

Flouting Maxims in Conversational Implicature in The Ellen Degeneres Talk Show

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Abstrak

Secara teori di dalam percakapan setiap orang harus mematuhi prinsip kerjasama. Hal itu harus dilaksanakan agar penutur dan tindak tutur memahami maksud dari percakapan tersebut. Menurut Grice (1975), buatlah kontribusi percakapan sesuai dengan yang diperlukan pada tahap terjadinya kontribusi itu, berdasarkan tujuan atau arah yang diterima dalam pertukaran percakapan yang anda lakukan. Pendekatan deskriptif kualitatif di gunakan oleh penulis untuk menjawab masalah yang ada di data. Subjek penelitian ini adalah percakapan yang ada di Ellen DeGeneres talk show. Penulis tertarik untuk membahas tipe implikatur percakapan, pelanggaran maksim dan tujuan dari pelanggaran maksim tersebut. Hasil dari penelitian ini berupa deskripsi wujud dan tujuan penyimpangan prinsip kerjasama dalam acara Ellen Degeneres show. Tipe implikatur yang diperoleh meliputi tipe Implikatur standart dan tipe implikatur khusus. Hasil penelitian menunjukan bahwa semua jenis maksim dilanggar oleh peserta. Dari analisa yang telah dilakukan, penulis menemukan hanya ada dua maksim yang di langgar di tipe implikatur standar yaitu maksim kualitas dan maksim kuantitas dan hanya ada dua maksim hyang dilanggar di tipe implikatur khusus yaitu maksim relasi dan maksim cara. Berdasarkan hasil dari data tersebut terdapat empat fungsi yaitu bertujuan untuk mengalihkan, memberikan informasi, memberikan penjelasan dan manghibur. Alasan terbanyak dari pelanggaran maksim adalah bertujuan untuk memberi penjelasan agar menghindari kesalahpahaman dan penonton mendapat penjelasan yang jelas adalah efek yang paling dominan.

Kata Kunci : *Implikatur, PrinsipKerjasama, Maksim, Fungsi, Talk Show*

Abstract

Theoretically, there is one principle that must be taken into account when people have a conversation. It is so to ensure that the speakers and the speech acts can be comprehended well. Grice (1975) suggested that people make a speech contribution which is related to the stage of occurrence of that contribution based on the objectives of the conversation. The researcher used descriptive qualitative research to answer the formulated research questions. The research subjects are the conversations of Ellen DeGeneres Talk Show. The researcher is interested in discussing the type conversational implicatures, the flouting of maxims, and the function of the flouting. The results of this research show are in the forms of description of the embodiment and the objectives of the flouting of cooperative principles in Ellen DeGeneres Show. There are two types of implicatures found; they are Generalized conversational implicature and particularized conversational implicature. The results show that every type of maxim is violated by the participants. Based on the analysis, the researcher found that there are only two maxims which are flouted in Generalized conversational implicature those are Quantity and Quality and there are only two maxims which are flouted in Particularized conversational implicature those are maxim relevance and maxim manner. Based on the data, it can be stated that there are four functions of flouting the maxim; they are changing the subject, giving information, explaining and entertaining. The major cause of the flouting of maxim is to provide explanation in order to avoid misunderstanding; the most dominant effect is that the audience should get an obvious explanation.

Key words: *Implicatures, Cooperative Principle, Maxim, Functions, Talk Show*

INTRODUCTION

A communication is important in various spheres of life. It helps people avoid misunderstandings because people will know what others think. Communication helps us connect with people. This fulfills the human need for socialization. Communication also helps us get what we want by expressing ourselves appropriately. On the other

hand, the conversation among the people does not always go well. Sometimes there is lie, ambiguity, irrelevant or uninformative conversation which creates confusion even misunderstanding among the participants. We can communicate with people well by learning what the content of the conversation is, understanding how communication can affect feelings and relationships depend on the situations.

Sometimes, the conversation that happens among two persons does not occur the way it supposes to be occurred because what person saying does not simply imply the meaning of the utterances, and the interlocutor cannot accept it. What people say is more than words, in Pragmatics, we call it Conversational implicature. Grice say that conversational implicature can be defined as a different opposite, additional, etc pragmatic meaning of an utterance with respect to the literal meaning expressed by utterance (Jacob L. Mey).

Conversational implicature is divided into two types; those are generalized implicature and particularized implicature. Generalized is one the type of conversational implicature which is the idea of the utterances are easily defined by the interlocutors. Since this type does not require special knowledge. Meanwhile Particularized is one the type of conversational implicature which the meaning of the utterances are hardly to be understood by the interlocutors. Particularized conversational implicature arise because of some special factor inherent in the context of utterance and are not normally carried by the sentence used.

The co-operative principle includes four conversational maxims, as suggested by Grice. The first maxim is the Maxim of Quantity, the maxim of quality, the maxim of manner and the maxim of relevance. A cooperative speaker can intentionally disobey a maxim, as long as (s)he or the context provides enough indicators for the hearer to notice it. This is called flouting a maxim and is used to indirectly convey information. Flouting the maxim happens when one of the maxims is violated by some utterance, and yet we are still assuming that person is cooperating with us in communication. Flouting maxim divided four types they are flouting the maxim of quality, flouting the maxim of quantity, flouting the maxim of relation and flouting the maxim of manner.

Implicature is the additional information that can be deducted from certain information. It means that when the interlocutors hears the expression, we first have to assume that the speaker is being cooperative and intends to communicate something, and that thing must be more than just what the words mean. Many people speak indirectly when they talk with someone in purpose to avoid hurting others feeling or teasing, to ask others to retell the story, to order someone to do something, etc. The speakers expect that the interlocutors will be able to work out, on the basis of what is already known, the implicature intended in that context.

The host named is Ellen Lee DeGeneres . She was a hit, and received offers to do stand-up comedy. She began performing in 1981 at a local coffeehouse. Ellen was originally known as a comedian. Therefore, she always made the guest star and the audience laughed with her jokes. She is one of the best and well known talk show hosts who talk about an up to date topic; she also invites famous figures as the guest star. She invited many inspiring people on her show and brought happiness to many people and that is a hard thing to do. The researcher chose Ellen DeGeneres Talk Show because Ellen DeGeneres talk Show has consistently been one of the world's highest-rated shows and has been awarded

many daytime in several Awards. Ellen DeGeneres talk show has two types. For her first show, she calls 2 or 3 guest star in one episode. The second one is a special interview that she just calls one guest star. The researcher choose the newest edition on January –May 2015 which is a guest star is public figure. The researcher chooses an actress or actor because the actress and actor is keeping their words while answering the question.

From the explanation above there are three research question which occur. Those are (1. What are types of Conversational Implicature in Ellen DeGeneres Talk Show?), (2. What maxims are flouted in Ellen DeGeneres Talk Show?), (3. What is the function of flouting the maxim in Ellen DeGeneres Talk Show?).

Based on the explanation above, the researcher analyzed the meaning of the words which are more than just what the words mean. As Yule stated (1996), that to convey meaning it called as implicature. The researcher focused on the conversational implicature and flouting maxims of that are violated in Ellen DeGeneres talk show.

Those a fore mentioned studies are descriptive qualitative research as they describe their research and finding qualitatively. The researcher will also use the same method, descriptive qualitative, in order to find the answer elaborated in chapter one. Although this study has many similarities with ulfia's, niniskhoirun's and AnisaInayati's study, the collected data will help to distinguish those studies; Ninis focuses on the kind of flouting of cooperative principle in Katherine mans field " The Garden Party and the stranger", Ulfia focuses on the kind of conversational implicature in Arthur Miller's a view from the bridge and Anisa focuses on the flouting the maxim in Particularized Conversational Implicature in drama serial "Gilmore Girl". This study focuses on flouting maxims in Conversational Implicature in the Ellen DeGeneres talk show.

METHOD

This research was designed as a descriptive research. This study use descriptive qualitative research design because it is limited to analyze and describe the Conversational Implicature and the flouting maxim that used between Ellen and her guest star in Ellen DeGeneres Talk Show. By the term Qualitative research we mean any type of research that produces findings not arrived at by statistical procedures or other means of quantification (Strauss and Corbin,1998; 11) The aim of the research is to describe the types of Conversational Implicature and to know the relevance of implicature in Ellen DeGeneres talk show. The data are the utterances by Ellen DeGeneres and her guest star. Then, the Utterances were transcribed into written form. This study choose four videos of Ellen talk show when she invited public figures as the guest-stars. The guests are DeWandasykes, Jake Gyllenhaal, Sandra Bullock, Oprah Winfrey, David Oyelowo, CarmenEjogo. In documenting the data of the study, the research instrument in collecting data is the researcher herself. This study stated the researcher as documetator who collects and analyzes the data which

are in the forms of utterances. While conducting the research, this study use some additional devices; they are the video Ellen DeGeneres talk show, computer or laptop, modem, block note, and pen. The data were collected by using audiovisual material downloaded from youtube by which this study could watch the Video of Ellen DeGeneres Talk Show, listened and took notes. Audiovisual important to analyze how the circumstances and the conversational implicature of the subject when the utterances spoken certainly, watching technique used to identify the main research focusing analyze the conversational implicature of main character. After the all data were collected, the researcher analyzed and classified them based on Gricean theory. This Study used several steps in order to collect the data; watching the Ellen talk show and trying to understand the conversation, observing the dialogue, transcribing the data, classifying the data, note taking and the last, Cross-Checking the data.

FINDING AND DISCUSSION

This section provides the answers of all questions and it contains two part which are finding and discussion.

FINDING

The collected data which indicated containing Flouting maxims in conversational conversation features will be presented in order by classifying them into sub headings for each features. Paul Grice in his theory classified four sub-principles they are maxim of quality (truthfulness), maxim of quantity (in formativeness), maxim of relation (relevance), the maxim of manner (perspicuity) and two type of conversational implicature those are Generalized and Particularized conversational implicature Furthermore, in the final part in this chapter will analyze the result of analyze in summary of analysis section.

The data analysis is divided into three parts; it presents the results of research and discussion about the type of implicature, the type of flouting of maxims and the functions of flouting the maxims. The results of discussion will be described in alignment with the statements of the problem and objectives of the analysis. In the sub-chapter of research discussion, the data are described in detail with examples of the analysis results of the existing data. The results of analysis are divided into appropriate type of conversational implicature, flouting of maxims cooperation and the function of flouting maxims in Ellen DeGeneres talk show based on types of maxims by Grice's theory.

1. Generalized Conversational Implicature.

Generalized Conversational Implicature is a type in which the interlocutors do not require special knowledge to know the meaning of a conversation because the context used in this type is general conversation, that makes an interlocutors directly understand the meaning of the conversation (Grice,1975).

a. Flouting the Maxim of Quantity

In maxim of quantity, a speaker is expected to provide enough information, relatively adequate, and as informative as possible. Grice (1975) stated that Maxim of Quantity : Make you contribution as informative as is required. Such information will not exceed the actual information needed by the hearer. Speech that does not contain the information needed by hearing and speech contains redundant information; it can be said that it violates a maxim of quantity in Grice's cooperative principles. The speaker who flouts the maxim of Quantity seems to give less or too much information. For example :

Ellen : what kind of music did you make? Um ai u..
I'm assuming pop

Jake : No, it's like; I really do not have any idea. I do not really remember. But it was like; it was rock music I guess. Yeah, ummm. Oh no, you have the cd.

This situation happened when they were discussing about music genre. Ellen knew when Jake was young he was in a band with his friends. Jake was surprised to see that Ellen knew about his band and his album. It turned out that Ellen had the album of Jake's band; that is why Ellen knew a lot about that information. Based on the above conversation, the type of conversational implicature that was found from the implicit meaning in data (1) was Generalized Conversational Implicature, because it occurs when the conversation takes general context related to Ellen's question. Moreover, Jake's responds are easily understood by the hearer.

In data (1), we can notice a case of a flouting of the maxim of quantity, since Jake responding is with more information. Grice (1975) do not make your contribution more informative than is required. When Ellen asked about the kind of music to the Jake and his responses of "No, it's like; I really do not have any idea. I do not really remember. But it was like; it was rock music I guess. Yeah, ummm. Oh no, you have the Cd" give more information and creates an implicature which implies that he a little bit forget because he joined the band when he was young. Therefore, it make Jake indirectly said the type of music.

According to Robinson (1989), Grice's Cooperative Principle assumes that speakers must have a common goal or purpose to their conversations in order for them to understand what the other interlocutor means and implies. The first example, in the context of discussing the genre of music, Jake's answer aims to give explanation.

b. Flouting the Maxim of Quality

In the maxim of quality, a participant is expected to deliver something real and suitable with the actual facts in conversation. Paul Grice (1975) stated that in Maxim of Quality, you do not say what you believe to be false or that for which you lack of evidence. The fact must be

supported and based on clear evidence. Ellen Show is an event which attracts many more people since it is entertaining. Most people believe that it can give update information being discussed in a society, but in fact this maxim is ranked as the most violations found in Ellen DeGeneres talk show. For example:

Ellen : You text—Yeah, you sent me a text, and I—
 Oprah: I was watering the orchid that you gave me a year ago, and my goal was to keep it for a year, and I did.
 Ellen : And now you're done.
 Oprah: Well I still got a few more days.

In Oprah's birthday, Ellen once gave her an orchid. Ellen put a lovely note on the flower saying that Oprah should take care of the orchid until her next birthday. It turns out that Oprah remembers Ellen's flower even-though she got lot of flowers at her birthday. Until now, the orchid is still well-living because Oprah thought that the orchid was the special gift she received from last year. This utterance can be classified as Generalized Conversational Implicature because from Oprah's answers, the audience can easily think that Oprah would have her birthday soon. The audiences do not need a special knowledge to understand what the purpose of implicit meaning in the conversation is.

Grice (1975) stated that do not say what you believe to be false. Do not say that for which you lack adequate evidence. In data (6), it can be seen as a case of flouting the maxim of quality because the first respond is not appropriate with the real situation. This occurred during Oprah's birthday in 2014. Ellen gave an orchid as a gift to Oprah. Her message to Oprah was that she should take care of the orchid until her birthday in the following year. Oprah's answer "and my goal was to keep it for a year, and I did" implies that she keeps maintaining and watering the orchid that it is still alive until today. When Ellen asked "And now you're done" then Oprah responded "Well I still got a few more days" creates an implicature that she just needed several days to finish that mission. Because she came to Ellen's show on 9th of January, people know that she only needed 20 more days to successfully complete the mission of taking care of the given orchid by Ellen.

The speaker is not allowed to say something (s)he knows it is false. In fact on the example of data above, the guest-star replied with a untruth answer or not appropriate with the fact. Every example of the flouting always have a different purposes. In the example above the context of discussing about a gift of Oprah birthday, the response does not match the question because it is aimed to explain that his mission will be completed in a few days, because his birthday is coming up.

2. Particularized Conversational Implicature.

Particularized Conversational Implicature is a type in which the interlocutors indirectly require more assistance to understand the meaning of a conversation because the context used in this type is not general in nature. Yule

(1996: 42) stated that among the various types of conversation there is a conversation called particularized conversational implicature which is an additional unstated meaning that depends on special or local knowledge.

a. Flouting the Maxim of Relation

In the maxim of Relation it is expressed that in order to create good cooperation between speaker and hearer, each should give relevant contribution on the issues being talked. Grice (1975) to observe this maxim, the speaker is assumed to be saying something that is relevant to what has been said before. So the point is the answer of hearer should be appropriate with the speaker's questions, but in fact, flouting the maxim of Relation is still found in this talk show. For example :

Ellen : alight, how many letters there are in, oh
 Jake : so what? Is there been thirty seconds here cause i'm outof shape
 Ellen : yeah,
 Jake : yeah.

This conversation occurs when Ellen invited Jake to play games. Ellen asked Jake to jump rope because Ellen knew that he is very good at doing it. When Jake jumped rope, Ellen would give a question and for each correct answer, Ellen would give a thousand dollars as a charity. The data from this conversation can be classified as type of Particularized Conversational Implicature because we need a special knowledge to understand the meaning of this conversation. It happens when Jake was jumping on the rope fast and he thought it is already 30 second then he wanted to finish it.

In the conversation between Ellen and Jake show that he is flouting the maxim of Relation. When Ellen asked about "how many letters there are?" and Jake answered "So what? Is there been thirty seconds here cause I'm out of shape" shows that his response included something irrelevant to the Ellen question and creates an implicature which implies that it was a sign to finish the jumping rope.

Based on the data analysis flouting the maxim of Relation, it can be said that every response which is not relevant to the context of the questions lead to misunderstandings in a conversation (Grice,1975). The flouting maxim of Relation usually occurs because there is a review behind it. In the example of data (1), it can be stated that Jake's responses do not correspond to the questions given by the host. Jake thought that the time has run out even-though he did not know exactly whether it has been more than 30 seconds or even less. So the purpose of Jake's response aims to give information Ellen that those 30 seconds is a short time.

b. Flouting the Maxim of Manner

According to Grice (1975) and Yule (1996), maxim of manner is "to be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief, be orderly" (1996: 37). To avoid misunderstanding and ambiguity in the

conversation, we should follow maxim of manner, but in particularized conversational implicature the speaker uses sentences which are commonly Relation and the sentences have conveyed meanings and additional information which float the maxim of relation. Therefore, in understanding what the speaker means, the hearer should assume what the speaker is trying to say.

The obscurity of expression and ambiguity Obscurity expression and ambiguity in the conversation shows that the speaker flouts the maxim of manner. In the data, the researcher found only one conversation containing this flouting maxim. For example :

- Ellen: cause i did not wanna get hit by the clown.
 Yeah, no, but thanks for coming back. Umm you, we were just talking about first dates and bad first dates. Have you had bad first dates?
 Jake : um, one thing that i always do is um I always bring my dates to my mother's house for the first dates so that's like.

The situation occurs when Ellen and Jake was discussing first date and a bad first date. Jake's response could be interpreted with two meanings; not every women love what he did at that time nor all of them guessed it was a bad first date. This implicit meaning is included in Particularized Conversational Implicature because we have to understand the habits of Jake's. This condition occurred when Ellen asked Jake about the bad first dates. Jake's answer shows that it was like a tradition of Jake's family. He always invited his girlfriend to his mother's house.

In data (2), the maxim of Manner is being flouted; when Ellen asked a question of "have you had bad first dates?", he responded by using ambiguity. Not every woman thinks that the tradition of Jake's family is a bad date. Jake's response creates an implicature which implies that Jake has a tradition in his family always invited his first dates to his mother's house without answering Ellen's question.

Based on the data analysis about flouting maxim of Manner, it can be said that if the speaker responses are ambiguous, it will make the conversation inefficient because of the miscomprehension towards interlocutors' utterances.

According to Paul Grice, either Generalized Conversational Implicature or Particularized Conversational Implicature may flout the four types of maxims but, in this research there are only two flouting of maxims, Quantity and Quality, which occur in Generalized Conversational Implicature because both maxims show peculiarity which can be easily detected by facing the interlocutors directly and the utterances of Generalized conversational implicature are being very general that the maxim factors did not allow for maxim of relevance and maxim of manner. Meanwhile, the rest of two flouting maxims, Relation and manner, are only found in Particularized Conversational Implicature. Since both of them are hardly found in utterances because the utterances which flout maxim Relation and manner can have two or more purposes; the purpose can only be defined by receiving further information of the speakers. Furthermore, there are four function of flouting maxims

occurred in this study since the setting of the conversation is in talk show which basically requires the host to reveal the secret story or background of the guests and also to entertain the audiences. Those functions are (1) changing the subject; (2) giving information; (3) explaining and (4) entertaining..

CONCLUSION

The purpose of this study is to identify the flouting maxims in Conversational Implicature in the Ellen DeGeneres talk show. Based on result and discussion in chapter 4, some conclusions are made related to the research questions and objectives of this research, as follows:

The first research question discusses the study of flouting maxim in conversational implicature that found in Ellen DeGeneres talk show. There are two types of Conversational Implicature. Those are Generalized Conversational Implicature (GCI) and Particularized Conversational Implicature (PCI). The Generalized Conversational Implicature is found in most data presented in this research. It found in data 1, 2, 3, 4, 5, 6, 7, 8, 9. The Generalized Conversational Implicature is found in all data presented in this study. The Particularized Conversational Implicature only found in 2 data included; data 2 and data 9.

Second, there are four kinds of flouting maxims in Ellen DeGeneres Talk show, those include; maxim of quantity, maxim of quality, maxim of manner and maxim of relevance. All of the type of maxims are flouted in the data.

Furthermore, the application of Conversational Implicature which flouts the maxims used by characters has several functions found in the data. Those are changing the subject, giving information, insulting, explaining, and entertaining. The most dominant function found in the characters' utterances in ellen DeGeneres talk show is *explaining*. The fact that flouting maxim Quantity generally used by ellen's interlocutors indicates that ellen DeGeneres has failed to dig up the information she needs in her interlocutors. Most of her interlocutors consciously flout the maxim of Quality in order to avoid exposing the truth about their life.

All in all, there are only two flouting maxims, Quantity and Quality which occur in Generalized Conversational Implicature because both of the maxims show peculiarity which can be easily detected by facing the interlocutors directly. Meanwhile, the rest of two flouting maxims, relevance and manner, are only found in Particularized Conversational Implicature. Both of them are hardly found in the utterances because the utterances which flout maxim relevance and manner can have two or more purposes and the purpose can be defined by receiving further information of the speakers.

SUGGESTION

It is highly suggested that this study can be a relevant study to the pragmatics field specifically conversational implicature. The researcher expects that the further research will be able to do a field research in order to dig more and complex data since the data in this study are in the forms of movie which has its own limitation. The researcher also hopes that this study can inspire another researcher to find out more about conversational implicature.

The researcher expects that this study can help another researcher to go deeper in conversational implicature field in order to find out the more complex understanding to the conversational implicature field. Moreover, researcher think that this study can help every reader to find out more about conversational implicature.

Last but not least, the researcher has high expectation that this study could become the guidance for working field. It has become an issues in language field, specifically in linguistics, that there is limited amount of job that has specification design for language. Thus, the researcher hope that this study can inspire the reader to take linguistics as profession in order to apply knowledge to real life situation.

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