which were maxim of quantity, maxim of quality, maxim of relation, as well as the combination

of maxims, which were combination of maxim quantity and quality, combination of maxim of quantity and manner, combination of quality and manner, combination of quantity, relation and manner.

The writer also found that there are seven actions that a woman should take to be considered as an ideal woman proposed by *People StyleWatch* magazine. These ideas are found in the implied meaning of each data which flouted the conversational maxims. *People StyleWatch* magazine suggested that if a woman wants to become an ideal woman, she should wear make-up, wear make-up all day and everywhere, become beautiful in a fast and easy way, wear bold make-up, wear make-up to make the face healthier, wear make-up like models on the runway and wear make-up every day. In addition, there is one action that is being repeated in all headlines and taglines in *People StyleWatch* magazine which is wear make-up.

By deliberately flouting the conversational maxims and implying the image of an ideal women in each headline and tagline, the advertisers hope that their make-up advertisements could grab women's attention when they read the advertisements. It is hoped that the advertisements could influence women and make them approve the beautiful images suggested in the advertisements and therefore would persuade women into purchasing the make-up products. Women who are convinced by these advertisements will feel that it is necessary to have the make-up products to satisfy themselves or other people. The impact that women will get as mentioned in the advertisements such as improvement in women's appearances and be an ideal woman as proposed by *People StyleWatch* magazine.

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