

Violation of Maxims of Grice's Cooperative Principle (CP) by Pakistani Politicians in TV Talk Shows



Submitted by

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Abstract:

This research investigates and analyzes the violation of Maxims of Grice's Cooperative Principle (CP) by Pakistani politicians in Urdu TV talk shows. Special attention is paid to politicians' deliberate violation of Maxim of Relevance and resort to the technique of squabbling and bickering mostly to avoid referencing their incompetence and corruption. Further, the claim that the violations are intentional and purposeful ploys on the politicians' part to neutralize potential harm to their reputations is justified by extraordinary frequency of such phenomena as the anchors' lack of success in their overt attempts to ensure better adherence to the maxims of the said principle. Both Qualitative and Quantitative research methods are employed to analyze the participants' conversations, with tables and graphs indicating the frequency of relevant, partly relevant and irrelevant answers. The findings of the study point out that the frequency of irrelevant answers is quite high, politicians manipulate the conversation to achieve certain goals, it also highlight the fact that the conversation becomes ineffective when there is a violation of the maxims of Grice's CP. The study will be helpful for the students of media studies and language and communication as it stresses the significance of effective communication.

Keywords: Grice's Cooperative Principle, political TV talk-shows, maxims, implicature, squabble, conversation, maximal relevance, optimal relevance

Certificate of Approval

This Dissertation entitled “Violation of Maxims of Grice’s CP and the Principles of Relevance Theory (RT) by Pakistani Politicians in TV Talk Shows” submitted by Safeena Qayyum has been accepted in partial fulfillment of the requirement for the degree of M.Phil in Linguistics by the department of English Language and Literature, School of Social Sciences and Humanities, University of Management and Technology, Lahore.

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Declaration

I declare that this thesis was composed by me, that the work contained herein is my own and that this work has not been submitted for any other degree or professional qualification.

Safeena Qayyum

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List of Abbreviations:

(a).Abbreviated Names of Pakistani Political Parties

ANP	Awami National Party
JUI-F	Jamiat Ulamaa-e-Islam
PAT	Pakistani Awami Tehrik
PML-N	Pakistan Muslim League-N
PPP	Pakistan People's Party
PTI	Pakistan Tehrik-e-Insaaf

(B).Abbreviations for Analytical Jargon

CP	Cooperative Principle
IR	Irrelevant
RT	Relevance Theory
PR	Partly Relevant
Dhobi Ghaat	A place in Faisalabad for holding political processions.
Dharna	In dharna, people occupy a place as a form of protest
Bagliar Dam	Baglihar Dam, also known as Baglihar Hydroelectric Power Project, is a run-of-

	the-river power project on the Chenab River in the southern Doda district of the Indian state of Jammu and Kashmir
KPK	Khyber Pakhtunkhwa (A province of Pakistan)
Judicial Commission	It is a commission for the appointment of Supreme Court and High Court Judges in Pakistan. The Chief Justice of Pakistan is the Chairman JCP
D-Square	A place in Islamabad
ISI	Inter services Intelligence (secret agency of Pakistan)
MI	Military Intelligence(Secret agency of Pakistan)
F.I.R	First Information Report (it is a written document prepared by police organizations in Bangladesh, India, and Pakistan when they receive information about the commission of a cognizable offence. ... It is only after the FIR is registered in the police station that the police take up investigation of the case).

The Abbottabad Commission	It was a judicial inquiry commissioned to provide reports on the circumstantial events leading up to the United States decision to take unilateral military actions in Abbottabad in Khyber-Pakhtunkhwa Province of Pakistan, with the objective of neutralizing al-Qaeda leader Osama bin Laden on May 2, 2011
The Hamoodur Rahman Commission	It was a judicial inquiry commission that assessed Pakistan's political–military involvement in East-Pakistan from 1947 to 1971

CHAPTER 1

INTRODUCTION

The role of language is vital and significant in a civilized human society. Language is an important tool to influence people, to exchange ideas and to change perspective in all spheres of life. The role of electronic media has gained significance with the concept of globalization in the world. In electronic media, Language is a powerful instrument to shape opinions, to form new ideologies and to guide the masses. In short, Language is more than grammatical rules, according to Durranti(1999), the functions of language are not confined to grammatical rules, the study of language in social action is more significant. (p. 1). Political TV talk shows and interviews have become popular among the masses with the launch of private TV channels in Pakistan. “The private television channels play an important role in formulating public opinion and polishing their attitude regarding vital political issues around the clock” (Mahsud et al, 2013, p.9).