

CHAPTER I

INTRODUCTION

1.1 Background of Study

As a tool in communication, language is very important for human beings. Through language, humans can convey ideas, thoughts, opinions, willingness, and feelings to others (Griffiths et al., 2005). Although all species communicate in their own unique ways, humans are the only ones who mastered cognitive language. Therefore, language has very important role in communication that occurs in social interaction. There is a grammar in every language, which includes the following elements: the meaningful units linked to words called lexemes; the sound system called phonology and phonetics; the system for grouping the meaningful units into sentences called syntax; the system for arranging the intrinsic parts of words called morphology; the system for analyzing the meanings of utterances called semantics; and principles for using language in ideal conversation called pragmatics. In the context of language, language itself has a relationship with linguistics, because linguistic is the systematic study of human language. Linguists identify basic human language and linguistic behaviors to discover the basic features of this general human language. Language is almost entirely discussed from the perspective of linguistics. There are a few major branches of linguistics, which is useful to understand, one of them is Pragmatics.

In linguistic, pragmatic is the research of how context influences the meaning. Pragmatic language refers to the communication skills that people use in

daily conversation with others. Make your conversational contribution in accordance with the accepted purpose or direction of the talk exchange in which you are participating at the time (Grice, 1975). Pragmatic is the fundamental basis of human language interactions and contact. It is a critical element of comprehending language and response that follow. As an outcome, there would be a limited understanding of intention and meaning without pragmatic. This research focuses on the type of pragmatic's reason: the analysis of conversational implicatures using Grice's theory of maxims, which were proposed by Herbert Paul Grice in 1975. Grice proposed that we provide the Cooperative Principle happen when interpreting what people say in conversation.

In pragmatics, the cooperative principle explains how humans can communicate effectively in conversation in general social situations. This principle explains how speakers and listeners act cooperatively and accept each other to understand in a certain way. Grice developed cooperative principle with the four conversational maxims mentioned, which is everyone should abide: (1) The Maxim of Quantity; say no less than is necessary for the conversation and no more than is necessary for the conversation. (2) The Quality Maxim; do not say anything you believe to be false, and do not say anything for which you lack evidence. (3) The Maxim of Manner; do not be obscure, ambiguous, brief, or disorderly; and (4) The Maxim of Relevance; be relevant. But people do not always abide those maxims, or they often flout the maxims. When people flouting the maxims, it means that they violate the conversational maxims. This also happens in tv series, movie series, sitcom, etc. The flouting of this maxims found in a sitcom entitled "Mind Your Language", a comedy sitcom. Among other genres, comedies have the ability to

flout the Gricean Maxim to create laughter and fun. This encouraged the researcher to use this genre in this research.

Mind Your Language is a 1977 British Sitcom that released on Independent Television. Stuart Allen, the director of this sitcom. This sitcom produced by London Weekend Television. London Weekend Television produced three series from 1977 to 1979, which were briefly revived in 1985 (or 1986 in most ITV regions) with six of the original cast members. The series depicts people from various countries with varying social backgrounds, religions, and language learning English as a foreign language in the same classroom. This study focusses on analyze the flouting maxims occurred in season 1. Based on the observation there found all types of flouting maxim occurred in this sitcom. This research focused the types of flouting maxim and the reasons of flouting maxim occurred in this season.

1.2 Problems of Study

There are two problems can be recognized based on the research background presented above formulated as follows:

1. What are the types of maxims flouted by the characters in *Mind Your Language* sitcom season 1?
2. What are the reasons behind the characters flouted the maxims in *Mind Your Language* sitcom season 1?

1.3 Objectives of Study

Based on the research problem above, this research analyzes the flouting maxim of the language used in the conversation of *Mind Your Language* sitcom season 1. To get the objective of this research, this research intends:

1. To analyze the types of maxims flouting in *Mind Your Language* sitcom season 1 done by the characters.

2. To find the reason behind the characters flouted the maxim found in *Mind Your Language* sitcom season 1.

1.4 Limitation of Study

This research focuses on analyze the segment in *Mind your language* sitcom in season 1 (consist of 8 episodes) published on 19 January 1978 premiered on ITV. This research analyzed types of maxims flout uttered by the main characters (Mr. Brown, Taro, Juan, Ali, Ranjeet, Giovanni, Danielle, Maximillian, Chung Su-Lee, Jamila, Anna) and the supporting characters (Miss Courtney, Sidney, Gladys) use Grice's cooperative principal theory (1975). This research also focused on the reasons behind the characters flouted the maxim used theory from Leech (1983).

1.5 Significance of Study

According to the previous section, this research has separated into two, they are theoretical significance and practical significance.

1.5.1 Theoretical Significance

This research contributes to developing the theory of pragmatics, which is flouting maxim, as well as the reason behind flouting maxim in sitcom. Grice (1975) and Leech (1983) theories are being used to provide a better understanding of the types of maxims that are flouted and why the character flouted the maxim during conversation.

1.5.2 Practical significance

This research proposes as a reference for the next researcher who explored the related topic, particularly flouting maxim and reasons why maxim by characters in sitcom. This research is also intended to give more practical improvement to the reader's comprehension of information during everyday conversation and comprehend the characteristic of flouting maxim in communication.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

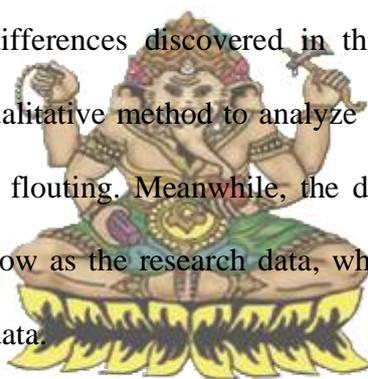
There are five literature review to support this research, three of them is review from article of journal and two from thesis.

The first review is entitled “An Analyzing of Flouting Maxim in Oprah Winfrey Show” written by Hutapea, 2017. The objectives of this study is to determine the flouting maxim and the strategies used to flout the maxim. This study applied the theory of cooperative principle by Grice (1975). In analyzing the data, qualitative method was used. The similarities between this previous research and the current research are both of this research is analyzing the flouting maxim. The difference is that this previous research took a talk show as the data, while the current research used tv series (sitcom) as the data. Both of this research analyzing about flouting maxim uttered by the character.

The second review entitled “Humor Style and Application Flouting Maxim Used by James Corden in Honest Headline Segment of the Late-Night Show” written by Azizah, 2020. This study analyzed the style of humor used by James Corden in his Late-Night show, as well as how his flouting of maxims was used to create humor. The theories used in this study in this study are the theory Martin (2003) and Yule (1996). This study used the qualitative methods in analyzing the data. All the information were collected through the observation. The similarities

between these two studies include the use of the qualitative method in data analysis in both. These two studies used different theories to analyze the data; the previous study used the theories of Martin (2003) and Yule (1996), whereas the current study will use the theory of Grice (1975). Both of this research analyzing maxims flouting in done by the characters to create a comedy.

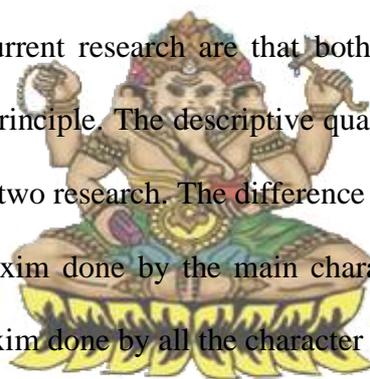
The third review entitled “The Analysis of Flouting Maxim in Good Morning America Talk show” written by Marlisa and Hidayat, 2020. This review focuses on identifying types of flouted maxims and the reasons why the host and guest flouted the maxim. The researcher used a qualitative method to collect data. The similarities and differences discovered in this third previous study. The researchers used the qualitative method to analyze types of maxims flouting and the reasons for maxim flouting. Meanwhile, the difference is that the previous research used a talk show as the research data, whereas this research will use a sitcom as the research data.



The fourth review entitled “Flouting of Conversational Maxim in Ready Player One Movie” written by Putra et al., 2021. This article analyzed types of flouting maxim done by the character in the movie Ready Player One used the theory of Grice. The researcher applied descriptive qualitative method to describes the data. The result shows that twenty-five data of flouting maxim which is contained four types of maxims (quantity, quality, manner, and relevance). The similarities of this previous research and the current research, both of this research applied the theory of Grice and applied the descriptive qualitative research in analyze the data. The difference is that this previous research only focused on

analyzed the flouting maxim done by the character, meanwhile the current research applied a supporting theory, theory of Leech (1983) in order to find out the reason behind the character flout the maxim.

The last review entitled “Types of Conversational Maxim Flouted by The Main Character in Green Book Movie” written by Ambara et al., 2021. The purpose of this research is to describe the kinds of maxims violated by the main character in the movie *Green Book* using Grice (1975) theory. The descriptive qualitative method is used in analyzed the data in this study. The analysis discovered that the major characters in the film flout all forms of conversational maxims. The similarities with the current research are that both of studies applied the Grice theory of cooperative principle. The descriptive qualitative method is also used to analyze the data in this two research. The difference is that the previous study only studied on flouting maxim done by the main character, while the current study focuses on flouting maxim done by all the character in the sitcom.



UNMAS DENPASAR

2.2 Concepts

In this research there are concepts that is used to support the understanding of the topic. This concept helps the readers to understand about the flouting maxim. The explanation of the concepts is present as follows.

2.2.1 Flouting Maxim

In conversation, flouting maxim means consciously not following the cooperative principle (Grice, 1975). If a person wants the audience to understand the true meaning of the utterances, whether the literal expressed meaning or the hidden meaning, it is known as flouting maxim. The speaker expects the listener to deduce the implicit meaning of the utterance.

2.2.2 Sitcom

Merriam-Webster dictionary defines sitcom is a television series in which the same cast of actors plays the same character in different scenarios every week, in what is known as an "episode." The majority of sitcoms are comedic in nature. Hence, the term "sitcom" is an acronym for "situational comedy".

2.2.3 Mind Your Language

Mind Your Language is a British sitcom released on ITV in 1977, written and directed by Stuart Allen, and composed by London Weekend Television. In 1977 and 1979, London Weekend Television filmed three series, with six original casts. These three series depict people from various countries, religions, language, and backgrounds, learning English as a foreign language in the same classroom.

2.3 Theory

In order to answer the research objectives, some theory are used. The main theory is the theory of flouting maxim, theory of Grice (1975). Based on this theory, there are four types of flouting maxim: the maxim of quality, quantity, relevance, and manner. This study used supporting theory to answer the second objective, this research applied the theory of illocutionary function by Leech (1983). This theory provides the reasons of flouting maxim, namely, competitive, convivial, and conflictive. This research applied both of this theory to analyze this research.

2.3.1 Cooperative Principle

Cooperative principle is how humans can communicate effectively in conversation in general social situations (Grice, 1975). This principle explains how

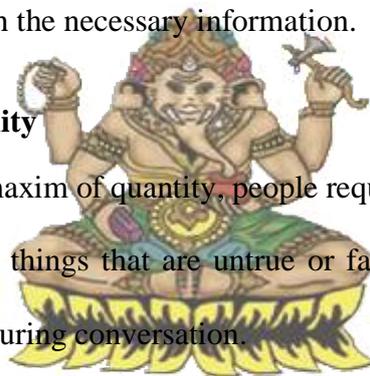
speakers and listeners act cooperatively and accept each other to understand in a certain way. In other hand, cooperative principle is an assumption a person makes when he/she speak to another person and trying to cooperate with the person to construct meaningful conversations. Grice showed up with the cooperative principle by combining four conversational maxims: the maxim of quality, the maxim of quantity, the maxim of relevance, and the maxim of manner.

2.3.1.1 Maxim of Quantity

It is important to maxim of quantity while not hiding information during communication that is required to keep the conversation going. It is also critical to provide the listener with the necessary information.

2.3.1.2 Maxim of Quality

Following the maxim of quantity, people require to not intentionally telling lies. People do not say things that are untrue or false or lack of evidence when abiding to this maxim during conversation.



2.3.1.3 Maxim of Manner

This maxim primarily refers to the choices during a conversation. The speaker should avoid using words that the listener will not understand and should be coherent and concise. People follow this maxim by speak clearly, orderly, and without ambiguity.

2.3.1.4 Maxim of Relevance

The maxim of relevance requires the conversation maintain its focus and helps avoid random conversation that lack connectively. This maxim aids in understanding utterances in conversation that might not initially obvious. People say relevant things in conversation when they follow this maxim.

2.3.2 Flouting Maxim

Flouting maxim is happen when a speaker definitely fails to communicate something to others. The speaker appears to disregard the maxims and expects the hearers to understand the implied meaning (Cutting, 2002). Flouting maxims divides into several types, such as:

2.3.2.1 Flouting Maxim of Quantity

A speaker violates the maxim of quantity when his or her contribution is both less informative and more informative than is required for the current purpose of the exchange.

Example:

- 
- a. *As you are probably aware, I am terrified of bugs.*
 - b. *To cut a long story short, we grabbed our belongings and fled.*
 - c. *I will not bore you with the specifics, but it was a pre-existing trip.*

(Yule, 1996)

The person of (c) response to the statements of (a & b) violates the quantity maxim because (c) provides more information than is required (a & b statement).

2.3.2.2 Flouting Maxim of Quality

An individual who flouted the maxim of quality when his contribution is false and utters something for which there is insufficient evidence.

Example:

- a. *As far as I know, they are married.*
- b. *I could be wrong, but I had seen the wedding ring on her finger.*
- c. *I am actually not sure, but I heard it was a private ceremony in Hawaii.*
- d. *He obviously couldn't live without her.*

(Yule, 1996)

The example above shows that the conversation may not exactly accurate. The person (a, b & c) phrases and the person (d) the phrases are giving a note to the audience referring the accuracy of the major statement.

2.3.2.3 Flouting Maxim of Manner

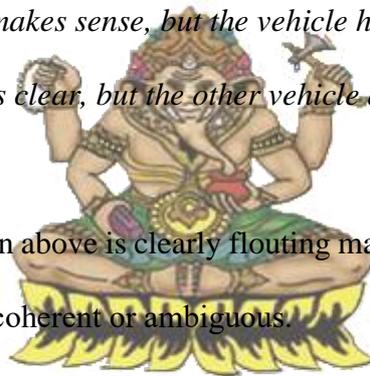
A speaker of flouting maxim of manner when he is using overly complex words and ambiguate the listener.

Example:

- a. I recall being in a car, which may be confusing.*
- b. I am not sure if this makes sense, but the vehicle had no lights.*
- c. I am not sure if this is clear, but the other vehicle appeared to be reversing.*

(Yule, 1996)

The conversation above is clearly flouting maxim manner because initial (b & c) utterance's is not coherent or ambiguous.



2.3.2.4 Flouting Maxim of Relevance

A speaker flouting the maxim of relevance in case that he/she says irrelevant thing during a conversation, the speaker changes the subject or the speaker do not stick to the topic of the conversation.

Example:

- a. I am not sure how meaningful this is, but some of the files are missing.*
- b. This may seem like a ridiculous question, but who did write this handwriting?*
- c. Not to deviate from the topic, but is this related to the budget?*

(Yule, 1996)

As the example above, initial (b & c) mentioned unconnected information during the conversation, which is clearly flouting maxim of relevance.

2.3.3 The Reason of Flouting Maxim

There are four reasons in illocutionary function to flouting the maxim, such as competitive, conflictive, convivial, and collaborative (Leech, 1983).

2.3.3.1 Competitive

Competitive is the illocutionary goal that compete with the social goal e.g., ordering, asking, begging, and demanding (Leech, 1983).

2.3.3.2 Conflictive

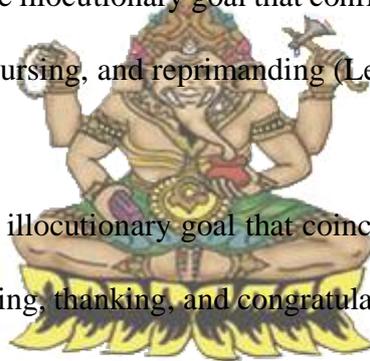
Conflictive is the illocutionary goal that conflicts with the social goals, e.g., threatening, accusing, cursing, and reprimanding (Leech, 1983).

2.3.3.3 Convivial

Convivial is the illocutionary goal that coincides with the social goal, e.g., offering, inviting, greeting, thanking, and congratulating (Leech, 1983).

2.3.3.4 Collaborative

Collaborative is the illocutionary goal is indifferent to the social goal, e.g., asserting, reporting, announcing, and instructing (Leech, 1983).



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