

CHAPTER I

INTRODUCTION

This chapter presents research background, research questions, research objectives, research significance, and definition of key terms.

1.1 Research Background

Debate referred to a formal discussion between two or more individuals or groups who presented arguments and counterarguments on a particular topic or issue. However, in line with Toulmin (2003), who stated that debates were a structured and rule-bound form of argumentation designed to resolve disagreements and promote critical thinking. Debates had been used in a variety of settings, including education, politics, law, and business, to facilitate decision-making and promote understanding.

Debates involved examining the values and beliefs that were inherent in the arguments presented during the debate. For this, one could refer to the philosophical basis of values and value judgments (Chisholm, 1978). Debates could provide a forum for exploring and examining different values and beliefs, as well as for promoting ethical reasoning and decision-making. One important aspect of the axiology of debates was the concept of argumentation ethics. Argumentation ethics was a branch of ethics concerned with the rules and norms of argumentation (Habermas, 1990). Argumentation ethics held that ethical behavior in debates required participants to follow certain rules and norms, such as honesty, respect, and fairness. By adhering to these rules and norms, participants could promote a productive and respectful debate focused on resolving disagreements and promoting understanding. By doing so, this claim is not obliterated to claim that debate is still particularly used as a matter of form of discussion to convey topic or messages. Debate is a structured discussion where participants express and defend their viewpoints in a formal setting. The process involves introductions, opening statements, rebuttals, cross-examination closing statements, and audience engagement. The goal is to exchange ideas, challenge

opposing arguments, and persuade the audience. Participants must follow rules of conduct and use logical reasoning and evidence-based arguments. The effectiveness of a debate is judged based on clarity, counterarguments, and persuasiveness in influencing the audience's opinion. Talking about the domain of topic and messages, online media in 21st century is one of those consumers into this form of discussion. Nevertheless, by the fact that the debates are organic or schemed, this media is always ignited serials topic; controversy, ambiguity, or at least the most wanted which represent the people.

The focus on Vice Media was on its reputation as a massive global digital media company that produced online content related to various social issues, including politics, culture, and lifestyle. The company was founded in 1994 in Montreal, Canada, and expanded to offices around the world. The context in which Vice had developed its journalism was the emergent global and digital media landscape and its various repercussions for news media (Bødker, 2017). Vice's YouTube channel featured a variety of videos and series that explored controversial and often overlooked social issues, such as drug addiction, LGBTQ+ rights, and climate change. Vice Media provided a platform for marginalized voices and offered a fresh perspective on current events and social issues.

Vice was one of those global digital media companies known for producing edgy and alternative content, particularly focused on youth culture and alternative lifestyles. Its unique approach to journalism included immersive reporting and social commentary. Vice had expanded to include a range of digital media properties and television programming partnerships. Despite criticism, Vice was praised for its innovative approach to media production and distribution. Entitled "Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too 2022," this debate generated controversial issues pertaining to women in contemporary society, giving rise to fervent discussions covering subjects such as transgender rights, abortion, intersectionality, and beauty standards. These deliberations encompassed a diverse array of viewpoints concerning matters like gender identity, reproductive rights, systemic discrimination, and societal norms in America. The clash of voices representing varying political orientations reflected

individuals' endeavors to assert their positions, engage in critical debates, and shape public sentiment. The ongoing nature of these discussions underscored the intricate nature of women's experiences. Through dialogue and comprehension, it was possible to make strides in addressing the challenges confronted by women with compassion and discovering effective resolutions.

As a matter of debates constructed by interactions, and interaction followed by the utterance of language, it was obvious that the evaluation and criticism of this never left the option to analyze via its structure. Therefore, analyzing its structure provided the interpretation upon the quality of the debate of "Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too 2022." One of the finest structurally embedded aspects was context, which was the circumstances that formed the setting for an event, statement, or idea, and in terms of which it could be fully understood and assessed (Appelt, 1987). However, context could be utilized in its pragmatic analysis with the sub-discourse of flouting maxim.

Therefore, analyzing the flouting maxim within this program is also evaluate and critic its quantity, quality, manner, and relation in their content representation of utterance, as regarded flouting maxim is the matching tool upon it. Followed the reasons and every factor that determines the maxim being uttered. By using qualitative and descriptive methods, this thesis works in foundation to serve the analysis in the greater detail of understanding. Thus, this thesis is worth supporting whether ethically and financially for those which responsible in certain interest of this research.

This research thesis was not ignited by arbitrary ignition but was provoked by the development and the earlier research provided the ground to continue the struggle of nourishing the linguistic as a matter of academic field, determined the significant influence for the sake of social contributions. The previous research which was referred to could be followed, and the first provocation from the previous research was supported by Prirahayu, Khalawi, and Rahayu (2020). They were from the English Education Department, STKIP PGRI Pacitan. The research was entitled "The Flouting of Maxims in The First Presidential Debate Between Joe Biden and Donald Trump 2020: The Eclectic Approach" in 2020. This

research provided flouting maxims as a cause of different perceptions, which led to such distortion and ambiguity for the hearers, particularly in debates. Based on the conformity with the search of the research, the eclectic approach had not been discussed. The aim of the research was to classify the types and strategies to flout the maxims.

The second previous study was from Rashid (2020) from The University of Baghdad. The research was entitled "Flouting Grice's Maxim of Concision By Male And Female In A Selected Political Interviews." This research came up with Grice's theory of Co-operative Principle (CP) as well as conversational implicature being very significant in the analysis of many types of texts. Flouting Grice's maxims had a great effect on the flow of conversation. The problem of this study lay in the fact that flouting Grice's maxims sometimes caused a gap in the information, especially for the addressee. Moreover, flouting made conversations more interesting. This study was an attempt to investigate the flouting of Grice's maxims by males and females in interviews, especially flouting the maxims of quantity and manner. It was hypothesized that males used the strategy of flouting more than females did in conversations. The writer had adopted Grice's model, and she also limited herself to selected speeches from two interviews (Muir's interview with Clinton and Spiegel's interview with Merkel). Moreover, numbers and statistics were used to find out which maxim was flouted more (quantity or manner). The results of the analysis revealed that the total number of flouting was (34) times, (18) times by Muir and Clinton, and (16) times by Spiegel and Merkel. The writer had used APA (American Psychological Association) style in her research.

The last previous study was "An Analysis of Flouting Maxim In EFL Classroom Interaction" by Dwi E.S (2015), from UNNES. The journal was published in the Journal for Language and Foreign Language Learning. Her contribution was upon the understanding of the present study, which concerned the flouting maxim occurring in EFL classroom interaction. It aimed at investigating how the conversational implicatures, especially flouting maxim, were being formed in teacher and students' dialog during EFL teaching and

learning processes. The present study used a qualitative approach. The data taken from teachers and students' interaction in EFL classrooms were transcribed and analyzed by categorizing utterances based on the flouting of maxim theory proposed by H.P. Grice. Based on the data analysis, it was discovered that during the conversation, all speakers happened to be successful in observing maxims. The proportion of non-observance of maxim was only 2%. The sorts of maxim that were flouted by speakers were the maxim of quantity, quality, and manner. The flout of maxim was done by students because of their lack of linguistic and actional competence.

However, this research had the distinction from its previous studies. Analyzing flouting maxims in a feminist debate was crucial for effective communication and a deeper understanding of controversial issues facing women at that time. Flouting maxims involved intentionally violating conversational norms, revealing underlying motivations and biases. Recognizing instances of flouting helped evaluate argument validity and reliability. By examining how participants addressed topics like trans rights, abortion, intersectionality, and beauty standards, biases and dismissals of important perspectives could be identified. Analyzing flouting maxims allowed for nuanced discussions, challenging flawed reasoning, and promoting comprehensive understanding. Understanding persuasive tactics and biases fostered inclusive conversations for gender equality and justice. Finally, this research background consideration may have concluded in the emerging title of this thesis, which could have been mentioned as "Flouting Maxim and Its Reasons Behind in "Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too" in Vice Youtube Channel in 2022.

1.2 Statement of Problem

This research has similarities with previous research, especially regarding research question number 1, about the types of flouting maxim used in specific object. However, previous research did not examine the reason that are emerged from every flouting maxims projected by the object. This is what makes this

research different from those previous studies. The essential topic in this research is flouting maxims application and the reasons that were emerged from every flouting maxims projected. Thus, the question would be summarized as;

1. What are the types of flouting maxims used by the affirmative and the opposite team in the debate “Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too” In Vice YouTube Channel In 2022?
2. What reasons are emerged from every flouting maxims used by the affirmative and the opposite team in the debate “Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too” In Vice YouTube Channel In 2022?

1.3 Research Objective

Therefore, this research thesis has the objective aim which is preserved as the corridor of finding and discussion, the following objective aim can be followed in the display down below:

1. The aim is to identify the types of flouting maxim used by the affirmative and the opposite team in the debate Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too” in Vice YouTube Channel in 2022.
2. The aim is to describe how are the reasons in every flouting maxim used by the affirmative and the opposite team in the debate Anti & Pro-Feminist Debate Abortion, Trans Rights, And #Me Too” in Vice YouTube Channel in 2022.

1.4 Research Significance

By the set objective aims above, this research thesis is obviously causing the significance impact. The impact can be classified in two terms. The terms which may called as theoretically is rejoicing the development about the flouting maxim, and its performative to analysis the quality over data analysis in such a term and context of discourse into. It also follows to evaluate upon feminism, debates, and trans-right as social and gender discourse from pragmatic understanding. The last significance which can be constructed is rejoicing the notion of interaction form as a matter of linguistic and pragmatic understanding to exact synchronically.

Practically, this research offers the form of analyzing and criticizing in the medium general of linguistic, determined in pragmatic and focusing the evaluation upon the tool which called as flouting maxim. This is also offering evaluation from academic side upon media as the representative of people transforming and broadcasting information. Especially about certain social and gender discourse.

1.5 Definition of Key Terms

In order to clarify of basic concept of key terms used in this research. The definition terms is displayed as follows.

- **Linguistic** : Linguistics is the scientific study of language, including its structure, meaning, and use in communication. It encompasses the examination of grammar, phonetics, semantics, syntax, and other aspects of language to understand how languages are formed, evolve, and function in various contexts(Grieve, 2015).
- **Pragmatic** : The discourse about gaining the meaning over it contextuality domain(Yule, 1996).
- **Language Cooperative Principle**: This is the notion where explains about how humans interact effectively and efficiently through language and how language can be used to achieve certain communicative goals (Grice, 1976).
- **Flouting Maxim**: Flouting the maxims occurs when a speaker deliberately violates or disregards one or more of these conversational maxims for communicative effect. By intentionally flouting a maxim, the speaker may convey additional meaning, create humor, or evoke a specific response from the listener (Grice, 1976).
- **Debate** : A debate is a discussion or argument between two or more individuals or groups with differing viewpoints on a particular topic (Grootendorst, 1959).
- **Vice** : Vice Media is a global digital media company that produces and distributes a wide range of content across various platforms, including online,

television, and print. It was founded in 1994 as a magazine called "Voice of Montreal" by Shane Smith, Suroosh Alvi, and Gavin McInnes (Bødker, 2017)

