

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language is unique it can construct and interpret words from within the language itself, despite that there are many languages in the world. Language used as the tool of communication. Communication is message of the speaker to the listener. The good communication is required as social being to build relation to each other. Communication will run smoothly if the speaker and listener carry out their respective roles, every utterance created a meaning which has relation between context and intention. Someone who is unable to communicate with others person in the target language will get difficult to adjust.

To prevent misunderstandings in communication, there is a knowledge known as pragmatics. As Mey (2001) stated pragmatics is the study of how individuals employ language to communicate with one another in a community setting. Pragmatics is a branch of linguistics that considers not only how individuals speak but also the context in which they speak. People will also gain a better knowledge of how the mind works and how to communicate as a result of the discussion. Furthermore, pragmatics is applied in interpersonal communication in relation to the speaker choice and application of option in social interaction.

Human beings are expected to follow a specific mode of interaction in order to communicate effectively. The cooperative principle refers to the interaction required for effective communication. Certain conversational rules must be followed by each interlocutor in every conversation. As claimed by Grice (1975) that make the conversational contribution as required by the accepted purpose or

direction of the talk exchange in which you are engaged. Each interlocutor in every conversation is required to follow certain conversational rules of cooperative principle.

Based on the explanation, main concern of this research is violation maxim of cooperative principle. According to Grice (1975) There are four several maxims of cooperative principle, such as: maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. Maxim of quantity necessitates that the speaker provide as much information as is required. Maxim of quality necessitates utterances that are supported by sufficient proof and it is true. Maxim of manner necessitates contributions that are clear, unambiguous, orderly, and concise. Maxim of relation necessitates relevance between the speaker and the hearer. Speakers can use these four maxims in several ways such as they can use them, Infringing, violating, opting out, suspending, and flouting.

The utterances in the conversation are an illustration of the importance of the principle of cooperation in conversation that can affect the success of a conversation. The existence of the cooperative principle makes a speaker and listener indirectly partner of speech. As Grice (1975) mentioned that people may unintentionally violate the maxim, if so, in some cases they will be responsible for misleading. In principle, this has violated the principle of cooperative conversation.

Besides the daily utterance, violation maxim also happened in any podcast or in any interviewing channel, here is one of the utterance that show violation maxim that found in the social media on 23<sup>rd</sup> November 2019 Indonesian Pop Artist Agnez Mo Talks New Music, Including Her Single, "Diamonds".

Host : “Right and you were also a little from those around you I read and I learned from that I think people just think you were that you know the most popular person in the world probably just like instantly how successful you are but you were a little different than everybody else”

Agnes : “I actually don't have Indonesian blood whatsoever so I'm actually German Japanese Chinese I was just born in Indonesia **and I'm also Christian which is in in Indonesia the majority there are Muslims so I've always been kind of you know like I I'm not gonna say that I felt like I because I always felt like you know the people accepted me for who I was but there's always that sense of I'm not like everybody it's unique perspective yeah sure and I think and I think it really taught me how to embrace that.**”

The context in this conversation is about the host asked to the guest about guest nationality. The utterance above show violation maxim of quantity which was by the long answer from the speaker that is not to the point. However, it made the hearer difficult to get required answer. The speaker created the information as like put aside because of long unrequired explanation that cause ambiguity to the hearer. As Grice stated that give no more information than is requested, assuming that the presence of such a maxim should be acknowledged (Grice, 1975)

All parts of maxim have interesting utterance to analyze. The evidence comes from someone who utterances something from TV, podcasts, radio, and so on. In our daily lives, we encounter the utterance of violation maxim.. For example: In interview from social media there is video interview with the president of America Joe Biden and the title of that video is “One-On-One with President Biden”

The Host : ”Are you afraid though that some states and cities are moving too quickly to loosen indoor mass mandates?”

Joe Biden : “**I committed that I would follow the science as put forward by the CDC and the federal people and I think it's probably premature but it's you know it's a tough call**”

The conversation above is taken on minutes 3.03. On that dialogue President Joe Biden answer the host questioned, but not in the way the host intended. The context in this conversation it is about the spread of the corona virus, then the host asked about President Joe Biden fear about many states or even cities that have loosen health regulations. The president answered the question by saying that he believes in science as put forward by the CDC (Centers for Disease Control). President considered not directly answered the question, attempting to conceal the answer by failing to provide the answer desired by the host. The reason of Joe Biden violated the maxim of relation is to go into detailed way about something. As Grice (1975) stated that the relation maxim is that answer and question should be related for each other.

Among the various existing mass media, television media is an effective medium in transmitting messages in the form of audio-visual. Television media provide information and human need by presenting programs consisting of news, drama, entertainment, and talk shows. Of the various kind of television programs that are much liked by television viewers are talk shows. According to Shattuc (2014) talk show or talk program is a program that features one or more people to discuss a particular topic that is guided by the host. Those invited are people who have direct experience with the event or topic being discussed or those who are expert in the issue being discussed.

The evidence of violation maxim not just happens in adult conversation, but it also can be found this utterance in children conversation for example on the

“Little Big Shot” show in social media, which is all guest star refer children.

Utterance was obtained from the sources on episode interview with Jay.

Steve : “What made you wear a blue suit I mean did you get it for easter?”

Jay : “**Nope**”

When speaking with others, speakers and listeners do not always cooperate because context and background knowledge can have a big impact. As can be seen the utterance above show the type of maxim violation of quantity. The context of this conversation it is the interviewer is asked about reason why the guest wear a blue suit and the question also refers to ask where did the guest get the suit that he wear it means the answer will be an explanation, Unfortunately guest answer is too short and not fulfill the host expectation. As Grice (1975) stated your contribution to be neither more nor less than is required.

Beside the type of violation of the quantity maxim, this utterance also proves that there is a reason of why guest is violating the maxim, to entertain the listener. The guest state “nope” for that age it sounds mature with childish style and trigger the audience laughing because he look funny with his adult style and short answer as like a professional guy. as Christoffersen (2005) stated that However, if the speaker want to make it more funnier for the listener, the speaker must "add a little texture" to the story. Below is the conversation between Steve and Akash.

Steve : “Do you remember when you can't spell a word and the teacher tells you to look it up?”

Akash : “**I'm homeschooled actually**”

The dialogue came up from “Little Big Shot” uploaded on October 25, 2021, on that episode the guest is Akash. He is a kid with extraordinary spelling skills.

Furthermore, on minutes 1.22 Steve Harvey as the host asked him but the answer from Akash it is not relate to the question. The guest decided to not giving answer what the host wanted. The question from Steve actually a yes or no question so the answer expected was if Akash said yes then the answer must be followed by the explanation of that moment when he taught by his teacher. As Grice (1975) stated the relation maxim it is answer and question should be related for each other.

The researcher chose the topic of violation maxim and the talk show “Little Big Shot” as data sources because utterances of the guest in this talk show are children, where they have no implied meaning and the utterances of child are relatively spontaneous. Several researchers conducted a study on the topic of maxim violation in relation to this research. The researchers are listed below:

Arofah & Mubarok (2021) the goals of the research were to examine the various types of violations and flouting of the maxim observed in teacher-student interactions during the English teaching and learning process, as well as to identify the most common instances of both violations and flouting. The study used a descriptive qualitative method, with data evaluated using Grice (1975). The study found that both professors and students violated four categories of maxims: number (11 occasions, 50%), quality (5 instances, 22.73%), relation (1 case, 4.54%), and method (5 times, 22.73%). The maxim of amount was the most commonly violated, with 11 occurrences. Furthermore, the study revealed three categories of flouted maxims, with the maxim of connection being the most commonly violated. These were allocated as follows: one maxim of quantity (14.29%), two maxims of quality (28.57%), and four maxims of relation (57.14%). In conclusion, violations of

maxims were more common, accounting for 22 occurrences (75.86% of total instances), whereas flouting maxims accounted for 7 occurrences (24.14% of total instances).

Another research was conducted by Wijaya & Haristiani (2024) the purpose of this study is to investigate the violation of conversational standards inside the werewolf game played by the Japanese idol group Snow Man. It specifically describes the situations in which the nine Snow Man members broke these standards and investigates the likely motives for such transgressions. The research utilized a qualitative method, with data analyzed using Grice (1975) and Christoffersen (2005). The findings identified four instances of maxim violations during the game. The maxims of quantity and quality were the most often violated norms, with each happening 30% of the time. Furthermore, the most common motivation for dishonesty was found to be protecting one's reputation, which accounted for 25% of the cases. These findings indicate that, in the setting of the werewolf game, participants frequently violate conversational standards and lie in order to prevent removal and prolong their participation in the game.

The similarity between previous research and present research is the aim of research to determine the violation maxim. The difference between the previous researched with this present research was in the source of the data. In this present research the researcher used talk show as the data source. Furthermore, the present research will apply the theory of (Grice, 1975) and using the theory of Christoffersen (2005) to identify the reason of violating maxim. And will use "Little

Big Shot” as the data source. As the title is analysis of violation maxim in talk show “Little Big Shot”: pragmatics approach.

## **1.2 Identification of the Problem**

The issues that were mentioned in the background are listed below.

1. The types of violation maxim by guest stars that occur in talk show “Little Big Shot”.
2. The reason of violation maxim by guest stars that occur in talk show “Little Big Shot”.

## **1.3 Limitation of the Problem**

Following are the limitation of the problem.

1. Types of violating maxim that occur in talk show “Little Big Shot”.
2. The reason of violating maxim that occur in talk show “Little Big Shot”.

## **1.4 Formulation of the Problem**

As can be seen in the background, there are two main problems.

1. What are the types of violation maxim by guest stars that occur in talk show “Little Big Shot”?
2. What are the reasons of violation maxim by guest stars that occur in talk show “Little Big Shot”?



## **1.5 Objectives of the Problem**

The objectives of this research are formulated below.

1. To investigate the types of violation maxim by guest stars that occur in talk show “Little Big Shot”.
2. To investigate the reason of violation maxim by guest stars that occur in talk show “Little Big Shot”.

## **1.6 Significance of the Research**

### **1. Theoretical Significance**

Theoretically, for researcher, this research is important to contribute or further explain the violation of maxims. This section is also expected to serve as a reference study, as well as to increase knowledge and make maxims on talk shows easier to understand. Because this is one of America most famed talk shows. This research will inform readers about the types of maxims used in the talk show "Little Big Shot," as well as the reasons for the speaker's violation.

### **2. Practical Significance**

Practical, for researchers, this research composes to fulfill the necessitate of the final project. For readers, the research can assist to know and measure the application of cooperative theory, especially those that violate maxims about the use of maxims in talk show “Little Big Shot” and the reasons the speaker violated the maxims.

## 1.7 Definition of Key Terms

**Pragmatics:** Pragmatics as the study of how context influences the interpretation of language. This field examines how meaning is derived not only from the literal words spoken but also from the context in which they are used. Pragmatics considers factors such as the speaker's intent, the relationship between the speaker and the listener, and the specific circumstances under which communication occurs. It explores how meaning can change based on who is speaking, how something is expressed, and the social and cultural context (Yule, 1988).

**Cooperative Principle:** Contribute to your conversations as needed, at the stage where they occur, with the agreed-upon purpose or direction of the conversation in which you are involved (Grice, 1975).

**Violation Maxim:** Conditions in which the narrative does not satisfy principle of cooperative conversation. When a maxim is violated, the speaker doesn't follow the communication rule, but the listener may not notice it, leading to potential misunderstandings. The speaker may not intend for the listener to realize that the maxim has been broken (Grice, 1975).