

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Nowadays, radio has become a part of human's life. As stated by Romli (2004:8) who said that “there are twice amount of cars using radio (about 135 millions) every day and four of five people can be reached by the radio in every week”.

Today, there are over than 35.000 radio stations all over the world and millions of people work as professional announcers. ([http://www.whatdotheydo.com/radio\\_an.htm](http://www.whatdotheydo.com/radio_an.htm)). In Bandung, there are more than forty radio stations and hundreds of people working as radio announcers. According to Romli (2004:31),

The announcer becomes the key to communicate information to the listeners, the program succeeded \_\_ with the parameter of total listeners and income of advertisements \_\_ basically depends on announcer's skill in announcing and 'rekindling' the program.

Since the transmitting of the message in radio is done by oral, the message that is transmitted to the listeners is only a glance. This situation forces the announcer to create good relationship with the listeners while he is announcing. An announcer should be able to use language effectively and persuasively to catch attention from the listeners. As Henneke (cited in Effendy, 1991:87) stated that:

Radio broadcasting is nothing more than an attempt to communicate information \_\_ to make something known. Although the information may reach millions, it is directed to the individual listener and the communication is complete only when the listener hears, comprehends, is interested and then act upon what he hears.

Getting a large number of listeners becomes prominent vision and mission for all radio broadcasts. The announcer needs an 'art' of his language to make the

communication more interesting and entertaining. The rhetoric used by radio announcer, both direct and indirect speech, is the key to make listeners attracted. It means that the announcer should have the ability in using language effectively and persuasively on the radio programs in order to reach the communication itself.

Every announcer may use different kinds of expressions in opening and closing the radio program. It can be formed into direct speech or indirect speech depends on the announcer's choice. The announcer may directly introduce the program to the listeners in opening the program, it indicates that he/she observes the maxims in CP. The announcer may also open the show by greeting or talking about interesting topic previously to the listeners, it indicates that he/she violates the maxims in CP. The cases also occurred when the announcer was closing the radio program. The announcer may directly say goodbye to the listeners when close the program; but he/she may also give any discussions or even the suggestions about the previously information before close the program.

The announcer is usually 'intricate' while offering the information to the listeners. For example, in announcing *adlibs* (reading advertisement), the announcer would give supporting ideas which relate to the *adlibs*, the case indicates that the rhetoric violates the maxim of quantity. On the other hand, the announcer is also often announcing *tagline* (slogan) directly and repeatedly to the listeners, this case indicates that it violates maxim of quantity but observes maxim of manner.

Beside that, the announcers often give the supporting ideas about the main information by delivering any jokes to the listeners, which can be real or not. It means that the rhetoric may violate and observe the maxims of quality.

There must be certain reasons why the announcers use those utterances, both technically and non-technically. Therefore, based on those phenomena, the writer would like to analyze the issues of the rhetoric by radio announcers in Grice's Cooperative Principle; in order to find out the maxims are mostly violated and observed by the announcers and to find out the announcers' views with regard to the related issues.

### **1.2 Limitation of the Research**

The research focuses on rhetoric (utterances) said by the announcers in the radio programs to communicate the information to the listeners. The rhetoric obtained from the four announcers which considered as the objects for the research. The research itself would be conducted at Ardan Radio 105,9 FM Bandung and the theory of Grice's Cooperative Principle would be used to analyze the utterances, whether it was violating or observing the maxims.

### **1.3 Research Questions**

This study is carried out to analyze the issues in these following research questions:

1. How are the violations and observances to Grice's CP maxims formalized in the rhetoric by the radio announcers?
2. What kinds of maxims are mostly violated and observed by the radio announcers?
3. What are the announcers' views with regard to the reasons behind the violations as well as observances to the maxims?

#### **1.4 Methodology Overview**

In doing this research, the writer has several basic steps required to be done. The first step is choosing one of radio stations to become the place in conducting the research. The writer chooses Ardan Radio because it is one of the popular radio stations in Bandung. Next, the writer determines how many announcers selected to be the participants of data resource in order to get the valid sample for the research.

Since the research discusses the rhetoric by the radio announcer that relates with everyday behaviors, the writer uses qualitative method to get the data to be analyzed. As stated by Silverman (2001:25) that “qualitative study is concerned with exploring people’s life histories or everyday behaviors”.

The data are collected through media and tools which are usually used to support the research. First, the data is obtained by recording the announcers’ live broadcastings in the radio stations. The recorded data then transcribed into the document in order to analyze the rhetoric (utterances) easily in Grice’s Cooperative Principle. Last, the writer interviews the selected announcers to get the answers behind the reasons of violating and observing the maxims.

#### **1.5 Clarification of the Key Terms**

In this research, there are several terms that need to be elaborated. Those terms are:

1. Rhetoric means the persuasive use of language. (Jones, 1971, <http://www.Amazon.com>).

2. Adlibs is words, music, or actions uttered, performed, or carried out extemporaneously. In radio broadcast, adlibs means reading advertisement by the announcer. (<http://www.theforcedictionary.com/ad-libs>).
3. Tagline is a slogan; a variant of a branding slogan typically used in marketing materials and advertising. (<http://www.answer.com/topic/tagline>).
4. Direct Speech is speech which happens when we speak we do mean exactly what we say. (Paltridge, 2000:19).
5. Indirect Speech is speech which happens when we intend something that is quite different from the literal meaning. (Paltridge, 2000:19-20).
6. Cooperative Principle (CP) is a principle of conversation that was enunciated by the philosopher Paul Grice, who said that: “make your contribution such is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” This principle is elaborated by means of a set of maxims, which spell out what it means to cooperate in a conversational way. (Thomas,1995:61)
7. Violation a Maxim means as the unostentatious non-observance of a maxim. If a speaker violates a maxim he/she will be liable to mislead. (Thomas, 1995:73)
8. Observance a Maxim means that speakers do not need and should not supply information that hearers have already known. When a speaker obeying the maxim he/she is being cooperative and observing the CP. (Thomas, 1995:65)

## 1.6 Organization of the Paper

The paper of the research is organized into five chapters. The first chapter contains the description of background which consists of limitation of the research, research questions, methodology overview, clarification of the key terms, and organization of the paper. The second chapter includes theoretical foundations to investigate the research issues. The third chapter contains the methodology of the research that discusses the main procedures to perform the research. The fourth chapter reports the findings and the discussions of the research based on the data analysis processed. Last, the fifth chapter gives the conclusions and suggestions to arrange the research.

