

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

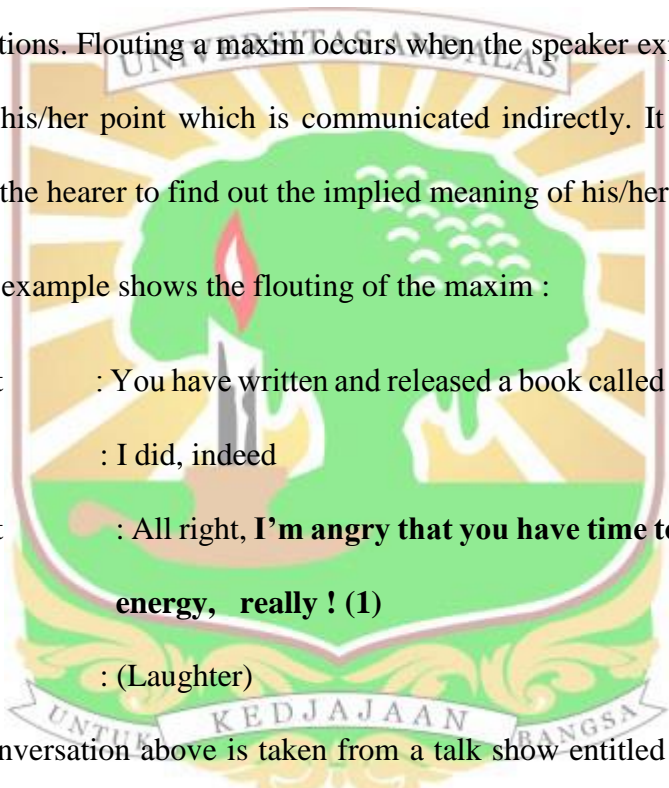
Pragmatics concerns with the study of meaning as communicated by a speaker and interpreted by a hearer (Yule, 1996, p. 3). The interpretation cannot be separated with the context of the communication itself and how the context influences what is said. In communication, the speaker and the hearer have to be cooperative and contribute to the message in order to achieve understanding. Grice (in Wijana 1996, p.46) states that ordinary conversation must be regulated by a Cooperative Principle. This principle is required to make the conversation run well (Yule, 1996, p.37).

Grice (1975) divides the Cooperative Principles to four types of maxim. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. In a conversation, the speaker should follow the four maxims above in order to avoid the misunderstanding in communication and also it guides us to communicate an idea in clear, brief, true, and relevant manner in order to create smooth conversation.

In fact, the speakers do not always do or fulfill the maxims while having a conversation. In some cases, the four maxims above are flouted by the speakers. It is called the non-observance of the maxims which means the maxims in cooperative principle are not obeyed by the speaker. One major reason for non-observing the maxims is to make conversation easier. Another reason, to communicate indirectly the speaker sometimes needs to avoid telling the truth because his/her frankness

may hurt the hearer or someone else. Grice divides non-observance of the maxims into five : flouting a maxim, violating a maxim, infringing a maxim, opting out of a maxim, and suspending a maxim. In this research, the writer focuses on one failure in observing the maxim : Flouting a Maxim because it is one of the phenomena which often occurs in the daily conversation between the speaker and the hearer and it makes the hearer misunderstands with the speaker's intention. As the result, the meaning of conversation is not sending succesfully and it leads to wrong assumptions. Flouting a maxim occurs when the speaker expects the hearer to understand his/her point which is communicated indirectly. It means that the speaker wants the hearer to find out the implied meaning of his/her utterances.

The following example shows the flouting of the maxim :

- 
- Colbert : You have written and released a book called “Born a Crime”  
Noah : I did, indeed  
Colbert : All right, **I’m angry that you have time to do that or the energy, really ! (1)**  
Noah : (Laughter)

The conversation above is taken from a talk show entitled *The Late Show with Stephen Colbert*. There are two participants joining the conversation, Stephen Colbert as the host and Trevor Noah as his guest star. Colbert opens the show by presenting the book which has written and released by Trevor Noah in the front of the audiences. Afterward, Colbert gives the statement by saying, “I’m angry that *you have time to do that or the enrgy, really!*” without any reason clearly.

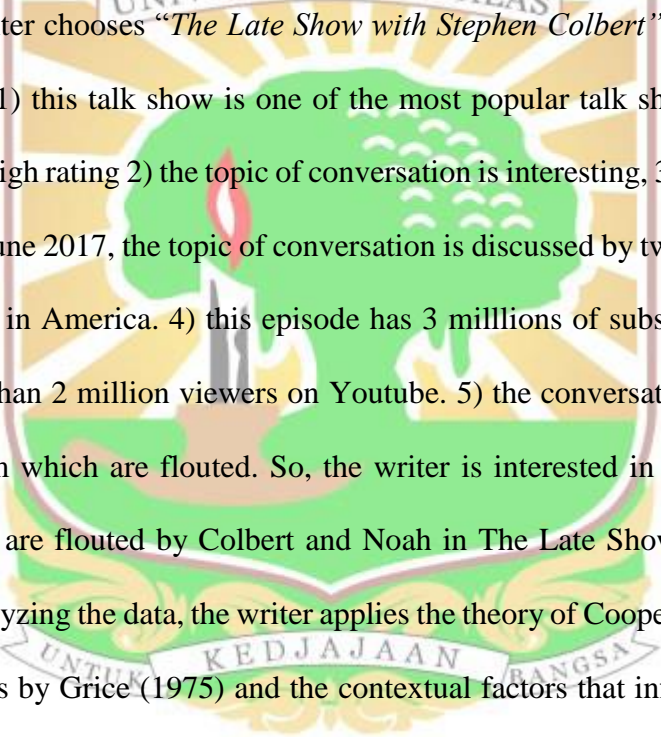
Regarding to Colbert's statement, it can be said that he blatantly fails to observe the maxim of manner because he gives ambiguous and unclear statement to the addressees. This is in line with Thomas (1995, p.70) says that flouting maxim of manner occurs when the speaker says something in ambiguous and obscure expression. Colbert's statement is ambiguous because after he says that he is angry to what Noah has done, he does not say clear reason why he is angry.

The flouting of maxim of manner done by Colbert is related to the contextual factors; utterance as a product of a verbal act. It refers to how Colbert delivers his utterance in high intonation. In this case, Colbert gets envy of him because Noah has time and energy to create something whereas he does not, although they both have been busy in their own show.

In this study, the writer is interested in using Talk Show as the source of data because it discussed in various topics, hot issues in society put forth by a talk show host and the conversation seems more real. The flouting of cooperative principle above applies in analyze an interview in a talk show entitle *The Late Show with Stephen Colbert*. This show is an American late-night talk show hosted by Stephen Colbert, which premiered on September 8, 2015. Colbert is best known for his work as a television host, writer, actor, and producer. This late show is presented in the form of show's humor. Mostly, the guest stars who presented in this talk show are major stars in America and it makes this talk show become popular. This talk show is broadcast five nights a week from the Ed Sullivan theater in New York. The writer used the episode aired on 15th June 2017 on the official channel of *The Late Show with Stephen Colbert* published on YouTube entitled "*Trevor Noah Compares South Africa's Leaders to America's*" which presented Trevor Noah as

the guest. Trevor Noah is a South African television and radio host, and comedian, known for his role as host of *The Daily Show* on American network Comedy Central since September 2015.

YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. Originally it created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.



The writer chooses "*The Late Show with Stephen Colbert*" as an object of study because 1) this talk show is one of the most popular talk show in America which has the high rating 2) the topic of conversation is interesting, 3) in the episode aired on 15th June 2017, the topic of conversation is discussed by two famous hosts and comedians in America. 4) this episode has 3 millions of subscribers and has reached more than 2 million viewers on Youtube. 5) the conversation contains all types of maxims which are flouted. So, the writer is interested in finding out the maxims which are flouted by Colbert and Noah in *The Late Show with Stephen Colbert*. In analyzing the data, the writer applies the theory of Cooperative Principle and the maxims by Grice (1975) and the contextual factors that influence them to flout maxims.

## 1.2 Identification of Problems

This study is conducted to answer the following questions.

1. What types of maxims are flouted by Colbert and Noah in *The Late Show with Stephen Colbert* ?

2. What are the contextual factors that influence them to flout the maxims in *The Late Show with Stephen Colbert* ?

### 1.3 Objectives of the Research

In line with research questions above, the objective of the research are :

1. To identify the types of maxims are flouted by Colbert and Noah in The Late Show with Stephen Colbert.
2. To interpret the contextual factors that influence them to flout the maxims in The Late Show with Stephen Colbert.

### 1.4 Scope of the Research

The focus of this research is to discover the types of maxim which are flouted by Colbert and Noah in the conversation in *The Late Show with Stephen Colbert*. The flouting of maxim are identified by using the theory of Cooperative Principle and the maxims by Grice (1975) and for the contextual factors, the writer refers to the theory proposed by Leech (1983) to interpret the possible factors based on the context.

### 1.5 Methods of the Research

In conducting the research, the writer follows three steps. They are : collecting the data, analyzing the data, and presenting the result of analysis.

#### 1.5.1 Collecting the Data

The steps of collecting the data for this research are as follows : Firstly, the data were taken from American late night talk show entitled is *The Late Show with Stephen Colbert*. The source of data were downloaded from the official channel of



The Late Show with Stephen Colbert on YouTube. The method for collecting the data is non-participants observational technique where the writer is only as an observer. Secondly, the writer watched and listened the video attentively for several times and also in another channel to make sure there is no editing in the video. Thirdly, the writer noted down the transcription of the talk show from YouTube subtitle page in order to collect data easier. Finally, the writer underlined the utterances showing flouting the maxim in the conversation between Colbert and Noah in that talk show.

### 1.5.2 Analyzing the data

In analyzing the data, the writer applies Pragmatic identity method. This method is used to identify the flouting of maxims by Colbert and Noah in The Late Show with Stephen Colbert. Firstly, the writer describes the types of maxim which are flouted in the conversation by Colbert and Noah in The Late Show with Stephen Colbert by referring Grice's theory (1975). Secondly, the writer describes the reasons why they flout the maxim by referring to contextual factors by Leech (1983). Technically, the question of the utterance is written italic, meanwhile the answer which contains of flouting the maxim is bold.

### 1.5.3 Presenting the result of analysis.

In presenting the result of analysis, the writer presents the findings of analysis in the forms of arguments or verbal language. The writer also includes the tables to give a clear explanation about the analysis.