

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the problem

Language has been the tool for humans to communicate with their surroundings. According to Paul Gee (1999), language has 2 significant functions, that is to scaffold the performance of social activities (whether play or work or both) and to scaffold human affiliation within cultures and social groups and institutions. However, language can be in the form of literary works, or through media. Hyacyntha (1996) stated that the products of communication takes both, oral and written forms. Written communication could also be categorized into literary source and literary works. Both of them carry information, provided by words and it is printed. In this case a newspaper is also the part of literary works and it is one of the tools of communication because a newspaper carries information from all around the world. Tiersky and Chernoff (1993) said that by reading the newspaper, you can find out about what is happening throughout the world: locally, nationally, and internationally. The part of the newspaper that the writer wants to analyze is the criminality section, but the focus of this study is not wholly in newspaper, the concern is only for the headlines. Isani (2011) said that Headlines are the most widely read part of a newspaper – five times more than the body copy – since headlines are scanned not only by initial purchasers but also by the innumerable people in their immediate vicinity. From the statement of Isani, it can be concluded

that function of headlines to direct readers and to have them pay attention to the words or phrases written in the headlines. Implementing Grice's Maxims in the headlines is essential since it is sometimes confuse the readers because of its ambiguity. In order to get readers understand what is being said in the headlines, the writer takes one example from headline containing violation of maxims. Taken from the Jakarta Post headline on Thursday 4/16/15, it is written "Another Prison Drug Ring Busted in Death Island" we can see this headline is not really clear enough and it has ambiguous meaning by saying "prison drug ring" and "death island" has violated the maxim of quantity and the maxim of manner. "Prison Drug Ring" is not either the kinds of ring or the kinds of drug, it refers to the drug dealer that has been busted. While "Death Island" also violates the maxim of manner. "Death Island" is the jail where the drug dealer stays for his crime, not the name of an island. From the example, the headline is not being perspicuous, meaning that the journalist did not see the target of the readers. Using such difficult terms as "Death Island" and "Prison Drug Ring" makes the headline not obey the maxim of manner as well as maxim of quantity.

From the example that has been delivered above, it proves clearly that this study needs further research to validate that implementing Gricean maxims helps readers to interpret the meaning in the headlines. The reason why the writer chooses this study is that the writer concerns about how important analyzing a tool of communication using Gricean Maxims is since headlines are the relevance optimizer of the newspaper itself. Interpreting the meaning

using Grice's maxims also help readers to become critical in reading Newspaper headlines. The writer chooses headlines because the headlines direct and cover all the newspaper contents. Through this study, the writer hopes that the readers could understand the means of communication without violating the maxims.

The writer wants to analyze the headlines of one month edition of the Jakarta Post. The theory being used by the writer is the theory of Cooperative principles, also known as Gricean Maxims. Grice (1975) proposed that every communication has cooperation, even when the ones are arguing, this is why, Grice called this theory cooperative principle. It has four maxims, each has its own rule that must be obeyed in the communication in order to have both the deliverer and the receiver understand what they are saying. There are four basic maxims that have been proposed by Grice: they are the maxim of relevance, quality, quantity, and manner. By understanding Gricean Maxims, communication will become the successful one. On the other hand by violating it, the communication would be ambiguous, awkward, and sometimes affects the relationships between people. However, not all of the maxims are always obeyed, in such cases violations sometimes occur. Violation, according to Grice (1975), takes place when speakers intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes. These violations are unintentionally or intentionally spoken by the deliverer to avoid some unpleasant consequences such as punishments, and scoldings. With the analysis of Grice through

newspaper headlines, the writer hopes that the readers of the study can understand the use of Gricean maxims, especially for the literary works as one of the tools of communication by analyzing headlines of Jakarta Post newspapers.

Headlines, provide the readers with optimal ratio between contextual effects and processing effort, and direct readers to construct optimal context for interpretation (Daniel Dor, 2003). This statement proves that every reader has their own perception to guess what is being written by only looking at the headlines. It is can also be categorized as information texts. According to Donald Carter, Angela Goddard, Danuta Reah, Keith Sanger, and Maggie Bowring in their book entitled “working with texts” (1995) stated that, some of the information texts, for example, headlines are to do directly with their visual shape: the title, in uppercase letters, the illustration (usually with photographs), the boxed nature of the text (the way the text is broken up into spatially distinct sections). The purpose of this study is to show that literary works, newspaper, share some meaning in stating information. By looking headlines using Analysis of Grice’s maxims, helps readers of this study interpret the meaning of each headlines written in the newspaper.

## **1.2 Statement of the problem**

Problems being researched in Newspaper Headlines is as stated below:

1. Which Gricean maxims are being applied in the headlines?
2. Which Gricean Maxims are being violated in the headline?

### **1.3 The Objectives of the Study**

With the research problems stated above, the objectives of this study is to find out which maxims are used in the Jakarta Post Headlines, which maxims are violated, and whether the violations cause ambiguity.

### **1.4 Theoretical Framework**

H.P. Grice, the famous linguist, a philosopher and also the founder of four cooperative principles stated that, based on the place of communication, human interpret the meaning by cooperating each other, hoping that the sender of the message have to obey the four conversational maxims (maxim of manner, relation, quantity, and quality). In this study, writer wants to do research in a month edition of Jakarta Post headlines.

Theories being researched in this study is the Grice's cooperative principles and its four maxims (maxim of manner, maxim of quality, maxim of relation, and the maxim of quantity) and also the violations of each maxims.

### **1.5 The Significance of the study**

It is hoped that this study could help the reader to analyze the Grice's maxims through newspaper headlines, the writer also hopes that this study is useful to the students learning language, readers who are usually confused in

interpreting the meaning of headlines in the newspaper and make them aware that through any social tool, in this case, newspaper headlines, can be a media to help people learn about Gricean maxims and use it to communicate every day to achieve successful communication.

### **1.6 Limitation and scope**

Referring to chapter 1.2, this study is conducted to help readers who have difficulties in interpreting the meaning of headlines since usually the headlines contain ambiguity, and to identify the four maxims of Grice in Jakarta Post newspaper headlines as well as violations of each maxims. Because of time constraint, the writer will analyze Jakarta Post newspaper headlines which are taken from the 1<sup>st</sup> of April until 30<sup>th</sup> of April 2015. His study only covers the criminalities headlines because it is easy for the writer to interpret rather than such other topics as politics. However, this study does not represent the whole sections of the newspaper, it represents one small parts of the newspaper itself. Further research still needs to be done to solve the weakness of this study.

## **1.7 Definition of Key Terms**

To avoid several misunderstandings, the writer has provided some definitions for the readers of this study. The terms may also result in confusion. Here are some definitions provided by the writer.

### **1.7.1 Conversational Maxims**

Grice thinks that conversation is based on a shared cooperation principles, something like: “Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged.” In summary, what Grice means by saying this is to communicate something based on the fact/s that has been approved by society, not by facts that has been made up by one self. Conversational maxims, based on Grice (1975), obeys four conversational maxims or also known as cooperative principles, they are the maxim of manner, maxim of quality, the maxim of quantity, and the maxim of relevance.