Chapter 1

Introduction

This chapter provides the background of the study as well as its limitation, research questions, and the aims of the study. It also presents a brief explanation about the research methods and other aspects that are related to the realization of the research.

1.1 Background

Place and time no longer become problems in communication in this globalization era. People have found the ways to resolve this problem. One of them is by optimizing the language function as a tool of communication to stay connected with the other (Levine 1993: 17). Communication is a process in which both a speaker and a hearer share meaning together through verbal and nonverbal behavior. It is difficult to think of many human activities that do not involve communication. People communicate their knowledge, feelings, needs or intentions with each other. They may communicate it by making a speech or writing a book, or even by their body languages such as waving their hands or raising their eyebrows. When they communicate with each other it means that they are trying to be cooperative to construct meaningful communication. As stated by Grice cited in Paltridge's book *Making Sense of Discourse Analysis* (2000:39), "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."

Language is an important aspect of communication. Language is used as a means of conveying messages, an instrument of action, to maintain social relationship, as instrument of cognitive and conceptual development. As stated in Cipollene (1998),

"language fills every part of our lives; it gives words to our thoughts, voice to our ideas and expression to our feeling".

Language is used by all mankind to communicate and deliver what inside their mind. Understanding an utterance is not only interpreting the literal meaning but the unity of what is said and what is implied in what context. This phenomenon is called implicature. Brown and Yule (1983:31) defines the tern 'implicature' used by Grice (1975) to account for what a speaker can imply, suggest, or mean, as distinct from what the speaker literally said. To identify and classify the phenomenon of implicature, Grice in Lyons (1995: 272) develops a theory designed to explain and predict conversational implicatures. Grice proposed a general Cooperative Principle which consists of four specific maxims: Maxim of quality, maxim of quantity, maxim of relation, and maxim of manner.

Grice's maxims of conversation:

1.   Maxim of quality: - do not say what you believe to be false

                            - do not say that for which you lack adequate evidence

2.   Maxim of quantity: - make your contribution as informative as required

                            - make the strongest statement you can

3.   Maxim of relation: - be relevant

4.   Maxim of manner: - avoid obscurity

                          - avoid ambiguity

Thus, we expect a person to whom we talk to get involved in the conversation or give a contribution to an interaction to be built, as well as clear and appropriate to the

interaction. Grice's argues that we assume a speaker is following these maxims and combine this with our knowledge of the world to work out what they mean by what they say.(Paltridge 2000:43)

There are also some situations where the speaker and the hearer are uncooperative or required to violate one of those maxims, such as in the court where someone asked to describe something in detail. The following example, from QU Li-juan's journal Grice's *Theory of Conversational Implicatures* (2007) provides an example of violating maxim of relation:

A: I really cannot endure anymore. The work is so hard, and the salary is so pity. Do you agree?

B: Huh, I saw your program yesterday, and I suggest some improvements here and there.

Here B's utterance might implicate in the appropriate circumstances, "Hey, watch out, the boss is standing right behind you".

Since communication is required to retain the relationship between one and the others, various ways are used in communication and even the distances are no longer matter to carry out communication. Nowadays, people frequently communicate by using telecommunication media, such as electronic mail, telephone, short message service (SMS), video call, internet, etc. Furthermore, the tendency as seen recently is that people prefer to choose an application of social networking on internet, such as Facebook and Twitter as fast, low-cost communication medium, and in one time can communicate with more than one friend.

Today, the use of Facebook and Twitter has increased significantly. *eMarketer* survey on Facebook user conducted on December 2009 to January 2010, it shows that the Facebook users in Indonesia have increased 10% or 1.431.160 users. E-Marketer

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noted that on December 1st, 2009, the Indonesian Facebook users were 13.870.120, while on January 1st, 2010 were 15.301.280 users. And for Twitter in March 2009, a *Nielsen.com* blog ranked Twitter as the fastest-growing site in the Member Communities category for February 2009. Twitter had a monthly growth of 1,382 percent.

By using these applications, the users involve in the turn taking conversation. According to Grice (1975 cited in Cruse 2000:355), every conversation deals with joint-activity between the sender and the receiver. When the receiver replies SMS, it means that s/he agrees to participate in the conversation and to abide by the rules (Cruse, 2000:355). Otherwise, the receiver opts out the rules and the agreement is broken. Furthermore, Grice (1975, cited in Thomas, 1995:63), points out the rules of conversation are summarized and are named as Cooperative Principle. This study is attempted to identify the comparison of cooperative principle on Facebook and Twitter.

1.2 Research Questions

The inquiry will be guided by the following questions:

1. How do the users of social networking realize Cooperative Principle in their Facebook?

2. How do the users of social networking realize Cooperative Principle in their Twitter?

3. How do the Facebook users cooperate in their communication according to Grice's Cooperative Principle?

4. How do the Twitter users cooperate in their communication according to Grice's Cooperative Principle?

5. Of the two social networkings, which one has more violations of Grice's Cooperative Principle?

1.3 Aims of Study

The aims of the research would be stated as follows:

1. Identifying the realization of Grice's Cooperative Principle by the users of Facebook and Twitter.

2. Finding out whether the users of Facebook and Twitter violate Grice's Cooperative Principle.

3. Identifying the way they cooperate in communication viewed from Grice's Cooperative Principle.

4. Identifying which one has more commonly occurs of violations of Grice's Cooperative Principle.

1.4 Research Methodology

The writer applies a descriptive method which is qualitative study approach on this research. The method is chosen because the research has a purpose to conduct an analysis in depth study, which is supported by this method.

This method was conducted through several steps; collecting, classifying, analyzing of the data, and making conclusion and report.

As stated by Miles and Huberman in 1994, qualitative data analysis might help the researcher to generate or revise conceptual frameworks of a certain perception.

Thus, related to the topic being raised, this method should be the most appropriate to fulfill the early aims of study.

To analyze the data, the theory of cooperative principle is chosen as a guideline. Cooperative principle is a basic assumption in conversation that each participant will attempt to contribute appropriately, at the required time, to the current exchange of talk (Yule, 1996:37).

1.5 Research Design

The research design was divided into three parts, which are respondent, instrument, and procedure.

a) Respondent

The respondent of this study are twenty Facebook users and twenty Twitter users from the writer list. The respondents are randomly chosen based on their interaction in their walls.

b) Instrument

The instruments used in this study are the Facebook status and the Twitter tweets of the respondents.

c) Procedure

The procedure of this study was conducted through three steps, which are:

1) Collecting data: the data are collected basically on the twenty chosen status of Facebook and Twitter and the users interaction on it.

2) Analyzing data: to simplify the data analysis, the writer divided this step into three. The first step is identifying. This step is to make it simpler for the researcher to analyze the data. In this step the researcher separated the sentences with the types of maxim and without the types of maxim. The second step is

classifying into its types. After separating the sentences based on the existence of cooperative principles, the sentences that contained cooperative principles will be divided based on its type. Next step is to analyze the way the users interacted in their communication according to the theory of Grice's Cooperative Principles.

3) Drawing conclusion: after all procedures have been conducted, the final step of this research is to make an analysis and conclusion about the findings.

1.6 Clarification of the main terms

Some main terms of this paper have ambiguous meaning. Hence the writer attempts to clarify the precise meaning corresponding for the research.

Implicature: a conclusion drawn in conversation based on warranted evidence, though not necessary valid. In other words it means what a speaker can imply, suggest, or mean, which is quite different from what the speaker literally says. (Brown and Yule, 1983:31)

Cooperative principle: principles formulated by philosopher H. P. Grice that says that underlying a conversation is the understanding that what one says is intended to contribute to the purpose of the conversation. (Cipollone, 1998:242)

Facebook: a social networking originally designed for college students where the user can create and customize their own profile which the other users can browse the profiles and write a message on their pages. Each Facebook profile has a 'wall', where friends can post a comment and the wall posting are basically a public conversation. (www.techterms.htm/definition/facebook)

Twitter: a service that allows people to stay connected with each other by answering the basic question, "What are you doing?" Once you sign up for a Twitter account, you can post your own updates, or "tweets," using a computer or cell

phone. You can also view the updates posted by other users you are following. (www.sharpenedglossary.com/twitter)

1.7 Organization of the Paper

This paper is organized as follows:

▪ Chapter I: Introduction

In this chapter, the writer puts forward an introduction of the paper. The introduction consists of: Background, Reasons for Choosing the Topic, Limitation of the Study, Research Questions, Aims of the Study, Research Methods, and Organization of the Paper.

▪ Chapter II: Theoretical foundation

In this chapter, the writer formulates a theoretical framework of the paper. The theoretical foundations probably include more than one literary theory related to the problems.

▪ Chapter III: Research Methodology

This chapter consists of Research Method and Research Procedures. It discusses about research design, object of the study, instrument, data source, data collection, and data analysis. In this section, the writer informs about the procedure of analyzing the data.

▪ Chapter IV: Findings and Discussion

In this chapter, the findings from the data analysis are represented. The analysis from the previous chapter is shown in this chapter. It discusses the writer's presentation

of the comparative study of cooperative principle in Facebook and Twitter. Further discussion on the data is also represented in this chapter.

▪ Chapter V: Conclusions and suggestions

This chapter will discuss the writer's conclusion of own study suggestion.

1.8 Closing Remarks

This chapter has discussed the background of the study as well as its limitation, research questions, and the aims of the study. A brief explanation about the research methods and other aspects that are related to the realization of the research has been presented as well. The literature reviews that are related to the study will be discussed within the next section.