

## **CONTENTS**

PERAKUAN	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
ABSTRAK	vii
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background to the study	2
1.2 Theoretical Perspective	3
1.3 Purpose of the study	4
1.4 Research questions	5
1.5 The significance of the study	6
1.6 The limitations of this study	7
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	9
2.1 History and definition of pragmatics	9
2.2 The semantics-pragmatics distinction	12
2.3 Utterance as speech acts	16
2.4 Conversation	20
2.5 The Co-operative Principle	21
2.5.1 Maxim of Quantity	22
2.5.2 Maxim of Quality	23
2.5.3 Maxim of Relation	23
2.5.4 Maxim of Manner	24
2.6 Conversational implicature	26
2.7 Grice's theory of conversational implicature	28

	2.7.1	Generalized conversational implicature	29
	2.7.2	Particularized conversational implicature	30
2.8		How implicature is established and conveyed	30
2.9		Critics of Grice's Theory	32
2.10		Support for Grice's Theory	34
2.11		Studies using the Gricean framework	35
2.12		The Framework for this study	36
2.13		Rationale for using Grice's Theory	37
2.14		Malaysian Culture	37
<b>CHAPTER</b>	<b>3:</b>	<b>METHODOLOGY</b>	
	3.0	Introduction	39
	3.1	Instruments	39
	3.2	Data collection procedures	40
	3.2.1	The audio recordings	42
	3.2.1.1	Transcription conventions	46
	3.2.2	Observation and Field Notes	47
	3.2.3	Questionnaire	47
	3.3	Subjects	48
	3.4	Method of data analysis	51
<b>CHAPTER</b>	<b>4:</b>	<b>AN ANALYSIS OF DATA</b>	
	4.0	Introduction	52
	4.1	The shared background knowledge of subjects	53
	4.2	The context of the utterance	53
	4.3	The Gricean framework	54
	4.4	Findings	55
	4.4.1	Adherence to the Maxims	55
	4.4.1.1	The Maxim of Quantity	55

4.4.1.2	The Maxim of Quality	57
4.4.1.3	The Maxim of Relevance	59
4.4.1.4	The Maxim of Manner	61
4.4.1.5	Frequency counts of adherence to the Maxims	62
4.4.1.6	Summary	62
4.4.2	Violations of the Maxims	63
4.4.2.1	The Maxim of Quantity	63
4.4.2.1.1	Summary	70
4.4.2.2	The Maxim of Quality	71
4.4.2.2.1	Summary	76
4.4.2.3	The Maxim of Relevance	77
4.4.2.3.1	Summary	79
4.4.2.4	The Maxim of Manner	80
4.4.2.4.1	Summary	82
4.4.2.5	Frequency counts of violations	83
4.4.3	Language play in the violations of Maxims	84
4.4.3.1	Superfluity	85
4.4.3.2	Obvious Exaggeration	85
4.4.3.3	Latching	86
4.4.3.4	Personification	87
4.4.3.5	Sarcasm	88
4.4.3.6	Summary	88
4.4.4	Findings from the questionnaire	89
<b>CHAPTER</b>	<b>5:</b>	<b>SUMMARY AND CONCLUSION</b>
5.0	Introduction	91
5.1	The research focus	91

5.2	The main findings	92
5.2.1	Adherence to the Maxims	93
5.2.2	Violation of the Maxims	93
5.2.3	Language play	94
5.2.4	Cultural aspects	95
5.3	Implications and Recommendations	96
5.4	Further research	97
5.5	Conclusion	98
	BIBLIOGRAPHY	99

## **APPENDIXES**

Appendix 1	105
Appendix 2	113
Appendix 3	119
Appendix 4	128