



The Implicature in the AMD Ryzen 9000 Series Campaign Video

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Abstract: This study aims to analyze the use of implicature in the AMD Ryzen 9000 Series campaign video to uncover how implicit messages are utilized for persuasive communication. The research employs a qualitative descriptive method, analyzing content from the campaign video on YouTube. The data consists of statements and visuals, particularly those from AMD CEO Lisa Su, HP CEO Enrique Lores, and ASUS Chairman Johnny Xi, focusing on implicit meanings conveyed through language and context. The identified data are transcribed and analyzed by using Brown & Yule's theory.

Keyword: *Implicature, Pragmatic, Implicit meaning, conventional, conversational*



INTRODUCTION

In the contemporary context of advertising, communication has evolved into a potent instrument that facilitates the transmission of information and the shaping of consumer perceptions, behaviours, and identities. Advertisements are designed to captivate audiences, persuade them, and subtly shape their preferences. A significant mechanism behind this influence lies in pragmatics, a branch of linguistics that studies how meaning is constructed and interpreted based on context, speaker intentions, and implicit messages. As Wijana (quoted in Yuniarti, 2014) observes, meaning in pragmatics is context-bound, underscoring the significance of comprehending a speaker's intent and the situational context in shaping communication.

A critical concept within pragmatics is implicature, which refers to meanings that are implied or suggested rather than explicitly stated. As defined by Yule (1996), implicature allows speakers to communicate beyond the literal content of their words, enabling audiences to infer deeper meanings. In the context of advertising, the employment of implicature is of pivotal significance, given its role in delivering persuasive messages that are subtle yet impactful. These messages are designed to encourage consumers to interpret and engage with the brand on a more personalised basis. Advertisers strategically employ implicature to create messages that inform and evoke emotions, aspirations, and cultural values, ultimately shaping how audiences perceive a product or service.

Two main types of implicature, conventional implicature and conversational implicature are particularly relevant in the analysis of advertising strategies. Conventional implicature, as Yule (1996) explains, arises from the inherent meanings associated with specific words or expressions, independent of the conversational context. For instance, words such as "but," "even," and "therefore" carry additional layers of meaning that extend beyond their literal usage. As highlighted in the article entitled "IMPLICATURE ANALYSIS ON ONLINE LECTURE COURSES OF ENGLISH EDUCATION STUDY PROGRAM", Yule (1996) states that "conventional implicature is distinct from cooperative principles or maxims." This distinction underscores that conventional implicature is tied to linguistic conventions rather than situational factors, making it a powerful tool for advertisers to suggest qualities such as sophistication, exclusivity, or reliability without explicitly stating them.

Conversational implicature, by contrast, is predicated on context and the interplay between speakers and listeners. Conversational implicature, as postulated by Grice's theory of conversational maxims, emerges when speakers either adhere to or intentionally flout principles such as informativeness, relevance, and clarity. Advertisers strategically violate these maxims to prompt audiences to infer additional meanings based on shared knowledge and cultural assumptions. For instance, an advertisement asserting that a product is "unlike anything you've ever experienced" prompts viewers to infer its uniqueness and value, despite the absence of specific details in the advertisement itself. This reliance on conversational implicature allows advertisers to craft messages that are open to interpretation, making them more engaging and emotionally resonant for diverse audiences.

Implicature is a particularly effective tool in the domain of advertising, given its capacity to harness both verbal and non-verbal elements to create nuanced messages. Leech (1989) conceptualises pragmatics as the study of how meaning is achieved in interaction, emphasising the dynamic relationship between language and context. This perspective is evident in multimodal advertisements, where linguistic expressions are complemented by imagery, sound design, and visual aesthetics to convey complex messages. A case in point is the AMD Ryzen 9000 Series campaign, where implicature is intricately woven into both the explicit language of the advertisement and the implicit meanings conveyed through sleek visuals and dynamic soundscapes. The campaign's integration of conventional and conversational implicatures serves to position the Ryzen 9000 Series as a symbol of innovation, performance, and consumer empowerment, thereby appealing to audiences' aspirations for technological excellence and personal success.

Furthermore, implicature operates within the socio-cultural framework of the target audience, relying on shared knowledge and values to enhance its impact. Yule (1996) observes

that implicature frequently relies on the mutual understanding between speakers and listeners, rendering it an effective instrument for advertisers to align their messages with the aspirations and ideals of their audience. In the context of the Ryzen 9000 Series campaign, the deployment of terms such as "future-ready" and "designed for professionals" gives rise to conventional implicatures that suggest cutting-edge innovation and superior quality. Conversely, conversational implicatures embedded in the narrative encourage viewers to associate the product with their own ambitions, whether they are gamers seeking peak performance or professionals aiming to stay ahead in their fields.

This article will explore the implicature of the statements made by Lia Su, Enrique Lopez and Johnny Xi. By examining the manner in which implicature functions within the video through the lenses of language, imagery, and sound, this study seeks to unveil the nuanced mechanisms through which advertisers exert influence over consumer behaviour, frequently without the awareness of the viewer. The analysis will demonstrate how the AMD Ryzen 9000 Series campaign illustrates the power of indirect communication, showing that effective advertising is not simply about presenting facts but about creating a space in which consumers are invited to infer, imagine, and connect emotionally with the brands.

METHOD

Data were analyzed using Yule theory. Data was collected through a video from YouTube entitled "AMD's 2024 Computex Keynote: Everything Revealed in 12 Minutes". The data that has been collected will look for implications from the words of Lisa Su, Enrique Lorenz, and Johnny Xi. The words of Lia Su, Enrique Lorenz, and Johnny Xi contain lots of implicatures, conventional and conversational implicatures. This strategy is in line with Yule's (1996) view which emphasizes additional words that are not expressed directly by the words used. This includes implicit meaning, which must be interpreted by the listener based on context and shared knowledge.

RESULT & DISCUSSION

1. Conventional Implicature

Data 1

PS : 00:00:00 welcome to everyone joining us today in Taipei and from around the world as we open computex 2024. at AMD we love gaming. today I'm excited to show you what's next for PC gaming with ryzen. our new ryzen 9000 CPUs are the world's fastest consumer PC processors. bringing our new zen5 core to the am5 platform with support for the latest IO and memory Technologies including pci5 and ddr5. I'm happy to show you now our brand new Zen 5 Core. Zen 5 is actually the next big step in high performance CPUs and when you look at the technology

00:00:42 behind this we have so much new technology. we have a new parallel dual pipeline front end and what this does is it improves BR Branch prediction um accuracy and reduces latency. it also enables us to deliver much more performance for every clock cycle. we also designed Zen 5 with a wider CPU engine and instruction window to run more instructions in parallel for leadership compute throughput and efficiency. as a result compared to zen4 we get double the instruction bandwidth double the data bandwidth between the

00:01:15 cach and floating Point Unit and double the AI performance with full ABX 512 throughput. all of this comes together in the product in ryzen 9000 Series and we're delivering an average of 16% higher IPC across a broad range of application benchmarks and games compared to Zen 4. so now let me show you the top-of-the line ryzen 9 950x for the very first time. there you go. we have 16 zen5 cores 32 threads up to 5.6 7 GHz boost a large 80 megabyte cache at 170 watt TDP. this is the fastest consumer CPU in

00:02:09 the world. we know all of our fans love gaming. the 950x delivers best-in class gaming performance across a wide range of popular games. now with desktops we know that enthusiasts want to have an infrastructure that let you upgrade across multiple

product generations and with ryzen we've done just that. our original ryzen platform socket am4 launched in 2016 and now we're

approaching the ninth year and we have 145 CPUs and apus across 11 different product families in socket am4 and we're actually still launching new products. we

00:02:48 actually have a few ryzen 5000 CPUs that are coming next month. and we're taking this exact same strategy with socket am5 which we now plan on supporting through 2027 and Beyond. beyond so you're going to see am5 processors from us for many many years to come. now in addition to the top of

the stack ryzen 950x we're also announcing the 12 8 and six core versions that will bring the leadership performance of Zen 5 to mainstream price points and all of these go on sale in July. we're so excited to announce today

00:03:25 our third gen ryzen AI processors. our new Ry AI series actually is a significant increase in compute and AI performance and sets the bar for what

a co-pilot PC should do. thank you drew. here we go this is [Applause] stricks.

strix is our next generation processor for ultra thin and premium notebooks and it combines our new zen5 CPU faster rdna 3.5 graphics and the new xdna 2 npu. thank you. and when you look at what we have it really is all of the best technology on one chip we have a new npu that delivers

00:04:18 an industry-leading 50 tops we're going to talk about tops a lot uh today 50 tops of compute that can power new AI experiences at very low power we have our new zen5 core that enables all the compute performance for ultra thin notebooks, and we have faster rdna 3.5 Graphics that really brings the best-in-class application acceleration as well as console level gaming to notebooks. now we have a couple of skews the flagship ryzen 9 HX 370 has 12 Zen 5 cores, 24 threads, 36 megabytes of cache the industry's most integrated npu and

00:04:56 our latest rdna Graphics. strix is simply the best mobile CPU. so let me talk a little bit about what's special in this new npu. npus are really new and they're really there for all of these AI applications and workloads now compared to our prior generation, xdna 2 features a large array of 32 AI tiles with double the multitasking performance. it's also an extremely efficient architecture that delivers up to two times better Energy Efficiency of our prior generation when running gen AI workloads. in addition to

00:05:32 Microsoft we're also working with all of the leading software developers including, Adobe epic games, solid works, Sony, zoom and many others to accelerate the adoption of AI enabled PC apps. and by the end of 2024 we're on track to have more than 150 isvs. developing for AMD ai platforms across content creation, consumer, gaming, and productivity applications. now to give us a look at some of these upcoming co-pilot plus PCs, let me welcome our next guest a very close partner and good friend, Enrique lores HP president and

00:06:11 CEO. hello hello hello and we are incredibly excited about the new family of products. we will be launching in a few weeks because I think you have something to show us is that right I hope so and this is actually the new generation we since we have done together we can show it together that's wonderful this is the next Generation omnibook when we integrate the latest RAC AI 300 series that as Lisa was saying before will be the first product that will have 50 tops integrated in the device and performance as paven was

00:06:58 saying is critical because will enable us to continue to deliver incredible experiences to our customers let's welcome Luca Rossi president of Lenovo intelligent devices [Applause] group now luuka you've been holding something and I I think you're going to show us what it is is that right well I wasn't supposed to even show this yet since this is something we will not announce until later this year but liisa you're right I felt is just to exciting to you look very happy I'm very happy so straight from our R&D straight from our

00:07:37 R&D lab this is the first ever sneak peek at our new yoga laptop powered by thir gen ryzen AI That's beautiful maybe we want to do left and right yeah so so

I can share more for today but I can uh but I can I can tell you this device represent a significant Leap Forward in Next Generation AI Computing will include some of the Lenovo exclusive IP AI features that I mentioned and this is just the beginning next I'd like to welcome one of the most important Visionaries and innovators in the Taiwan ecosystem and a very very

00:08:26 close partner Johnny shei chairman of Asus [Applause] I think later today at 400 p.m. will be adding a range of Cutting Edge aips across our portfolio with brand new Zam Book Pro art wi book Asos stuff and OG laptops powered by the third gen AMD risen AI processors these new line lups are

equipped with the world's most powerful mpu with 50 tops and the superior M zen architecture that leads the industry in compute and AI performance the third gen ryzen AI processor is the Catalyst to bring in personalized Computing to everyone from

00:09:17 content creators to Gamers and business professionals and empowering them like never before this advancement give the new Zam book higher AI performance the MacBook while making it thinner and lighter as well as is so proud and honored to be the first oan partner to make the third gen ryen AI systems available to Consumers it will be ready for purchase in July isn't that incredible thank you so I have something to show you today it's actually the preview of our upcoming fifth gen epic processor code Nam Turan

00:10:04 so please take a look at turn for the very first time Turan features 192 cores and 384 threads and has 13 different chiplets built in three and six nanometer process technology there's a lot of Technology on Turnin it supports all of the latest memory and IO standards and is a drop in replace for our existing fourth gen epic platforms turn will extend epic's leadership in general purpose and high performance Computing workloads so let's take a look at some of that performance namd is a very computer

00:10:43 intensive scientific software that simulates complex molecular systems and structures when simulating a 20 million atom model A 128 core version of Turin is more than three times faster than the competition's best enabling researchers to more quickly complete models that can lead to breakthroughs in drug research Material Science and other fields now Turan also excels at AI inferencing performance when running smaller large language models so I want to show you a demo here now what this demo Compares is the performance of turn

00:11:17 when running a typical Enterprise deployment of llama 2 virtual assistance with a minimum guaranteed latency to ensure a highquality user experience both servers Begin by loading multiple l two instances with each assistant being asked to summarize an uploaded document right away you can see that the turn server on the right is adding double the number of sessions in the same amount of time while responding to user requests significantly faster than the competition and while the other server reaches a maximum number of sessions

00:11:50 you'll see it stop soon it can it it basically can't support the latency requirements anymore turn continues scaling and delivers a sustained throughput of nearly four times more tokens per second and our customers are super excited about turn and I know many of our partners are actually here in the audience today and I want to say we're on track to launch in the second half of this year thank you for being such a great audience and have a great computex 2024. thank you

2. Conventional implicature

Conventional implicature is a form of implicature that appears based on the meaning of certain words or expressions that conventionally have a certain interpretation, without depending on the context of the conversation. In other words, the meaning of this implicature is inherent in the expression because of the language rules or conventions of its use.

- **Lisa Su**

- 1. Zen 5 is actually the next big step in high performance CPUs**

Implicature: This expression means that Zen5 is one of the things that really

influences high specifications.

2. ***This is the fastest consumer CPU in the world.***

Implicature: Lia Su emphasizes that the product she presents is the best compared to other competitors.

3. ***The 950x delivers best-in-class gaming performance across a wide range of popular games.***

Implicature: The words "best-in-class" imply that the product is at the peak of performance in the gaming category.

4. ***Strix is our next generation processor for ultra-thin and premium notebooks.***

Implicature: the word "next generation" implies that there is improvement or innovation. This gives consumers the perception that this product is the latest product and better than other competitors.

5. ***"the flagship ryzen 9 HX 370 has 12 Zen 5 cores, 24 threads, 36 megabytes of cache the industry's most integrated npu and our latest rdna Graphics."***

Implicature: The use of the term "the industry's most integrated NPU" implies that this product has more advanced artificial intelligence (AI) capabilities than other competitors.

- **Enrique Lorez**

1. ***"This is the next-generation OmniBook"***

Implicature: The phrase "next-generation" implies that the OmniBook will experience major improvements in technology and performance if it uses the new RAC AI 300 series.

- **Johnny xi**

1. ***"across our portfolio with brand new Zam Book, Pro art, vivo book, Asus stuff, and OG laptops powered by the third gen AMD risen AI processors these new lineups are equipped with the world's most powerful mpu with 50 tops"***

Implicature: the brand experiences significant changes. This is marked by the sentence "these new lineups are equipped with the world's most powerful mpu with 50 tops"

3. **Conventional implicature**

Conversational implicature was proposed by the philosopher Paul Grice (1995). It pertains to the implied meanings that can be ascertained from the manner in which utterances are expressed, based on certain cooperative principles that govern the effectiveness and conventional acceptability of conversational exchanges.

- **Lisa Su**

1. ***"today I'm excited to show you what's next for PC gaming with ryzen".***

implicature: The implication does not directly say what the innovation is but shows expectations of something that many people are waiting for.

2. ***"our new ryzen 9000 CPUs are the world's fastest consumer PC processors."***

Implicature: this sentence implies that none of the competitors can match the performance of the Ryzen 9000 CPU.

3. ***"we have so much new technology"***

implicature: AMD has many innovations ready to make the audience interested.

4. ***"compared to zen4 we get double the instruction bandwidth double the data bandwidth"***

implicature: this sentence means that the newest product currently has 2x better capabilities compared to the previous product, zen4.

5. ***"let me show you the top-of-the line ryzen 9 950x for the very first time"***

implicature: Ryzen 9 950x is a superior product that will attract the attention of the audience.

6. ***“let me talk a little bit about what's special in this new npu”***
implicature: this sentence implies the meaning that the npu has a feature or performance that is far superior to the previous version.
 7. ***“I think you have something to show us is that right?”***
Implicature: the sentence makes it seem as if there is something very special that the audience will point out.
 8. ***“our customers are super excited about turin”***
Implicature: this sentence implies that the Turin product has received feedback from many people and is waiting for the release schedule..
- **Enrique Lorez**
 1. ***this is the next Generation omnibook***
implicature: this sentence implies that the omnibook has the latest version, which means the omnibook has its own advantages that were not present in the previous version.
 - **Johnny Xi**
There is no conversational implicature when Johnny Xi speaks.

CONCLUSION

The AMD Ryzen 9000 Series campaign effectively utilizes implicature to convey a persuasive message about the product's superiority. Conventional implicatures highlight AMD's innovation and dominance through claims such as “world's fastest consumer CPU,” while conversational implicatures create anticipation and emphasize performance improvements compared to previous products.

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