

2.1.3 Cooperative Principle

In carrying out its activity everyday human beings will always meet and interact with others. In interacting with others, humans use language as a medium of communication. In reasonable communication, each of the parties involved, between the speaker and the listener will always try to deliver the speech with effective and efficient. Paltridge (2008: 61) wrote the Grice (1975) argues that in order for a person to interpret what someone else says, some kind of cooperative principle must be assumed to be in operation. The cooperative principle is a principle of conversation that was proposed by Grice, stating that participants expect that each will make a “conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange”.

In order for speech may be accepted by the opponent, spoken speech, speakers generally consider carefully various factors involved or may be involved in a process of communication. Grice argued that reasonable discourse can occur if between speakers and petutur dutifully on the principle of cooperation communication. Grice in his theory (2006:68) divides cooperative principle maxim on four sub-principle:

1. Maxim of Quality

The Maxim of Quality requires information provided in conversations to be genuine and justified. Maxim of quality is where one tries to be truthful, and does not give information that is false or that is not supported by evidence. The

understanding the poster easier. This is very important to give evidences to the reader to make strong the arguments of the poster. The researcher quoted some statements from some experts or some evidences from some articles, video and books is needed.

The differences between the researcher research paper and the others research above are the researchers thesis is focused on violating of conversational maxims analysis, while the research paper from Septi Dwi Andini is focused on conversational implicature meaning or the implicit meaning, even though she also analyzed conversational maxims in her research paper. The objects of the research are also different, Septi Dwi Andini was researched protest poster while another one was movie.

The second is the thesis of Yudith Tyas Prameswari “*JOHNNY ENGLISH’S CHARACTERIZATION THROUGH THE WAY HE USES COOPERATIVE PRINCIPLE IN JOHNNY ENGLISH REBORN MOVIE*”. This research aims to find Johnny English’s characterization as the main character in Johnny English Reborn movie through the way Johnny English uses the maxims of the cooperative principle by Grice in his conversation. The data of this research is all of Johnny English utterances in the movie. Since, almost every utterances of Johnny English can be analyzed by using cooperative principle. The way Johnny English uses the cooperative principle leading to his characterization is explained. This research uses qualitative method. The data is analyzed by understanding the meaning of the utterance, considering the context when the conversation happens, finding the way

