

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

After all of the procedures in answering the research questions have been presented in the previous chapters, the analysis finally comes to the conclusions of this research. The research concludes that the rhetoric used by radio announcers were both violating and observing the maxims in Grice's Cooperative Principle. The maxims mostly violated by the announcers were maxim of quantity and maxim of manner; while the maxims mostly observed by the announcers were maxim of quality and maxim of relevance.

The research further concludes that violations to the maxims are intrinsically relates to the characteristics of the spoken language in radio broadcast. The violations were motivated in the sense that the announcers violated the maxims for the sake of making their communication with the listeners more interesting. Otherwise, their communication would turn to be boring.

Two strategies were adopted by the announcers in the broadcasting, namely "bridging technique" and "brainwashing technique". The former relates to the violations to the maxims since the bridging technique was used to deliver information and adlibs indirectly to the listeners in order to bridge information with information, information with adlibs, or song with adlibs. The latter, on the other hand, relates to the observances to the maxims since the brainwashing technique was used to deliver tagline directly to the listeners in order to remind the listeners about the position and slogan of the radio station.

Based on the announcers' views, the violations and observances to the maxims basically depend on the duration of the broadcasting. The announcers, sometimes, needed to speak comfortably and enjoyably in the long duration. On the other side, the announcer also sometimes needed to speak explicitly and fast in the short duration.

5.2. Suggestions

The writer gives several suggestions in order to help other researchers who want to analyze the study about rhetoric by radio announcers in Grice's Cooperative Principle. In this research, the writer only chooses one of the popular radio stations to be observed. The writer suggests the researcher to observe more than one radio stations in order to get more data as the object of the research. Therefore, the researcher will also get more types of radio program which have different theme and target of listeners, so that the rhetoric is more varied.

The writer suggest every researcher to not to only record and transcribe the broadcast but also interview the radio announcers to get other information for the accurate data. In recording the broadcast, the researcher should make the announcers did not realize that they were recorded because it can give them the spontaneous and original data for the research. This method can also prove that their research does not come from the manipulated data.

However, the writer admits that this research has weaknesses to only analyze the data whether it is violating or observing the maxims. In fact, it does not mean that the rhetoric avoid the possibility of other kinds of infringements the maxims to be occurred,

such flouting a maxim, opting out a maxim, and suspending a maxim. Therefore, the writer also suggests other researchers to analyze the phenomenon for the further research.

