

Exploring Gricean maxims in Facebook conversations through the lens of Gen-Z users: A pragmatic analysis

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Abstract

This is a pragmatic study aimed at identifying conversational maxims violated by Gen-Z users in their Facebook conversations and the conversational implicatures embedded in their exchange of conversations. This also explored the syntactic form and the corresponding illocutionary forces used in the linguistic corpora gathered. This qualitative study applied pragmatic analysis as tool to extrapolate the maxims observed by users and the implicatures generated. Linguistic corpora were gathered from computer mediated discourse focusing on Facebook platforms. Conversations were gathered through screenshots with the approval from the identified Facebook users. These were transcribed into written form and selected to fit the objectives of the study and analyzed using Paul Grice's Conversational maxims and John Austin's types of Illocutionary Acts. These were also elaborated by focusing on the syntactic forms of the conversation and its explicitness or non-explicitness. Data revealed that Gen-Z users violated the four conversational maxims such as quantity, quality, relevance and manner. Implicatures were drawn according to how participants exchange their responses in the comment section of the posts. Gen-Z users manifested their degree of familiarity towards one another by directly flouting and violating the Gricean maxims. The syntactic forms used were declarative sentence, Yes/No Interrogative and Wh Interrogative. From the identified lines of conversations, the illocutionary forces used were only representative and Yes/No and Wh Questions. All these statements were all non-explicit since no performative verbs were reflected in their computer-mediated discourse. Understanding Pragmatics as one important discipline of Linguistics is essential to develop communicative competence, intercultural sensitivity and tolerance. Speakers engaging in Facebook conversations or any computer mediated discourse may have diverse cultural backgrounds but pragmatic competence would certainly ensure the success of communication.

Keywords: Gricean maxims, Facebook conversations, Gen-Z users, Pragmatic analysis

1. Introduction

The major aim of any communicative event is the exchange of information to establish a shared understanding. The cooperation extended by interactants while engaging the actual discourse may be attributed to their need to convey their intentions and implicit import of their utterances (Ayunon, 2018). As speakers and receivers engage themselves in communication process, they must be mindful of three things: the negotiation of meaning between speaker and listener, the context of an utterance and the meaning potential of an utterance (Thomas, 2017). These factors are deemed essential to interactants' ability to use the language for variety of functions such as to make requests, to gain attention, to greet, to comment and to ask for help. As contexts demand, participants should understand the appropriate use of eye contact, facial expression, and body language since these ostensibly affect the meaning of spoken discourse (Steiner, 2012).

The Gricean Maxim Principle states that as we communicate with other people, we unconsciously assumed that the people whom we talked to, have the same understanding of the topic being discussed. One of the principles emphasized by Paul Grice is that, in the process of communication, we should be orderly in stating our statement. Traunmüller (1996) argued that in communicating with other people, one should be pragmatically adequate with the context.

In cross-cultural setting where speakers and receivers are not familiar of their cultural differences, miscommunication is most likely to occur. Lin (2006) argued that miscommunication is sometimes caused by cultural-differences and level of maturity. This miscommunication also proliferates in computer-mediated discourse when interlocutors do not familiarize the background of the speaker which is very essential in observing the cooperative principles. As social media became our avenue to communicate with other people around the globe, it is more than obvious that social media like Facebook, Twitter and Skype are used extensively for the purpose of communication (Baruah, 2012).

Kelsey (2010) argued that social networking is the greatest part of communication in sharing stories and getting people's reaction. Thus, people tend to use social networking in order to retain social relationship with others. A huge advantage of these social communities has a reverse side effect for it reduces or eliminate face-to-face socialization due to the autonomy afforded by the virtual world, individuals are free to create a fantasy persona and can pretend to be someone else (Jadoon, 2014).

Perez-Sabater (2012, as cited by Ekah et al) in the examination of the comments published on the official Facebook sites of some universities to observe the level of formality or informality of online communication in English observes that in specific

context of the university, the use of Facebook is not conventionalised, as the comments posted on Facebook present important stylistic variations. In most instances, non-native speakers of English display more formal traits than native speakers when communicating electronically on social networking sites in the academic world.

By this, credibility of Facebook as a tool for disseminating information altered. There are some instances like those strange individuals using the identity of a celebrity to spread false information to passive audiences. Jacob Amedie (2015) claimed that social media fosters a false sense of online “connections” and superficial friendships leading to emotional and psychological problems. These disadvantages in social media, particularly in Facebook, causes misunderstanding between the Facebook users involved and the participants in a computer-mediated interaction do not share the same context in terms of place and time (Omari, 2012). Online users, however, have developed new techniques for establishing context and avoiding misunderstandings. The use of emoticons are observed to make up for the absence of facial gestures and emotional cues as well as the use of capitalization to signify shouting or emphasis (Omari, 2012).

Many researchers have explored the Cooperative principle with respect to the application of the Gricean maxims to spoken discourse in different social contexts. However, only few explore the application of these maxims to computer-mediated communication (CMC) specifically for Gen-Z users. It is in this premise that the researcher wanted to explore the different ways of flouting the conversational maxims in Facebook post and comments among Gen-Z users.

1.1 Literature Review

This study is gleaned on the Cooperative Principle proposed by Paul Grice (1975) which led to the development of pragmatics as distinct discipline of Linguistics. Since the core purpose of communication is to give and receive information, people always adopt the cooperative behavior in conveying concerns, intentions and in transferring utterances. Grice claimed these cooperative principles were founded on the conversational maxims:

- a) Quantity. Speaker’s contribution is as informative as required.
- b) Quality. Speaker tells the truth or provides adequate evidence for his/her statement.
- c) Relation. Speaker’s response is relevant to the topic of conversation.
- d) Manner. Speaker speaks straightforwardly and clearly and avoids ambiguity and obscurity.

These maxims identify a particular set of patterns in interaction and speakers are expected to make their utterances informative, truthful, clear and relevant. Grady (1989) cited Grice’s argument that each step in a conversational exchange can be analyzed in terms of whether it conforms to the maxims or not. There are four possibilities: in the most straightforward case, all maxims are obeyed; in the most devious case, a maxim is disobeyed but without the knowledge of the other participant. A different case is one where a participant overtly opts. Another case is when a maxim is flouted, that is, it is disobeyed not secretly but by a clearly nonconforming performance. At the heart of the classical Gricean notion of conversational implicature is a certain assumption concerning the phenomenon that essentially, conversational implicatures are cases of speaker-meaning. More specifically, according to the Gricean notion of implicature, a speaker implicates *p* only if she means, or intend to communicate *p* by saying something else. This, according to Buchanan (2013) cited by Ayunon (2018) is called meaning intention assumption. This means that if meaning-intention assumption is correct, in order for a speaker to conversationally implicate *p*, she must mean, or intent to communicate *p*.

Grice defined conversational implicatures as a variety of implicatures, which is a concept that he apparently expected could be grasped independently. Presumably, there is a connection between Grice’s general concept of implicature and his theory of speaker’s meaning. In a broad sense, one might be said to implicate that *q* if and only if one means that *q* by doing something, where the pertinent kind of meaning is that which Grice called utterer’s occasion-meaning and defined in terms of the speaker’s intentions toward the hearer. Alternatively, implicature might be defined more narrowly so that one may be said to implicate that *q* only if one means that *q* in this sense but the proposition that *q* is not what is said (Grice 1989).

1.2. Research Questions

1. What are the Gricean conversational maxims flouted by Gen-Z users in their facebook posts and comments?
2. What are the conversational implicatures embedded in the flouted maxims?
3. What are the syntactic forms and illocutionary forces of the flouted maxims in facebook post and comments?

2. Method

2.1 Research Design

In order to achieve this study, a qualitative research was followed. According to Mason (2002), he describes the qualitative research as it is an account of complexity, detail and context. It is also a method which is flexible and sensitive to social context. With regards to this study, it is all about the conversation in a social context and knowing the maxim flouted in the dialogue of the speakers. Moreover, (Burns & Grove 2005) gave emphasis that the qualitative research is a formal, objective, systematic process in which numerical data are used to obtain information about the world. This specifically employed pragmatic analysis focusing on the relationship between natural language and users of that language and focuses on conversational implicatures—or that which a speaker implies and which a listener infers.

2.2 Sample/ Participants

The respondents of this study were purposively selected by the researcher from Facebook friends who are under the category of Generation G. These status update, posts and comments were chosen and selected with the consent of the users. The corpora were from both male and female of the age 18-22 years old. This age is specifically chosen as they were known as digital native. The corpora collected were categorized using Gricean conversational maxims and implicature were drawn as used in the context of computer-mediated discourse. Facebooks posts and comments were also analyzed according to its syntactic form, explicitness and Searle’s classification of Illocutionary acts.

2.3 Data Collection Procedure

Data Analysis

The data collected in this study were interpreted by the researchers according to his knowledge about the Gricean Maxim and Speech Acts. The researcher scrutinized every conversation that shows the flouting of maxims and gave its implicatures. Moreover, the researcher cited some studies that supported their interpretation about the maxims flouted and speech acts used by the participants of this study. Below is the researcher’s guide for comprehensive analysis as cited by Ayunon (2018) :

Maxim	Ways of Violating the Maxim
1. QUANTITY	<ul style="list-style-type: none"> • If the speaker does the circumlocution or not to the point • If the speaker is uninformative • If the speaker talks too short • If the speaker talks too much • If the speaker repeats certain words
2. QUALITY	<ul style="list-style-type: none"> • If the speaker lies or says something that is believed to be false • If the speaker does irony or makes ironic and sarcastic statements • If the speaker denies something • If the speaker distorts information
3. RELEVANCE	<ul style="list-style-type: none"> • If the speaker makes the conversation unmatched with the topic • If the speaker changes conversation topic abruptly • If the speaker avoids talking about something • If the speaker hides something or hides a fact • If the speaker does the wrong causality
4. MANNER	<ul style="list-style-type: none"> • If the speaker uses ambiguous language • If the speaker exaggerates things • If the speaker uses slang in front of people who do not understand it • If the speaker’s voice is not loud enough

3. Results

Table 1: Conversational Maxims flouted in Facebook posts and comments

Utterances	Flouted Maxim	Conversational Implicature
Corpus 1		
A. Hai gud evening gys mztah?	Maxim of Manner	Speaker A thought that Speaker B knew where she was before.
B. Asa naka?		
A. Naa pa ko diri Jan.		
Corpus 2		
A. Joyce Rumanillos Moldez, asa ka?	Maxim of Manner	Speaker B did not know the place or eatery
B. Didtu gud sa naay flower2x chuchu nga kan-anan.		
Corpus 3		
A. Study pra sa dghang ma- answer.	Maxim of Relevance	Speaker B was not interested in Speaker A's study habit so He changed the topic.
B. Gang nagkita mo sa imong kuya?		
Corpus 4		
A. Simple "hi" can make us smile but simple "bye" can make us cry.	Maxim of Relevance and Maxim of Quantity	Speaker B wanted to recruit Speaker A as data encoder
B. PTPA. Lagi ka bang online? Gusto mo ba nang extrang mapagkakakitaan kahit nasa bahay lang? Pwede kang maging data encoder. Typing po ang ginagawa ditto basta may pc, laptop, internetconnection ka, pwede...		
Corpus 5		
A. Sa among magbarkada akora 'i wa 'i uyab.	Maxim of Quantity	Speaker B entails Speaker A that they are on the situation
B. Okay rana nget di ka nag-iisa... (mura jug korek noh)		
Corpus 6		
A. Ako ang pinakanindot ug tingog sa room.	Maxim of Quality	Speaker B did not agree on Speaker A's statement claiming that she has the most beautiful voice in class.
B. Ug si Hazel ang pinakahawd musayaw ug chacha		
Corpus 7		
A. Crush nako si Wonder Woman ay. Saranghae Noona. *finger heart*	Maxim of Manner	Speaker was not used to Speaker's A preference
B. Omg. Tomboy naka?		
A. Kang Gal Gadot ra		
Corpus 8		
A. Naa kay pag-asa niya?	Maxim of Quality	Speaker B believes that Speaker A has chance
B. Naa man tingali, gamay		
Corpus 9		
A. Uy tayo naba bukas?	Maxim of Quantity	Speaker B wants to take advantage of Speaker A's question.
B. Gusto mo ba? Bakit bukas pa kung pwede naman ngayon jk.		
Corpus 10		
A. Sa Diyos ako may tiwala.	Maxim of Relevance	Speaker B was not interested of Speaker A's post ; She wanted to know where she was.
B. Te, naa ka sa balay?		

Table 2: Explicitness vs. non-explicitness of the illocutionary acts

Utterances	Syntactic Form	Illocutionary Force	Illocutionary Act
Corpus 1			
A. Hai gud evening gys mztah?	WH Interrogative	WH-Question	Non-Explicit
B. Asa naka?			
A. Naa pa ko diri Jan.			
Corpus 2			
A. Joyce Rumanillos Moldez, asa ka?	Declarative	Representative	Non-Explicit
B. Didtu gud sa naay flower2x chuchu nga kan-anan.			
Corpus 3			
A. Study pra sa dghang ma- answer.	WH Interrogative	WH-Question	Non-Explicit
B. Gang nagkita mo sa imong kuya?			
Corpus 4			
A. Simple "hi" can make us smile but simple "bye" can make us cry.	Yes/No Interrogative	Yes/No Question	Non-Explicit
B. PTPA. Lagi ka bang online? Gusto mo ba nang extrang mapagkakakitaan kahit nasa bahay lang? Pwede kang maging data encoder. Typing po ang ginagawa ditto basta may pc, laptop, internetconnection ka, pwede...			
Corpus 5			
A. Sa among magbarkada akora 'i wa' i uyab.	Declarative	Representative	Non-Explicit
B. Okay rana nget di ka nag-iisa... (mura jug korek noh)			
Corpus 6			
A. Ako ang pinakanindot ug tingog sa room.	Declarative	Representative	Non-Explicit
B. Ug si Hazel ang pinakahawd musayaw ug chacha			
Corpus 7			
A. Crush nako si Wonder Woman ay. Saranghae Noona. *finger heart*	Yes/No Interrogative	Yes/No Question	Non-Explicit
B. Omg. Tomboy naka?			
A. Kang Gal Gadot ra			
Corpus 8			
A. Naa kay pag-asa niya?	Declarative	Representative	Non-Explicit
B. Naa man tingali, gamay			
Corpus 9			
A. Uy tayo naba bukas?	Yes/No Interrogative	Yes/No Question	Non-Explicit
B. Gusto mo ba? Bakit bukas pa kung pwede naman ngayon? jk.			
Corpus 10			
A. Sa Diyos ako may tiwala.	Yes/No Interrogative	Yes/No Question	Non-Explicit
B. Te, naa ka sa balay?			

4. Discussion

Corpus 1



[Mary Jane: Hi good evening. How are you?
 Juanito: Where are you?
 Mary Jane: I'm still here jan]

In this conversation, Mary Jane flouted the Maxim of Manner because when Juanito asked her where she was, she just replied that she’s still there, not saying the exact location. Grice stipulates that speakers should avoid obscurity of expressions, avoid ambiguity, be brief to responses or avoid unnecessary prolixity. The response “*Naa pq diri jan*” [I’m still here jan] is a clear manifestation that Mary Jane’s response is not clear and does not necessarily answer the question.

The implicature that can be deduced from this exchange of conversation is that Mary Jane thought that Juanito knew where she was before. Since this facebook status violated the maxim of manner which is it is not clearly stated information, the speaker must imply the true meaning of her post. Mey (1996) reinforces Thomas’ claim by providing a more concise yet comprehensive definition of floutin”, understood as a case of verbal communication when “we can make a blatant show of breaking one of the maxims... in order to lead the addressee to look for a covert, implied meaning”.

Mary Jane uses the syntactic form of WH Interrogative and Declarative. The illocutionary force is WH Question and Representative. Crystal citing Searle explains representatives as speech acts that tell when the speaker asserts a proposition to be true. Representatives comprise statements of facts, conclusions, descriptions which demonstrate the speaker’s belief in whatever he is saying (Sharndama, 2015; Ekor, 2021). Her Illocutionary Act is Non- explicit Performative while Juanito, on the other hand, uses a syntactic form WH- Interrogative while his Illocutionary force is WH Question. His Illocutionary Act is Non- explicit.

Corpus 2



[Rey: Joyce Rumanillos Moldez where are you?
 Kishee: She’s at the eatery where lots of flower chuchu]

In this conversation, Kishee violated the Maxim of Manner because instead of saying the name of the eatery, which is Byaneng, she expressed it in a not clearly manner of saying by describing the surroundings of the place. The strategy of describing the eatery may cause misunderstanding since these users may have a different point of reference. The response “*Didto guds nay flower2 chuchu*” [She’s at the place where a lot of flowers chuchu] is ambiguous and therefore flouted the maxim of manner. Though the statement can be considered as circumlocution or communicative strategy, this is still not a clear answer to tell the exact location.

This shows an implicature that Kishee does not know the name of the place and she used a symbol to represent the meaning of the message that she wants to deliver. Gernsbacher (1995) suggest that a writer must form mental representations of the text and compare these mental representations with the readers’ mental representations of the text.

Rey uses the syntactic form of WH-Interrogative since the question “*Joyce Rumanillos Moldez, Where are you?*” requires an answer of exact location and thus, illocutionary force is WH Question. His Illocutionary Act is Non-explicit since the statement does not use performative verb. Kishee on the other hand, uses a syntactic form of Declarative as her response to the post tagging Joyce Rumanillos Moldez and her Illocutionary force is Representative since it only gives a statement. Her Illocutionary Act is Non-explicit.

Corpus 3



[Jenie: Study to have many answers
Mhateo: Have you seen your brother?]

In this conversation, the maxim being flouted is the Maxim of Relevance because Mhateo’s reply was irrelevant to Jenie’s post “*Study pra sa Dghang ma answer*” [Let’s study for us to answer’]. This is flouting the maxim of manner since the other user, Mhateo does not intend to give an answer which is irrelevant to the previous statement “*Gang, nagkita mo sa imung kuya?*” [Have you seen your brother?].

This shows an implicature that Mhateo was not interested to Jeni’s study habits so he changes the topic or he might want to know where his brother is. With this conversation, both the Jenie and Mhateo have their different meaning to the message that they want to express. According to Nystrand both the writer and the reader contribute to the meaning of the text.

Jenie uses the syntactic form of Declarative. Her post only expresses a statement that she should study and prepare herself for her examination. Since it asserts a fact, the illocutionary force is Representative. Her Illocutionary Act is Non-explicit since no performative verb is used while Mhateo on the other hand, uses a syntactic form Yes-No Interrogative “*Have you seen your brother*” which is answerable by either Yes or No and thus his Illocutionary force is Yes-No Question. Mhateo’s illocutionary Act is Non-explicit since he does not use performative verb in his response.

Corpus 4



[Mich Liggayu: Simple “Hi” can make us smile but simple “bye” can make us cry.
Romylene Lustre: Permission to Post Admin. Do you want to earn money even Even staying at home? You can be a data encode, typing is your job. As long as you have your personal computer, laptop and internet connection, you can be eligible. You can also do e-loading and adevtising]

In this conversation, the maxim being violated is the Maxim of Relevance and Maxim of Quantity. Romylene flouted the Maxim of Relevance because her reply was obviously irrelevant and at the same time, she flouted the Maxim of Quantity because she added too much information in her reply. Grice stipulates in his Cooperative Principle theory, that interlocutors should provide as informative as possible and should provide what is required by the context.

This shows an implicature that Romylene wanted to recruit Mich as data encoder. Moreover, the two speakers have their different meaning that they want to convey and it is related to the study of Nystrand both the writer and thereader contribute to the meaning of the text.

Mich uses the syntactic form of Declarative and the illocutionary force is Representative and it is direct because the syntactic form of utterance matches the illocutionary acts while Romylene, on the other hand, uses a syntactic form Yes-No Interrogative while her illocutionary force is Yes-No Question and it is also direct because the syntactic form of utterance matches the illocutionary acts. According to Levinson (1987) the case is called a direct speech act. It depends on the speaker and on the contextual situation which one he will choose to convey in his speech.

Corpus 5



[Je Ne: Among my friends, I'm the only who have no boyfriend
Jenchelle: It's okay nget, you are not alone]

In this conversation, the maxim being flouted is the Maxim of Quantity because Jenchelle gave too much information to Je Ne. The implicature of her reply is that they are on the same boat. With this conversation, Jenchelle contributed too much information and she did not organize it. The claim of this perspective is that if we want to communicate a set of information, we have to organize it according to the existing information or background information in the reader's mind. Grimes (1975) and Jin (1998) called these information sets "information blocks".

Je Ne uses the syntactic form of Declarative and the illocutionary force is Representative and it is direct because the syntactic form of utterance matches the illocutionary acts while Jenchelle, on the other hand, uses a syntactic form Declarative while her illocutionary force is Representative and it is direct because the syntactic form of utterance matches the illocutionary acts.

Corpus 6



[Doniesa: I have the most beautiful V-O-I-C-E in the classroom
Mikah: And Hazel is the best chacha dancer.]

In this conversation, the maxim being flouted is the Maxim of Quality because Micah's reply was not truthful based on sufficient evidence. The implicature of her reply was that she does not agree on Donies's statement claiming that she has the most beautiful voice in their class.

It can be assumed that the reponse of Micah Viola to Doneisa Pedrita's post is a manifestation of how well they know from each other having humorous banter as shown in the conversation. The context of both users essentially indicates that they share the same culture and perspectives. One's effective use of language is to a great extent, measured by one's mastery and appropriate use of lexical items and expressions as they relate to different contexts and speech events. Hence Ogbologo (2005) as cited by Ekor and Nunn (2021) defines context as "those factors which determine choices in language in social interaction". He adds that differences in meaning are brought about by the context of language use. Because pragmatics focuses on language use, it cannot be separated from context.

Doniesa uses the syntactic form of Declarative and the illocutionary force is Representative and it is direct because the syntactic form of utterance matches the illocutionary acts while Micah uses a syntactic form Declarative while her illocutionary force is Representative and it is direct because the syntactic form of utterance matches the illocutionary acts.

Corpus 7



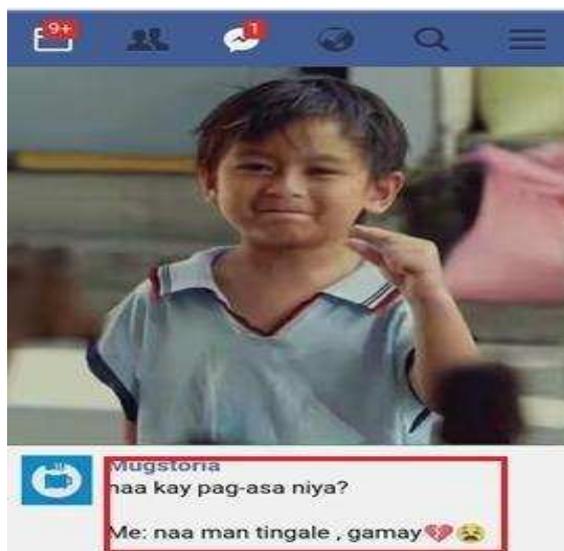
[Fidel: I have a crush in Wonder Woman. I love you sister *finger heart*

Kit: OMG you're now a lesbian?]

In this conversation, the maxim being flouted is the Maxim of Manner because Kit’s reply was not clearly stated. This shows an implicature that Kit was not use to Fidel liking a girl because he was known as gay in their class. The response of Kit in the comment section essential entails that Kit has closer degree of familiarity of Fidel’s sexuality and that her statement is expressed out of purpose. This is in cognizant to Lycan (2008), Syal (2014) and Jindal’s notion that that “pragmatics is the functioning of language in context” Lycansays “when a sentence is uttered, it is invariably uttered in a particular context by a particular speaker for a particular purpose.

Fidel uses the syntactic form of Declarative and the illocutionary force is Expressive and it is a direct because the syntactic form of utterance matches the illocutionary acts. Kit on the other hand, uses a syntactic form Yes-No Interrogative while her illocutionary force is yes-No Question and it is a direct because the syntactic form of utterance matches the illocutionary acts.

Corpus 8



[Mugstoria: Do you have any chance to him?]

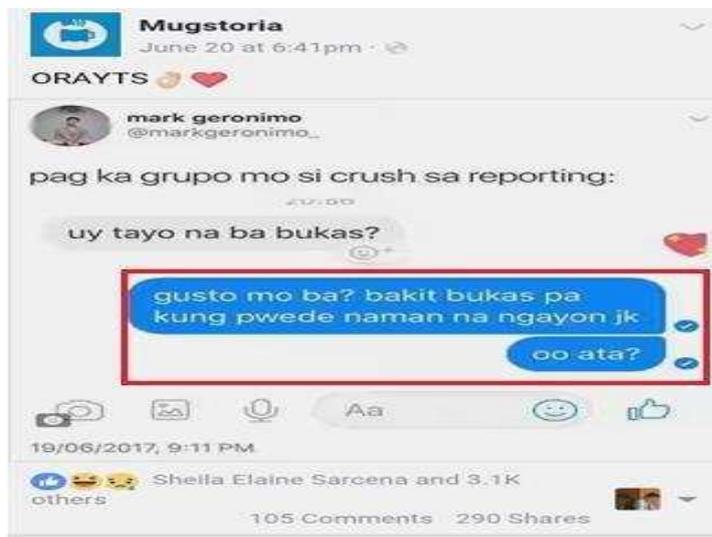
[Me: Maybe, a little.]

In this conversation, the maxim being flouted is the Maxim of Quality because Tristan is not so sure about the answer of the question. He is truthful about his answer because of the fact that for him he has a little chance. The implicature in this dialogue is that Tristan believes for himself that he has a little chance.

According to Udofot (2004), implicature is used to account for what a speaker can imply, suggest or mean as distinct from what the speaker literary says. With this notion, as it is used in the context, the responder believes that maybe he has a little chance when he will court to the man he like.

Mugstoria uses the syntactic form of Yes-No Interrogative and the illocutionary force is yes-No Question and it is a direct because the syntactic form of utterance matches the illocutionary acts. Tristan, on the other hand, uses a syntactic form Declarative while her Illocutionary force is Representative and it is a direct because the syntactic form of utterance matches the illocutionary acts.

Corpus 9



In this conversation, the maxim being flouted is the Maxim of Quantity. Mark gave too much answer to the single question. The implicature of this dialogue is that Mark wants to take advantage of the question given by his crush to him. With this dialogue the speaker gave too much information and it accordance to the study of (Sperber and Wilson, 1986), states that “in a context to the extent that its contextual effects in this context is large and in a context to the extent that the effort required to process it in this context is small”.

Mark uses the syntactic form of Yes-No Interrogative and the illocutionary force is yes-No Question and it is a direct because the syntactic form of utterance matches the illocutionary acts. Moreover, his crush on the other hand, uses a syntactic form Yes-No Interrogative and Declarative while her Illocutionary force is Yes- No Question and Representative and it is a direct because the syntactic form of utterance matches the illocutionary acts.

Corpus 10



[Gerelyn: In God I have trust

Padao: Sis, are you home?]

In this conversation, Padao flouted the Maxim of Relevance because her reply was irrelevant to Gerelyn's post. The implicature of this conversation is that Padao was not interested of Gerelyn's post; instead, she wanted to know where she was. The answer is not coherent to the statement given by Gerelyn. According to Rosenblatt (in Frodesen 1991), the researchers who studied the behaviors of readers and writers in establishing coherence in a text argue that the writers often fail to communicate their messages due to problems related to coherence.

Gerelyn uses the syntactic form of Declarative and the illocutionary force is Representative and it is a direct because the syntactic form of utterance matches the illocutionary acts. Moreover, Padao, on the other hand, uses a syntactic form Yes-No Interrogative while her Illocutionary force is yes-No Question and it is a direct because the syntactic form of utterance matches the illocutionary acts.

5. Conclusion

In any exchange of discourse, interlocutors, regardless of their cultural differences, seek to cooperate with other participants even in computer-mediated discourse. Gricean maxims were all observed by Gen-Z users in their exchange of conversation as reflected in their Facebook posts and comments. This simply means that cooperative principle in pragmatics is a universal experience observed by all users of language regardless of their cultural background, age level, medium of communication. Cooperation becomes important in social media conversations since speaker's emotions and paralinguistic codes can no longer be projected as essential tool for effective exchange of discourse.

In the study conducted, Gen-users violated the four conversational maxims but meaning were generated by the participants by attributing their background to the producer of discourse or even to their personal interpretation of the matter posted through Facebook status. Speakers or users deliberately leave the hearer to seek implicatures which means that hearers may have wide range of interpretations. Some interlocutors failed to observe the relation maxim as they provided irrelevant comments on the posted provided. Other users also commented a very long response which essentially violates or flouts the maxim of quantity. Some comments of the participants who have personal knowledge of the user, deliberately violated and flouted the maxim of quality since they knew personally what the user intended to convey in the status posted. The relationship between the users as interpreter and the interpreted is undeniably essential in meaning-making process even both ends violated or flouted the conversational maxims.

The field of pragmatics is very interesting to explore as language and contexts are determinants beyond the words and grammar used by speakers/users. The negotiation process between speaker and listeners with the consideration of the contexts and sociolinguistic background makes pragmatics as dynamic discipline worth of exploring and investigating.

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