

CHAPTER I

INTRODUCTION

This chapter encompasses the background of the study, limitation of the study, statement of the problem, aims of the study, significance of the study, research methodology, data analysis, clarification of key terms, and organization of the study.

1.1 Background

Communication is something inseparable from human's life. It deals with almost all activities that people do. In communicating, people try to convey clear and true messages to their interlocutors. Nonetheless, to do so is not as easy as it seems. There is time when people cannot—or even find difficulties to—say the truth or speak straight forward; for instance, in a conversation between A and B (Davies: 2008)

A: Is there another pint of milk?

B: I'm going to the supermarket in five minutes.

In the above example, B does not say straightforwardly that there is no more milk. Instead, he implies that there is no more milk at the moment, but that some will be bought from the supermarket shortly.

In Grice's Cooperative Principles, this phenomenon can be seen as a violation of communication (as cited from Paltridge: 2000).

Grice (1975) states that:

Make your conversational contribution such as is required, at the stage which it occurs, by the accepted purpose or direction of talk exchange in which you are engaged.

In reality, the abovementioned statement sometimes cannot be fulfilled. There is time when people do not give information such as is required or provide clear and true one.

In any field of communication, the abovementioned case often occurs, including in debates. The way people put forward their minds in this communicative situation is rather different from other conditions. The debate often involves tense situation due to aspiration of the debaters to win the debate and be considered to have best as well as strongest ideas by holding tight to their own opinions.

However, human is sociable. One has to maintain good social relationship with the others. Besides, questions in a debate require complete and detail answers. Sometimes, to give ones, one tends to beat around the bush. Thus, the debaters will tend to violate the conversational maxims that demand true, clear, brief, and relevant information while presenting their thoughts strongly.

There are numbers of studies that discuss the theory used in this study. Myers (2000) conducts a study on violation of Grice's Cooperative Principles in billboard advertisements (as cited from Prayitno:2005). The similar study is also conducted by Prayitno (2005). The comparable studies

that focus on joke are investigated by Rachmawati (2006) and Firmansyah (2006).

The results of those studies show that the violation of maxims of quality and manner are the most frequent violations that occur in joke. While in advertisements, the maxim of quality becomes the most frequent violated maxim. A question arises from those results; what the most frequent violated maxim that occurs in debate is.

All abovementioned cases lead this study to investigate violation of Conversational Maxims and reasons of the violation in debate represented by three of Metro TV's talk shows, they include:

1. *“Televisi sebagai Guru Bangsa”* in *Padamu Negeri*;
2. *“Temasek Terancam Penalti”* in Today's Dialogue; and
3. *“Menyeleamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual”* in Save Our Heritage Round Table Dialogue.

1.2 Limitation of the Study

An interesting situation takes place among conversational maxims and debate. When the conversational maxims require true, clear, brief, and relevant information, the debate demands complete and detail one instead. Sometimes, to give complete and detail answers, one tends to beat around the bush. Thus, the debate often violates the maxims.

To study mentioned case, this study focuses on Grice's Conversational Maxims and is limited to randomly selected three of Metro TV's talk shows, they include:

1. *“Televisi sebagai Guru Bangsa” in Padamu Negeri;*
2. *“Temasek Terancam Penalti” in Today’s Dialogue; and*
3. *“Menyeleamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual” in Save Our Heritage Round Table Dialogue.*

1.3 Statement of the Problem

The formulation of the problem focused on this study is represented through the questions below:

1. What conversational maxims are violated?
2. How are they violated?
3. What is the most frequent violated conversational maxim that occurs and why?

1.4 Aims of the Study

Considering research questions above, the aims of the study are as follows:

1. to explore type of conversational maxims that are violated;
2. to study of how the violation occur;
3. to investigate the most frequent violated conversational maxim that occurs; and
4. to study reasons of occurrence of the most frequent violated maxim in debate.

1.5 Significance of the Study

By knowing maxims violations, debaters will be able to put forward their mind while still maintaining social relationship with their counterparts and

moderator will be able to judge if the debaters' opinion is out of context or not; thus, he can keep the context or topic of the debate. Furthermore, this study is also expected to be able to provide data on one of pragmatic analyses that can be used in language learning.

1.6 Research Methodology

This section includes three analyses of the study related each other which hence classified to be research design, data source for the study, and data collection.

1.6.1 Research Design

The study is a qualitative study. Hoepfl (1997) states that qualitative research uses a naturalistic approach that seeks to understand phenomena in context-specific setting (as cited from Rachmawati: 2006).

The method of this study is carried out by using descriptive method. According to Gay (1987), descriptive method is a method of research that involves collecting data in order to test hypothesis or to answer questions concerning the current status of the subject of the study. The descriptive study determines and reports the way things are (as cited from Rachmawati: 2006).

1.6.2 Data Source for the Study

The subject of the study is randomly selected three of Metro TV's talk shows, they include:

1. *“Televisi sebagai Guru Bangsa” in Padamu Negeri;*

2. *“Menyeleamatkan Karya Budaya Bangsa melalui Hak atas Kekayaan Intelektual”* in Save Our Heritage Round Table Dialogue; and
3. *“Temasek Terancam Penalti”* in Today’s Dialogue

1.6.3 Data Collection

To collect data of the study appropriate procedure and instruments are needed.

a. Instrument

There are several techniques in collecting data to conduct a study, namely observations, experiments, interviews, tape-recording, and questionnaires. This study uses observation and tape-recording as its instruments.

b. Procedure

Random sampling method is used in collecting data of the study. It starts from choosing the talk shows, recording, to transcribing the debate. Subsequently, the violated conversational maxims in the transcription of each talk show is classified—based on the type of maxim. It is followed by rating the frequency of the violated maxims that occur in the talk shows and revealing the reason of the most frequent violated maxim occurrence in debate.

1.7 Data Analysis

In analyzing the collected data, this study applies Grice's Cooperative Principle. It focuses on the violations to the conversational maxims that occur in debate, in this case the three selected talk shows.

1.8 Clarification of Key Terms

The following terms are the core key words dealing with the research:

1. Cooperative Principle : a principle proposed by Grice that speakers and hearers need to obey in communication to make an efficient and effective one.
2. Conversational Maxims : rules that speakers normally try to fulfill in observing the Cooperative Principle. These four maxims are expressed to speakers as a rule how they should contribute to a conversation. The maxims are the maxim of quality, of quantity, of relevance, and of manner.
3. Implicature : something implied, meant, or suggested different from what is said.
4. Violation a maxim : one of types of non-observance of maxims that happens when a speaker is liable to mislead the hearer.

5. Debate : A formal argument or discussion of a question, e.g. at a public meeting or in Parliament or Congress, with two or more opposing speakers, and often ending in a vote.

1.9 Organization of the Paper

This paper will be organized into five chapters:

1. Introduction.

It discusses background of the problem, limitation of the study, statement of the problem, aims of the study, significance of the study, clarification of key terms, and organization of the paper.

2. Theoretical Foundation

This chapter contains theoretical foundations, which serve as a basis for investigating the problem of the study.

3. Methodology

It explains the methodology of the study focusing on objectives of the study, data sources, data collection, and framework of data analysis.

4. Findings and Discussion

Result of the study is reported in this chapter

5. Conclusions and Recommendations

This chapter provides conclusions of the study and recommendations for further study.