

CHAPTER I

INTRODUCTION

1.1 Background of the Research

In daily conversation, people can show their expressions through language, including expression of anger, happiness, humor, dejection and others. They use language to communicate with others, to tell someone about something, to show their intention or feelings, and to deliver information. Someone who cannot communicate well will not be able to build good communications with others.

Pragmatics refers to the social language skills that people use in our daily interactions with others. They include what people say, how people say it, what our body language means and whether it is appropriate to the given situation. Pragmatic skills are vital for communicating our personal thoughts, ideas and feelings. Children, adolescents and adults with poor pragmatic skills often misinterpret other's communicative intent and have responding difficulty appropriately either verbally or non-verbally.

According to Leech (1983), Pragmatics is the way speaker and writer accomplish goals as social actor who do not just need to get things done but must attend to their interpersonal relationship with other participant at the same time. It means that pragmatics is studied to understand and explore conversational implicature and how meaning is constructed in interaction. Someone needs to have conversation with others in order to sustain their life as a social human being.

Edmondson (1981:69) states that a verbal conversation refers to any interactional talks involving at least two participants, a speaker and a listener, and they change roles. In conversation, there is a speaker and a hearer that have to take their turn and exchange of ideas through spoken utterances. These utterances are supposed to be such needed information that contributes to both of them. A successful and good conversation can happen if the speaker and the hearer can understand each other's utterances.

According to Grice (1989), there is an agreement between the speaker and hearer to have a successful conversation, namely Cooperative Principle, which says: "Make your conversational contribution such as is required, at the stage at which you are engaged" (Grice, 1989:26). The rules of talking each other are known and applied by all human beings to keep the conversation going smoothly (Cook, 1989:29). One of the most basic assumptions people must make for successful communication to take place is that both people in a conversation are cooperating. This is called the Cooperative Principle.

Imagine what would happen if there were no rules to follow during conversations. Then it would be perfectly acceptable to follow "Hi, how are you doing?", or to simply lie with every statement he or she made. But then communication would be virtually impossible. It is clear that in normal conversation people do not simply say whatever they please, but instead of following some general guidelines as to what is acceptable and what is not. Grice further identified groups of maxims (principles) which people implicitly obey when communicating. There are

four Conversational Maxims proposed by Grice (1989), they are; maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In the real conversation, many people obey the maxims or flout of conversational maxims unconsciously. In order to obey the Maxim of Quality, the speaker should make true contribution. It means that he or she should not say what he or she believes to be false and should not say something, which lacks adequate evidence. The second maxim is the Maxim of Quantity. The speaker is considered to fulfill the Maxim of Quantity if he or she makes a contribution as informative as it is required. The speaker can fulfill Maxim of Relation if his/her contribution is relevant. The last is the Maxim of Manner. If the speaker wants to follow the Maxim of Manner, he or she should be perspicuous. It means that he or she will have to avoid obscurity of expression maxims, to avoid ambiguity, to be brief and to be orderly (Schiffrin, 1994: 194)

Without cooperation, human interaction would be more difficult. Therefore, the Cooperative Principle and the Grice Maxims are not only specific for conversation but also for verbal interactions in general. For example, it would not make sense to reply to a question about the weather with an answer about groceries because it would violate the Maxim of Relevance. Likewise, responding to a question with a long monologue would violate the Maxim of Quantity. A cooperative speaker can intentionally disobey a maxim, as long as she/he or the context provides enough indicators for the hearer to notice it. This is called flouting a maxim and it is used to convey information indirectly. Unlike the violation of maxims which takes place to cause misunderstanding on the part of the listener, the flouting of maxims takes place

when individuals deliberately cease to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; that is, the speakers employ implicature (Levinson, 1983: 97).

In this research, the researcher is interested in using talk show as the object of research because in conversation, especially in the talk show television program, conversational maxim is important to reach the communicative and social objective, because sometimes in the real conversation the speakers do not always apply the theory of conversational maxim. The Oprah Winfrey Show on the episode October 1st 2010 entitled *Oprah Interviews J.K. Rowling* was chosen as specific research object.

There are several researchers conducting similar studies for example, Musyafak (2012) who analyzed the cooperative principles used by the main character in a movie entitled *Tron: Legacy*. He analyzed the utterance which is said by the main character using the theory of cooperative principle by Paul Grice. The result shows that the numbers of maxims that are observed are 38 maxims. Another study also had been done by Angel (2007). She had analyzed flouting of conversational maxim in *Harry Potter and the Goblet of Fire* movie. Different from previous researcher, she had not just analyzed the kind of flouting of conversational maxim but she had also analyzed the implied meaning of the utterance. The result of the analysis shows that the context of situation gave contribution in analyzing the implied meaning.

This study is concerned with investigating Grice's maxims and flouting maxims that are found in talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling*.

1.2 Statement of Problem

Based on the statement above, it can be defined that the appearance of problems in this research is to analyze the utterances and identify Grice's Maxim in the talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling*. There are four maxims to analyze the utterances in the talk show conversation whether J.K. Rowling obeys or flouts the maxim. To make it clearer, there are two problems that can be formulated:

1. How are the Grice's maxims identified in the talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling* based on J.K. Rowling's utterance?
2. What maxims are flouted by J.K. Rowling in the talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling*?

1.3 Research Objectives

The purpose of this research is to analyze the utterances in the talk show conversation whether J.K. Rowling obeys or flouts the maxims. The researcher hopes this research gives some advantages to readers, especially in knowing kinds of maxims and classifying them. Generally, the purpose of this research is:

1. To identify and analyze the Grice's maxims found in J.K. Rowling's utterance in the talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling*
2. To find out the types of the maxims flouted by J.K. Rowling in the talk show *Oprah Winfrey Show: Oprah Interviews J.K. Rowling*

1.4 Research Significance

This research is expected to contribute in, particularly, the field of pragmatic study concerning Grice's Cooperative Principle. Furthermore, it is expected to give a wider knowledge about Grice's Cooperative Principle such as maxims theory. Moreover, the researcher wants to conduct the research at the same issues in order this research can be a kind of reference for next researches.

1. Theoretical Benefit

The researcher hopes that this research gives the benefit. Furthermore, it gives some impacts to the reader directly or indirectly in knowing the variety of utterance especially in cooperative principle. For the researcher itself, this research opens the horizon about the utterances in the talk show conversation.

2. Practical Benefit

a. Researcher

For the researcher, it can gain new experience and knowledge about the utterances and the types of Grice's maxims. Based on the statement above, this research is beneficial to give new knowledge and open new horizon about another field, especially in the talk show transcript.

b. Reader

The research is about pragmatics analysis, Grice's maxims analysis in the talk show also gives impact to the readers. First, the reader will get knowledge about maxims and start to know the purpose of the speaker utterance. Additionally, the reader will also get deep comprehension about kind of maxims according to Grice's Cooperatives Principle.

