

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter reviews some relevant theories underlying the study as the researcher is concerned for the cooperative principle and its maxims. It consists of discourse analysis, conversation, cooperative principle, observing and infringing maxims, comments in 'text your say' of The Jakarta Post and the previous studies of the cooperative principle.

#### A. Discourse Analysis

Discourse analysis is a way of analyzing a sentence or a paragraph that contains a message in order to discover more about it that is used either in speech or in writing as stated by James Paul Gee that discourse analysis is the study of language in use<sup>1</sup> and other linguists define that discourse<sup>2</sup> is as anything beyond the sentence and therefore talking about a discourse means how the language is used rather than only sentences that are arranged in communication as stated by Lim Kiat Boey that discourse is the study of relationship between language and context in which it is used<sup>3</sup> because language is not just a system of communication<sup>4</sup>, consisting of sounds and words but more than just a sentence and furthermore communication contains a message

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<sup>1</sup> James Paul Gee, *An Introduction to Discourse Analysis* (New York: Rutledge, 2011), 6.

<sup>2</sup> Deborah Schiffrin, Deborah Tannen & Heidi E. Hamilton, *The Hand Book of Discourse Analysis* (New York: Blackwell Publishers, 2001), 1.

<sup>3</sup> Lim Kiat Boey, *An Introduction to Linguistics for the Language Teacher* (Singapore: University Press, 1975), 117.

<sup>4</sup> S. Pit Corder, *Introducing Applied Linguistics* (Australia: Penguin Education, 1993), 32.

that needs to be well transferred to whom we speak as communication is defined as a method of sending information<sup>5</sup> and also Guy cook states that communication is how people create meaning and make sense of what is said in specific circumstance<sup>6</sup>. Consequently, in a dialogue, communicating that can run well needs cooperation as Grice formulated a general principle or language use called 'cooperative principle'. It consists of four principles/rules named maxims (of quantity, quality, relevance and manner). Actually, the four maxims of Cooperative Principle are created to help how two or more people can converse well and become the essential parts of the well information-transferring process in conversation.

## B. Conversation

Conversation means to talk between two or more people in which thought, feelings and ideas are expressed, questions are asked and answered or news and information are exchanged<sup>7</sup> while the other linguist defines that conversation means a speech activity in which all members of a community routinely participate<sup>8</sup>. The conversation can occur when two or more people communicate with or react to each other either to ask a question or to inform

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<sup>5</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press 2010).

<sup>6</sup> Guy Cook, *Discourse* (New York: Oxford University Press, 1989), 41.

<sup>7</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press 2010).

<sup>8</sup> Heide Ringgenbach, *Discourse in the Language Classroom*, (USA: The University of Michigan, 1999), 55.

ideas. There are four types of communication interactions consisting of dialogue, discussion, debate and argument<sup>9</sup>.

Dialogue<sup>10</sup> is a conversation between two or more people. In dialogue people engage in a conversation or the communication that shares ideas, opinions, and assumptions for the purpose of acquiring a higher level of understanding. The aim is to surface and fully explore all relevant information, assuring it is clarified and fully understood by others.

Discussion is when people talk about something and tell each other their ideas or opinions<sup>11</sup>. Therefore it means an exchange of information that not only identifies but also clarifies issues, but guides communication in an attempt to weigh information, draw some conclusion, acquire a decision or consensus about the topic, or lead participants to select a position.

Debate is discussion of particular subject that often continues for a long time and in which people express different opinions to persuade each other<sup>12</sup>. Therefore it is an exchange of information which is designed to convince someone else of the rightness of one's own information, opinion, or belief.

Argument is a situation in which two or more people disagree, often angrily and communication in which participants have a strong vested interest

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<sup>9</sup> "Practicing Parenting for Adolescents", *Child Welfare Competency-Based Training*, <http://www.pacwr.pitt.edu/curriculum/927>, accessed on February, 9 2007.

<sup>10</sup> A. R. Yesufu, *Elements of Drama* (Nigeria: National Open University of Nigeria, 2008), 39.

<sup>11</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press 2010).

<sup>12</sup> Michael Mayor, *Dictionary of Contemporary English* (London: Longman Publishing Group, 2009).

in winning at all costs<sup>13</sup>. Therefore the pretension to come out on top is often not associated with any inherent validity of the ideas being discussed. Actually people make argument to maintain self-esteem, to show strength, to defend against some perceived threat or to disarm an opponent. As arguments are primarily emotionally driven, the arguments are often illogical in content.

In this research, the writer analyzes a dialogue, one of the communication interaction types as explained above. In 'text your say' of The Jakarta Post, there is a dialogue consisting of two participants, The Jakarta Post and the the comment-imparting persons, talking about hot and recent issues. And the dialogue will be analyzed using the cooperative principle and its maxims.

### C. Cooperative Principle

Cooperative Principle is a set of rules created to help communicate well in the talk exchange as stated by Grice that each participant recognizes cooperative efforts, a common purpose or set of purposes, or at least a mutually accepted direction<sup>14</sup>. The theory informs that a basic underlying rule is made when speakers talk to listeners and both share cooperative efforts in conversation. Both speakers and listeners try to cooperate one another in order to communicate accurately and efficiently<sup>15</sup>. The cooperative principle explains how the effective communication is acquired in common social situation and

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<sup>13</sup> Ibid.

<sup>14</sup> Paul Grice, *Studies in the Way of Words* (London: Harvard University Press, 1991), 26.

<sup>15</sup> Herbert H. Clark & Eve V. Clark, *Psychology and Language* (USA: Harcourt Brace Jovanovich, 1989), 122.

furthermore shows that conversing is not only to arrange words into a sentence but also to transfer the information that the speaker intend to utter while the hearer also needs to acquire the message well during the information-transferring process. Paul Grice has a belief that upon covering, the speaker and the listener share cooperative efforts so conversing in a dialogue can run well either in speech or in writing as stated by Grice that the cooperative principle<sup>16</sup> makes your conversational contribution such is required, at the stage at which it occurs, by the accepted purpose or direction of the speech exchange in which you are engaged.

In the cooperative principle theory, Grice formulated four categories named maxims. Actually, the maxims are made to explain how two or more people converse to get the effectiveness of communication and furthermore the maxims are made as precepts for speakers to show how to contribute to a conversation. The maxims can be formulated as follow:

1. Maxim of quantity

It explains that the number of information should be contributed as it is needed. On communicating each other, speaker should impart adequate information. If the imparted information is more than is expected, it is considered uncooperative. Actually it shows that the speakers/writers are expected to consider the number of information going to be transferred during

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<sup>16</sup> Jan Renkema, *Discourse Studies* (New York: John Benjamins Publishing Company, 1993), 9.

the communication and therefore communication can run well. Grice<sup>17</sup> formulated this maxim of quantity as follows:

- a. Make your contribution as informative as is required (for the current purposes of the exchange).
- b. Do not make your contribution more informative than is required.

The Grice's maxim of quantity says that if you are assisting me to mend a car, I expect your contribution to be neither more nor less than is requested<sup>18</sup>. Then Grice imparts an example "If, at a particular stage I need four screws, I expect you to hand me four, rather than two or six"<sup>19</sup>.

Here is the Grice's maxim of quantity that can be infringed through providing utterances of patent tautologies like *Women are women* and *war is war*<sup>20</sup>. It is included as infringing because such remarks are totally non-informative.

## 2. Maxim of quality

It explains that information going to be transferred should be true and is forbidden to be transferred when it lacks enough evidence. It means that the speakers/writers should choose which information that should be transferred because the quality of information will bring some uncooperative or cooperative influence during the information-transferring process and the enough evidence or reasons available to support the imparted information will

<sup>17</sup> Jan Renkema, *Discourse Studies* (New York: John Benjamins Publishing Company, 1993), 10.

<sup>18</sup> Paul Grice, *Studies in the Way of Words* (London: Harvard University Press, 1991), 28.

<sup>19</sup> *Ibid.*, 28.

<sup>20</sup> *Ibid.*, 33.

make communication run well. Grice<sup>21</sup> formulated this maxim of quality as follows:

- a. Do not say what you believe to be false.
- b. Do not say that for which you lack adequate evidence.

The Grice's maxim of quality<sup>22</sup> says that I expect your contribution to be genuine and not spurious. Then Grice imparts an example "If I need sugar as an ingredient in the cake you are assisting me to make, I do not expect you to hand me salt; if I need a spoon, I do not expect a trick spoon made of rubber"<sup>23</sup>.

Here is the Grice's maxim of quality that can be infringed through imparting information using some figures of speech<sup>24</sup>.

- a. Irony is a means of expression which suggests different, usually humorous or angry, meaning for the words used<sup>25</sup>. For instance: he is so kind but actually he is not kind.
- b. Metaphor is an expression which describes a person or object in a literary way by referring to something that is considered to have similar characteristics to the person or object you are trying to describe<sup>26</sup>. For example: she is the sugar in my tea.

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<sup>21</sup> Jan Renkema, *Discourse Studies* (Amsterdam: John Benjamins Publishing Company, 1993), 10.

<sup>22</sup> Paul Grice, *Studies in the Way of Words* (London: Harvard University Press, 1991), 28.

<sup>23</sup> *Ibid.*, 28.

<sup>24</sup> *Ibid.*, 34.

<sup>25</sup> Michael Mayor, *Dictionary of Contemporary English* (London: Longman Publishing Group, 2009).

<sup>26</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press 2010).

- c. Hyperbole is the use of exaggerated terms not in order to deceive but to emphasize the importance or extent of something<sup>27</sup>. For example: every handsome boy loves a shopkeeper.

Peter Grundy<sup>28</sup> in his work, *Doing Pragmatics*, adds that the Grice's maxim of quality can be violated or infringed through understatement and rhetorical question.

- a. Understatement is a statement that describes something in a way that makes it seem less important, serious, bad, etc. than it really is<sup>29</sup>. For example: Is it that too much to expect in Indonesia.
- b. Rhetorical question is a piece of speech or writing intended to influence people, but not completely honest or sincere<sup>30</sup>. Actually it is intended to produce an effect rather than to get answer. For instance: What made him stay so long all the time?

The above are considered as infringing the maxim of quality because it is contrary to the fact as stated by Grice to utter the truth.

### 3. Maxim of relevance

It explains that the information going to be uttered should be relevant to the topics that are being talked about. It means that to have a good communication that can run well during the information-transferring process should be relevant to what is being discussed each other because the

<sup>27</sup> Margaret Drabble, *The Oxford Companion to English Literature* (New York: Oxford University Press, 1985), 511.

<sup>28</sup> Peter Grundy, *Doing Pragmatics* (New York: Oxford University Press, 2000), 77.

<sup>29</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press 2010).

<sup>30</sup> Ibid.

information conveyed irrelevantly will make communication not run well therefore the information should be relevant. Grice<sup>31</sup> formulated this maxim of relevance as follows:

a. Be relevant.

The Grice's maxim of relevance says<sup>32</sup> that I expect a partner's contribution to be appropriate to the immediate needs at stage of the transaction. Then Grice imparts an example "if I am mixing ingredients for a cake, I do not expect to be handed a good book or even an oven cloth (though this might be an appropriate contribution at a later stage)"<sup>33</sup>.

4. Maxim of manner

It explains that the information going to be imparted in a dialogue had better be avoided from obscurity of expression and ambiguity and had better be brief and orderly. It means that the information should be clear, orderly and brief so the information can be easily understood. It shows that the speakers/writers should realize in which way the speakers/writers transfer the information during the communicating process therefore communicating well needs to be cooperative each other when the speakers/writers are transferring the information to the listeners/readers. Grice<sup>34</sup> formulated this maxim as follows:

a. Avoid obscurity of expression

b. Avoid ambiguity.

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<sup>31</sup> Jan Renkema, *Discourse Studies* (New York: John Benjamins Publishing Company, 1993), 10.

<sup>32</sup> Paul Grice, *Studies in the Way of Words* (London: Harvard University Press, 1991), 28.

<sup>33</sup> *Ibid.*, 28.

<sup>34</sup> Jan Renkema, *Discourse Studies* (New York: John Benjamins Publishing Company, 1993), 10.

c. Be brief (avoid unnecessary prolixity).

d. Be orderly

The Grice's maxim of manner<sup>35</sup> says that I expect partner to make it clear what contribution he is making and to execute his performance with reasonable dispatch.

#### D. Observing and Infringing Maxims

Infringing<sup>36</sup> means to break a rule and maxim<sup>37</sup> means a short statement of principle or rule. Therefore infringing maxim means to break or to act against the cooperative principle that consists of its four maxims (of quantity, quality, relevance and manner). In talk exchange, a participant can fail to fulfil maxims due to various reasons like ignoring, disliking to talk about the discussed topics etc. For examples:

1. Sandra: You really love me?

Sulton: I like college football and basket

The example is included as infringing the maxim of relation because Sulton is changing the topic.

2. Sandra: where is Wulan?

Sulton: the control room or the science lab.

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<sup>35</sup> Ibid., 28.

<sup>36</sup> A. S. Hornby, *Oxford Advanced Learner's Dictionary* (New York: Oxford University Press, 2010).

<sup>37</sup> Ibid.

The data is considered as infringing the maxim of quantity because Sulton does not give as much information as Sandra wanted but gives a weaker statement (giving two possibles answers).

3. Sandra: Who am I?

Sulton: You are sugar in my tea.

The data uses a metaphorical figure of speech as stated by Grice the metaphor is considered as floating or infringing the maxim of quality because she is actually a girl but not sugar.

4. Sandra: What do you say?

Sulton: I say capital.

The "capital" word is ambiguous. It can mean a letter of alphabet in form and larger size, a large amount of money used for producing more wealth or a main city. The "capital" needs more information about the context in which it is used. Hence, the ambiguous word is considered as infringing the maxim of manner as stated by Grice to avoid ambiguity.

Observing<sup>38</sup> is to obey a rule and maxim<sup>39</sup> means is a short of principle or rule. Then observing maxim means to obey the cooperative principle that consists of its four maxims (of quantity, quality, relevance and manner). In talk exchange, a participant can succed in fulfilling maxims due to various reasons like paying attention to the discussed topics, liking talking about the topics etc.

For instances:

1. Sandra: Do you love me?

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<sup>38</sup> Ibid.

<sup>39</sup> Ibid.

Sulton: Yes. I love you, my lovely girl.

The data is considered as observing the maxims because Sulton gave as much information as Sandra wanted, the truth, relevant response and reasonable dispatch.

#### **E. Comment in *text your say* in The Jakarta Post**

The Jakarta Post is a daily English newspaper and then its head office is in the nation's capital, Jakarta. The newspaper in Indonesia started on 25 April 1983 belongs to PT Bina Media Tenggara. The daily English newspaper is targeted at foreigners, educated Indonesians and middle-class readership. Here, there are lots of columns that The Jakarta Post provides. Those are such as *the Jakarta post headline*, *your letter*, *opinion*, *text your say* etc. And furthermore inside the Jakarta Post among lots of columns, there is one interesting column that is *text your say* that provides recent and hot news taking places among the Indonesian society and then The Jakarta Post invites the readers to be involved in bestowing comments to show how the society's outlooks are about recent and hot news taking place. Then, the comment-imparting people can send comments through various social media such as SMS (short message service), FB (face book) and email or twitter.

Comment means an opinion that you say or write that express about someone or something<sup>40</sup>. In a dialogue, the comment uttered can be provoking, criticizing, interceding, defending etc. And in '*text your say*' the dialogue is

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<sup>40</sup> Ibid.

between The Jakarta Post and the readers concerning about recent and hot issues which lots of people would like to talk about and then the society's outlooks are publically showed in the column of *text your say* of The Jakarta Post. Then the society's comments (a dialogue between The Jakarta Post and the comment-imparting persons) can be analyzed using one of the discourse theories which is well-known the cooperative principle that consists of four maxims (of quantity, quality, relevance and manner) as explained above.

#### **F. The Previous Studies of Cooperative Principle**

There have been three researches using the cooperative principle. Those are: the first study whose title is "the analysis of verbal expression used in the advertisement based on the Grice's cooperative principle theory" concerning about the Grice's cooperative principle conducted by Mamluatul Khusna (2006) STAIN Kediri, the second study whose title is analysis on the conformity between English verbal expression used in TV advertisements and Grice's cooperative principle theory conducted by Slamet Budiarto (2007) STAIN Kediri and then, the third study whose title is the conformmity analysis of the web-based to advertisements to Herbert Grice's cooperative principle theory (2008). The three above studies which analyze the information, the written text in the advertisement, based on the cooperative principle that consists of four maxims (of quantity, quality, relevance and manner).