

# The Infringement of Maxim and the Perspective of School Teachers toward the News in Mass Media

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**Abstract.** This research aimed to describe and explain the results of socio-pragmatic study in the phenomenon of news headline regarding the regional election in some print media in Indonesia. Socio-pragmatic combined the basic concept of language in the field of the society and the meaning contained in the discourse. The object of this research was the use of the title of discourse on political news. The functioning of titles in political news requires an understanding of the text and context in the field of comprehension of the discourse as a whole. Discourse in print media is a productive communication tool between the communicator and the communicant. The nature of news headlines is expected to reflect the entire contents of critical discourse delivered in an expository way. This study used a qualitative approach with the method of analyzing critical discourse on political news headlines in print media in Indonesia in a socio-pragmatic perspective. The identification was done by snowball sampling of all political news headlines to find the saturation point. After reaching the saturation point, the triangulation of data was performed to test the validity. The validity was used by method triangulation, source triangulation, and researcher triangulation. The data analysis technique with interactive technique in this research consisting of four stages of data processing, namely data collection, data reduction, conclusion drawing, and data display.

**Keywords:** *Headline, Socio-Pragmatic, Mass Media*

## 1. INTRODUCTION

Every communication can be understood based on the context involved, so that no communication or social interaction that uses language can be analyzed without considering the context in which the communication or social interaction takes place. The mass media has a role as a means in delivering information which emphasizes the objectivity and accurate information that makes the reader as an important discourse [1]. Likewise, as a learning material in schools that demands a broad and structured understanding of discourse, the reading and the discourse of mass media also plays an important role for the reader. Headline contains important words that convey the subject of the news and also describes the contents of the news[2].

The mass media is a means in delivering information from speakers to interlocutors that is formally packaged. Yet, it has a straightforward and unbiased character [3]. The discourse in mass media means that the content of communication or speech is delivered as a subjective message. On

the other hand, the subjectivity of society is one of the aspects that is used as a persuasive tool so that messages in the mass media containing the infringement of the principles of politeness in the language [4]. The creation of good two-way communication between the communicator (as a speaker) and the communicant (as a speech partner) has the same view of the information content of messages conveyed through the communication media. In order to make the communication to work well [5], there are many principles of communication that need to be obeyed by speakers and interlocutors. In this era of global communication, people are required to understand the contexts which are deliberately created by speakers, so that some of the goals of communication lead to erroneous transactions [6].

Title Journalistic is increasingly developed with the advance of social media. The bombastic, inaccurate, or trapping headlines are increasingly found in digital area. The content on social media that is short and concise is commonly consumed with the small display of mobile devices which forms a reader with short reading ability. Generally, readers really concern with the title because they assume that the title is totally represented the whole contents of the news. But this assumption is not in line with the quality of journalists in the mass media, because not all journalists have the ability to write titles and news in a concise way. On the other hand, inter-media competition leads them to create titles that attract attention, but mislead readers. After the reading is complete, the contents of the news do not suit the title. These types of news often pass through the timeline and dominate the media.

The principle of politeness according to Leech [7] concerns the relationship between communication participants, namely speakers and listeners. That is why they use strategies in teaching a speech with the aim that the sentences spoken politely without offending the listener. The principle of politeness is the rule in conversation that involves the speaker and interlocutor to pay attention to a courtesy in the conversation. The principles of politeness regarding the rules in the communication are social, aesthetic, and moral in behaving [8].

The definition of discourse is always developed and it is in accordance with the perspective taken. The discourse is the highest and most comprehensive language unit. This will be the next language study of the linguists to further explore the field of discourse, especially those related to the analysis [9]. Various discourse materials can be studied from various point of views, including one of the discourse of persecution as a verbal linguistic phenomenon that will be analyzed both in textual and contextual ways.

A dilemmatic paradox that has harmed the life of a democratic society where everyone has the right to obtain the objective public information. Meanwhile, the mass media as the most mainstream means in fulfilling information has begun to be ridden by certain political elites who have an interest in directing people's political choices as appropriate with their goals.

## **2. RESEARCH METHOD**

The basis of this research used the study of sociolinguistics, pragmatics, and discourse analysis as a part of interdisciplinary studies in linguistics having a very broad domain with different objects. This research implemented the interactive analysis by Miles and Huberman [10] and deductive and inductive conclusion technique. The data collection method used was the content analysis method, with the content being analyzed was the headline. News titles are categorized into two criteria namely the standard and non-standard category, which then the second stage was conducted. The

second stage using the case study method was frequently used to obtain information on a condition with an intrinsic case study providing a deeper understanding about something; and the collective case study in several cases to provide a picture of a phenomenon [11].

### **3. RESULT AND DISCUSSION**

#### **3.1 The Infringement of Maxim**

The obeying and the infringement of politeness principles can occur in the national and local print media related to political news titles. The maxim of wisdom is the main maxim in the principle of language politeness. Basically, these maxims include other politeness maxims. The wisdom maxim has the basic idea that participants in the speech should hold the principles which maximize the benefits of others and minimize their own. A speech can form the behavior becomes more meaningful. So that, the main theme in the discussion of this paper is the relationship between social or cultural conditions in a society with speech acts used by the figures in the headlines of the published local election political news. Rohmadi [12] states that in linguistics, the use of language is integrated with grammar consisting of phonology, morphology, syntax, pragmatics, and semantics.

The maxim of appreciation explains that someone will be considered as a polite speaker if he always tries to give appreciation to other speakers. With this maxim, it is expected that the participants of the speech will not mock one another, berate each other, or demean each other. Speech participants who often mock other speech participants while speaking will be said to be rude. It is said so because mocking is a disrespect action for others.

The maxim of sympathy requires the speech participant to be able to maximize the sympathy attitude towards the interlocutor and minimize the feeling of antipathy to the other speakers. The speakers who are cynically antipathy towards the interlocutor will be considered as rude people in the society. The Infringement of the politeness in language is marked by the existence of speech forms that minimize self-criticism. In this case, the speaker feels better than the interlocutor. The infringement of the politeness of the maxim can occur when the speakers feel that they are familiar with the topic being discussed.

The infringement of the maxim of praise is marked by the infringement of indicators which show that there are displeasures from the speaker to the interlocutor. Data found in the form of infringements reduce the praise of others and increase criticism. The maxim of praise can be expressed with an expressive and assertive speech.

#### **3.2 Perspective of Teacher**

The teacher's speech in the learning process has some functions such as to declare, to interrogate, and to command (imperative). Students as opposed to speech have different responses to what is said by the teacher. For example, a student is asked to write his answers on the board. There are students who directly conduct teacher's order meanwhile some of them are not willing. The rejection of students in an unfavorable way is considered as an impoliteness by the teacher.

Teacher's speech acts during the learning process have an important role. Teachers are required to have good communication skills so that what they convey can be understood by students. Teachers' communication skills are needed to establish personal closeness with students. Besides,

with regard to learning, the message which is conveyed by teachers about the learning materials must be well received by students. This important role is what makes the teacher's speech during the learning process should not be careless [13].

Pragmatically, there are at least three types of actions that can be realized by a speaker, namely locution, illocution, *perlocution*. Most of the use of illocutionary speech acts used by teachers in the classroom are classified into five forms of speech, each of which has a communicative function. The five forms of speech that show this function can be summarized as follows: (1) Assertive, it is the form of speech that binds the speaker to the truth of the proposition expressed, indicated by stating, suggesting, boasting, complaining, and claim, (2) Directive, which is the form of speech that is intended to make an influence so that the speech partner acts, for examples: ordering, commanding, requesting, advising, and recommending. (3) Expressive, it is a form of speech that serves to express or show the psychological attitude of the speaker to a situation, for example: thanking, congratulating, pardoning, blaming, praising, and condoling, (4) *Commissive*, it is a form of speech that serves to declare promises or offers, for example: promising, vowing, and offering (5) declaration, it is the form of speech that connects the contents of the speech with reality, for examples: resigning, dismissing, *chistening*, naming, appointing, *excommunicating*, and sentencing.

The assertive function of stating a fact, affirmation, conclusion, and description was found in the three classes, the three teachers stated information about the learning material. For example, in data three in class XI RPL when the teacher concludes the results of student discussions and in data four when the teacher discusses the types of discourse. Yule [14] states that assertiveness is a type of speech act that states what is believed by the speaker of the case or not, including the statement of fact, affirmation, conclusion, and description.

Second, the directive type of speech act is mostly done by the speaker to the interlocutor. Based on the data analysis, there were 134 directive utterances from 207 forms of speech. The form of directive utterances has several functions, such as: asking, inviting, suggesting, instructing / commanding, suggesting, challenging, and giving the signal. This form of speech is the most widely used because basically the interlocutor who rarely makes his own initiative to do something before given the order. The interlocutors tend to be silent or have no awareness of themselves considering the speaker's identity is a male.

The form of directive speech type is not only done with imperative sentence mode, but also uses another sentence mode. For example, the using of the question sentence mode. The question sentence mode can also indirectly mean commands to do something. This is in line with the opinion of Norrick [15] which states that in reality the function of governing is not always conducted in the sentence with an imperative mode, but also in other forms.

## 4 CONCLUSIONS

The use of interrogative and affirmative sentences makes criticism sound more subtle. From the study of research data, speakers do not directly blame the interlocutor but rather remind the thing that should be done. In this study, it is concluded that declarative speech acts prohibit the most use of speakers compared to declarative speech acts with other functions. The form of speech act that is most widely used in the learning process is the directive speech act so that the interlocutor acts according to what is stated in the speech. The finding shows that students tend to be told to what they should do, so that the directive speech is found more than other types of speech. The most

intensive misunderstanding occurs because both the speaker and the listener have different interpretations of a speech. Attamimi also mentioned that there were directive sentences which were interpreted as interrogative. This misunderstanding was also found when learning Indonesian. This misinterpretation occurs because students are less sensitive to non-literal speech.

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