

BEYOND THE MAXIMS: EXPLORING VIOLATIONS OF GRICE'S COOPERATIVE PRINCIPLE IN JOE BIDEN'S INAUGURAL SPEECH

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Abstract

This paper analyzed Joe Biden's inaugural speech with a focus on its deviation from Grice's Cooperative Principle which provides a framework for understanding successful communication through the maxims of Quantity, Quality, Relation and Manner, without considering the implicatures arising from such deviation/violation. It used a descriptive research design and adopted Grice's cooperative principle as theoretical framework. A purposive sampling technique was used to identify forty-five (45) extracts from Joe Biden's inaugural speech. The data used were sourced through a secondary means from the internet and were analyzed using the cooperative maxims of quantity, quality, relation and manner respectively. It was found that all the cooperative maxims (quantity, quality, relation and manner) were violated in Biden's inaugural speech, which showed how he strategically deviated from them to achieve his communicative goals. The paper concluded that when the maxims are adhered to, speakers can enhance communication by offering relevant and necessary information, ensuring accuracy and truthfulness, establishing clear connections between ideas and employing clear and concise language.

Keywords: maxims, quantity, quality, relation, manner

1. Introduction

Language serves as a pivotal instrument, among other sources, for politicians to craft messages that influence public perception and rally support for their policies, and to construct and reconstruct social relations, social identities and ideologies (Fairclough, 2000, Aluya & Edem, 2023). Through persuasive language, they aim to influence public opinion, mobilize voters and secure backing for their agendas. They employ rhetorical devices, such as emotional appeals, logical arguments and vivid imagery to captivate audience and make their messages compelling and memorable (Edem & Aluya, 2019). Therefore, to successfully communicate, human beings (interlocutors) are required as duty bound to obey certain mode or norms of interaction. Grice's maxims are fundamental principles in pragmatics that guide effective communication and cooperative conversation. These Cooperative Principles are crucial for effective communication as they enable speakers and listeners to understand each other's intentions and meaning. By following these principles, individuals can engage in cooperative conversations, exchange information efficiently in a straightforward manner to

avoid misunderstandings. And when the interlocutors strictly adhere to the principles, they can establish a common ground of understanding for effective communication (Aluya & Kofoworola, 2020). They provide a framework for understanding conversational implicature, the implied meaning conveyed beyond the literal interpretation of words. Suffice to say that the role of Grice's maxims in conversation or discourse cannot be overemphasized.

However, Grice's principles can be influenced by cultural variations in communication styles. Different cultures may have different expectations regarding directness, indirectness and information sharing. The contextual factors can influence their adaptation and modification based on the specific context of communication, such as informal conversations, political discourses, professional settings or sensitive topics. Furthermore, strict adherence to the principles may not always eliminate ambiguity or vagueness in communication as language itself can be inherently ambiguous.

The application of these principles' cuts across many areas of linguistics and other spheres of human endeavour. In Pragmatics, the Grice's Cooperative

Principles form the foundation of pragmatic theories, which study the use of language in context, including speech acts, implicature and the cooperative nature of communication. Also, the principles are applied in language teaching methodologies to enhance students' communicative competence and pragmatic awareness (Yule, 2014). Their usefulness extends to conflict resolution and negotiation settings by promoting effective communication, active listening and mutual understanding in a dialogue situation (Fisher, Ury & Patton, 2011, Aluya, 2023).

2. Aim and objectives of the study

The general aim of this paper is to analyze Joe Biden's Inaugural Speech based on Grice's cooperative principle.

The specific objectives are:

- i. To identify specific extracts from Biden's Inaugural Speech that violate cooperative maxims.
- ii. To analyze identified extracts from Biden's Inaugural Speech that violate cooperative maxims

3. Scope of the Study

This study is focused on the identification and analysis of Grice's maxims of conversation being violated in Biden's Inaugural Speech, without considering the implicatures that may arise from those violations.

4. Theoretical Framework

In order to achieve effective and successful communication in any speech event, it is essential for all participants to observe specific conversational or communicative rules. Recognizing this, H.P. Grice developed the Cooperative Principles (CP) as a guiding way which people derive meaning from language (Betti, 2021). The principles are also referred to as Gricean conversational maxims, and they can be categorized into four key components—quantity, quality, relation and manner under which other sub-maxims exist (Grandy & Warner, 2017). This study adopted Grice's cooperative principle, where participants strive to be informative, truthful,

relevant and clear in their communication (Grice, 1975). He identified four maxims that he believed should be followed in conversation as follows:

- a. Maxim of Quantity: Make your contribution as informative as required, but not more informative than necessary.
- b. Maxim of Quality: Do not say what you believe to be false or lack adequate evidence for.
- c. Maxim of Relation: Be relevant to the ongoing conversation and stick to the topic.
- d. Maxim of Manner: Be clear, avoid ambiguity or obscurity, and be brief and orderly in your expression.

According to him, these maxims guide conversation and help to facilitate effective communication. And by extension, he also recognized that these maxims can be violated or flouted intentionally to convey additional meaning or to create implicatures. However, this study focuses on the identification and analysis of maxims being violated in Biden's Inaugural Speech, without considering the implicatures that may arise from those violations.

6. Methodology

The study utilized a qualitative descriptive research design. Forty-five (45) extracts were purposively selected from Joe Biden's Inaugural Speech as data for this study. The data were sourced through secondary means from the internet with a view to providing identification and analysis devoid of any manipulation of what is being gathered. The content was basically identified and analyzed in line with the four Gricean cooperative maxims of quantity, quality, manner and relation to see where they have been violated. Therefore, this study is primarily aimed at providing a rich account of the phenomenon under study, without necessarily aiming at hypothesis testing.

7. Identification and Analysis of data

Grice's maxims are principles of communication that govern effective conversation and are based on the idea of cooperative communication. These maxims include the maxims of Quantity, Quality, Relation, and Manner. Find below the analysis of Joe Biden's inaugural speech in light of these maxims:

7.1. Violation of cooperative maxim of quantity (content length and depth)

Extracts that violate the cooperative maxim of quantity:

Extract 1: *"We've learned again that democracy is precious, democracy is fragile and, at this hour my friends, democracy has prevailed."*

The speaker asserts that democracy is precious and fragile, and that it has prevailed. However, he does not provide specific examples or evidence to support this claim. While he acknowledges the recent challenges to democracy, the lack of specific information regarding the ways in which democracy has prevailed violates the cooperative maxim of quantity.

Extract 2: *"As we look ahead in our uniquely American way, restless, bold, optimistic, and set our sights on a nation we know we can be and must be, I thank my predecessors of both parties for their presence here. I thank them from the bottom of my heart."*

The speaker expresses gratitude towards their predecessors for their presence at the event. However, he does not provide specific details or examples of the contributions or actions of these predecessors. The lack of specific information regarding the reasons for thanking them violates the cooperative maxim of quantity.

Extract 3: *"But the American story depends not on any one of us, not on some of us, but on all of us. On we the people who seek a more perfect union. This is a great nation; we are good people."*

The speaker emphasizes that the American story depends on all of the people seeking a more perfect union. While he asserts that this is a great nation and the people are good, he does not provide specific evidence or examples to support these claims. The lack of specific information regarding the qualities or achievements of the nation and its people violates the cooperative maxim of quantity.

Extract 4: *"We'll press forward with speed and urgency for we have much to do in this winter of peril and significant possibility. Much to do, much to heal, much to restore, much to build and much to gain."*

The speaker states that there is much to do in this time of peril and possibility, including healing, restoring, building, and gaining. However, he does not provide specific details or examples of the tasks or actions required to address these challenges. The lack of specific information regarding the specific goals or plans violates the cooperative maxim of quantity.

Extract 5: *"Millions of jobs have been lost. Hundreds of thousands of businesses closed. A cry for racial justice, some 400 years in the making, moves us. The dream of justice for all will be deferred no longer. A cry for survival comes from the planet itself, a cry that can't be any more desperate or any more clear now. The rise of political extremism, white supremacy, domestic terrorism, that we must confront and we will defeat."*

While the speaker acknowledges the loss of jobs, closure of businesses and the need for racial justice and addressing climate change, he provides limited specific details or evidence to support these claims. The lack of concrete examples or statistics regarding the number of jobs lost, businesses closed or the specific actions taken to confront political extremism and white supremacy violates the cooperative maxim of quantity.

Extract 6: *"To overcome these challenges, to restore the soul and secure the future of America, requires so much more than words. It requires the most elusive of all things in a democracy - unity."*

The speaker emphasizes the need for unity to address the challenges faced by America, but he does not provide specific details on what those challenges are or how unity can be achieved. He uses vague language such as "challenges" and "restore the soul" without specifying the issues or providing concrete steps to address them. This lack of specific information violates the cooperative maxim of quantity.

Extract 7: *"With unity we can do great things, important things. We can right wrongs, we can put people to work in good jobs, we can teach our children in safe schools. We can overcome the deadly virus, we can rebuild work, we can rebuild the middle class and make work secure, we can secure racial justice and we can make America once again the leading force for good in the world."*

While the speaker expresses the potential accomplishments through unity, he provides a list of goals without offering specific strategies or plans to achieve them. The lack of specific details regarding how these goals will be accomplished violates the cooperative maxim of quantity, as it does not provide sufficient information to fully convey the intended meaning.

Extract 8: *"I know speaking of unity can sound to some like a foolish fantasy these days. I know the forces that divide us are deep and they are real. But I also know they are not new. Our history has been a constant struggle between the American ideal, that we are all created equal, and the harsh ugly reality that racism, nativism and fear have torn us apart. The battle is perennial and victory is never secure."*

While acknowledging the challenges to achieving unity, the speaker does not provide specific examples or evidence to support their claim that racism, nativism, and fear have torn the nation apart. The lack of specific details or evidence violates the cooperative maxim of quantity, as it does not provide sufficient information to fully convey the intended meaning.

Extract 9: *night staring at the ceiling thinking: 'Can I keep my healthcare? Can I pay my mortgage?' Thinking about their families, about what comes next. I promise you, I get it. But the answer's not to turn inward. To retreat into competing factions. Distrusting those who don't look like you, or worship the way you do, who don't get their news from the same source as you do."*

The speaker acknowledges the concerns and fears of fellow Americans about their jobs, healthcare, and mortgages. However, he does not provide specific evidence, examples or statistics to support these claims. While he claims to understand these concerns, the lack of concrete information violates the cooperative maxim of quantity, as it does not provide sufficient details to fully convey the intended meaning.

Extract 10: *"Folks, it's a time of testing. We face an attack on our democracy, and on truth, a raging virus, a stinging inequity, systemic racism, a climate in crisis, America's role in the world. Any one of these would be enough to challenge us in profound ways. But the fact is we face them all at once, presenting this nation with one of the greatest responsibilities we've had. Now we're going to be tested. Are we going to step up?"*

The speaker lists several challenges faced by the nation, including an attack on democracy, a raging virus, inequity, systemic racism, and a climate crisis. He emphasizes the magnitude of these challenges but does not provide specific details or evidence to support their claims. The lack of specific information regarding the nature and extent of these challenges violates the cooperative maxim of quantity.

Extract 11: *"It's time for boldness for there is so much to do. And this is certain, I promise you. We will be judged, you and I, by how we resolve these cascading crises of our era. We will rise to the occasion. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children? I believe we must and I'm sure you do as well. I believe we will, and when we do, we'll write the next great chapter in the history of the United States of America. The American story."*

The speaker expresses the need for boldness and the belief that the nation will rise to the occasion to resolve the current crises. However, he does not provide specific details or evidence to support their claim. The lack of specific information regarding the strategies, plans, or actions required to overcome these challenges violates the cooperative maxim of quantity.

7.2. Violation of cooperative maxim of quality (truth)

Extracts that violate the cooperative maxim of quality:

Extract 12: *"A cry for racial justice, some 400 years in the making, moves us. The dream of justice for all will be deferred no longer."*

The speaker refers to a cry for racial justice that has been 400 years in the making, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the historical context or specific instances of racial injustice violates the cooperative maxim of quality.

Extract 13: *"A cry for survival comes from the planet itself, a cry that can't be any more desperate or any more clear now."*

The speaker mentions a cry for survival coming from the planet itself, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the urgency or evidence of the planet's cry for survival violates the cooperative maxim of quality.

Extract 14: *"The rise of political extremism, white supremacy, domestic terrorism, that we must confront and we will defeat."*

The speaker asserts the rise of political extremism, white supremacy and domestic terrorism, but he does not provide specific evidence or examples to support this claim. The lack of specific information

regarding the extent or evidence of these phenomena violates the cooperative maxim of quality.

Extract 15: *"I know speaking of unity can sound to some like a foolish fantasy these days."*

The speaker states that speaking of unity can sound like a foolish fantasy, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the reasons or evidence for unity being perceived as a foolish fantasy violates the cooperative maxim of quality.

Extract 16: *"Our history has been a constant struggle between the American ideal, that we are all created equal, and the harsh ugly reality that racism, nativism, and fear have torn us apart."*

The speaker describes the struggle between the American ideal of equality and the reality of racism, nativism, and fear, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the historical context or specific instances of these struggles violates the cooperative maxim of quality.

Extract 17: *"If we do that, I guarantee we will not fail. We have never, ever, ever, ever failed in America when we've acted together."*

The speaker guarantees that failure will not occur if the people act together, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the historical track record or evidence of success when acting together violates the cooperative maxim of quality.

Extract 18: *"Politics doesn't have to be a raging fire destroying everything in its path. Every disagreement doesn't have to be a cause for total war."*

The speaker suggests that politics does not have to be destructive or lead to total war, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the reasons or evidence for politics not being destructive violates the cooperative maxim of quality.

Extract 19: *"To all those who did not support us, let me say this. Hear us out as we move forward. Take a measure of me and my heart. If you still disagree, so be it. That's democracy. That's America. The right to dissent peacefully."*

The speaker emphasizes the right to dissent peacefully and acknowledges that disagreement is part of democracy, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the reasons or evidence for peaceful dissent and the acceptance of disagreement violates the cooperative maxim of quality.

Extract 20: *"Recent weeks and months have taught us a painful lesson. There is truth and there are lies. Lies told for power and for profit."*

The speaker states that there is truth and there are lies, but he does not provide specific evidence or examples to support this claim. The lack of specific information regarding the nature or evidence of truth and lies violates the cooperative maxim of quality.

Extract 21: *"Look, I understand that many of my fellow Americans view the future with fear and trepidation. I understand they worry about their jobs. I understand like their dad they lay in bed at night staring at the ceiling thinking: 'Can I keep my healthcare? Can I pay my mortgage?' Thinking about their families, about what comes next. I promise you, I get it. But the answer's not to turn inward. To retreat into competing factions. Distrusting those who don't look like you, or worship the way you do, who don't get their news from the same source as you do."*

The speaker acknowledges the fears and concerns of fellow Americans but does not provide specific evidence or examples to support their understanding. The lack of specific information regarding the reasons or evidence for these fears and concerns violates the cooperative maxim of quality.

Extract 22: *"We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal. We can do this if we open our souls instead of hardening our hearts, if we show a little tolerance and humility, and if we're willing to stand in the other person's shoes, as my mom would say. Just for a moment, stand in their shoes."*

The speaker calls for an end to the uncivil war that divides different groups, but does not provide specific evidence or examples of this war. The lack of specific information regarding the nature or evidence of this war violates the cooperative maxim of quality.

Extract 23: *"My fellow Americans, in the work ahead of us we're going to need each other. We need all our strength to persevere through this dark winter. We're entering what may be the darkest and deadliest period of the virus. We must set aside politics and finally face this pandemic as one nation, one nation. And I promise this, as the Bible says, 'Weeping may endure for a night, joy cometh in the morning'. We will get through this together. Together."*

The speaker urges unity and cooperation in facing the challenges of the pandemic, but does not provide specific evidence or examples of the need for setting aside politics. The lack of specific information regarding the reasons or evidence for the necessity of unity violates the cooperative maxim of quality.

Extract 24: *"Look folks, all my colleagues I serve with in the House and the Senate up here, we all understand the world is watching. Watching all of us today. So here's my message to those beyond our borders. America has been tested and we've come out stronger for it. We will repair our alliances, and engage with the world once again. Not to meet yesterday's challenges but today's and tomorrow's challenges. And we'll lead not merely by the example of our power but the power of our example."*

The speaker asserts that America has been tested and has come out stronger, but does not provide specific evidence or examples to support this claim. The lack of specific information regarding the nature or evidence of America's strength after being tested violates the cooperative maxim of quality.

Extract 25: *"Folks, it's a time of testing. We face an attack on our democracy, and on truth, a raging virus, a stinging inequity, systemic racism, a climate in crisis, America's role in the world. Any one of these would be enough to challenge us in profound ways. But the fact is we face them all at once, presenting this nation with one of the greatest responsibilities we've had. Now we're going to be tested. Are we going to step up?"*

The speaker identifies multiple challenges faced by the nation, but does not provide specific evidence or examples to support the severity or existence of these challenges. The lack of specific information regarding the reasons or evidence for the challenges faced violates the cooperative maxim of quality.

Extract 26: *"It's time for boldness for there is so much to do. And this is certain, I promise you. We will be judged, you and I, by how we resolve these cascading crises of our era. We will rise to the occasion. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children? I believe we must and I'm sure you do as well. I believe we will, and when we do, we'll write the next great chapter in the history of the United States of America. The American story."*

The speaker expresses a belief in rising to the occasion and passing along a better world to future generations, but does not provide specific evidence or examples of how these goals will be achieved. The lack of specific information regarding the strategies or evidence for resolving the crises violates the cooperative maxim of quality.

Extract 27: *"And together we will write an American story of hope, not fear. Of unity not division, of light not darkness. A story of decency and dignity, love and healing, greatness and goodness. May this be the story that guides us. The story that inspires us. And the story that tells ages yet to come that we answered the call of history, we met the moment. Democracy and hope, truth and justice, did not die on our watch but thrive."*

The speaker emphasizes the importance of a story of hope, unity, and democracy, but does not provide specific evidence or examples of how these ideals will be realized or maintained. The lack of specific information regarding the strategies or evidence for achieving these goals violates the cooperative maxim of quality.

7.3. Violation of cooperative maxim of relation (relevance)

Extracts that violate the cooperative maxim of relation:

Extract 28: *"And I know the resilience of our Constitution and the strength, the strength of our nation, as does President Carter, who I spoke with last night who cannot be with us today, but who we salute for his lifetime of service."*

This extract violates the cooperative maxim of relation because it introduces President Carter without establishing a clear relevance or connection to the overall message of the speech. While it acknowledges President Carter's absence and salutes his lifetime of service, it does not provide specific information about how his resilience, the strength of the nation, or their conversation relates to the broader themes discussed in

the speech.

Extract 29: *"But we still have far to go."*

This extract violates the cooperative maxim of relation because it is a general statement about the progress yet to be achieved without providing specific information about what areas or challenges the speaker is referring to. It lacks the necessary context to establish a clear connection to the preceding statements about the American story and the need for a more perfect union.

Extract 30: *"We'll press forward with speed and urgency for we have much to do in this winter of peril and significant possibility. Much to do, much to heal, much to restore, much to build and much to gain."*

This extract violates the cooperative maxim of relation because it uses vague and general language to describe the tasks and goals ahead without providing specific information about what needs to be done, how it relates to the winter of peril and significant possibility, or how it aligns with the overall message of the speech. The lack of clarity weakens the connection between this statement and the preceding paragraphs.

Extract 31: *"Few people in our nation's history have been more challenged or found a time more challenging or difficult than the time we're in now. A once in a century virus that silently stalks the country has taken as many lives in one year as in all of World War Two."*

This extract violates the cooperative maxim of relation because it introduces the challenges faced by the nation, specifically the once-in-a-century virus, without providing specific information about how it connects to the broader themes of the speech. While it emphasizes the severity of the situation, it lacks the necessary context to establish a clear link to the preceding statements about democracy, unity, and the American story.

Extract 32: *"A cry for racial justice, some 400 years in the making, moves us. The dream of justice for all will be deferred no longer."*

This extract violates the cooperative maxim of relation because it introduces the topic of racial justice without providing specific information about how it connects to the broader themes of the speech. While it acknowledges the historical struggle for racial justice, it does not establish a clear link to the challenges mentioned earlier in the speech, such as job loss, business closures, political extremism, and the cry for survival from the planet.

Extract 33: *"We can right wrongs, we can put people to work in good jobs, we can teach our children in safe schools. We can overcome the deadly virus, we can rebuild work, we can rebuild the middle class and make work secure, we can secure racial justice and we can make America once again the leading force for good in the world."*

This extract violates the cooperative maxim of relation because it lists various goals and aspirations without providing specific information about how they will be achieved or how they relate to the overall message of unity and overcoming challenges. It lacks the necessary context to establish a clear connection between the mentioned goals and the preceding paragraphs discussing unity and the path forward for America.

Extract 34: *"We can see each other not as adversaries but as neighbors. We can treat each other with dignity and respect. We can join forces, stop the shouting and lower the temperature."*

This extract violates the cooperative maxim of relation because it introduces the idea of treating each other with dignity and respect without providing specific information about the context or relevance to the challenges mentioned earlier in the speech. While it emphasizes the importance of unity and respectful interactions, it does not establish a clear connection to the preceding paragraphs discussing the need to overcome division and confront various challenges.

Extract 35: *"Here we stand just days after a riotous mob thought they could use violence to silence the will of the people, to stop the work of our democracy, to drive us from this sacred ground. It did not happen, it will never happen, not today, not tomorrow, not ever. Not ever."*

This extract violates the cooperative maxim of relation because it introduces the topic of the riotous mob without providing specific information about how it connects to the broader themes of the speech. While it highlights the resilience of democracy and the determination to protect the will of the people, it does not establish a clear link to the preceding statements about unity, overcoming challenges, and the path forward

for America.

Extract 36: *"It's time for boldness for there is so much to do. And this is certain, I promise you. We will be judged, you and I, by how we resolve these cascading crises of our era. We will rise to the occasion. Will we master this rare and difficult hour? Will we meet our obligations and pass along a new and better world to our children? I believe we must and I'm sure you do as well. I believe we will, and when we do, we'll write the next great chapter in the history of the United States of America. The American story."*

This extract violates the cooperative maxim of relation because it introduces the idea of resolving crises and passing along a better world without providing specific information about how it connects to the preceding paragraphs discussing the challenges faced by the nation and the need for unity. While it emphasizes the importance of rising to the occasion, it does not establish a clear connection to the preceding statements about perseverance, responsibilities, and the American story.

7.4. Violation of cooperative maxim of manner (clarity)

Extracts that violate the cooperative maxim of manner:

Extract 37: *"As we look ahead in our uniquely American way, restless, bold, optimistic, and set our sights on a nation we know we can be and must be, I thank my predecessors of both parties for their presence here. I thank them from the bottom of my heart. And I know the resilience of our Constitution and the strength, the strength of our nation, as does President Carter, who I spoke with last night who cannot be with us today, but who we salute for his lifetime of service."*

This extract violates the cooperative maxim of manner by using vague and general language that lacks specificity. The phrases "uniquely American way," "restless, bold, optimistic," and "nation we know we can be and must be" are abstract and open to interpretation. The lack of clear and concrete information hinders the audience's understanding of the speaker's intended meaning and purpose.

Extract 38: *"We'll press forward with speed and urgency for we have much to do in this winter of peril and significant possibility. Much to do, much to heal, much to restore, much to build and much to gain. Few people in our nation's history have been more challenged or found a time more challenging or difficult than the time we're in now. A once in a century virus that silently stalks the country has taken as many lives in one year as in all of World War Two."*

This extract violates the cooperative maxim of manner by using repetitive and superlative language without providing specific details or evidence to support the claims made. Phrases such as "much to do," "more challenged," "time more challenging or difficult," and "once in a century virus" lack precision and clarity. Without specific information or evidence, the statements can be perceived as exaggerated or lacking in factual basis, thus hindering effective communication.

Extract 39: *"A cry for racial justice, some 400 years in the making, moves us. The dream of justice for all will be deferred no longer. A cry for survival comes from the planet itself, a cry that can't be any more desperate or any more clear now. The rise of political extremism, white supremacy, domestic terrorism, that we must confront and we will defeat."*

This extract violates the cooperative maxim of manner by using emotionally charged language without providing specific examples or evidence to support the claims made. Phrases such as "a cry for racial justice," "the dream of justice for all," and "a cry for survival" are powerful but lack concrete details or specific actions that will be taken to address these issues. The lack of specificity hinders the audience's understanding of the speaker's intended plans or strategies for tackling these challenges.

Extract 40: *"Politics doesn't have to be a raging fire destroying everything in its path. Every disagreement doesn't have to be a cause for total war and we must reject the culture in which facts themselves are manipulated and even manufactured."*

This extract violates the cooperative maxim of manner by using exaggerated language and making generalizations without providing specific examples or evidence. Phrases such as "a raging fire destroying everything in its path," "total war," and "the culture in which facts themselves are manipulated and even manufactured" are hyperbolic and lack specific instances or evidence to support the claims made. The lack of concrete examples undermines the persuasiveness and credibility of the argument.

Extract 41: *"Recent weeks and months have taught us a painful lesson. There is truth and there are lies. Lies told for power and for profit. And each of us has a duty and a responsibility as citizens as Americans and especially as leaders. Leaders who are pledged to honour our Constitution to protect our nation. To defend the truth and defeat the lies."*

This extract violates the cooperative maxim of manner by using broad and vague language without providing specific examples or evidence to support the claims made. Phrases such as "there is truth and there are lies," "lies told for power and for profit," and "defend the truth and defeat the lies" lack specificity and clarity. Without concrete examples or evidence, it is difficult for the audience to fully grasp the extent of the issue or understand the specific actions that will be taken to address it.

Extract 42: *"Look, I understand that many of my fellow Americans view the future with fear and trepidation. I understand they worry about their jobs. I understand like their dad they lay in bed at night staring at the ceiling thinking: 'Can I keep my healthcare? Can I pay my mortgage?' Thinking about their families, about what comes next. I promise you, I get it."*

This extract violates the cooperative maxim of manner by using repetitive and colloquial language without providing specific examples or evidence to support the claims made. The repetition of "I understand" and the use of phrases like "lay in bed at night staring at the ceiling thinking" and "I promise you, I get it" create an empathetic tone, but the lack of concrete examples or evidence detracts from the clarity and persuasiveness of the statement.

Extract 43: *"We must end this uncivil war that pits red against blue, rural versus urban, conservative versus liberal. We can do this if we open our souls instead of hardening our hearts, if we show a little tolerance and humility, and if we're willing to stand in the other person's shoes, as my mom would say. Just for a moment, stand in their shoes."*

This extract violates the cooperative maxim of manner by using generalized language and appeals to emotion without providing specific examples or evidence to support the claims made. The use of phrases like "uncivil war" and "open our souls instead of hardening our hearts" creates a sense of urgency and moral imperative, but without specific instances or evidence, the argument lacks clarity and fails to provide a clear path forward for resolving the issues mentioned.

Extract 44: *"Look folks, all my colleagues I serve with in the House and the Senate up here, we all understand the world is watching. Watching all of us today. So here's my message to those beyond our borders. America has been tested and we've come out stronger for it. We will repair our alliances, and engage with the world once again. Not to meet yesterday's challenges but today's and tomorrow's challenges. And we'll lead not merely by the example of our power but the power of our example."*

This extract violates the cooperative maxim of manner by using vague and generalized language without providing specific examples or evidence to support the claims made. Phrases like "America has been tested and we've come out stronger for it," "repair our alliances," and "lead not merely by the example of our power but the power of our example" lack specificity and fail to provide concrete actions or strategies for achieving the stated goals. The lack of clarity undermines the persuasiveness of the argument.

Extract 45: *"Folks, it's a time of testing. We face an attack on our democracy, and on truth, a raging virus, a stinging inequity, systemic racism, a climate in crisis, America's role in the world. Any one of these would be enough to challenge us in profound ways. But the fact is we face them all at once, presenting this nation with one of the greatest responsibilities we've had. Now we're going to be tested. Are we going to step up?"*

This extract violates the cooperative maxim of manner by using dramatic and exaggerated language without providing specific examples or evidence to support the claims made. Phrases like "an attack on our democracy," "a raging virus," "a stinging inequity," and "one of the greatest responsibilities we've had" create a sense of urgency and severity, but without concrete examples or evidence, the argument lacks specificity and fails to provide a clear plan of action.

8. Conclusion

In conclusion, President Biden's inaugural speech provides valuable insights into the cooperative maxims of quantity, quality, relation and manner. While some extracts violated these maxims by lacking

specificity, providing generalized statements and using exaggerated language, overall, the speech emphasized the importance of unity, empathy and collective action. By adhering to these maxims, speakers can enhance communication by offering relevant and necessary information, ensuring accuracy and truthfulness, establishing clear connections between ideas and employing clear and concise language. And by upholding these principles, leaders can provide understanding, inspire trust and mobilize individuals towards a shared vision and common goals.

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