

**AN ANALYSIS OF FLOUTING MAXIM IN THE
GRAHAM NORTON SHOW: PRAGMATICS
APPROACH**

THESIS



**By:
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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
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The thesis has been approved to be examined on the date as indicated below

Batam, 29th July 2020



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ABSTRAK

Dalam pendekatan pragmatis, diketahui bahwa konteks terlibat dalam peraturan maksim yang dikemukakan oleh seorang ahli bernama Grice. Gagal mengamati ucapan yang terdapat dalam suatu ujaran dapat menyebabkan pelanggaran maksim. Penelitian ini dibuat dari fenomena pelanggaran maksim yang terjadi. Tujuan dari penelitian ini adalah untuk mengetahui jenis-jenis pelanggaran maksim dan alasan pelanggaran maksim yang muncul di sebuah acara televisi berjudul *The Graham Norton Show*. Penelitian ini menggunakan penelitian deskriptif kualitatif. Untuk mengumpulkan data, peneliti menggunakan teknik non-partisipatif dan metode observasi. Data dalam penelitian ini menerapkan teori dari seorang ahli bernama Grice. Ucapan-ucapan pembicara yang mengandung ucapan pelanggaran maksim digunakan sebagai data dalam penelitian ini. Peneliti menemukan 30 data ucapan pelanggaran maksim dalam acara televisi *The Graham Norton Show*. Data dianalisis menjadi pelanggaran maksim kualitas, pelanggaran maksim kuantitas, pelanggaran maksim hubungan, dan pelanggaran maksim cara. Hasil penelitian ini menunjukkan bahwa terdapat 16 maksim pelanggaran kuantitas, terdapat 12 maksim pelanggaran hubungan, dan terdapat 2 pelanggaran maksim cara. Alasan untuk melanggar maksim kuantitas karena ada informasi tambahan dalam sebuah ucapan di penelitian. Alasan melanggar maksim hubungan adalah karena memberikan jawaban yang tidak relevan. Untuk ucapan cara, alasan melanggar ucapan adalah karena adanya ambiguitas dalam sebuah ucapan. Jenis dan alasan yang dominan dari pelanggaran maksim yang muncul adalah pelanggaran maksim kuantitas.

Kata kunci: linguistik, pelanggaran maksim, pragmatik,

ABSTRACT

In the pragmatic approach, it is known that context is involved in the Gricean Maxim. Fail to observe the maxim causes the flouting maxim. This research was made from the flouting maxim phenomenon. The purpose of this study is to find out the types of flouting maxim and the reason of flouting maxim that appeared in the Graham Norton Show. This study applied descriptive qualitative research. For collecting data, the researcher used non-participatory technique and observational method. The data in this study applied the theory from Grice. The utterances of the speaker which contains flouting maxim were used as the data in this study. The researcher found 30 data of flouting maxim. The data were analyzed into flouting maxim of quality, flouting maxim of quantity, flouting maxim of relation, and flouting maxim of manner. The result showed that there are 16 flouting maxim of quantity, 12 flouting maxim of relation, and flouting maxim of manner. The reasons for flouting maxim of quantity because there was additional information. The reason of flouting maxim of relation is because giving irrelevant answer. For the maxim of manner, the reason of flouting maxim is because the ambiguity. The dominant types and reason of flouting maxim that appeared is flouting maxim of quantity.

Keywords: flouting maxim, linguistic, pragmatic

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

In the daily life, able to speak is important. Speaking is the language delivery through of more participants. In speaking, the term of good or not speaking is determined by the participants. The participants can deliver good conversation if the speaker and the hearer pay attention to the conversation. It can be started from the speaker who deliver utterance as good as possible. In another side, the hearer can contribute by understanding the utterances. Speaking well-performed by speaker and hearer gives good impact for conversation.

To create the successful conversation, the conversation must be done correspond. To gain the good conversation, Grice (1975) proposed the theory named cooperative principle. As it is known that in the utterance that it is required to make the utterance as required as possible. This theory guides people to speak corporately. In this cooperative principle, it means that in talking with another person, there is a rule which have to be obeyed. In cooperative principle, Grice (1975) has stated that there are four maxims. Each maxim has different function with others. Those maxims are quantity, quality, manner, and relevance.

Even though cooperative principle has created with a good aim, many people tend to speak while ignoring the cooperative principle. People talk each other without applying the rule from cooperative principle. This case is called as breaking the rules. By breaking these maxims, it means that cooperative principle has flouted.

When people flout the maxim, it lead to the uncooperative and misunderstanding in the conversation.

The real example of the case can be seen from the activity in the class. The context is that there is a situation in the class which there is a late student comes to the class. The teacher then greeted the student. For instance, the teacher asks the time to the late student. Actually the teacher does not ask the exact time but actually asked why the student is late. It is the real example of pragmatic. Another example for flouting maxim in the class. The teacher asks the student about the lesson where president of Soekarno born. However since the student does not know the answer the student gives long question without true information. It is example of real phenomena of flouting maxim in the real life.

If the speaker fail to apply the maxim. It means that participant flouted the maxim. This topic has been called as flouting maxim. Flouting Maxim is the topic/matter/problem which breaks the rule of maxim in cooperative principle. As Grice (19875) explains that when the speaker does not obey the maxims, the speaker floutes the maxim. Flouting Maxim means the conversation does not apply the rule of cooperative principle in speaking. As the problem of flouting maxim appeared, the researcher has decided to take this matter as the research.

Doing the research about flouting maxim is totally important. Some people likely to speak while ignoring the rule of cooperative principle. The matter which appeared because of that is people tend to not speaking properly and it can create misunderstanding in daily conversation. Speaking without shows informative, clear, and truthful information can only produce ambiguous utterances. That is why

by doing this research, it can give information and knowledge to students and mostly readers to get fully understanding in applying cooperative principle in daily conversation.

The researcher in this research, tries to use reality show as a data from The Graham Norton Show. This is a popular television show which shows conversation between interviewer and interviewees. This show is from the famous tv show hosted by Graham Norton. The show is directed by Steve Smith. There is a phenomenon that has been found in this show related to flouting maxim. The case of flouting maxims usually can be found in every kind of conversation. Flouting maxims can also be flouted in four maxims by Grice (1975). For instance, there are many flouting maxims in The Graham Norton Show.

Graham Norton : Is your mother here?

Sophie Turner : My basically my whole family except for one of my brothers aren't here.

Analysis:

By looking at conversations above, it can be known that Graham asks question to Sophie. It is yes or no question. Graham Norton asks Sophie is her mother in the show. In here, Sophie supposed to answer Graham Norton question by answering yes or no to satisfy Graham question. But Sophie responses Graham questions by giving irrelevant question. Instead, she answers that by saying that utterance. Sophie's response is categorized as the flouting maxim. It flouts maxim Relation because Sophie answered the irrelevant to what has been questioned.

Graham Norton : I wouldn't have recognized you except I just said the word
Sophie Turner but is this your natural hair?

Sophie Turner : Except for the fringe this is fake.

Analysis:

In the show Sophie as the guest comes to Graham Norton Show and she has a new hairstyle and it makes Graham almost did not recognize her. Then Graham asked Sophie is her hair is natural. Instead answers the question coherently, Sophie Turner said "Except for the fringe this is fake." which can be concluded that Sophie did not answer correctly.

By seeing the context above, Sophie breaks the rule in cooperative principle. Sophie has broken maxim of quality by saying "Except for the fringe this is fake.". Sophie does not give the real answer by saying that her fringe is fake. In this case, Sophie has given too much answer without answer the question directly.

In this case the researcher tries to make research about flouting maxim. The research is made by looking the kinds of maxim that has been flouted and looking for the flouting maxim in conversation. The researcher interested in this study because this case has become common condition which likely found in every day utterances. And without realizing, in fact actually it is wrong based in cooperative principle. The researcher also fascinated to use The Graham Norton Show as the data of principle. This show is very popular and most-well known in society. Even the MC Graham Norton is well-known mc in United Kingdom. By analyzing the

popular one, people will pay attention and study about flouting maxim. Despite the popular of show, this show contains many flouting maxims the most than other show nowadays. Therefore, that is contained in that show.

As matters have been found, the author decided to take this flouting maxim problems to be analyzed, there are many previous research that have been done about flouting maxim of cooperative principle. Two of them are international journal. The first, The first, International from Zaman Fadhly (2012). This journal analyzed the different kind of data as what the researcher analyzed to, that is interview from SBY.. The second previous study Fitri & Qodriani (2019). The purpose of this study was find the types and the function of flouting maxim in Divergent Novel.

In summary, there are many previous research about flouting maxim. However, there is no research about flouting maxim in The Graham Norton Show. For further, the researcher analyzes the types of maxim that flouted and the reason of doing flouting maxim.

1.2 Identification of the Problem

Based on the background of the analysis of research, researcher has identified the problems that would be analyzed in this research.

1. Speaking involves in the daily conversation.
2. Cooperative principle in The Graham Norton Show.
3. Flouting maxim in The Graham Norton Show.
4. The types of flouting maxim in The Graham Norton Show.

5. Strategy of flouting maxim in The Graham Norton Show.

1.3 Limitation of the Problem

As discussed before in the identification of the problem, researcher has limited the problems of flouting maxim. The flouting maxim problems are limited into:

1. The types of flouting maxim in The Graham Norton Show
2. Strategy of flouting maxim in The Graham Norton Show.

1.4 Formulation of the Problem

Here the formulation of problem has been formed below:

1. What are types of maxims flouted in The Graham Norton Show?
2. What is strategy of flouting Maxim in The Graham Norton Show?

1.5 Objectives of the Research

Based on the formulation of the problem that has been compiled above, the researcher provides several objectives from the analysis of the study as follows:

1. To explain the types of maxim that have been flouted in The Graham Norton Show.
2. To describe the strategy of flouting maxim in The Graham Norton Show.

1.6 Significance of the Research

The researcher also has provided benefit of this research by theoretically and practically.

1. Theoretically

As theoretically, the aim of this research consists of some aspect.

First, the research is expected to give further information about the flouting maxim to the reader through the types of flouting maxim and the reasons of the using of flouting maxim. Second, hopefully this research can improve the knowledge of the topic which can be applied in understanding flouting maxim and this research can be used as the source of study in flouting maxim. Third, the researcher expects the reader can understand the flouting maxim.

2. Practically

As the practically, the researcher has divided the research into some aspects.

First, the researcher hopes the readers are able to identify flouting maxim in the daily conversation. Second, this research hopefully can improve the knowledge of the English students to obey the cooperative principle. Third, hopefully this research can be used as the reference for the next research.

1.7 Definition of Key Terms

Pragmatic : The study of the meaning of language is usually implied based on the context in the language itself. (Yule, 2005)

Cooperative Principle : Make your conversational contribution such as is required,
at the stage which it occurs, by the accepted purpose or
direction of the talk exchange which you are engaged.
(Grice, 1975)

Flouting Maxim: The way speaker does not observe the maxim (Birner, 2013)

CHAPTER II

REVIEW OF RELATED LITERATURES AND THEORETICAL FRAMEWORK

2.1 Pragmatics

In compose the research, the researcher uses pragmatic approach. In order to comprehend the meaning of pragmatic, it is better to know the definition of pragmatic. Yule (2005) stated that pragmatics is the study of the meaning of language usually implied based on the context in the language itself. Based on the quote that has been described by Yule (2005). It is concluded that the meaning of language can be known from its context.

Based on the quotes that has been described by Yule (2005), it is concluded that pragmatic is the study of meaning which deals with context. It is different with semantic which discusses only about meaning as what have been explained, the researcher analyzed the meaning of utterances based on its context. The definition also agreed by Birner (2013) which stated that pragmatics may be roughly defined as the study of language use in context. Moreover, even Levinson (1983) has the same idea about the definition of pragmatics, Levinson (1983) defined the pragmatics that pragmatic is the study of those relations between language and context that are grammaticalized, or encoded in the structure of a language. The two definitions from Birner (2012) and Yule (2005) has supported theory about pragmatics that pragmatics is the study of language that needs context to understand the whole meaning.

Pragmatic is in this research since the topic of the problem is flouting maxim. In flouting maxim, to understand the meaning in the utterance it is needed a context. The meaning is known by understanding the context of the utterances. As it is known that pragmatic affects the cooperative principle and in cooperative that the contribution in conversation should be as required as it is. It needs context and the meaning understanding in cooperative principle. If the meaning understanding is not fulfilled, it causes flouting maxim. That is the reason pragmatic is needed in this research. In this theory, it is obviously explained that pragmatic focuses on the context. By doing this research, the researcher focuses to the utterances depend on its context.

2.1.1 Context

In the pragmatic, there is a context. Context is important for pragmatic. It is known that context refers to the situation giving to the discourse and within which the discourse is embedded. Context affects the function of pragmatic. Context can be defined as the situation in conversation which occurred in pragmatic. As Yule (As cited in Aziz, Mustafa & et al., 2019) said that in the conversation can be understood not only by knowing the meaning of words but also from the speaker's means.

2.1.2 Cooperative Principle

In order to have well conversation, the utterances must be spoken as appropriate as required. This theory is called as cooperative principle proposed by Grice (1975). According to Grice (as cited in Birner, 2012) make your conversational contribution such as required, at the stage at which it occurs, by the

accepted purpose or direction of the talk exchange in which you are engaged. It can be assumed that cooperative principle leads people to talk cooperatively and make the contribution of conversation as required as possible. As written in the cooperative principle, Grice (1975) proposed four maxims in cooperative principle. Each of them has different types and function. These four maxims in cooperative principle are maxim of quality, quantity, relation, and manner.

A. Maxim of Quantity

Grice (as cited in Birner, 2012) stated that make your contribution as informative as is required for the current purposes of the exchange and also do not make your contribution more informative than is required

Example:

Ben : What is it Kate?

Kate : It is a gift

By the example above, Kate gives the straight forward answer “gift” without unnecessary detail that will cause ambiguity. The contribution of speaker in here, must be informative. The answer must satisfied hearer.

B. Maxim of Quality

The second maxim in cooperative principle is maxim of quality. For maxim of quality, Grice (1989) implied that do not say what you believe to be false and do not say that for which you lack adequate evidence.

Example:

Hinata : Where is Putera Batam University?

Temari : It is in Tembesi.

By seeing the answer given by Temari, it is known that Temari gives the real answer and it is true that Putera Batam University is in Tembesi. In maxim of quality, the information given is what we believe to be true. As what have been explained that in this maxim, the quality of information that is given is the guarantee of quality of the information.

C. Maxim of Relation

In the maxim of relation, ice explained that make your contribution relevant. It means that the term relation or relevance is appropriate because it related the utterances with another context.

Example:

Lee : When did James leave the class?

Sarah : He left at 3 p.m

In the answer above, Sarah gives the answer which has relationship with the current question. The question asked by Lee and the answer given by Sarah has relevance.

D. Maxim of Manner

The last maxim in cooperative principle is maxim of manner, Grice (1975) explains that avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity), and be orderly

Example:

Tiffany : Who put calendar in this table.

Jessica : It is Nina.

2.1.3 Types of Flouting Maxim

By seeing the cooperative principle, it is known that cooperative principle leads people to speak informatively and accurately. Speaking by ignoring the cooperative principle causes the flouting maxim. It means that, in conversation speaking through obey the cooperative principle is important. If the maxim cannot be fulfilled, it leads to flouting maxim.

A. Flouting Maxim of Quantity

It is called as flouting maxim of quantity if the speaker gives too much information to hearer which considers as not informative in conversation.

Example:

Dina : Where is Lia?

Santi : She is in the room beside yellow room with Jade.

As can be seen, that Santi has flouted maxim of quantity. Santi gives too much information. By giving too much information, Dina can get confused about the existence of Lia.

B. Flouting Maxim of Quality

Flouting maxim of quality considers as giving information what we believes to be false.

Example:

William : Montigo resort is in Nongsa, isn't it, sir?

Teacher : It is in Bengkong, I suppose

It is obviously that the teacher has not given what he believes to be true. He is lack of adequate evidence.

C. Flouting Maxim of Relation

Flouting maxim of relation happens when the speaker gives irrelevance response to the hearer.

Example:

Niall : What do you think about this car?

Louis : The owner is a sporty person.

Louis gives the irrelevance answer which has nothing to do to the Niall's question.

It assumes that Louis has flouted maxim of relation.

D. Flouting Maxim of Manner

It happens when someone finds out that the information is quite ambiguous and has unnecessary prolixity as Birner explained (as cited in Saragih & Johan (2020)).

Example:

Nur acted in new drama in the school. Vina wondered that the drama was the same with previous or not.

Vina: Is it the same drama you played with previous drama?

Nur: It is the same but a little bit different and different with the drama before.

Nur flouted maxim of manner since Nur gave ambiguity in the utterance.

2.1.4 Strategy of Flouting Maxim

The strategy used in this research applied the theory from Grundy (2000). The theory is proposed from the rhetorical strategies which used in the cooperative principles.

A. Overstatement

The strategy which is used in the flouting maxim of quantity. This strategy is categorized as one of strategies. Another term of this topic is exaggeration in which happened when speaker exaggerates utterances or in another words saying more than what it is required. Moreover, this term is also can be known as the hyperbole. Hyperbole also known as the exaggeration in which exaggerates the topic.

Example:

Maria: I want to buy a cake. Do you want it too?

Zakia: Oh my gosh. I want it too. I'm too hungry that I can eat an elephant.

Based on the conversation, Zakia has flouted maxim of quantity by using the strategy from overstatement. Zakia answer is the example of hyperbolic statement which exaggerates the situation in which can be known that elephant is really big that human cannot eat.

B. Understatement

This strategy is opposite strategy from overstatement. Understatement is the strategy of flouting maxim in which in here the speaker says less information. In here the speaker also gives less information than what the hearer needs.

C. Metaphor

Metaphor is one of strategy which is used in flouted maxim of quality. Metaphor is used in referring into something which has the same

characteristic in literary way. Relation of metaphoric expression and the literal expression also exist. In cutting statement, cutting has added that in flouted maxim of quality was also by adding metaphor. In which in here metaphor can add the idea in producing utterances.

Example:

Lasma: Honey, in your eyes, what kind of woman am I?

Fadli: You're like a sugar in the coffee.

In the conversation, it obviously Fadli has flouted maxim of quality in the strategy from metaphor. It is obviously known that Lasma does not look like a sugar since she is a human. The metaphor of Fadli answer is obviously wrong information that given by Fadli.

D. Rhetorical question

This is a type of question in the figurative language. In which in here it is the strategy where the question is used as the statement for not answering the question. This type of question also does not require the answer.

Example:

Wulan: Did you come to Gaela's party?

Abel: Did she really celebrate it, what a shame?

Abel has used the strategy of rhetorical question in answering Wulan's question. In here Abel flouted maxim of relation by giving unrelated answer which Abel gives the rhetorical question toward Wulan's question. In which Abel did not the real answer from her question but only wants to response Wulan question.

E. Irony

Irony is the strategy in flouting of maxim in which it can be defined as the expression in saying the opposite of the speaker thought. Irony is the polite expression which telling the good or nice utterances however it is untruthful.

Example:

Siska: What do you think about my dress?

Heri: It looks really beautiful. (the truth is not)

Heri has applied the strategy of irony in flouted maxim in answering Siska by saying nice words however giving untruthful utterance.

F. Tautology

Tautology is an example of the flouting maxim of Gricean maxim which is the repeated answer without the clear meaning. In which, in the utterance has been said the same and repeated.

2.2 Previous Research

In this previous research, researcher shows some kinds of previous research as an evidence that there are some research that has been become the reference for the next research. The first, International from Zaman Fadhly (2012). This journal analyzed the different kind of data as what the researcher analyzed to, that is interview from SBY. The research conducts the types of maxim that has been flouted by SBY and the function of maxim. By showing these previous researches, these can be known that the things which make different with these two are that author started to analyze flouting Maxim by analyzing the Maxim that flouted and the reason it is flouted.

The second journal is from Siegel (2015). The purpose of this research was to investigate the effect of flouting maxim of quality in SDR speaker. The data was taken from the SDR speaker. This research used Grice theory. The result of this research is that Grice's flouting maxim of quality involved in the research.

The third research is Affifatusholihah & Setyawan (2016). The aim of this research was to find the types of maxims flouted and how maxims were flouted. This research applied Grice theory. The data used in this data was from flouting maxim of the show entitled Sherlock TV series season 1. The results of this research were flouting maxim happened when someone said irrelevant, lied and hiding the truth, the information given was more informative than required, and saying something that cause ambiguity.

The fourth research is Vergis (2017). The purpose of this study was to find the interaction of flouting maxim of quality and the concerns of face. The result of this research was that there was robust effect occurred in flouting of maxim of

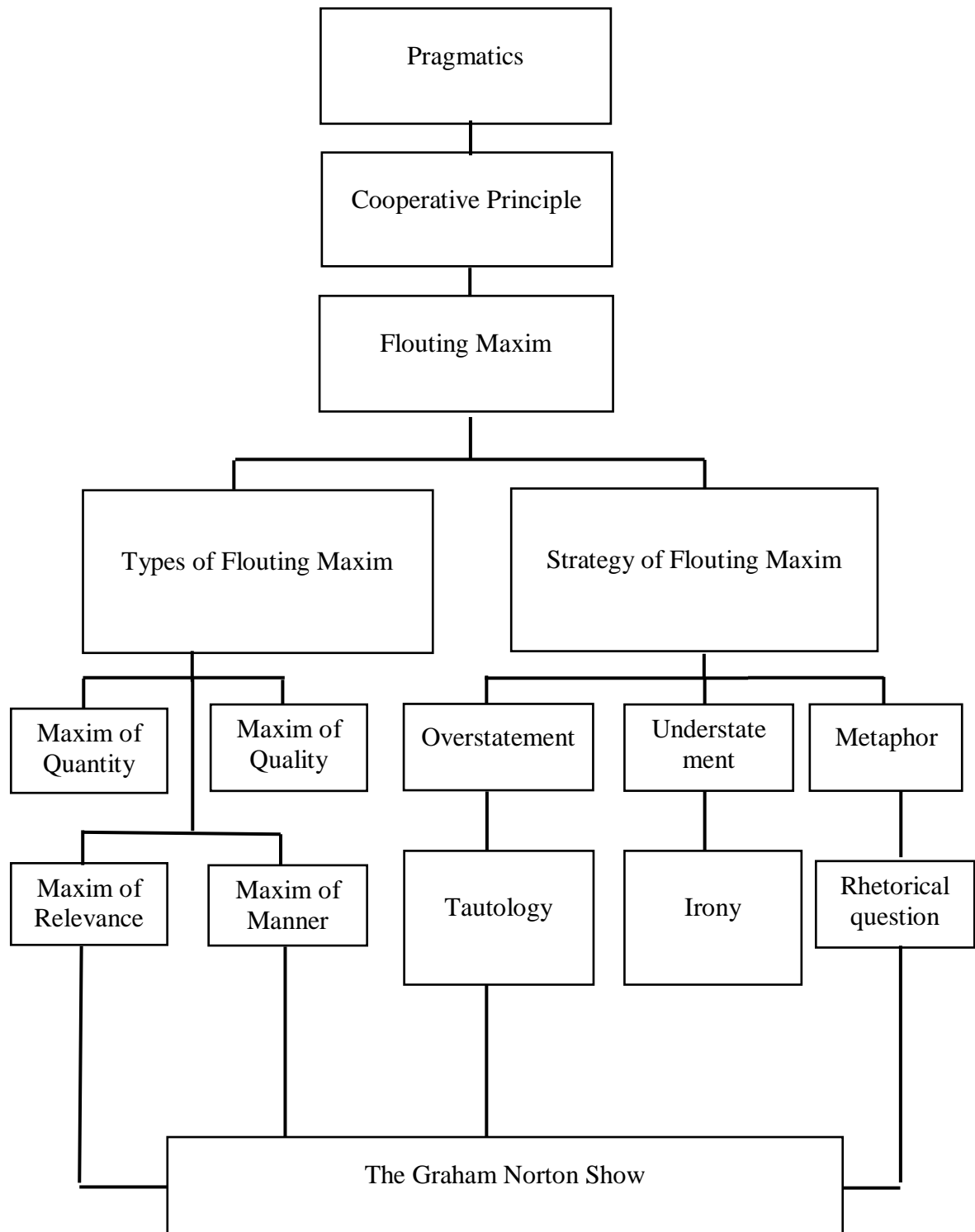
Quality on all aspects from speaker's meaning in the prediction of direction and with listener reactions.

The fifth journal is Ibrahim, Arifin & et al (2018) . The purpose of this research is to focus to the maxims that were flouted. The theory used in this research was from Grice theory. *Seven* movie is the data that used in this research. The result of this research is Solomon has showed four of flouting maxim along reason of flouting maxim.

The sixth previous study Fitri & Qodriani (2019). The purpose of this study was find the types and the function of flouting maxim in *Divergent* Novel. This research used Grice theory. The source of this data was the novel entitled *Divergent*. The result of this theory is that there are 12 flouting maxim of quantity, flouting maxim of quality for 2 times, and flouting maxim of relevance for 7 times. For the functions, in the flouting maxim of quantity there was to explain more about the topic. For the function of flouting maxim of quality, there was to show panic, and for the functions of flouting maxim of relevance was to change the topic and avoiding about something.

The last research comes from the research is Lestari (2019). This research was conducted to investigate the types and reason of flouting maxim. Just as the same as the previous research, this research also used Grice theory. The data was from the movie entitled *Home Alone 2 "Lost in New York"*. The result of this research was that there were four types of flouting maxim in the movie. For the reasons of flouting maxim that there were competitive, collaborative, convivial, and conflictive reason.

2.3 Theoretical Framework



The theoretical framework above was made to make it easy in reading this research. The research starts from pragmatics which the branch of this study. Above

the pragmatics, there is cooperative principle. Below the cooperative principle, there is flouting maxim which is the topic of this research. The flouting of the maxim is also divided into some types and the strategy.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

In addition to investigate the flouting maxim in “The Graham Norton Show”, descriptive qualitative is applied in analyzing flouting maxim. The result of this analysis is in formed of words, phrases, and sentences. Therefore, it is the reason of applying the descriptive qualitative in this research. Sudaryanto (2015) stated that research which is based solely on facts or phenomena that is exist empirically live in speakers and is produced or recorded in the form of data is called as qualitative research.

3.2 Object of the Research

Object of this research is the flouting maxim. This research took utterances from The Graham Norton Show as the object of the research. The data that have been found then were analyzed into some types and strategy of flouting maxim. This research identified specifically on the flouting maxim in show entitled “The Graham Norton Show”. The theory which is used to analyze this, is taken from Grice (1989) theory.

3.3 Method of Collecting Data

For the method of collecting data, observational method is used to collect the data by the researcher. In his theory, Sudaryanto (2015) explained that observational method is the method of collecting data by observing the use of the language. Observational method consists of two types techniques. These

Techniques consist of participatory and non-participatory. The technique that researcher used is non participatory. The reason of researcher used this technique because the researcher did not involve directly in conversation in the show. Watching and observing are the only thing that the researcher did.

The process of collecting data were watching the show while reading the subtitle, comprehend the show, and write important notes. This process consists of some steps. First, the researcher download the show from YouTube. Then, the researcher watched the entire show while understanding the show and the conversation. The last, the researcher wrote and bold the utterance which related to the topic of flouting maxim.

3.4 Method of Analyzing Data

Method of analysis data used in this research is by pragmatic identity method. Sudaryanto (2015) explained that the data which has been collected analyzed by pragmatic identity method. In pragmatic identity, the data was analyzed based on the context. Sorting technique was used to analyzing the data. This technic sorted the data for analyzing and then it is applied into the theory. The researcher classified the data and categorized them into the types of flouting maxim and the strategy of the flouting maxim.

3.5 Method of Presenting the Result Analysis

In presenting the result of the research, the researcher applied informal method. There are two methods according to Sudaryanto (2015). It consists of formal and informal method. Formal method is identical with symbols and signs. Meanwhile, the informal method is the method which used to present the ordinary

words. The researcher used informal because the content of the research is in ordinary word form.