

CHAPTER I

INTRODUCTION

This chapter provides an overview of the research that explains the research background, statement of problems, research purposes, research significance, and definition of key terms.

1.1. Research Background

The study of the relation between language and its usage context is known as pragmatic linguistics. It implies that pragmatic analysis teaches one to understand the meaning of an utterance with the help of its context. Levinson (1983) defined pragmatics as the study of the relationship between language and context through communication. Pragmatics focuses on the ability of the hearer to fully understand the meaning supposed or created by a conversation or situation, to know what the speaker is saying, to relate the information just heard to information that has previously occurred, and to analyze after understanding the meaning or conversation's conclusion to ensure that both the speaker or the hearer contradicts what is being discussed (Kreidler, 1998). The contextual meaning of how more is communicated than is really said is examined by pragmatics.

The communication tool used in every human activity is language. To be able to understand each other and be able to convey ideas, thoughts, and emotions easily, language is a communication tool that must be used by every human being (Nabila, 2024). Language continues to develop, one of which is the emergence of new vocabulary and communication styles that continue to emerge. This happens because humans are social creatures who communicate with language, interaction with each other is something that humans need.

Mey (2001) said that language is a tool for communication that people use to interact with one another both verbally and in writing. In society, language is the primary means of communication. Mistakes in communication can happen to some people of all ages and the meaning of a statement must be understood by hearers because speakers occasionally have a tendency to express meaning

implicitly. Effective communication is essential for interactions to function well and for parties to understand one another. Everyone prefers clear communication that does not cause ambiguity for the other partner. But occasionally, for a variety of reasons, including a lack of language proficiency, some people are still unable to communicate effectively.

In order to achieve the purpose of communication, a speaker in a conversation must follow rules in order to ensure that the discussion goes smoothly and successfully, this is called as the cooperation principle. According to Grice (in Yule, 1996), the cooperative principle is contributing to the conversation whenever necessary, as needed, and depending on the goal or direction of the conversation. For the speaker and speech partner to interact and communicate effectively, they have to cooperate well together and at their greatest potential. There are four different types of maxims: the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. According to these maxims, the speaker must act appropriately, which includes being truthful about something, revealing the importance of what they are saying, and guaranteeing the conversation is understood as clearly as possible.

In communication, flouting maxims and politeness have a relation that connects them, namely the “face-saving view” proposed by Brown and Levinson (1987). They said that communication is a form of rational and purposeful human interaction, which means that every communication has social considerations to support the purpose of interaction. Flouting maxim can be one of the strategies in negative politeness produced by speaker. Speaker can minimize the potential to offend and invade the face of another person and maintain social distance, so that flout the cooperative principle can be a tool to maintain politeness and avoid conflict. The use of flouting maxim to create negative politeness strategy allows speaker to respect the autonomy of the hearer, avoid confrontation, and maintain interpersonal relationships. In addition, it can be used to maintain control over the narrative while minimizing potential negative impacts.

Speakers might intentionally give excessive information than necessary to soften criticism or create a comfortable atmosphere for others. These are all forms

of politeness principle adaptation in maintaining the balance between conveying the message and maintaining social relations in the interaction. As such, flouting and politeness often work together as a strategy to maintain “face” for both the speaker's and the hearer's in order to create an effective interaction without causing tension or conflict. This strategy can generally be used when discussing sensitive matters.

For the purposes of the research, researcher has read another studies related to flouting maxim and negative politeness that have made by other researchers. The first study is a 2022 thesis by Muhammad Syahril Adil Hakim from Maulana Malik Ibrahim State Islamic University, titled *A Pragmatic Analysis of Maxim Flouting to Create Verbal Humor in the Netflix Series Pretty Smart*. This study had two aims, the first one to identify which maxims are flouted in the show and to explain how these floutings create verbal humor. It used a descriptive qualitative method. The researcher applied Grice's (1975) theory of the cooperative principle for the first aim and combined it with Shade's (1997) theory of verbal humor for the second.

The second study is titled *Flouting Maxim to Create Humour in 21 Jump Street Movie Script* by Muhammad Ihsan Jalal from Sunan Gunung Djati State Islamic University, written in 2022. The study focused on identifying types of flouted maxims in the movie and how they produced humor. The researcher used Grice's (1975) theory to identify the maxims and Attardo's (1994) theory to explain the humor. It also used a descriptive qualitative approach with data taken from the movie's dialogue.

The third study is *Negative Politeness Strategy in Trevor Noah's Stand-Up Comedy Atlanta Afraid of the Dark (2016)* by Firman Maulana Kholis, also from Sunan Gunung Djati State Islamic University. This 2022 study analyzed the types of negative politeness strategies Trevor Noah uses, what factors influence them, and how they function as humor. It used a qualitative descriptive method and applies Brown and Levinson's (1987) theory of negative politeness strategies.

The difference between this research and previous studies is the object used by the researcher. A podcast is used as the object of this research. These

days, technological advancements are undoubtedly expanding, and using technology can lead to a wide range of opportunities, including in the fields of education and communication. Podcasts are one instance of how technology has improved for communication. As is well known, communication is used as a way of interaction and the exchange of information and idea. According to Nova (2024) in her study, a podcast is a free online recording in audio or video format that includes a variety of discussion topics for learning, information delivery, and social entertainment. It can be received or subscribed to using a computer or mobile device. Therefore, an audio version of Spotify or a series of spoken word or audio episodes constitute a podcast. There are significant contrasts between podcasts and other pragmatic analysis objects, like novels, movies, or other fictional works; that is, there are basic differences between the two in terms of communication styles and spontaneity.

Particularly in an interview or discussion way, podcasts are typically spontaneous and unplanned, with the conversation flowing organically and not heavily depending on a script. As a result, it feels genuine and intimate, letting the speaker to talk about the topic or hearer directly. On the other hand, fictional works like plays, movies, and novels are based on detailed scripts that include pre-planned dialogue, plots, and characters. Fictional works are also imaginative, aiming to construct a world or narrative that is frequently unrelated to reality. As a result, while fiction provides a structured and imaginative experience through scenarios intended to capture the audience's imagination and emotions, podcasts are more dependent on the dynamics of live conversation and frequently reflect real experiences.

For this reason, podcasts were chosen as the object of this study because the spontaneity of the conversations carried out by the speakers is appropriate for linguistic analysis. So it can be analyzed how speakers flout the maxim in the conversation to make some kind of pragmatic effects for the hearer, such as to keep the territory and self-determination in the conversation between the speakers. The podcast selected for this research is *You Can't Make This Up*, a Netflix original podcast available on the Spotify platform. This podcast discusses the

Netflix criminal documentary series *The Keepers*. It was chosen because it features conversations rich in flouting maxims and demonstrating negative politeness.

This analysis focuses on the use of flouting maxim in conversation in creating negative politeness that occur in the podcast. In these conversations, hosts and guests often flouted the maxims to reveal or hide the truth, build narratives, and manage social impressions in the context of criminal investigations, avoiding explicit talk about trauma, while negative politeness is used to maintain politeness and respect the feelings of other people, as well as how language used to minimize the threatening when talking about sensitive topic. In addition, the researcher uses two theories combined to be able to analyze the use of flouting maxims to creating negative politeness. Two combined theories are used, namely Grice's cooperative principle (2004) and Brown and Levinson (1987) about politeness. These two strategies create a cooperative and comfortable conversational atmosphere, while still allowing the speaker to get the information they seek without sacrificing politeness and threatening each other's face.

1.2. Statement of Problems

The focus of this research is on flouting maxim in the conversation to create negative politeness strategy found in the podcast *You Can't Make This Up*.

In the research, two problems are formulated as follows:

1. What types of flouting maxims are found in the conversation between the host and guests in the podcast?
2. How are flouting maxims used to create negative politeness strategies in the conversations in the podcast?

1.3. Research Purposes

In the research, the researcher determined into two purposes that formulated in order to answer two statements of problem, those are:

1. To identify types of flouting maxims found in the conversation between the host and guests in the podcast.

2. To analyze how flouting maxims contribute to the creation of a negative politeness strategy in the conversation.

1.4. Research Significances

Research significance refers to the benefits and impacts provided by a study. The researcher expect that this study will be able to contribute and guide knowledge, especially in pragmatic studies in the English Literature Department. This research also expected to be able to guide readers and other researchers who also discuss flouting maxim to create negative politeness strategies in various contexts, one of which is in podcasts. This research uses 2 theories combined, namely Grice's cooperative principle and Brown and Levinson's politeness theory.

1.5. Definition of Key Terms

To ensure clarity and prevent misunderstandings of specific terms used in this research, this section provides definitions of key terms as they are applied in the context of the research. There are some of the terms used in this research:

1. Pragmatics

A category in the field of linguistics known as pragmatics studies how the meaning of speech and the meaning of the context around it are related by analyzing the speaker's circumstances (Levinson, 1983).

2. Flouting Maxims

In order to convey a completely different meaning to the hearer, the maxim is usually flouted by saying something utterly inaccurate, completely irrelevant, completely uninformative, or abstruse. There are four different kinds of maxims: The maxims of quantity, quality, relation, and manner are being floated (Cutting, 2002).

3. Negative Politeness Strategy

The speakers use this strategy to identify the hearer's negative face. But in some ways, the speaker is imposing the hearer with this strategy. This strategy is

the most accepted and linguistically diverse among because negative politeness constructions contain a negative face by displaying a distance and extra caution to the hearer (Brown & Levinson, 1987).

4. Interview

An interview can be defined as a two-person, dynamic process of relational communication. The intentionally made and serious aim was established with the goal of exchanging action and including the act of asking questions and giving answers. (Cahyadi, 2023).

5. Podcast

A podcast is a free online audio or video recording that covers a range of discussion topics for social entertainment, education, and information delivery. A computer or a mobile device can be used to access or subscribe to it (Nova, 2024).

