

CHAPTER 1

INTRODUCTION

This chapter consists of the background of the study, the problem of the study, the objective of the study, the significance of the study, the scope and the limitation of study and the definition of key terms.

A. The Background of the Study

Mass media are means of public communication¹. These mass media consist of the printed mass media and the electronic mass media. Those become inseparable parts of society's life. One of the most preferred mass media for communication reaching lots of audience is newspaper. Moreover, the newspaper contains all kinds of information relating to various topics like socialism, politics, current affairs, etc. Therefore, the newspaper is an effective medium in general for communicating, disseminating information and sharing views, ideas and opinions among the society.

Newspaper is an essential medium for mass communication to reach every stratum of society which possibly the electronic media can be unsuccessful. Therefore, it becomes a pivotal role to spread authentic firsthand communication and to build opinions, etc. which every stratum of society is easier to consume and becomes an effective medium taking part in social control and bestowing current information about governments etc. Moreover, there is one of the mass media engaging the society to impart comments about

¹ *Audio Cambridge Advanced Learner's Dictionary* (London: Cambridge University Press, 2008).

hot and current issues. The newspaper, The Jakarta Post, especially provides a question and the readers can be involved in imparting comments about hot and recent issues in the column of '*text your say*'. Then, those readers' answers can be sent from SMS, FB and email or twitter.

Comment is something which someone says or writes that expresses opinions. Here, the comments in '*text your say*' of The Jakarta Post shows public views relating to governmental policies and current issues happening among the society etc. The above explained reasons make the writer as the reader be interested in analyzing the comments in '*text your say*' of The Jakarta Post using one of the theories in the discourse analysis. The theory that can analyse the comments is known as the cooperative principle.

Grice formulated a general principle of language use, 'the cooperative principle'. The cooperative principle makes your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the speech exchange in which you are engaged². Then, Grice divides the cooperative principle into four categories or maxims (quality, quantity, manner and relevance). it is as a general rule of language use which is expected to be obeyed so that the communication can run well.

In this research, the researcher uses the cooperative principle and its maxims to analyse comments in '*text your say*' of The Jakarta Post that requests readers' comments related to hot and recent issues that happen among the society. From the phenomenon in '*text your say*' of the Jakarta Post, the

² Jan Renkema, *Discourse studies* (Amsterdam: John Benjamins Publishing Company, 1993), 9.

writer conducts a study whose title is the analysis of comments used in '*text your say*' of the Jakarta Post based on the cooperative principle and its maxims.

B. The Problem of The Study

From the above background of the study, the problems being investigated as follow:

1. What maxims are observed and infringed found in the comments of '*text your say*' in The Jakarta Post based on the cooperative principle and its maxims?
2. How are the maxims observed and infringed in the comments of '*text your say*' in The Jakarta Post based on cooperative principle and its maxims?

C. The objective of the study

Based on the above problems of the study, there are objectives which the writer intends to procure. Those are intended to investigate written comments in '*text your say*' of the Jakarta Post in relation to what maxims and how the maxims are observed and infringed based on the cooperative principle and its maxims.

D. The significance of the study

This study is expected to be able to give contributions for English teachers and English students in analyzing comments in '*text your say*' of the Jakarta Post based on the cooperative principle and its maxims. This research

can be useful for enhancing the critical thinking, to be aware of the hot and recent issues happening among the society and furthermore to know how conversation can run well based on the cooperative principle and its maxims. Then, this research can be helpful for the following researcher in either theoretical or practical reference and bestows more knowledge related to the cooperative principle and its maxims.

E. The scope and the limitation of the study

The writer makes a scope and a limitation to avoid readers from misunderstanding. The scope of the study is a discourse analysis which is focused on analyzing comments in '*text your say*' of the Jakarta Post during a two-week edition from December 3, 2012 to December 15, 2012. Then, the limitation of the study is made to avoid the enlargement of discussion and I limit to look at the observance or infringement of the cooperative principle and its maxims in general. On the other hands, this study will not discuss the comments out of the above fixed dates and will not discuss the cooperative principle and its maxims deeper such as violating, opting out, faced by a clash and floating of the cooperative principle.

F. The definition of key terms

To avoid readers from misunderstanding, it is essential that the writer make key terms clearer and easier to understand by imparting more details and a simpler explanation.

1. Language is a system of communication consisting of sounds, words and grammar, or the system of communication used by the people of a particular country or profession³.
2. Maxim is a short statement of general truth, principle or rule for behaviour⁴.
3. Grice formulated a general principle of language use, 'the cooperative principle'. The cooperative principle makes your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the speech exchange in which you are engaged⁵.
4. Comment means an opinion that you say or write that expresses about someone or something⁶.
5. *Text your say* is a column in The Jakarta Post that provides a question and the readers can be involved in imparting comments about hot and recent issues in the column of '*text your say*'.
6. Oberving means cooperative to the cooperative principle and its maxims while infringing means uncooperative to the cooperative principle and its maxims.

³ *Audio Cambridge Advanced Learner's Dictionary* (London: Cambridge University Press, 2008).

⁴ *Ibid.*

⁵ Paul Grice, *Studies in the Way of Words* (London: Harvard University Press, 1991), 26.

⁶ *Audio Cambridge Advanced Learner's Dictionary* (London: Cambridge University Press, 2008).