

CHAPTER V

CONCLUSION AND SUGGESTIONS

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This chapter presents the conclusion of this study. It also gives some suggestions for further studies and the teaching of discourse analysis.

5.1 Conclusion

This study concerns bargaining as one kind of communication happening in the society. Bargaining is the negotiation between parties with opposing interests, in this case seller and buyer, to reach an agreement (about the price of the thing being sold/bought) in the form of a compromise or a victory for one of the parties (Rutherford, 1992:32).

Since bargaining usually takes time before a seller and a buyer reach an agreement, the writer wonders whether the language they used has something to do with it. Therefore, she uses Grice's maxims (maxim of quantity, quality, relevance and manner) in analyzing the conversations in the bargaining situations. These maxims are the rules formulated by Grice which must be obeyed by a speaker so that communication is understandable and successful (in Renkema, 1993:9-10). So, by doing this study the writer wants to find out whether the participants in a bargaining situation (the seller and the buyer) adhere to Grice's maxims in their exchanges of communication..

This study is considered a qualitative research because it is not concerned with numbers but with the phenomenon that exists in the conversations concerning bargaining. The subjects of this study were people at Atom Shopping Centre who did bargaining in selling and buying things. They were selected on the basis of convenience (because of availability). So, who they were, their age, gender, occupation, social status, etc. did not matter as long as they were doing bargaining. The writer recorded their conversations secretly using a small hidden tape-recorder in order to

get the data as naturally as possible. She also noted down when and where the conversations took place.

The writer chose ten clearest conversations from all the conversations taken and transcribed them by only taking the transactional conversations. Then, she analyzed them using Grice's maxims - maxim of quantity, quality, relevance and manner. She added maxim of consistency - which is not postulated in Grice's maxims - in her analysis, not only because it emerged from the data, but also because it is important in achieving understandable and successful communication. After analyzing, she found that the sellers and the buyers most frequently violated maxim of consistency and maxim of quality. Maxim of quantity and maxim of manner were also violated sometimes. Only maxim of relevance was adhered to. However, the violations of maxim of consistency, maxim of quality, and sometimes maxim of quantity were necessary for the participants of bargaining so that the sellers could sell their goods and get big profits, and the buyers could buy the things they wanted with lower prices. In other words, the violations of such maxims functioned as means to achieve the purposes of the participants in the bargaining situations. X

5.2 Suggestion

On the basis of the study above, the writer would like to give some suggestions for other researchers as well as the teachers of discourse analysis.

Other previous studies about Grice's cooperative principle and its four maxims are concerned with literary works such as drama and short story. Therefore, it is suggested that further studies of this issue deal with real communicative situations other than bargaining for there are still many kinds of verbal communication in the society. This study can be expanded for example by analyzing daily conversations which require information (between family members or friends), lectures (in English Department), interviews (in magazines, radio, or television), etc. By analyzing them,

it can be seen whether Grice's cooperative principle and its four maxims are really applied in real communicative situations, or how far they are applied in such situations. Other researchers can also study the reaction of the participants in a real communicative situation if the maxims were violated.

As to the discourse analysis teachers, it is suggested that they point out to their students that Grice's cooperative principle and its four maxims cannot always be applied strictly in communication for they are not fixed rules. They are only a prescription suggested by Grice in order to achieve understandable and successful communication. So, there can be important violations of some of the maxims, like in the bargaining situation, in order to achieve the purpose of the communication.

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