

CHAPTER I

INTRODUCTION

This chapter focus in present the general description. There are five parts discuss in this research those are research background, research question, purpose of the research, significant of the research and previous research.

1.1 Research Background

The Ellen DeGeneres Talk Show or often called The Ellen Show is one of television talk show in America that hosted by a comedian/actress named Ellen DeGeneres. This talk show has been airing since 2003. This talk show is often presented in a fun way or packaged in a comedy genre with famous celebrities or inspirational figures. While Ellen herself is an American actress who was born in New Orleans, Louisiana. Ellen starred in the sitcom Ellen from 1994 to 1998. She has also hosted The Ellen DeGeneres Show since 2003. Since The Ellen DeGeneres Talk Show aired, the talk show invited many guest stars with various characters and always discussed interesting topics. The Ellen DeGeneres Talk Show always inserts comedy in every conversation, this is what makes the talk show different from other talk shows. The sitcom genre talk show is packaged in such a way that it presents an interesting talk show to watch. However, the talk show will always bring up some interesting phenomena to study. One of the phenomena that appears on the talk show is flouting maxim.

The Ellen DeGeneres Talk Show Episode Will Smith's Full Interview with Ellen has chosen because the host and the guests especially Will Smith, committed a lot of offenses in having conversations about his live and career compared to other guest stars such as Justin Bieber, Charlie Puth, Taylor Swift, Billie Eilish who tend to be more serious and open when having conversations with Ellen so they rarely commit offenses in conversation. In this talk show, they do a lot of jokes so that the message conveyed during the conversation is not direct and sometimes makes the conversation confusing and misunderstanding.

Thus, the researcher is interested in researching this phenomenon with the object of The Ellen DeGeneres Talk Show which focuses on the episode that was uploaded on May 25, 2019 with the title Will Smith's Full Interview with Ellen with the main guest star Will Smith, and Mena Massoud, Naomi Scott as a supporting guest star. As a guest star, Willard Christopher Smith, Jr. or known as Will Smith is an American actor who was born in Wynnefield, West Philadelphia, Pennsylvania, September 25, 1968.

Flouting maxim becomes interesting to discuss since it can help people to analyze the meaning behind a conversation that might be confusing or make misunderstanding because not obeyed the four guidelines to build a good conversation. The flouting maxim can be found when having a conversation like in The Ellen DeGeneres Talk Show. As Grice said that there are four guidelines to build a good conversation with the other that relate to the truthfulness, giving require information, relevance and clear. These guidelines are called "cooperative principle". In other words, Grice argued that in order to implement the principle of

cooperation, every speaker must comply with 4 maxims, namely maxim of quality, maxim of quantity, maxim of relevance and maxim of manner.

Related to the conversation in The Ellen DeGeneres Talk Show, in their communication the four guidelines were not always obeyed by the speech participants. When maxims are not followed or obeyed in a communication, this is what is known as flouting maxim or maximal offense. In Jenny Thomas's book conveys "when flouting a maxim, the speaker does not intend to mislead the hearer but wants the hearer to look for the conversational implicature, that is, the meaning of the utterance not directly stated in the words uttered. Therefore, when the speaker intentionally fails to observe a maxim the purpose may be to effectively communicate a message".

Flouting maxim can occur if a speech contains things that are not in accordance with the four maxim in the principle of cooperation. When flouting maxim occurs, an odd impression will arise in a conversation, including the appearance of misunderstandings in a conversation. One of the causes of flouting maxim is when the speech partner does not fully understand what the speaker is conveying, so he delivers information that tends to shift from the original meaning. Grice (1975:49) said that the speakers may flout a maxim when they fail to fulfil it, not with any intention of deceiving or misleading, but because the speakers wishes to interlocutors to find out the meaning which is different in the conversation, or in addition to expressed true meaning.

According to Cutting, flouting maxim can occur in several ways, this is what Maxim's strategic violation means, including flouting maxim of quantity (giving

too much information or giving too little information), flouting maxim of quality (tell a lie), flouting maxim of relevance (saying something irrelevant), and flouting maxim of manner (not giving a brief and orderly answer, being ambiguous and being contradictory).

By laying out the types of Flouting Maxim, it is hoped that the reader will know and understand that in a conversation if the speaker does not comply with the rules for conducting a conversation, it will cause a violation in the conversation or what is called a Flouting Maxim. However, behind a violation of conversation, there is a reason for the speaker so that this research focuses on the Types of Flouting Maxim and the reasons why the speakers violate the rules in conducting a conversation.

1.2 Research Questions

This study focuses on analyzing Flouting Maxim that occurs in The Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen. It covers the four types of Flouting Maxim, they are Flouting Maxim of Quality, Flouting Maxim of Quantity, Flouting Maxim of Relevance and Flouting Maxim of Manner.

Those focuses are then addressed in the following research questions:

1. What Maxims are flouted in *The Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen*?
2. What are the reasons of the characters flouting the Maxims in *The Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen*?

1.3 Purpose of the Research

Related to the research question, the purpose of the researches are stated as follows:

1. To analyze flouting maxims in *The Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen*.
2. To analyze the reasons of the characters are flouting the Maxims in *The Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen*.

1.4 Significance of The Research

The result of the study is expected to be used theoretically and practically:

1. Theoretical significance

The results of this study are expected to add to the reader's insight on the utterances spoken when conducting discussions. Understand the distorted utterances uttered by the speaker. As a reference to other researchers who want to learn about Flouting Maxim contained in conversation.

2. Practical significance

- a. Linguistics Collage

The results of the study are expected to be useful for those who study Linguistics. This research is suggested to apply thinking strategies to improve student competencies in reading skills.

- b. English Lecturer

The results of this study can be used by lecturers in teaching material to students about the theory of Flouting Maxim and add insight into the

discussion of the speakers concerned not implementing cooperation or not being cooperative in conversation.

c. Student

This study can be used by student and will help the student to understand more about Flouting Maxim. The student can apply the Flouting Maxim in their conversation to make it more cooperative and make their conversation can avoid misinterpretation.

1.5 Previous Research

In completing this research entitled "*Ellen DeGeneres Talk Show Episode Will Smith Full Interview with Ellen*", several theses are used to be a reference in studying the flouting maxim such as "*A Pragmatics Analysis of Flouting Maxim Done by the Main Characters in the Devil Wears Prada*" by Lut Husainii Widi Hidayati. In this previous study has three purposes which are; Types of Maxim Flouting Performed by the Main Characters in The Devil Wears Prada, Strategies of Maxim Flouting Performed by the Main Characters in The Devil Wears Prada and Functions of Maxim Flouting Performed by the Main Characters in The Devil Wears Prada.

The second previous study is "*Rhetoric Strategies on Flouting Gricean Maxim in Sexuality Education Video on "Parents Explain" Segment on Cut YouTube Channel*" by Veronica Vitasari Embu-Worho. This study has two purposes those are The Gricean maxims flouted in children's utterances regarding

sexuality education in Cut YouTube channel and The rhetoric strategies applied in the flouting of Gricean maxims.

The difference is that the first previous study used film as research material, the researchers also only focused on the main characters in the film, the first previous study examined the functions in their study. Another difference is the first and second previous analyzing the strategies of flouting maxim in his research. While in this study the authors used talk shows as research material and also did not focus on one object in the talk show, the researchers also chose the reason of flouting maxim to be analyzed for the second purposes.

The last previous study is "*Flouting Maxim in Conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Falcon*" by Maryatul Kipya. The similarity in the study is using talk show as research material. However, the difference is that the previous study took two talk shows while this study focused on one talk show only. Another difference lies in the purpose of study where the previous study has three purposes, one of the purposes that distinguishes it from this study is to analyze the politeness principles related to the Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon.