

## CHAPTER 1

### INTRODUCTION

Chapter one is the introduction which consists of the background of the research, statement of problems, research objective, research significance, and clarification of key terms.

#### 1.1 Background of the Research

Conversation is a form of communication carried out by two or more people to convey ideas, opinions, comments, or feelings. As social beings, humans communicate to convey their thoughts. Therefore, we need a tool called language to support the existence of a conversation to interact and cooperate to achieve a common goal. In a conversation, the speaker and the listener must be aware of the principle of conversation so that there will be no misunderstanding in the conversation.

In the conversation, the speaker and the listener should be cooperative in delivering clear information or message to make a successful conversation (Yule, Pragmatics, 1996). The principle of conversation is called the *cooperative principle*, which means that a conversation must have required and precise information.

The cooperative principle above is related to the theory of conversational maxim. In the cooperative principle, there are rules, usually is called the *maxim* which means a linguistic principle in lingual interaction, the principle that governs their actions, their use of language, and their interpretations of the actions and utterances of the listener.

In the book called '*Logic and Conversation*,' (Grice, 1975) sets out four conversational maxims that people generally follow to make the conversation efficient. The first is the maxim of quality requires each participant in the communication to tell the truth and be honest. Second, the maxim of quantity requires the contribution of the participant as informative as is required. Then, the maxim of relation requires each participant to make relevant information according to the topic of conversation. The last is the maxim of manner that each participant speaks directly, unambiguously, coherently.

In the phenomenon of language in daily conversation, we often see a conversation that runs successfully but not infrequently; we also see a conversation that does not run well and even ends in a fight because of miscommunication. A conversation that goes well, for example, a conversation between a receptionist and the guest. The receptionist will speak as well and informative as possible so that information or complaints from the guests can be fulfilled or resolved. Likewise, the guests will ask questions as effectively as possible so that the desired information or problems that are complained of can be resolved. In this case, the cooperative principle between the receptionist and the guest has been established so that the conversation can run successfully.

On the other hand, in daily conversation, we often see a conversation that ends in a fight, for example, in a debate. Frequently, we see a debate that ends in chaos because the conversation is no longer based on the principle of cooperation. Speakers no longer see the situation and condition of their listeners. Likewise with the listener, so that it provokes a fight.

The conversation phenomena illustrate the importance of the cooperative principle in a conversation that can affect the success of a conversation. The existence of this cooperative principle makes a speaker indirectly pay attention to the situation and condition of the listener so that they can choose the right language for the situation and condition of the listener.

However, violations in the cooperative principle also have certain reasons behind someone violating the cooperative principle. For example, in a serious conversation, someone throws a joke in the middle of the conversation to make the atmosphere more relaxed. In principle, it violates the cooperative principle.

This topic is interesting to study because considering the cooperative principle is a factor that can determine the success of a conversation, but in practice, it is often violated. Especially if it is associated with a mindset that thinks that the longer someone's speak is, the more polite, it will be. This mindset will violate the maxim of quantity in the cooperative principle, which requires the speaker to speak effectively and without rambling. Because of that mindset, it's not considered a violation of maxims.

Violations of maxim in the conversation are often encountered in daily conversations, both formal and informal conversations. Violation of maxim can happen anywhere, anytime, and by anyone, from conversations between friends in class to conversations in a debate between ministers and heads of state, even in a television program such as talk show.

Television channels in America have some unique and interesting talk shows to watch *Syndication Broadcast* is one of the television channels in America that produces unique and interesting talk show programs such as Oprah, The Tyra Banks Show, etc. One of the most popular talk show programs at syndication is The Ellen DeGeneres Show.

The Ellen DeGeneres Show's name comes from the host, Ellen DeGeneres. Ellen is a stand-up comedian who was born on January 26, 1958, in Metairie, Louisiana. She hit it big as a stand-up comedian before starring on her sitcom, *Ellen Show*. In 2003, the sitcom *Ellen Show* had renamed The Ellen DeGeneres Show and became a daily talk show. The show is conducted informally by inviting celebrities or inspirational figures. Celebs who were invited to this event also varied from singers, comedians, actresses, models from America, and non-native Americans such as *BTS* from South Korea, *Jackie Chan* from Hong Kong, *Xin Xue Feng* from China (The Ellen Show Wiki, 2021). One of the famous non-native American actress that really likes to be invited is Sofia Vergara from Columbia.

Sofía Vergara is a Colombian actress who was perhaps best known for her work on the television show *Modern Family* in 2009. In addition, she hosted Colombian TV shows until 1998. She hosted the Spanish-language game show “*A que no te atreves*” and began landing small roles in American films and TV shows (Augustyn, 2021).

The researcher chooses a talk show episode featuring Sofia Vergara as a guest because she is an actress who is famous for her strong accent of Spanish despite she's been a U.S. citizen now for three years and a career in Hollywood for 26 years (CBS,

2017). However, it became something that caught the attention of people, including Ellen. Ellen invited her repeatedly until she was included in the '*Ellen's Favorite Funny Ladies*' program. During the program, Ellen said that every time Sofia come, she had a lot of fun with her, but sometimes Ellen did not understand about Sofia's words because of her accent. These situations, of course, will cause some problems in the communication process during the talk show, such as violating maxim.

The researcher refers to some previous studies in a similar field. The first study was entitled "*An Analysis of Repair Strategy On Violated Maxim By 7 Influential People 2019 in The Ellen Show*" by Wati (2020). The result showed that 7 Influential people frequently violated maxim of quantity, maxim of relation, and maxim of manner. Meanwhile maxim of quality was less violated. In addition, the host of The Ellen Show performed all Cho & Larke Repair Strategy. The second study was entitled "*Flouting Maxim Analysis in Bill Gate's Utterances on Ellen Talk Show*" by Erito (2021). The result showed that the type of maxim that Bill Gates often flouted in his utterances in The Ellen Show interview is the maxim of quantity.

The third study was entitled "*The Violation and Flouting of Cooperative Principles in the Ellen Degeneres Talk Show*" by Zebua (2017). The result showed that the male participants mostly flouted and violated the maxim because the male gave more explanations in order the audience satisfied while the female participants tend to avoid talking about something, they frequently changed the topic of conversation, so that the female dominantly violated the maxim of relevance.

The last study was entitled “*Flouting The Maxim In Conversation At Ellen Degeneres Show And The Tonight Show Starring Jimmy Fallon*” by Kipya, Rozelin, and Saputa (2019). The result showed that the four types of maxim was flouted in the conversation at Ellen DeGeneres and The Tonight Show Starring Jimmy Fallon. There are six strategy of flouting the maxim used; tautology, overstatement, understatement, metaphor, rhetorical question, irony and there are seven politeness principle found; tact maxim, modesty maxim, the agreement maxim, the sympathy maxim, the consideration maxim, the generosity maxim, and the praise maxim.

There are several differences between this research and those previous study. The objectives of finding types of violating maxim are same because this research also applies the theory from Paul Grice in finding the types of violating maxim. However, those previous studies do not analyze the function for the violation of maxims.

## **1.2. Statement of Problems**

The problems raised in this research are centered on the violation of maxim and the functions of violation the maxims. In the conversation between Ellen and Sofia Vergara during The Ellen DeGeneres Show, there are many violations of the maxim. It is this problem that will be further analyzed through the following research questions:

1. What types of conversational maxims are violated by Sofia Vergara in The Ellen DeGeneres Show?
2. What are the functions of conversational maxims violation by Sofia Vergara in The Ellen DeGeneres Show?

### **1.3. Research Objective**

Based on the research question above, the purposes of this research are as follows:

1. To analyze the types of conversational maxims are violated by Sofia Vergara in The Ellen DeGeneres Show.
2. To analyze the function of conversational maxims violation in Sofia Vergara's utterances in The Ellen DeGeneres Show.

### **1.4. Research Significance**

This research is theoretically significant as it can contribute to the field of pragmatics study regarding Grice's cooperative principle theory, such as maxims theory. At the same time, this research's practical significance is to increase knowledge for speakers and listeners to build good communication because they already know what things should not be violated in a conversation. In addition, this research can increase knowledge about the function when someone violates a maxim.

### **1.5. Clarification of Key Term**

In order to avoid misunderstanding on the term used in this research, the researcher gives the definition of the following key terms:

- Conversation: Conversation is process to send and receive information. It is also an activity or process of expressing of ideas and feelings or giving people

information. “ Conversation is informal talk involving a small group of people or only two persons” (Simpson, Weiner, & Oxford, 1989).

- Cooperative Principle: The cooperative principle requires the speaker to contribute to the conversation in which the speaker and listener are involved. (Yule, Pragmatics, 1996)
- Maxim: Maxim is a linguistic principle in lingual interaction; the principle that govern their actions, their use of language, and their interpretations of the actions and utterances of the listener.
- Violation of Maxim: The condition which the speaker do not fulfill the cooperative principle of conversation. (Grice, 1975)

