Original Research Article

BanInvestigation of Network Language From the Perspective of the Cooperative Principle

Yanjie Ma

School of Foreign Studies, Chongqing Normal University Chongqing, 400030, China

Abstract: In this age of globalization, a brand new language mode -- network language was born aims to satisfy the effective communication among people of different regions. It has neither independent phonetic system nor complete set of grammar system and belongs to the nature of social dialect. This paper describes a detailed study of this new language from the perspective of cooperation principle, and indicate the violation of cooperation principle by network language using case analysis, so that people can better understand and use network language. Therefore, only through in-depth studies of the pragmatic principles guiding the use of Chinese network language, can we have a profound understanding of its essence and lay a good foundation for successful online communication.

Keywords: The Cooperative Principle; Network language; Violation

1. Introduction

Network buzzwords, as a branch of buzzwords, appear in people's daily life with unique style and rapid propagation speed and researches on network buzzwords has drawn more and more attention.. In order to achieve effective communication, two important principles should be observed: the principle of cooperation and the principle of politeness,in a general way. However, there are often exceptions in the practical application of network language.

Up till now, the previous related researches mostly evaluate and analyze it from the perspective of pedagogy and aesthetics,but few of them choose the perspective of pragmatics. Hence,it is necessary to analyze the characteristics, generation mode and application method of network language from the perspective of pragmatic principle. Based on the Cooperative Principle, the article intends to analyze the examples of network language and discusses how the principle is embodied in network communication. Besides, the author tries to explore the significance of politeness strategies in speech acts so as to motivate readers to learn and use network language more effectively to improve their network speech act ability.

2. The violation of the Cooperative Principle

Cooperative principle (Cooperative principle, CP for short) was founded in 1967 by American linguist Grice (Herbert Grice) in his speech at Harvard University. According to Grice, in the communication of all languages, in order to successfully complete the conversation, there will be a cooperation among the communicators, or the tacit understanding between the two communicators. This principle be embodied in four : firstly, Maxim of quality: the content of the discourse must be true; secondly, Maxim of quantity: necessary rather than redundant information should be provided in the discourse; thirdly, Maxim of relation (or relevance): the content related to the topic in the specific context should be appropriate. Fourthly, Maxim of manner: the way of expression should be clear, concise and orderly; avoid ambiguity.

2.1 The violation of the Maxim of Quality

The Maxim of Quality means that the information conveyed by the speaker true. However, some netizens tend to violate this criterion in order to make their discourse distinctive. Corresponding examples are listed as below:

(1)A:"people can buy tickets at home, but every holiday buy train peak every will rob to snap up on the first day of network ticket, passengers did not have to. "B: "Oh, what I can't get to burn incense."(from the BBS) In fact, the ability to successfully buy an airline ticket online has nothing to do with character. These unintentional or intentional transgressions of the maximum of quality add to the entertainment and humor of online communication. As a result, it is impossible to completely accord to The Maxim of Quality, which will only make the communication became rigid and unimaginative.

(2) A: I just found a rifle in the ruins. Do you want it? B: I'd love to, but I had one just now.(from Chinese online game *Game for Peace*) In a word, B did not directly refuse but politely declined. The group of online gamers again addressed **The Maxim of Quality** in the conversation. The speaker may underestimate or exaggerate the facts. However, the listener can always understand the speaker's intention of exaggerating or understating according to the specific context.

2.2 The violation of The Maxim of Quantity

The maxim of quantity requires that both sides of the communicator provide enough information during the conversation, and the

amount of information should not exceed the amount of information required by the communication.

2.2.1 Jack: You were getting shot? What happened?

Chris: I got shot. Are you still at Barts?　　Jack: Teaching now, yeah, bright young things like we used to be. God, I hate them.

Jack asked Chris what happened because he heard that Chris has been hit by snag. But Chris answered he got shot. Since Jack has already known this fact, Chris has didn't provide enough information implying that he didn't want to talk about that which violated the Maxim of Quantity. Jack told Chris that he was teaching. Here, Jack violates the Maxim of Quantity. He told Chris his students were like bright young man they used to be, which led us to have a feeling that he like them for a feeling of nostalgia and understanding,whereas he actually dislike his students.

In the practice of intercultural network communication, if the cooperation principle is followed and the quantity of information is accurately conveyed, but the information may involve the shortcomings or dishonor of a party, which will make the situation very awkward, and increase the barrier for the continuous dialogue. In this case, netizens tend to ignore the principle of the Maxim of Quantity.

2.3 The violation of The Maxim of Relation

Relation guidelines require that the topics discussed by both sides of the conversation be directly related. But in the communication of network language, netizen people often violate this principle.

2.3.1 Mike Stamford: This is an e-pal of mine, Lisa Wong.

SH: China or India?　　　　　　　Lisa Wong: Sorry?

SH: Which was it, in China or India?　　Lisa Wong: China. Sorry, how did you know?

John learned from Mike's words that Lisa Wong's surname is Wong, so he concluded that Lisa Wong is an Asian. Lisa Wong was confused because of the violation of the maxim of relation.Out of politeness, netizens updated their circle of friends with neutral or positive words to describe unpleasant facts. For example, "She is full Sarah" makes people feel that the person is not very thin,but has a particularly plump figure,and express the meaning politely that the person is not slim,which is also a absolutely obvious violation of the principle of cooperation.

2.3.2 Bella: Hi!Is there anything good to eat? I'm a freshman.

Jerry: Here comes another food lover. Where are you from?

Bella: Wuhan.　　　　　　　　Jerry: What a coincidence! We both come from Wuhan. If you need any help, call me.

Bella: Thanks!　　　　　　　　Jerry: Do U have a boyfriend?

Bella:I'm single.　　　　　　　Jerry: What kind do you like?

Jerry: There's a new movie coming out. Can you came?

Bella: I have something urgent to deal with now. I'll contact you later.(from the BBS)

The interlocutors from the same university,and Bella is a freshman. After Bella's greeting, Jerry instead raised a new topic "boyfriend" and invited her. At the end, Bella still did not get the answer to the question. Jerry ignored the information of "where is a good restaurant?" just to get more information to meet his own requirements,which is a complete violation.

2.4 The violation of the Maxim of Manner

The maxim of manner requires the content of the discourse to be concise and clear to avoiding ambiguity and obscurity. But the network language is conventional, which violates this standard expression especially in Chinese network language.

Tony: 1314520.　　　　　　　　Lucy: Me2,20.

This is a conversation between a couple on valentine's day. "1314"(the homonym of"一生一世" in Chinese)means "accompany with you all one's life"; "520"(homonym of我爱你)means "I love you"; "Me2" is " me, too". Most Internet users will definitely feel confused, which is a clear violation of the Maxim of Manner. Nevertheless, we can also see that in general language communication, these strange network language expressions violated the rules of the way, but on the other hand, they are the embodiment of the diversity of the rules of the way in the network language.

In network communication, we should flexibly abide by the principle of cooperation and politeness, according to the characteristics in cases to given priority to the feelings of the other party, and harmonious conversational atmosphere should be created as far as possible, so as to euphemistically convey ideas and complete the communication.

4. Conclusion

Through the analysis, the results indicate that in network communication, people make the conversation more accurate and smooth, but always more or less involuntarily violate the principle of cooperation. Meanwhile, Foreign language researchers and learners should actively pay attention to and learn pragmatic theories, apply pragmatic results to theoretical research, communication practice and teaching, and better promote the communication between different cultures. In a word, the pragmatic analysis of network language from the principle of conversational cooperation not only enables us to have a deeper understanding of this new language variant, but also provides a theoretical basis for us to make better use of network language in the future.

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