

# An Investigation on The Cooperative Maxims in D.H. Lawrence's Short Story of the "Rocking Horse Winner"

Suswanto Ismadi Megah S.,<sup>1\*</sup> Sri Sugiharti<sup>2</sup>, Mulva Dessa Ariesti<sup>3</sup>, Tri Artanto<sup>4</sup>, Zulida Abdul Kadir<sup>5</sup>, Saira Kazmi<sup>6</sup>

<sup>1,2,3</sup>English Education Study Program, University of Riau Kepulauan, Batam, Indonesia, <sup>4</sup>Law Study Program, University of Riau Kepulauan, Batam, Indonesia,

<sup>5</sup>Centre for Language Studies, University of Tun Hussein Onn Malaysia, Parit Raja, Malaysia.

<sup>6</sup>Saira Kazmi, Department of English, Quaid-i-Azam University, Islamabad, Pakistan

\*) Corresponding Author Email: megah76@yahoo.co.id

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# Abstract

This study aimed to investigate main issue of the maxims used in the short story The Rocking Horse Winner by DH Lawrence is a story that tells the story of a woman, Hester's dissatisfaction with her family's economic situation which triggers other problems. This study contributes in improving pragmatic study, particularly cooperative maxims used to identify how certain type applied in daily communicative realized inside the Short Story of the "Rocking Horse Winner". Basically, this research is qualitative. The type of research that focuses on "humans: interpersonal relationships, personal values, meanings, beliefs, thoughts, and feelings. The use of quantitative data to strengthen the tendency of one type of maxims in order to get a better result explanation. Therefore, in this study, the researchers analyze the type and level of frequency of the cooperative maxim contained inside the data. In conducting this research, the researchers applied the four cooperative maxims in analyzing the data found. The four maxims such Maxim of quality, quantity, relationship and



manner. In this research, it was found that the maxim of relationship dominates the dialogue part of the story. Other maxims are also found in small numbers. Therefore, It has concluded that the maxim of relation came to the highest portion compared to the others. It showed that. The main character of the short story attempts to have an excellent way to interact with others. This was utilized to receive the message well and positively impact their life.

Keywords: Cooperative Maxims, short story, and "Rocking Horse Winner".

# **INTRODUCTION**

It is commonly known that language is crucial for human communication. Therefore, language is used by whoever can express their ideas and wishes to others through language, such as when they need help, support, or suggestions, etc. human beings communicate with people via language (Fuad & Helminsyah, 2018; Zein et al., 2020). It is used to interact with each other so that close operation among group members can be done. Human beings also can convey their ideas, either spoken or written (Gong et al., 2018; Moghadam et al., 2021). According to Adam et al. (2023), language is one of the essential part aspects of communication In line with. Further, Siahan and Istiqomah (2023) add that language is used by people all over the world to communicate with one another.

Furthermore, Mey (1993: 111) states that the making or distributing of the character, word, or sentence in the act of speech act is the element of linguistics message rather than, as has been commonly developed, the sign, word, or phrase, or simply the token of the communication tool of the speech act used by people.

As explained above, the researchers are concerned with analyzing this study, which has an intentional goal to teach readers how cooperative maxims are implemented in dialogue in D. H. Lawrence's short story, The Rocking-Horse Winner. That is why it is so significant. Additionally, the researchers discovered a phenomenon in D. H. Lawrence's short story The Rocking-Horse Winner, first published in Harper's Bazaar in July 1926 and then reprinted in the first volume of Lawrence's collection of short stories. That is why this study will be very important in investigating morals inside through the conversation in the story.

#### **Pragmatics**



Pragmatics is nor dry to investigate as an analytical tool to examine conversational strategies. The value of grasping ideas and being knowledgeable about the pragmatic theory of truth. Understanding the pragmatic theory of truth will help educators evolve into more thoughtful and responsible self-development patterns (Simanjuntak& Padmasari. 2024). Thus, pragmatics is very familiar in linguistics. Lacking a comprehension of pragmatics—the investigation into language use in communication— we have no way to comprehend the nature of communication itself fully. Therefore, to study language is in linguistics because the scientific investigation of language is linguistics. As per the statement, there are, in fact, three distinct fields or subfields of study that make up linguistics: language form, communication significance, and language in context. The broad umbrella of pragmatics, as cited by Leech (1983: 11), defines it as follows: a) the study of speaker meaning; b) the study of contextual meaning; c) the study of how more is communicated than is said; and d) the study of the expression of relative distance.

In addition, Yule (1996: 53-54) classifies speech acts into five groups of general functions: declarations, representatives, expressive, directives, and co-missives. Directives as one kind of speech act frequently occur whenever speakers and listeners interact. Furthermore, he emphasizes that directions are speech acts speakers use to convince audiences to do something. They communicate the speaker's objectives. They involve instructions, appeals, and suggestions. They could have either a positive or negative effect. Consequently, a film consists of character interactions similar to a drama or novel. Dialogues are a kind of communication. It is a spoken discourse made up of different speech acts. They perform roles that represent the information that each character delivers. In the film, just one character can express several feelings via their words. That conversational maxim, according to Grice (1975), can be divided into:

# Maxims of Quantity:

- 1. Make your contribution to the conversation as informative as necessary.
- 2. Do not make your contribution to the conversation more informative than necessary.



# Maxims of Quality:

- 1. Do not say what you believe to be false.
- 2. Do not say that for which you lack adequate evidence.

#### Maxim of Relation:

1. Be relevant

#### Maxims of Manner:

- 1. Avoid obscurity of expression.
- 2. Avoid ambiguity.
- 3. Be brief.
- 4. Be orderly.

Grice's account of implicature has been the most influential (Grice 1975 is usually cited as a source). Though there are several obvious ways to extend Grice's account to other communicative situations, we will restrict the subject matter to conversation for the sake of economy. Grice presented his perspective as an explanation of specific characteristics of conversations. Take a typical inquiry as a case study. A typical conversation has a general purpose or direction and the contributions of the participants are clearly related to each other as well as to the conversation's overall objective. This is not a pointless series of separated statements produced alternately by participants. A speaker who participates in conversation subsequently implies that he or she behaves forcefully in order to comply with the rules while engaging in the activity, in some way. Regarding rules of conduct, Grice's view of what a conversationalist implicitly acknowledges (by agreeing to take part in the conversation) is as follows.

#### The cooperative principles

Due to the cooperative principles, you ought to only engage in discussions where it is essential to advance the mutually determined goal or direction of the discussion you are engaged in. A number of maxims are employed to explain this concept and describe what it means to work together in a conversational way.

Grice encourages adherence to four rules that are necessary for effective communication: manner, relevance, quantity, and quality. To improve communication,



nonetheless, a few requirements necessitate departing from the maxims (Wicaksono et al., 2022). Next, Grice (1975) examines four maxims—quality, quantity, relevance, and manner—that serve as guidelines for effective communication. Real-world communication practices, however, don't always follow the maxims. Individuals frequently violate the maxims by responding irrelevantly or by speaking lies. However, occasionally defying conventions can improve communication effectiveness (Ariyanti et al., 2020). As a result, once someone begins to embrace the guiding principles of the relationship, communication can proceed easily and productively (Wu, 2019).

In addition, Grice (1975) did not, however, presume that these maxims should be adhered to by everyone. Rather, he was intrigued by instances in which principles were not upheld, namely when they were "violated" (meaning the audience was expected to overlook this) or "flouted" (meaning the audience was expected to comprehend the message). Flouting would suggest a different, more subtle connotation. What was left unsaid was what mattered. As an illustration: Responding Playing tennis with someone who has proposed it merely seems to violate the relational maxim; nonetheless, the explanation behind this "fragment" of a sentence is usually obvious to the other person (the maxim is just "flouted").

Therefore, it is based on the explanation, there is an occurrence involving the usage of conversational maxims in D. H. Lawrence's short story, The Rocking Horse Winner. It was initially released in Harper's Bazaar in July 1926, and it later made an appearance in Lawrence's first collection of collected short tales. It was turned into a feature-length movie under the direction of Pelissier, Davies, Hobson, and Mills. It was released in 1949 in the UK and in 1950 in the US.

As previously said, this study falls under the discipline of linguistics, namely the pragmatics analysis of conversational maxims in D. H. Lawrence's short story, The Rocking Horse Winner. This may be seen as a language phenomenon. Language cannot be separated from communication because people need it when they communicate each other. Communications in a film can be verbal or non-verbal. The dialogues among the



characters as a verbal communication become the main act in performing their intentions. Some problems can be found in analyzing based on the conversational maxims.

- This study is about the dialogues among the characters are the first problem which appears in relation to the linguistic problems. By uttering sentences in their dialogue, the short story of The Rocking-Horse Winner by D. H. Lawrence show their ideas, thoughts, and feelings, to other characters in a certain situation.
- 2) This study is about the use of unfamiliar terms. There are various terms usually used in the film which depend on the contents of the film.

This study, therefore, focuses on conversational maxims in D. H. Lawrence's short narrative The Rocking-Horse Winner, where the speaker's objectives are expressed in a number of utterances. The characters use various kinds of conversational maxim to convey their intention. the short story of the Rocking-Horse Winner by D. H. Lawrence as the object of this research is one film that makes use of one kind of conversational maxim. This study has some objectives is to characterize the main character's most common application of the phrase in D. H. Lawrence's short novel, The Rocking-Horse Winner. Additionally, this study examines the several conversational maxims utilized by the main character in D. H. Lawrence's short story The Rocking-Horse Winner (1975). It is abundantly evident that the focus of this study is the maxim found in D. H. Lawrence's short story The Rocking-Horse Winner. The author's research design for this study is as follows:

# **RESEARCH METHOD**

#### Research type

This research is qualitative. The type of research that focuses on "humans: interpersonal relationships, personal values, meanings, beliefs, thoughts, and feelings. Qualitative researchers seek to obtain rich, real, in-depth, and valid data, and from a rational perspective, the approach is inductive" (Leedy, 1993, p. 143). Furthermore, Moeleong (2002, p. 112) defines qualitative methodology as a research procedure that produces descriptive data in written or spoken words or from policy actions. In addition



to qualitative design, quantitative methods are adopted to calculate the frequency of propositions appearing in the data set (Alshanfi & Alsanafi, 2019). The primary research method was the fundamental research design for this paper. This full-length research paper is interpretive and descriptive as it investigates characters' speeches that involve messages, ideologies, and beliefs transmitted by language to audiences and society to analyze the content text analysis. The content analysis method was also used to examine the data because this research relies on textual materials (hansards) (Zailnal, Mohd Jan, 2022). On the other side, Creswell (2014). The qualitative approach is a type of study in which the researcher plays a crucial role in examining the state of natural objects. Furthermore, Arikunto (1998, p.291), descriptive research is just used to explain what is being seen, faced, observed, and known, it is not intended to prove the hypothesis.

#### Data

This study examines the implications of the message in The Rocking-Horse-Winner and how the main character conveys the message. The data for this study are in the form of utterances in the message in the short story. Based on the description above, the primary data is from the short story "The Rocking-Horse Winner." Data was obtained by downloading from https://blogs.bu.edu/cflamm/files/2012/10/The-Rocking-Horse-Winner.pdf. The researcher read it several times, after which the transcript was broken down based on the type of cooperative maxim to be analyzed. In addition, the researcher looked for several sources from various sources, including books, magazines, archives, and others related to this study. The script can be words or phrases that indicate the underlined data in collecting the data (Malik, 2023).

Furthermore, the data is separated based on the type of cooperative maxim. This study is categorized as qualitative, and the researcher uses a circular methodology where, after completing one stage, the researcher can go back and adjust specific details or provide improvements. The data was collected from the short story The Rocking-Horse Winner when checking the data found in what the researchers applied in this study.

#### Data analysis



In analyzing the data found, the researchers attempt to apply pragmatic theory, particularly the maxims of Grice (1975). The data were the type of conventional implicatures. The data analysis was examined based on the types of conversational maxims in Grice's Maxim theory. Most occurrences of each Maxim type showed the tendency of the primary characters to send a message to the hearers.

#### **RESULTS & DISCUSSION**

#### Results

In this part is the results of the data found based on the types of maxims are all labeled as "Maxim of Quality." They should be correctly labeled as "Maxim of Quality," "Maxim of Quantity," "Maxim of Relation," and "Maxim of Manner" based on the percentages provided. The data obtained from the short story The Rocking-Horse Winner by D. H. Lawrence is broken down based on the words, phrases, and sentences. This can be seen in the following table below.

NO	Type of Maxims	Frequency	Percentage	
1.	Maxim of Quality	7	24,27 %	
2.	Maxim of Quality	4	13,29 %	
3.	Maxim of Quality	13	44,75 %	
4.	Maxim of Quality	4	13, 29 %	
TOTAL		29	100%	

Table 1 Frequency of Maxim types used in the "Rocking-Horse Winner"

Based on the table above, the whole data discovered 29 data points, comprising the following maxims: the quality maxim (7 data, 24.27%), the quantity maxim (4 data, 13.29%), the relational maxim (13 data, 44.75%), and the way maxim (4 data, 13.29%). These are meant to facilitate cooperative discourse in social situations.

As mentioned in the previous section, the main character's conversation in the short story The Rocking-Horse Winner by D. H. Lawrence uses various strategies, considering the hearer's context and the speakers' usage of the maxim theory of Grice



(1975). The most frequent data found on the maxim types is based on the speaker (main character) used in conversation in the story. The data consists of the lexical Choice of the maxim types of Grice.

The data findings showed that the main character used the maxim of relation compared to the other maxim types. Based on the table above, the whole data found 29 data that maxim of relation 13 data (44,75%) is most frequently used in the dialogue. The usage of this maxim is explicitly aimed at the hearer; it means that information is correct. Besides, it seeks to give the proper information, which enables the hearer to feel as comfortable as they want since the information is related to what the hearer asked.

In the cooperative conversation of maxims, the speaker and the hearer must work together to ensure a smooth flow of dialogue. This underscores the importance of mutual understanding in successful communication. The speaker's careful lexical choices play a crucial role in this, ensuring that the hearer comprehends the intention and responds appropriately. This shows that cooperative conversation in social life activity is the maxim of relation.

# Discussion

The data findings are discussed in this section. This is directed towards the language employed in the data's discourse, namely in D. H. Lawrence's short story The Rocking-Horse Winner.

Furthermore, conversation employed a language. Thus, language is a social activity that involves human participation. As a result, throughout a discussion, both the speaker and the hearer become aware of how actions, language use, and interpretation can be arranged. The main character of D. H. Lawrence's short novel The Rocking-Horse Winner will be the subject of this research.

Additionally, the Grice theory of cooperative maxims will be applied in this study. Grice (1975) emphasizes the need for speakers to abide by conversational



rules. These include the maxims for quantity and quality, maxim of style and maxim of relation. In order to make things easier, the author will initially abbreviate the title of D. H. Lawrence's short story The Rocking-Horse Winner as (T H W). The year of the most recent publication, which was in 1950, comes next, and a page number is added following the year.

# 1. Maxim of Quality

This section will examine the data using the quality maxim, which has two elements and is concerned with telling the truth. Thus, the quality maxim is mentioned according to the features. The two guidelines are "Do not say that for which you lack adequate evidence" and "Do not say what you believe to be false." This is based on information from Rocking Horse Winner, which upholds the quality ideal. Seven data were discovered using the quality maxim. These data are displayed in the data example that follows.

Data 1

Paul: Mother, why don't we keep a car of our own? Why do we always<br/>use uncle's, or else a taxi?Hester: Because we're the poor members of the family<br/>(THW, 1950;2).

Based on the data 1 above, it can be seen that there is a quality maxim in the discourse. This is demonstrated in the conversation from data 1 above, where Paul asks his mother why they don't possess a car, to which Hester responds because they come from a low-income household.

# **Maxim of Quantity**

In this section is going to discuss of the A maxim of quality focuses on how much information, understood in its broadest sense, is conveyed by a given utterance. There are characteristics to this maxim. Therefore, the following data below is to show the proof of the maxim of quantity.



Data 2	
Paul	: (Stoutly.) Well, anyhow, I'm a lucky person.
Hester	: (With a sudden laugh.) Why?
Paul	: (Assertively.) God told me.
Hester	: (With a bitter laugh.) I hope He did, dear
Paul	: He did, Mother!
Hester	: Excellent! ( T H W, 1950:3)

It is based the data 2 displayed The dialogue above illustrates the quantity conducted maxim. It was demonstrated that the conversation above clarifies Paul's claim that, with chance.

This is a pro of that the dialog shows the statement comes from Paul that "he is lucky". That is can be analyzed that Paul said he is lucky. In addition, when his mother asks, to which Paul responds with a thorough response. This demonstrates that Paul responds to his mother's wishes. This response provides ample details about him.

# 2. Maxim of Relation

In this part is going to discuss of the maxim of relation. This maxim is very simple: This shows " Be relevant". This maxim must show that between speaker and hearer must give a contribution to the dialogue's topic. The point of this maxim is that it is not sufficient for a statement to be true for it to constitute an acceptable conversational contribution. This study found 12 times of the data. Those will be more detailed as follows:

# Data 3

Paul	: M other, why don't we keep a car of our own? Why do we always use uncle's, or else a taxi?
Hester	: Because we're the poor members of the family.
Paul	: But why are we, mother?
Hester has no luck.	: Well I suppose <i>(Slowly and bitterly.)</i> It's because your father (THW, 1950:2)

Based on data 3 above, it can be concluded that the dialog of data 13 above includes both relational and quality maxims. It is demonstrated by the following



dialogue, in which Paul asks his mother why they don't possess a car, to which Hester responds that it's because they are a low-income family. In the conversation above, it is evident that this is related.

This demonstrates the rationale for responding to the query, "Why do they not keep their own car?" It is possible to determine that, given the question, both the answer and the analysis are pertinent. As a result, Hester's response is pertinent, and Paul's mother's query makes sense. Thus, the response can Address the query and establish a connection. Consequently, the dialogue above falls under the category of a relational maxim due to Hester's pertinent response.

# 3. Maxim of Manner

The maxim analysis is concluded in this section. As a result, the cooperative maxim cannot exist without the manners maxim. "Avoid obscurity," "avoid ambiguity," "c. avoid unnecessary prolixity," and "d. Be orderly" are some of the four parts of this adage. Those will be explained as the data found as in data 26, data 27, data 28 and data 29 below.

a lucky person.
,
He did, dear

The dialog of the data 26 above demonstrates a maxim of manner based on the data 26 above. It is demonstrable that Paul's query to Hester is explained in the dialogue of data 26 above. It is evident from the dialogue in data 26 that when Paul's mother, Hester, responds to what Paul says, the interaction's content is quite obvious. All she said was, "I hope He did, dear." Paul responded, "He (God) did, Mother!" after that. This is not unclear or ambiguous.



As a result, the dialogue in data 26 above is likewise categorized under the maxim of way since Paul and his mother engage in cooperative discourse and provide precise questions and answers rather than ambiguities or obscurity.

# **CONCLUSION AND SUGGESTION**

This study emphasizes the need for the speaker (the main character) to adhere to conversational rules. These include the maxims for quantity, quality, relationships, and manners. The author will abbreviate the title of D. H. Lawrence's short story, The Rocking-Horse Winner, to make it easier to read. The researchers concluded that both students adhered to the conversational maxims. It indicates that the main character is the speaker based on the Gricean maxims. The findings suggest that the main character uses the maxim of relation. This shows that the maxim of relation is considered the most favored by the main character. This demonstrates that the relationship maxim in cooperative speech is a social life activity. It also shows both the speaker and the hearer that the conversation is proceeding smoothly. While some floating during the talk, this does not necessarily indicate issues. The researchers also concluded that both students understood their roles in the discussion well. Thus, there is no outside pressure or intimidation, and the talk proceeds smoothly.

Because this study is so excellent, the author wishes to recommend it to other scholars who are interested in linguistics. The following can be done to analyze D. H. Lawrence's short story The (Rocking-Horse Winner: 1) The short story is studied from linguistic features. 2) The short story is studied from semantics. 3) The short story is studied from syntax.

As stated as in the above that there are still a lot of chances to analyze this short story through other linguistics perspectives. This is aimed to find a new gap or a novelty.

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