

GRICE'S COOPERATIVE PRINCIPLE IN FACIAL-CARE ADVERTISEMENTS

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ABSTRACT

Advertisement is form of communication which uses language to market product and to convey message to different types of audiences or consumers .Facial-care advertisements use target consumers especially women and men .The purpose of this paper is to apply the Cooperative Principle approach to interpret and analyze facial-care advertisements .The study selected 30 facial-care advertisements as corpora from CLEO (Malaysia) magazines. The analysis identified four types of maxims, which quality manner and relation. Based on the findings, the Cooperative Principle may impact the effect of advertisements and stimulate consumers to buy the products. The Cooperative Principle was intentionally directed towards the advertisers' communicative intentions to target consumers as captive audiences. In commercial advertisements, like facial-care products, language are mainly a persuasive instrument and advertisers use words and common knowledge to convey the products' benefits to the users. Since the Cooperative Principle is an effective linguistic strategy in facial-care advertisements. Further studies on other Commercial products are recommended.