

ABSTRACT

People in the world, whatever their sex, age, education, and social class, spoke a language. Even though they spoke the same language (for example, English), sometimes there was miscommunication in the conversation. This might be caused by several factors, and the gender factor could become one of the influential factors.

Based on that fact, the writer was inspired to do a study which related language and gender using Grice theory. In this study the writer used the theory of Grice to analyze the difference usage of cooperative principle of female and male broadcasters in the dialogues spoken in the ISTARA FM radio broadcasting, sited in Surabaya. The writer wanted to know whether there were any differences in cross gender conversation through pragmatics study.

The result showed that the male broadcaster tended to flout the maxim of manner and also tended to obey the maxim of quality. While the female tended to flout the maxim of relevance as well as she tended to obey it.

The study showed that maxims were important for broadcasters in order to evoke feelings and reactions to their audience. In the conversation which the writer chose to examine, the four maxims were flouted in almost every interaction as well as they were obeyed. The writer had seen that it was necessary for broadcasters to flout maxims in order to create and develop humorous and dramatic situations in the conversation.

Keywords: *cooperative principle, maxim, gender, female, male*