

# CHAPTER I

## INTRODUCTION

This chapter presents an overview of this research. The first section starts with the background that mainly deals with the issue for conducting this research. This section followed by research question, research objectives and research significances. And the last section in this chapter is definition of keyterm.

### 1.1 Background

To express human thoughts usually people do some “fight” to defend their opinion, that called debate. According to Freelay (2014:07) “debate is the process of inquiry and advocacy, a way of arriving at a reasoned judgement on a proposition. Debate provides reasoned arguments for and against a proposition”. In other way, debate is also tool for government campaign. “A debate forum functions as a media which provides some big ideas for the people who are the audience of the forum to assess one’s interest through the language used by debaters.” (Saragih, 2006:12)

Debate of the candidates of presidential is a routinity which is always held before the election. “An election is a formal decision-making process by which a population chooses an individual to hold elected status. Elections have been the usually mechanism by which modern representative democracy has operated since the 17th century. Elections may fill offices in

the legislature, sometimes in the executive and judiciary, for regional and local government” (Edward, 2014)

In the second presidential debate United States of America 2017 there is a candidates from Republican and Democrat party. Nominee from each party is Donald J. Trump and Hilary Clinton. The whole thing will run for 90 minutes with no commercial interruption. Moderator has selected three topics that he will focus on: America’s Direction, Achieving Prosperity, and Securing America. Each of the three topics will have two 15-minute segments. The moderator will initiate each segment by asking a question, and then each candidate will have two minutes to answer. They will then get to address each other, and moderator will have the opportunity to ask additional questions to further explore the topic at hand.

In debate, every candidate does not always explicitly say what he or she means that much more than he or she utterance actually utters (Thomas, 1995:67). In another case, a candidate may also provide information that intentionally confuses or misleads the hearer. Therefore, for the sake of a successful communication (in this case is debate) both speakers (candidates) and hearer (audience) should mutually cooperate each other. Because without cooperation interaction would be counter productive. (Keenan, 1976:44).

Every debate also provide a conversation, conversation is essentially a spoken language event between two or more participants which generally occurs in a relaxed atmosphere. Conversation is a container that allows the

realization of the principles of cooperation (maxims). According to Grice (1975) participants in a conversation obey a general 'Cooperative Principle' (CP), which is expected to be in force whenever a conversation unfolds: "Make your conversational contribution such as 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 addition, Grice proposed four conversational maxims governing the rules of conversation: Quantity: do not make your contribution more informative than is required, Quality: do not say what you believe to be false or that for which you lack evidence, Relation: be relevant, Manner: be brief and orderly. (Brasdefer, 2008)

What interesting from this debate in linguistics world is the different gender from each nominee. Sociolinguists have turned their attention to gender. Yule (1996) states that "There is different language between man and woman, grammatical gender is distinction between "masculine" and "feminine". As writer explain above that The Republican nominee is a male and The Democrat nominee is female. There will be some different utterances between them. According to Wardaugh (2006) in verbal communication male more talk loudly than female, slower, more powerful and etc. There is also different characteristics between them, Deborah Tannen has state that there is six different characteristics between man and woman they are intimacy and independent, status and support, information and feelings, orders and proposal then conflict and compromise.

How differences characteristics of man and woman language in this debate and how they cooperative to answering every question from the

moderator is what the writer try to answer. The writer focusses to analysis every cooperative principle that is violated from the candidate by man (Donald J. Trump) and woman (Hillary Clinton) language.

In this thesis, the writer refers to some previous studies in the similar field. The first research is written by Ahmad Ulliyadhi Satria Rahaja (2015) with the title *“Analysis on Maxim of Cooperative Principle Violation by Dodit Mulyanto in Stand Up Comedy Indonesia Season 5”* in this research, he analysed the maxim violaten by Dodit Mulyanto in stand up comedy Indonesia season 5. He analysed how cooperative principle are violated in humor situation.

The second research written by Saiul Asropit (2012) with the title *“Violation Of Cooperation Principle in The Naruto Comic Episode 440: “A Conversation with the Fourth”*. In this research, he analysis the maxims violation works on a comic and his object is Naruto Comic Episode 440: A Conversation with the Fourth.

The third research written by Teguh Adimarta (2015) with the title *Grice’s Conversational Cooperative Principles in Competitive Debates*. In this research, he examined the similarity and difference between Grice’s conversational principle and debate competition principle in grand finale of an East Java High school debate competition.

The similarity between this research and the last previous research is cooperative principle theory. But in this research and the last previous research have different object. The previous study choose humor, comic as

the object while the writer chooses a real more life conversation, a debate, as the object. And the writer not only analysis about cooperative principle, but also analysis about language gender from the object.

## **1.2 Research Questions**

Based on the background above, the questions proposed are divided into two points that represent this analysis. The questions proposed in this research are :

1. How are the maxims of cooperative principles violated by man and woman presidential candidates in second presidential debate United States of America 2017 ?
2. How do the characteristics of man and woman languages make the candidates violated the cooperative principle ?

## **1.3 Research Objectives**

According to the research question, the writer defined the objective of this research as follows:

1. To analysis how the cooperative principles which been violated by man and woman in formal situation (debate).
2. To find out how characteristics of language by man and woman can affect candidate violated the maxim of cooperative principle.

#### 1.4 Research Significance

The writer is expected to support theories which dealing with maxims and language & gender theory. And hopefully, this research has a benefit for related parties. The result of this research for the readers is expected to be able to understand how cooperative principle and language & gender applied in the real coverstation espesially debate. And for another researcher this research is expected to be able to provide the inspiration for another researcher to do the further research.

#### 1.5 Definition of Key Term

- a. *Language* here means the method of human communication.
- b. *Gender* here means a social construct (within the fields of cultural and gender studies, and the social sciences).
- c. *Cooperative Principles* here means principle of a conversation that show in candidate statement.
- d. *Debate* here means the process of inquiry and advocacy, a way of arriving at a reasoned judgement on a propositon and tool for goverment campaign.
- e. *Maxims* here means a general truth, fundamental principle or rule of conduct.
- f. *Language and Gender* here means study about differences gender which affect to language.