

CHAPTER I

INTRODUCTION

This chapter covers the background of the study, the scope of the study, research questions, the aims of the study, research method overview, significance of the study, clarification of the terms, and organization of the paper.

1.1 Background of the Study

The study of maxims in pragmatics appears to reveal appealing insights as to how language is used and made sense of in a number of social communicative events. Many human activities involve communication through language in social communicative events. For example, in every day conversation or such as in television programs which serve talkshow programs or comedy. By using maxims, people determine whether the language used in a communication process is cooperative or not between the interlocutors. Often, this type of maxim research focuses on floutings breached by speakers that seem to contradict the cooperative principle proposed by Grice (1989).

To convey people's needs, desires, and everything what they desire to express to the society, all of them as the members of the society or social group would use language. People have a common desire to understand each other in communication through conversation they have. The conversation itself does not consist of words which are not related to each other. The speaker and the listener have to cooperate and have to make a contribution in order to have a clear

conversation and understand each other. As cited by Grice (Thomas, 1995:56): “conversation is a cooperative effort wherein each speaker makes a distribution to reach the goal of the conversation.” However, miscommunication or misinterpretation could happen in conversation. Listeners may not understand the speakers, or vice versa, and this type of miscommunication results ineffective conversation between them. Yet, sometimes within their conversation the listener cannot easily grasp what the speaker means. In other words, the listener needs to figure out the speaker’s utterance.

In every communication, people expect their interlocutors to be cooperative and to obtain true information from them as well as expecting that the interlocutors will not misinterpret what they are trying to convey. In some cases such as jokes, both the speaker and listener blatantly or unblatantly are not cooperative. As a matter of fact, the comedy program often deliberately misleads the audience in order to create a special effect. In addition, in a *Journal of Pragmatics*, Salvator (2002) stated that jokes are Cooperative Principle-violating texts, and they involve the violation of (at least) one maxim of Cooperative Principle.

Triggered by the phenomenon above, the floutings of Cooperative Principle in the case of joke is interesting to be analyzed. To specify the research, one of a television program, namely *Democracy* was taken to be the source of the study. *Democracy* is the most popular political comedy programs in Indonesia. The concept of this program is about presenting and delivering the latest political

issues in Indonesia packaged in a comedy show and a talkshow. The program tends to be relaxing and funny, but still critical.

Conversations among the casts which are so critical and could amuse the audiences with many fresh and smart jokes became interesting matter to be explored. Therefore, in this study, the use of language in conversation within the casts in this political comedy program was examined by applying Grice's Cooperative Principle and its conversational maxims.

1.2 The Scope of the Study

The study primarily focused on the conversation made by the casts in Democrazy. The theory of Grice's Cooperative Principle and its conversational maxims were used to analyze the utterances, whether they flout or observe the maxims. Subsequently, the perlocutionary effects on the interlocutors were examined too.

1.3 Research Questions

This study aims to respond to the research questions as follows:

1. What types of Conversational Maxims are flouted?
2. What are the perlocutionary effects of the flouting of the conversational maxims on the casts?

1.4 The Aims of the Study

Considering the research question above, the aims of the study are as follows:

1. To identify the types of conversational maxims that are flouted.
2. To examine the perlocutionary effects of the floutings of the conversational maxims on the casts.

1.5 Research Method Overview

In doing this research, several basic steps were applied. The first step was choosing one of television programs which is suitable for the research. Democracy was chosen as the source because it is one of the best and the most popular political comedy program in Indonesia. Next, one purposively selected episode was taken from Democracy to be researched.

Since the research discussed the utterance of the casts in a comedy program, the qualitative approach was used because it is suitable with the nature of the data. The data were collected through media and tools which are usually used to support the research. First, the data were obtained by recording the program. Second, the recorded data were transcribed into the document in order to analyze the conversation easily in Grice's Cooperative Principle and its conversational maxims. Last, the types of maxims that are flouted were identified and the perlocutionary effects on the casts were examined.

1.6 Significance of the Study

People use language and communicate each other almost in every aspect of daily life. Just as communication serves a variety of purpose, it also presents a variety of expression. People often tell jokes to each other, to burst everybody out

in laughs and to entertain each other with many ways. Deliberately or undeliberately, people flout the cooperative principle to burst the laugh.

The study attempts to help the readers to identify the conversational maxims that are flouted in the Democrazy political comedy program and to make the readers realize that people may flout the maxims in joke-telling to burst the laughter. By reading this research, the readers were hoped to become more aware of flouting the maxims. As the study deals with floutings of cooperative principle within the scope of pragmatics, it is hoped to offer wide knowledge for those who are interested. Moreover, hopefully this research can reveal facts and examples for other researchers who want to observe the same or other pragmatic issues in depth.

1.7 Clarification of the Terms

Cooperative Principle :Principle of conversation that was enunciated by the philosopher Paul Grice, who said: “make your contribution such is required, at the stage at which you are engaged.” This principle elaborated by means of a set of maxims, which spell out what it means to cooperate in a conversational way. (Grice, 1989:26)

Conversational Maxims :Rules that speakers normally try to fulfill in observing the Cooperative Principle. These four maxims are expressed to speakers as a rule how they should

contribute to a conversation. The maxims are the maxim of relevance, maxim of quantity, maxim of quality and maxim of manner. (Mao, 2006:798)

Flouting a maxim :The blatant breach of one of the maxims. (May, 2009:570). When flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature. (Thomas, 1995:65)

Implicature :Something meant or implied, i.e. “conveyed indirectly or through hints, and understood implicitly without ever being explicitly stated” (Grundy, 1996:73)

Joke :Something said or done to cause amusement and laughter, especially a story with a funny punchline: a trick played on someone for fun. (Oxford Learners’s Pocket Dictionary)

Comedy :Professional entertainment consisting of jokes and sketches, intended to make an audience laugh. (Longman Dictionary)

1.8 Organization of the Paper

The paper of the research is organized as follows:

- Chapter I

This chapter covers background of the study, the scope of the study, research questions, the aims of the study, research method overview, significance of the study, clarification of the terms, as well as organization of the paper.

- Chapter II

This chapter covers theoretical foundation related to the study, namely an analysis of the flouting of Grice's cooperative principles, the four maxims, the view of jokes and the explanation of Perlocutionary Effects.

- Chapter III

This chapter deals with Methodology which covers formulation of the problem, research design, data collection and data analysis.

- Chapter IV

This chapter presents analysis, finding and discussion of the study.

- Chapter V

This chapter contains conclusions and recommendations related to the present research.