

Contents

CHAPTER I	1
INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Questions	8
1.3 Research Objectives	8
1.4 Research Significance	9
CHAPTER II.....	10
LITERATURE REVIEW	10
2.1 General Overview of Pragmatics.....	10
2.2 Conversational Implicature.....	13
2.3 Context and Context Models.....	16
2.4 Cooperative Principle and Conversational Maxims.....	18
2.5 Crisis Communication.....	21
CHAPTER III	24
METHODOLOGY	24
3.1 Research Methodology.....	24
3.2 Research Data and Data Source.....	25
3.3 Technique of Collecting Data.....	27
3.4 Technique of Analysing Data.....	28
CHAPTER IV.....	31
FINDINGS AND DISCUSSIONS	31
4.1 Conversational Implicature.....	31
4.2 Crisis Response Strategies.....	62
CHAPTER V	78
CONCLUSIONS AND SUGGESTIONS.....	78
5.1 Conclusions.....	78
5.2 Suggestions	81
REFERENCES.....	83