

According to Grice, we must adhere to four maxims i.e. the maxim of quantity, quality, relevance and manner, in our speech. Adherence to these maxims makes a speaker obliged that the information passed by him/her must carry quantity in it i.e. it should be as informative as is required. In quality maxim, the contribution of a speaker should be based on truth and s/he should not say something without having complete knowledge. Lastly, the contribution should be relevant and clear as well (Grice, 1975). Observance of these maxims in cooperative principle is a rational behavior which benefits the participants in conversation (Verschueren, 1999).

Both qualitative and quantitative methods were used in the present study to investigate non-observance of Gricean maxims in females' formal speech and the reasons behind it. For exploring non-observance of quantity, relevance and manner maxims in females' formal speech formal presentations of females were recorded in national / international conferences and workshops. The results have proved that there is observance of the maxims of relevance and manner however there is non-observance of the quantity maxim in females' formal speech. Thus, contrary to the common belief that women are more talkative, they spoke less in the formal speech. One can also see close association between age/qualification and observance, for instance, the observance of maxims is higher in older females' speech as compared to the younger ones. Similarly, females with higher qualification observed the maxims of relevance and manner but flouted the maxim of quantity.