

THE FLOUTING OF CONVERSATIONAL MAXIMS

IN *KOFFEE WITH KARAN* A TV TALK SHOW

A THESIS

*Submitted in Partial Fulfillment of the Requirement
for the Degree of Sarjana Sastra*

SISKA PUSPITA SARI

03 185 010



ENGLISH DEPARTMENT-FACULTY OF LETTERS

ANDALAS UNIVERSITY

PADANG

2009

ABSTRAK

Penelitian ini bertujuan mendeskripsikan aplikasi dan pelanggaran prinsip kerja sama yang dikemukakan oleh Grice yang terdapat dalam dialog program *talk show Koffee With Karan*. Disamping itu dibahas pula alasan yang melatarbelakangi pembicara melakukan pelanggaran terhadap prinsip kerja sama tersebut.

Teori yang digunakan dalam penelitian ini adalah teori pragmatik, teori prinsip kerja sama Grice, teori pelanggaran (*flouting*) terhadap maksim percakapan yang dikemukakan oleh Grice. Data diambil dari tuturan yang terdapat pada acara *talk show Koffe With Karan*. Data dianalisis dengan metode padan pragmatik. Teknik yang digunakan adalah teknik rekam dan teknik catat. Analisis data dilakukan dengan cara mengidentifikasi dan mengklarifikasi satuan dialog yang mengandung pelanggaran prinsip kerja sama Grice dan mendeskripsikan fungsi pembicara melakukan pelanggaran berdasarkan urutan kejadian yang terjadi pada program *talk show* tersebut.

Dari hasil analisa penulis menemukan bahwa jenis pelanggaran prinsip kerja sama Grice yang terdapat pada acara *talk show Koffee With Karan* terdiri atas pelanggaran terhadap maksim kuantitas, maksim kualitas, maksim hubungan atau relevansi dan maksim cara. Disamping itu, penulis menemukan bahwa hubungan antara pembicara dan lawan bicaranya mengakibatkan mereka saling mengerti sama lain, meskipun pembicara melakukan pelanggaran (*flouting*) maksim, namun percakapan pada *Talk Show* itu didasari unsur saling mengerti, sehingga percakapan berlangsung dengan baik tanpa ada miskomunikasi.

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Language plays an important role in human life. Through language, people can convey their ideas, thought, and feeling. People also need language to form a relation that results in a cooperation among them. In order to communicate cooperatively, people need to know what the speaker means that is reflected by his or her language. The message should be interpreted correctly in order to draw mutual understanding between the speakers and the hearers. In this context, they have to find the implied meaning in communication. One of the ways to understand meaning is by using pragmatic perspective.

Yule (1996: 3) stated that pragmatics is the study of contextual meaning. Based on that statement, the main idea of pragmatics is the role of situation in producing utterances and giving meaning to utterance itself, which involves two groups of participants, speaker and hearer. When a speaker says something, he conveys something to his hearer. In the environment of language use, he does not only say something but also means something by his utterances. It is in accordance to what Fromkin (1996: 222) says "pragmatics is general study of how context influences the way sentences convey information". Here, context consists

of speaker, hearer, and any third parties present. So, context is very important in pragmatics.

Communication involves at least one speaker who utters words and phrases in order to deliver a message and the hearer who interprets the meaning based on his/her knowledge. In general, human being interprets it through conversation. Conversation can be looked as an exchange of utterances action (Wardough, 1998: 289). It can only be done if the speaker has the same knowledge as the hearer about rule and purpose of conversation, and also the certain ways to achieve that purpose is by considering constraints that organize it. The principles that organize a conversation are called Cooperative Principles. It is then clarified into conversational maxims.

This conversation activity is called as "face-work" (Goffman in Wardaugh, 1998: 293). Speaker or hearer is always inclined to accept what is stated, they accept "face" that is offered. Face here can be various depending on the situation. It can be "friend" and can be "another" from time to time. The participant can evaluate the utterance that is said based on "face" that is offered.

Conversation assume like role playing. Participant can choose the different role from each conversation and guess what role approximately that is played. To determine what role people played, we must have the certain skill. This is in line with Laver and Trudgill in Wardaugh (1998: 293) who states, "Being a listener to a speech is not unlike being a detective. The listener not only has to establish what

it was that was said, but also has to construct, from an assortment of clues, the affective state of speaker and a profile of his identity". In short, the hearer has to determine what speaker means by his/her utterance.

In communicating people bluntly disobey the communication rule to achieve certain purpose from time to time. Nevertheless, flouting the cooperative principles does not mean that the speaker has no cooperative attitude. It is aimed to find another meaning beside what have been said.

There are some possibilities that cause speaker to disobey the conversational maxims. One of them is to urge hearer to find another meaning besides what has been said. Moreover, people may fail to observe a maxim. For example they are incapable of speaking clearly, or they deliberately choose to lie. Finally it is called conversational implicature and the process that urge is called flouting a maxim.

Grice in Thomas (1995: 64) divides maxim into observing the maxims and non-observance of the maxims. There are five ways of failing to observe maxims: 1) flouting a maxim; 2) Violating a maxim; 3) Infringing a maxim; 4) Opting out a maxim; 5) Suspending a maxim.

Based on this case, the writer discusses one of them that is flouting a maxim in some utterances in "Koffee With Karan" a TV Talk Show. The show that has ever been performed in ANTV; one of TV private channels in Indonesia is noted for its fresh and witty appeal, and it is very popular with the younger

audiences. The show began to go on air in 2004 and was a huge success. The first episode aired on November 19, 2004 and the first season ended on May 27, 2005. The show brings together celebrities who are interviewed in the show's trademark informal style. The first season was huge success, and the program became the first English entertainment show which gets a huge rating in India.

There are so many speaking strategies is used to convey something by Indian Celebrities. These speaking strategies are done by breaking the cooperative principles and conversational maxims. This breaking is bluntly done to express certain implicature. The way how Indian Celebrities convey utterances are very interested to be analyzed, especially when they perceive issues about their life. In that case, there are some certain speaking strategies they use to perceive all of rumors. This language phenomenon is very interested to be observed from pragmatic perspective.

1.2. Identification of the Problem

In doing this research, the writer has two research questions, they are:

1. How the conversational maxims are flouted in the conversation between the participants in *Koffee With Karan*?
2. What are the functions of flouting maxim in *Koffee With Karan*?

CHAPTER 4

CONCLUSION

After analyzing the data the writer finds out that the flouting of maxims in "Koffee With Karan" A TV Talk Show does not lead the conversation into miscommunication. Based on the analysis, the writer concludes that the speakers flout the conversational maxims in eight ways, such as; by giving irrelevant contribution, by not answering the question, by giving more information than is required, by giving irrelevant contribution, by lying of saying something, by not being orderly, by using ambiguous language, and using obscurity expression.

There are some functions of flouting the conversational maxims; they are; to avoid talking about something, to end the conversation, to give more information, to stress something, to state self defense, to explain more about something, to show happiness, to express something, to state that she is shy to tell bluntly about something.

Furthermore, from the analysis and findings, the writer concludes that in conversation there are some conditions that the participants have to flout the maxims. They of course have function on doing this, for instance; the speakers have to flout maxim of Quantity by talking too much because they want to give

clear information to the hearer, so they can catch what the speaker⁷ means. The speaker flouts the maxim of Quality when he or she lies about something in order to hide something from other person. Moreover, if the participants of the conversation flout the maxims, it does not mean that they fail to communicate with others or they have miscommunication. The fact is the conversation can still run well in the talk show.

Finally, we can say that the speaker may flout the conversational maxims for some reasons and it depends on the context of situation.

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