

# CHAPTER I

## INTRODUCTION

This chapter shows the background of research related to the language phenomenon of conversation in a talk show. Therefore, this chapter also presents the research question, the research objective, the research significance, and lastly the definition of key terms. Moreover, the study is conducted in the hope of serving the research significance.

### 1.1 Background of Research

As social creatures, human needs to interact and communicate with each other. Having a conversation is one of the ways to fulfill their social needs. According to Furo (In Sinurat, 2007), a conversation is a talk between two or more people to get or exchange information. There are two kinds of conversation, formal and informal conversation. Formal conversation is done in professional or academic places and activities such as at the office and school when doing a meeting or doing a job interview. Meanwhile, informal conversation is usually found in every activity and in casual places such as at the market when bargaining with the seller, when asking for help at the park or doing a funny or casual talk show.

A talk show is a popular program that is usually held on television or radio and features a conversation between a host who has an important role to control the direction of the conversation, and guests who are being interviewed about certain topics. There are three major subgenres of talk shows. Those are the late-night entertainment talk show, the daytime audience participation talk show, and the early-morning news talk magazine show (Timberg, 2002). Talk shows are distinguished by their airing time. The first one is the late-night entertainment talk show which means it airs at night this is the talk show that most of people imagine when they

think about the talk show. This kind of talk show is characterized by a playful interaction between the host and the guest. The guests are more often not singers or celebrities. For example, in Indonesia there is a popular night talk show entitled “*Hitam Putih*” that airs at night, hosted by Deddy Corbuzier. Additionally, another example of a night talk show is “*Tonight Show*” Hosted by Vincent and Desta.

The second one is the daytime audience participation talk show. As it is called, this kind of talk show airs in the daytime. This talk show also encourages the audience to participate in the interaction between the host and the guest. The format of this kind of talk show is founded by Phil Donahue in 1967. It gives the audience at home a chance to talk with experts or celebrities. Lastly, the early morning news talk show that airs in the morning. This kind of talk show may feature news or entertainment. As the name suggests, this talk show targets an audience who enjoy tv shows at that time.

However, as time passes by, there is a wider variety of talk shows and it is not only separated by their airing time. Talk shows nowadays may present an eclectic mix of aspects mentioned above. It may air at night and still invite singers or celebrities. It also may not be available on TV. There are numerous talk shows and interviews that people can watch on online platforms such as YouTube. This phenomenon captures the development of TV talk shows and offers a unique approach to interviewing guests. One of the prominent talk shows on YouTube is “Hot Ones.” This talk show gives rise to a unique talk show concept that involves spicy food to disturb the guests’ ability to convey information. Thus, it is such a notable language phenomenon.

Language is used in human life as a medium to connect with each-others. Geeslin & Long (2014) reveal, “We also use language to provide information about who we are, the social groups with whom we identify, and the kinds of people we would like to get to know.” Thus,

it is essential for humans to learn more about the language that they speak, because people are expected to observe their language use effectively. According to Suhardi (2013), language is the object of study in linguistics. In this perspective, language is defined as a system of arbitrary vocal symbols used by societies to communicate, cooperate, and express themselves. So that the listener may comprehend what is being spoken. Poetry, stories, fairy tales, and jokes are all examples of how language is used.

Linguistics covers various areas of scientific studies. It includes multiple competences surrounding language. This statement is reinforced by a statement proposed by Hayes et al. (2000) who claim that linguistics is more than just grammatical theory; it encompasses a wide range of subfields. The branches of linguistics are semiotics, phonology, morphology, syntax, semantics, pragmatics and many others.

In the light of this, communication is a function of language. Communicative interaction involves an exchange of ideas conveyed through a set of meaningful words. As explained earlier in the previous paragraph, linguistics examines many lingual aspects, including meaning, namely, pragmatics.

Pragmatics is concerned with the study of meaning as intended by the speaker and received by the listener. Kroeger (2019) mentions that, "Pragmatics is concerned with those aspects of meaning that depend on or derive from the way in which the words and sentences are used." This statement is in accordance with Yule (1996), which said that purpose of learning language through pragmatics is to allow us to analyze people's intended meanings, assumptions, intentions or aims, that they deliver when they speak. In pragmatics, there is a study that focuses on cooperation. According to Karim (2016), a successful conversation occurs when both participants cooperate with one another. It implies that a good conversation begins with a cooperative conversation, which allows the talk to go smoothly. In order to

communicate cooperatively, it is expected that both speakers follow the cooperative principles maxims.

According to Grice (1975), the cooperative principles is a concept used in conversation to describe the process of providing information that is essential for both the speaker and the listener. Cooperative principle consists of four maxims. Those are maxim of quality, maxim of quantity, maxim of manner and maxim of relation. Firstly, maxim of quality requires the truthful information. Secondly, maxim of quantity requires the amount of information as required. It is neither more nor less information. Thirdly, maxim of manner requires the clarity in what we say. To be brief, unambiguous and to be orderly in giving the information. Lastly, maxim of relation requires the relevant information. This study related to the human daily life phenomenon since conversation can be found in society and also media such as in an interview, investigation, movie dialogues, talk show, social media, et cetera.

However, since Grice (1975) does not provide any cues for identifying the violation of the quality maxim, it is decided that this research will also employ another theory with regard to deception. Tovmasyan (2020) states that there are four characteristics that distinguish truthful utterances from deceitful ones, namely word quantity, pronoun use, emotional words, and complex cognitive function.

In human language, pressure is one of the factors that affect how they communicate. This is in accordance with the statement delivered by Long, et al (2020), "Human communication is shaped by an underlying pressure for efficiency." This fact urges humans to use language effectively in a conversation. However, It also implies that pressure can affect how people speak. In this case, pressure may be defined as something that makes humans uncomfortable. It can be everything, such as noise, stressful situations, and many other factors.

Those things can cause a distraction that makes humans lose their focus when they are doing something.

Saslow, et al (2014) state, "A link between emotional stress and cognitive function is thought to occur, in part, because emotional stress immediately inhibits areas of the brain related to memory and complex thought." The statement indicates that when someone is under stress, either emotionally or physically, it will affect the brain area that connects with memory and cognitive function. Subsequently, stress will activate various hormones from the hypothalamus-pituitary-adrenal axis. Thereon, these hormones will return to the brain area and worsen the condition. In other words, when someone is in stress, they will not be able to think in a complex manner. Hence, this is correlated with low linguistic complexity which affects how a person expresses themselves through language.

Based on the theories explained above, this research will analyze language use in informal conversations in the scope of cooperative principles to see how cooperative principles are incorporated in a talk show uploaded on YouTube. A talk show is a show that is delivered on television where the guests are discussing or talking about numerous topics. The concept and themes of a talk show may vary depending on what the show is about. The talk show that is going to be the source of data for this research is the "Hot Ones". It is a talk show that uploaded by *First We Feast* YouTube channel that is hosted and produced by Sean Evans which puts celebrities, actors, musicians, and other famous people under pressure by asking them to eat spicy chicken wings during the whole interview. In this case, the pressure is built by the increasingly spicy chicken wings covered with hot sauce. Hence, it is a relevant source of data for this research because it examines the cooperative principles of those who are under pressure.

The particular reason for this is that most people will lose their focus under that condition. Therefore, the guests have to maintain their focus to fulfill the need for efficient communication. Since people are sometimes not cooperative when they are in such a condition, this research decides that such circumstance is an interesting object to be analyzed. In this case, the pressure is built by the increasingly spicy chicken wings covered with hot sauce. The particular reason for this is that most people will lose their focus under that condition. Therefore, the guests have to maintain their focus to fulfill the need for efficient communication.

A research paper must be supported by prior research undertaken by other experts. Nugroho, et al. (2020) conducted research that discovered all unobserved Gricean maxims were used to generate verbal humor. On the other hand, opting out of Gricean cooperative principles was seldom utilized to make a verbal joke. Every type of verbal humor was perfectly delivered by the characters through non-observance of the maxim, particularly flouting the conversational maxim of manner and relation which hides all types of verbal humor because of the unrelated and ambiguous information conveyed in the show. Additionally, how the characters being intentionally misled without any inferable implicature generated humor for the audience.

Furthermore, Suraya (2012) in her paper aimed to analyse the non-observance of Gricean maxims in the movie series *Sherlock Holmes*. It tries to discover and classify the maxim that flouted in the movie. This research analyzes the data that contain expressions of the non-observance of Gricean maxims. The result of this study found that there are 75 cases of maxim that are being flouted. 20 cases showed the flouting of the quality maxim, 8 cases showed the flouting of the quantity maxim, 17 cases showed the flouting of the relevance maxim, 20 cases showed the flouting of the manner maxim, and 10 cases showed the flouting of a combination of maxims.

In addition, Saradifa (2020) identifies the non-observance maxim using Paul Grice's theory. The result reflects that floating and violating a maxim of quality and quantity are the most commonly found types of unobserved maxims in the drama series. Moreover, the linguistic expressions used by the female workers in the drama series to convey what they feel when dealing with problems that happened at their company. They are asked by the head of accounting in the company to give more information about the issue.

Another research conducted by Paradita (2009) aimed to analyze Grice's Cooperative Principle of a conversation in the "Shrek" movie by formulating two research questions. Firstly, how the participants in Shrek's movie violate and opt out of a maxim. Secondly, what possible reasons may prompt the participants to either violate or opt out a maxim. In conclusion, this research shows thirteen maxim violations and opting out. The most commonly violated maxim is the maxim of manner.

Unlike the previous studies mentioned earlier, this research aims to widen the range of this study by focusing on a different object of study, that is, the utterances that are made by speakers, which is the guest stars who are under physiological pressure featured on the "Hot Ones" talk show. This program provides a spicy food for their guests while they are having a conversation. Therefore, this research hopefully can complement and enhance the field of pragmatics even further.

## **1.2 Research Question**

Based on the explanation elaborated earlier, this research presents two research questions that need to be answered, they are:

1. What are the types of the maxim that are non-observed by the guests?
2. What are the conversational implicatures of the guests' utterances?

### **1.3 Research Objective**

Considering the previous research questions above, this research aims to fulfill two relevant research objectives. Therefore, this research intends:

1. To discover the types of the non-observed maxim by the guests.
2. To discover the implied meaning of the guests' utterances.

### **1.4 Research Significance**

Theoretically, this research will give a contribution to the linguistics field specifically in pragmatics study which concerns cooperative principles. Practically, the researcher expects that this research can give some benefits for the researcher herself, readers, college/university English lecturers, learners, and those who are interested in analyzing this study.

### **1.5 Definition of Key Terms**

This research is inseparable from the terms related to pragmatic studies. This part explains the definition from each term used in this research.

#### **a. Pressure**

Pressure is a stressful situation in which linguistic features are affected. In other words, pressure is something that makes the speaker uncomfortable (Long, et al 2020).

#### **b. Cooperative Principle**

The cooperative principles are a notion which is essential for both the speaker and the listener that used in conversation to describe the process of providing information. Cooperative principle claimed by Grice (1975) consists of four maxims, those are maxim of quality, maxim of quantity, maxim of manner, and maxim of relation.



**c. Quality**

Maxim of quality is a maxim that requires a true information given by the speaker.

**d. Quantity**

Maxim of quantity is a maxim that encourage the speaker to give an information as much as requested, not more or less.

**e. Manner**

Maxim of manner is a maxim that concerns about the way the speaker conveys the information.

**f. Relation**

Maxim of relation is a maxim that concerns about the relevance of the given information to the request or question.

**g. Implicature**

Implicature is an implied meaning that is dependent on the context around the conversation itself.

**h. Context**

Context is the surrounding situations that enable the listener to understand the implied meaning or intended meaning of the speaker.

