

Associative Meaning of Pornography in Printed Media Advertising Products: A Pragmatic Study

Sri Wiryanti, B.U¹* Sri Samiati T. Edi Subroto
Sebelas Maret University of Surakarta, Indonesia

Abstract

Pornography is not private or taboo in current mass media. In advertising products, pornography is an important element of concern. This research studies deeply speech strategies and implicature of advertising products containing associative meanings of pornography. Speech acts and scheme theories are employed as a tool of analysis. Speech acts theory used to understand types and strategies of the advertising texts of associative meaning of pornography, and the schema theory to understand textual meanings of the advertising texts which represent meanings and their implications. Through a qualitative approach, the data select samples of the advertising products from magazines, tabloids, and newspapers as the data source. The data are taken by using technique of scrutinizing, reducing, and classifying the associative meanings of pornography. Data validation is done by triangulation of data through questionnaires and focus group discussion. Data analysis used textual and contextual analysis. The analysis is directed to the markers surrounding the speech act types and strategies and the implication of the text. The findings of associative meaning of pornography in advertisements tend to be realized with an indirect literal strategy, reflected in the tendency of using the pre-conditioned assertive and directive speech acts. In this case the associative meaning of pornography in respect to the matter of lechery expressed vaguely. Implicature of the associative utterances of pornographic advertisement cannot be separated from the schematic knowledge supporting role of textual information, contextual assumption and implicatures texts related to the problem of lechery.

Keywords: Text, Scheme Knowledge, indirect, non-literal, and lechery.

1. INTRODUCTION

Porn is no longer something perceived as 'private' reflected from some media that expose pornography, Crook (2003 : 735) sees a picture of sex is a real attention grabber effective tool , can serve as an input to the inferential process regarding advertising, dealing with advertising as a whole, rather than just the product alone. Porn is seen as an attractive thing, and deemed appropriate in addressing the media competition (Bungin, 2003: 108). The print media of advertising products, in addition is directed to attract attention, also need to bring sexual the suggestive force of fantasies to convince the audience of the product as expected. In this case , the meaning of associative pornography packed with options that word can be referred to the 'absurd' , as in the products 'Hemaviton Action' *Belum game kok sudah keluar!* (Literally means, the game was not yet over but you have been already out!). Referring to Austin (1962) , the associative nature of such statement is not employed to merely state, but to say . This is not out of the nature of advertisement itself for it should be able to inform, persuade, and remind the audiences of the product and its relationship (Lee & Johnson , 2007: 10-11).

The advertising products of associative pornography tend to use verbal and non-verbal text. Short and Hu (1997 in Simpson , 2001: 604), describe the interpretative process of the advertising is not allowed if it does not involve nonlinguistic materials, such as ; images , music , and ideas are illustrated . Text language is a form of communication in the most extensive sense, is not always encoded by linguistic forms, but naturally depend on the meanings encoded in context (Cruse, 2000: 16). Referring Mey (2001 : 190), advertisement text as speech act , then the meanings must involve context for text bound by context .

The specificity of the language with the type and narrative strategies that are used to describe the modes and meanings that have implications for a number of associative meaning implicatures depicting pornography. In this sense, this study is expected to find aspects of the text and context as a strategy to reveal the associative meaning of pornography and the implications toward texts and public perceptions of the pornographic things. Something that needs to be understood , because the meaningful text of associative pornography includes many things, both aspects of language, socio-cultural aspects, and the schemes of society knowledge.

Through a qualitative approach, the advertising texts are understood as a form of language use which have special characteristics with respect to the text and context. In that regard, associative meaning of pornography in the text is seen as a contextual entity. Ching, et.al. (1980: 6) describes "*to read a text as literature is not to make one's mind a tabula rasa and approach it without preconceptions*". Referring to the understanding of porn, then the data is taken from the text (verbal and nonverbal) product advertising with respect to the problem of lust. Data collection techniques in this study involve observation, scrutinizing methods,

¹ Sri Wiryanti Budi Utami, Corresponding Author (main author), Email: oetami_yanti@yahoo.co.id

in which its validity is tested through the technique of data triangulation by applying a questionnaire and FGD (Focus Group Discussion). Analysis of the data of this study involves method of classification between the lingual and extra-lingual markers that make up the text and context of the associative meaning of pornography. Lingual unit in advertisement text can be identified from the symbol letters, words, terms, and phrases that make up speech. By applying the technique of 'framing', the principle of multi-perspective interpretation enables the audience to understand the implied meaning of the expressed utterances (Littlejohn & Foss, 2009: 32).

2. FINDINGS AND DISCUSSION

The associative meaning of pornography can be found in all advertising products. The strategic meanings that are designed to form the indirect speech acts are found non-literal. Indirectness is reflected in the tendency of declarative mode is used for the imperative functions. While the non-literality speech reflect tendency on the use of linguistic forms such as ellipsis, ambiguous meanings, and metaphorical utterances. The strategy showed that the print media advertising products of associative pornography emphasizes rhetorical disguise hold a primary function to insist audience (consumers of the product), in addition to the language use is considered to be 'vulgar' or unethical disclose.

In the print media of advertising products, the employment of an indirect non-literal strategy of rhetorical texts can imply many things, both with respect to the product or on other matters concerning ideas or opinions in their socio-cultural situations. For example, the text *Siap dijajal* (ready to be tried) in a companion care products (Reg-chat). The text with short language use, concise, and straightforward illustrating a woman in her seductive gesture can affect a number of motivations. In addition to fulfilling the principle of economy, the utterances lead the motivated audiences to know the essence of the message. No less important, with the utterance, in addition to not too 'insist' publics using the services of the product, are also more 'ethical'. *Siap dijajal* with regard to products and illustrations have already realized the imperative form of the association which essentially may incorporate a message on the actual event. It seems will not be polite when expressed with 'Ready to try her' or 'Ready to try her services' or 'available to serve sexual desire'. According to Tanaka (1994/1999), the text can be to avoid the consequences of the risk on the social consequences arising from advertising. As it is described by Fraser (1990: 226) that an act of polite or courteous is a real speech activity parallel to the activity which is based on spoken language etiquette reflected in the language community.

Without breaking risk of politeness or any social consequences, the utterance *Siap dijajal* in an advertisement context which is associated with service and thus ready to give pleasure or satisfying service. Every audience who is being exposed by the utterance can understand that the intent is valid if only he understands the companion service products. In other words, these utterances are in a certain specification agreed by the advertiser (addresser) and receiver (audience) in the context of an advertising communication. Text advertisements of such reflected utterance is a realization of ideas considering the informational and emotional appeal. According to Lee and Johnson (2007: 179), advertisements need to develop informational and emotional appeal. The attractiveness of informational or rational sides focused on the practical and functional needs of consumers which is on the basis of comfort, convenience and economical. Meanwhile, emotional or persuasive appeal focused to affect people's emotions in a favorable framework, which is based on humor, sex, or other matters related to something which is entertaining, enthusiastic, and exciting. This indicates that the information is communicated as a complementary product to the emotive aspects, both supporting dimension associated with "reward" / reward on the response to advertising rather than state positively about the product itself. Even though the aim of such dimension is quite important for the purposes of advertising.

Covert forms of communication emphasizes on the use of strategies to disguise, advertisers do not literally mention or merely inform their products. In accordance with the main purpose of print media advertising products as informative-persuasive media that emphasizes the response of audiences to buy a product, then the tendency to use a strategy of non-literal indirect speech acts are motivated by considerations of using covert communication to give a space to whom frequently exploit taboo things in the society and persuading without coercing the purchasers about the offered products. This shows the range of a distance between the existing illocutionary within the delivered message, with illocution in the audiences' minds. This means that the displayed message cannot be interpreted as limited to the explicit message. The indirect speech acts must be interpreted with things that are implied one, which implicate a number of propositions. In this regard, the meaning of a text must be understood to involve the context. Reflecting on the modus *Siap dijajal* is in a form of declarative sentence, but the utterance should not be seen as a statement about commodity (food or goods) which is ready to be tried (its taste). In an advertising product of 'companion service', the utterance is an imperative form with all the 'lure' to someone who wants to use the services of the product, promising that they would get pleasure and satisfaction.

By applying the textual rhetoric, without having to use the imperative form, but it is naturally able to 'persuade' the audience with information that can affect emotions. Audiences can easily connect to the service of 'special' satisfactory. Meanwhile, the logical consequence 'subordinating women' can be suppressed so as to not

cause negative effects on women who are culturally in a dilemma. One foot in a subordinate position, and thus equally regarded in the economic participation.

Women in particular contexts can be attributed to the problem of pornography. McKinnon (in McGowan, 2003: 155) explains that "pornography both subordinates and silences women". This suggests that pornography with regard to cultural aspects in relation to their gender roles. Pornography can be associated with the sensuality of a woman's body which is used to stimulate desire. Arivia (2004: 22) considers pornography as a graphic of the explicit picture or words that are intended to put women as a subordinate object. In this case, Foucault (2000: 184) describes related to sexuality, pornography is not a sign or symbol that is preferred, but the goals and objectives.

Through the scheme of knowledge, people can easily link the utterances and certain illustrations with porn ideas when he/she sees it. Scheme knowledge of the world comes from everything of the observed senses that represents the human perspective of the social events, so that it can be conceptualized as a model (Kartomihardjo, 1993: 21).

Trends in advertising illustration use marks as the nonverbal text, plays an important role in the overall meaning of the text. The non-verbal text in print media advertising products serves as one of the context to interpret the text. This means that the advertisement text print media product cannot be interpreted as a whole if the absence of verbal and nonverbal aspects. Both significantly showed. Text without illustrations can not be interpreted as a whole. Both form text advertisements that are used to communicate the intent and purpose. *Siap dijajal* and the illustrations as text used for promising in the context of service companion products. Illustrations as shown take a role as an addresser that seems promising the audiences to get a satisfactory service.

Siap dijajal is merely as an expression of the only meant 'there is something that is ready to try'. This meaning as meaning that they can be referred to in some contexts. In the context of communicating a new car, can be interpreted as a 'try the reliability of the machine and its convenience', and when it is confronted with a plate of food, it can be interpreted as 'the delights of taste'. This shows without illustrations, the utterance *Siap dijajal* only as an expression meaning which is understood in a form of lingual message 'ready to try'. The illustration role explores meanings of the text either implied or implied in it, that the product indicates a companion service with satisfactory and pleasure service. Similarly, the illustrations of a woman sits covered themselves with arms and legs bent, smiling can be interpreted manifold, such as: women sit in relax pose, the woman who is waiting, or a woman who is being teased. As described by Barthes (1964) that 'the visual image is pollysemous' (Fiske, 2012: 180). Concerning with the illustrations, text *Siap dijajal* is a way of communicating information that is full purposes and objectives. This is not out of the system that the idea is referring to many things and easily influenced by context. Tanaka (1994/1999: 44) pointed out an advertisement *Haig Whisky*, with the slogan "*something that is more delicious than work*", with illustrations of attractive women and also bottle products, said something ambiguous refers to a process or activity of an entity, then the slogan can be interpreted 'Sex with me is more delicious than work'.

Scheme of knowledge about the product can be the basis of the text of sexual activity which is not literally expressed. For example, an understanding of the cultural context of the women in the basic text can be referenced as not literal verbal and nonverbal text.

Indirect- literal strategy that is widely used to express the meaning associated porn shows that significant advertising associative pornography tends to provide an implied message, as an implicit information, which is not to say, but come communicated. Grice (1996 : 157) introduced the term implicature to realize between ' what is said ' to ' what is meant ' . Implicature involves a number of propositions which are not disclosed but communicated. This shows that the strategy of realizing the implicature utterance concerns regarding the contextual information that enables speech communicated more than it reveals.

Contextual information and illustrations of the products directed to the audiences / target partners. The declarative utterance reflected in *Siap dijajal* is not merely expressed readiness to try. In the context of service readiness friends/companion can lead to a desire to give satisfactory service. This is demonstrated through the strategy that does not express directly and literally used to realize a number of implicature which are intended to communicate, namely :

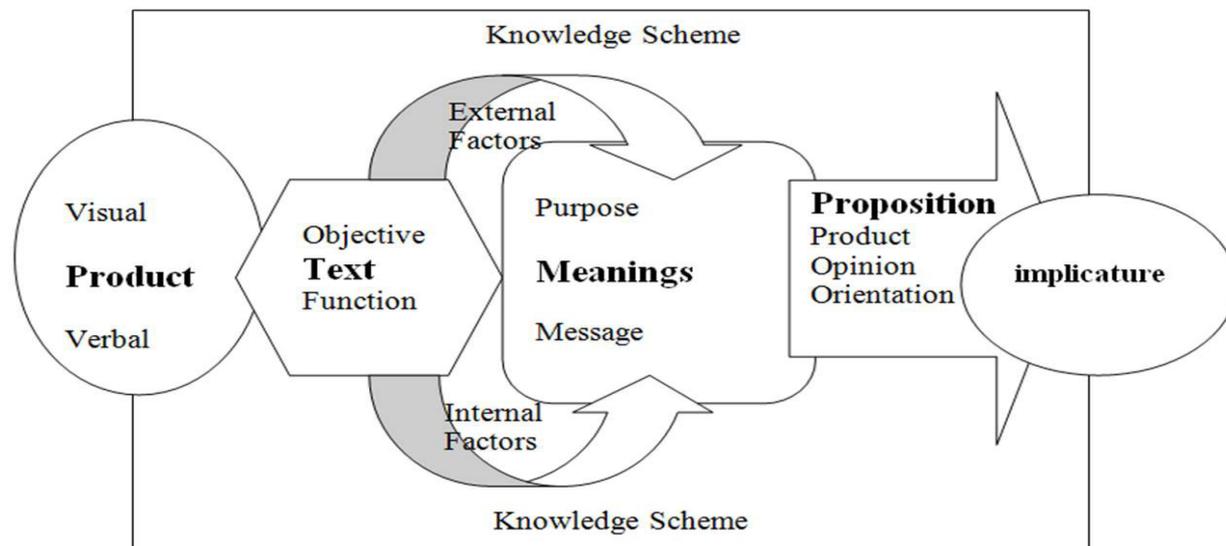
- a. A hot woman service that you can get in a companion service
- b. Companion service with an excited and hot woman.

In relation to the products offered, it has the power of pragmatic implicature as utterances that persuade audiences to connect pleasure and warmth that can be obtained from the product service companions. Contextual information that is presented in the utterance affect implicature generated.

Scheme knowledge is the basis of the audience made a number of interpretations about something that becomes part of the implied utterances. Schema knowledge is a basis of meaning which resides many contextual effects. According to Sperber and Wilson (1995: 158), easy or difficult of the utterances in which the meanings are construed or detected is an attempt to realize the speaker's utterances to emphasize the principle of relevance. In the advertisements, the advertisers are trying to realize the speech based on contextual information

that allows the audience to process with easy interpretation.

Basically everyone has the ability to process words or phrases in order to obtain inference. Scheme knowledge is the basis of contextual information that looks for the meaning of the most potent of the implied meaning which can be used to draw contextual assumptions. Scheme knowledge of a word / phrase into a search for contextual assumption meanings are not expressed as its implicature.



Implicature is a contextual implication of propositions derived speech contextual assumptions. Through the knowledge scheme gained from contextual information is applied to make the utterance. This suggests that the utterance was formed with the preceding context. With contextual information from the same knowledge scheme, advertisers can estimate that the audience can infer the utterance delivered on the basis of linguistic and the pragmatic principles. The chart as outlined below.

3. CONCLUSION

Advertising as a persuasive media emphasizes the attractiveness of body shapes that are aimed to get attention and simultaneously affect public order products and services it offers to the audience effectively. The end goal audience would commit such acts in a text message delivered. In connection with these objectives, based on the way the presentation of the text, the advertisements do not emphasize the form grammatically *well-formed*, but the emphasis on *art-formed* the emphasis on attractiveness. Associative meaning of pornography that was one element of the attractiveness of print media advertising products packed with aspects of verbal and non-verbal. Both aspects combined together to support the meaning and purpose of the expressed text. Both aspects of verbal and nonverbal aspects can serve as a conduit of the effects of pornography that is capable of connecting to the intent and purpose. Both aspects are functioning as a provider of contextual information of the speech can be interpreted as meaningful utterances of associative pornography.

Indirectness and the non-literal associative meaning of pornography are vague communication strategies which likely caused by the following factors: 1) ambiguous meaning, 2) covert meanings, 3) ellipsis, and 4) metaphor.

Implicature containing the associative meaning of pornography is one of the propositions most potential inference results as the utterance meaning that is not merely said. Generating of this inference the result of contextual assumptions based on the contextual information connected with the scheme of knowledge. The below chart shows, implicature associative meaning of pornography at the print media texts of advertising products is a process of inference to the text and context based on the contextual information connected with the scheme of knowledge.

BIBLIOGRAPHY

- Bungin, Burhan.2003. *Pornomedia: Konstruksi Sosial Teknologi Telematika & Perayaan Seks di Media Massa*. Jakarta: Pranada Media.
- Ching, Marvin K.L.,et.al. 1980, "The Theoretical Relation Between Linguistics and Literary Studies: An Introduction by Editors", *Linguistics Perspectives on Literature*. Marvin KL Ching, Michael C Haley, Ronald F Lunsford (ed.), london: Routledge & Kegan Paaul.
- Cruse, Allan. 2001. *Meaning in Language: an Introduction to Semantics and Pragmatics*. Second edition. New York: Oxford University Press. hal 369

- Grice, H.P. 1996. "Logic and Conversation", *The Philosophy of Language*. A.P.Martinich (Ed.), 3rd Edition. New York: Oxford University Press.
- Halliday, MAK. & Ruqaiya Hassan. 1994. *Bahasa, Konteks dan Teks, Aspek Bahasa dalam Pandangan Semiotik Sosial*. Terj. Asrudin Barori. Yogyakarta: Gadjah Mada University Press.
- Kartomihardjo, Suseno. 1993, 'Analisis Wacana dengan Penerapannya pada Beberapa Wacana', hal. 43-47.. *PELLBA 6*, Jakarta: Unika Atma Jaya.
- Kreidler, Charles W. 1999. *Introducing English Semantics*. London: Routledge
- Leech, Geoffrey. 1983. *Principle of Pragmatics*. New York: Longman
- Littlejohn S.W, & Foss, K.A. 2009. *Encyclopedia of Communication Theory*. London: Sage Publication, Inc.
- Mey, Jakob L. 1993. *Pragmatics: An Introduction*. Oxford: Blackwell.
- Nort, Winfried. 1990. *Handbook of Semiotics*. Bloomington: Indiana University Press.
- Reed, Esther. D. 1994. 'Pornography and the End of Mortality?'. pp. 66. *Articles: Studies in Christian Ethics*, vol. 7 No.2. Scotland: T&T Clark Ltd.
- Renkema, Jan. 2004. *Introduction to Discourse Studies*. Amsterdam: John Benjamins Publishing Company. (32-36)
- Sperber, Dan dan Deirde Wilson. 1995. *Relevance: Communication and Cognition*. Oxford: Blackwell.
- Sudaryanto. 1993. *Metode & Aneka Teknik Analisis Bahasa, Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*. Yogyakarta: Duta Wacana University Press.
- Yan Huang 2007. *Pragmatics*. New York: Oxford University Press.

The IISTE is a pioneer in the Open-Access hosting service and academic event management. The aim of the firm is Accelerating Global Knowledge Sharing.

More information about the firm can be found on the homepage:

<http://www.iiste.org>

CALL FOR JOURNAL PAPERS

There are more than 30 peer-reviewed academic journals hosted under the hosting platform.

Prospective authors of journals can find the submission instruction on the following page: <http://www.iiste.org/journals/> All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Paper version of the journals is also available upon request of readers and authors.

MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Academic conference: <http://www.iiste.org/conference/upcoming-conferences-call-for-paper/>

IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

