

CHAPTER 1

INTRODUCTION

A. The Background of The Study

Language is an important part of our lives, without using language we could not understand each other because language is used to communicate and convey meaning from one person to the others.

A language has meaning; the meaning allows us to understand each other in a communication. However, not all the meanings of a language are explicit or have real meaning; some of them are implicit. Pragmatics is a study of contextual (implicit) meaning. It can be defined as what people mean in a particular context and how the context influences what is said (Yule, 1996:3). It means that the meaning of a language cannot be predicted directly by using linguistics knowledge alone but we have to connect it with the external world while communicating.

Communication itself is divided into two i.e. written and spoken. A written language is a kind of language which is written i.e. a letter, brochure, pamphlet, billboard, etc. A spoken language is a language that we mostly use in daily communication, which must consist of speaker(s) and listener(s). The speaker(s) and listener(s) who are involved in a conversation are cooperating each other (Yule, 1996:35). The speaker(s) and the listener(s) are said to have fulfilled the Cooperative Principle which is known as the rules of communication when they manage to achieve a successful and ideal conversation.

Language is used in many aspects of communication activity. One of them is language of politics. Language of politics can be defined as the language of power, which leads to the decision-making. It covers battle cry, verdict and sentence, statute, ordinance and rule oath of office, controversial news, comment, and debate (Lasswell, 1965:8).

Debate is one of types of public speaking; it is a discussion between two sides with different views. It is usually done by students, politicians, and many others. However, the debate which is done by a politician is called as a political debate, and it may differ from debate done by students. The politicians have the different way of speaking, they tend to use the long-winded language and it is not straight to the point sometimes. Their language must show that they have a great power and an ability to control people.

The democratic politics now allow people to choose their leaders. There are a lot of ways that government does so that people can know well the candidate's of leadership in the coming period, one of them is to hold a presidential debate. When responding the questions which are asked by a moderator, the candidates will probably not respond directly to the subject matter because the public is watching every word they say. The words they say provide us with clues of what is actually in their mind because language has shortcomings as a vehicle for the transmission of thought and feeling.

However those kinds of things can be said as breaking the rule of communication or the other word we say it as a "violating maxims". There are some reasons why people tend to violate maxims or break the rule of

communication i.e. they may hide the truth, save face, satisfy the hearer, cheer the hearer, build someone's belief, and convince the hearer (Christoffersen in Tupan and Natalia, 2008: 66-67).

This research has also done by Batubara (2010), she has written a thesis which had a title "A Study of Maxim Violations in the Utterances of President Candidates in President Debate 2009" which discussed about the violation maxim which were done by the president candidates and described the implication of the dominant maxim which are violated in their utterances in President Debate 2009. Besides that, Zebua (2010) has written a thesis which had a title "Maxim Violation in Humors in Reader's Digest" which discussed about the types of maxim which were violated in order to achieve humorous purpose by giving unexpected and surprised effects to the readers of Reader's Digest online magazine.

Politics is crucial. This research is aimed to find out the violating maxim which is done by the candidates in first presidential debate in Denver, America. By doing this research, it is expected that the public especially the Indonesian youths to understand how the politicians speak because it is important for youths to be introduced to the real politics so that in the future, this nation will not be easily fooled by all the nice words uttered by the politicians while campaigning.

The researcher chose a presidential debate between President Obama and Republican Nominee Mitt Romney, because the researcher assumed that they would violate a maxim (quality, quantity, relevance, or manner) which was originally conceived by the philosopher H.P Grice.

B. The Problems of The Study

The problems of the study are formulated as the following.

1. What kinds of maxims are violated in presidential debate between President Obama and Republican Nominee Mitt Romney?
2. How is maxims violated in presidential debate between President Obama and Republican Nominee Mitt Romney?
3. Why is it dominantly violated in the presidential debate between President Obama and Republican Nominee Mitt Romney?

C. The Objectives of The Study

In relation to the problem, the objectives of the study are.

1. To describe the violated maxims in presidential debate between President Obama and Republican Nominee Mitt Romney
2. To derive the dominant violated maxim in presidential debate between President Obama and Republican Nominee Mitt Romney
3. To reason for the use of the dominant violated maxims in the presidential debate between President Obama and Republican Nominee Mitt Romney

D. The Scope of The Study

The study is focused on the violation of maxims as found in “Presidential Debate between President Obama and Republican Nominee Mitt Romney moderated by Jim Lehrer, on October 3, 2012 in Denver” based on the theory of

maxims (quality, quantity, relevance, and manner) which is originally conceived by the philosopher H.P Grice.

In order to have a specific research, the writer will limit the study only focused on speech which contains the violation of maxims.

E. The Significance Of The Study

Theoretically, the research findings of this study is expected to be useful for the application of the relevant pragmatics theory about cooperation or implicature focused on the violating maxims conceived by the philosopher H.P Grice in analyzing the language of politics in the presidential debate.

Practically, the research findings of the study are expected to be useful for.

1. The students of university to understand how to analyze maxims that relate to the meaning of utterances which are found in presidential debate and motivate them to analyze maxims in other dialog especially in presidential or political debate.
2. The English teachers as a teaching material to be used in an understanding the meaning of utterances in presidential or political debate.
3. The other researchers, who will conduct the next research to use this study as a reference.