

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)