

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Communication is an essential element in human life. Communication allows humans to connect, share information, and understand each other. Effective communication can also help avoid problems and conflicts. On the other hand, Language is a means of communication. Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, this combination answering to that of ideas into thoughts (Henry). Language is a system of symbols that have meaning, a tool of human communication, expression of human emotions, and is a means of manifesting human thoughts in everyday life, especially in searching for the essence of truth in life. If the use of language can be minimally understood according to the intent and purpose of the speaker, then the language has achieved the goal of conveying a message in communication. Language is of course closely related to communication science. The development of communication is increasingly varied and increasingly advanced. In fact, communication is not only used for daily activities, communication is packaged in an interesting way into various programs on television and radio. Television has a very big contribution to the dissemination of information. Television is also an information technology that has had many developments. The development of technology means that television can be easily accessed via mobile phones which are integrated via the internet.

Miscommunication can also occur, not only in everyday conversations but also in the media. such as television media, often discuss issues that occur in society, one of which is gender issues. Gender issues have become sensitive issues in all generations because they are the basis of almost all other social problems. even religion and politics do not escape this reality and even tend to be byproducts of

gender issues. Many debates discuss the issue of gender boundaries. Differences in opinion give rise to debates which allow for miscommunication and violations of conversational rules.

In the context of communication, people are expected to be able to obey the Cooperative Principle as proposed by philosopher Herbert Paul Grice in his 1975 article "Logic and Conversation". The cooperative principle is the assumption that conversation participants generally strive to be informative, honest, relevant, and clear. In a conversation sometimes include idiomatic, symbolization, and expression which can make the conversation ambiguous. Grice (1972) stated that "Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged". Conversational maxims manage how a person communicates. However, in everyday communication, misunderstandings in capturing the meaning of conversation are still often found. This is because the speaker and partner have not fulfilled the principle of cooperation. Violations of the principle of cooperation often cause the interlocutor to feel offended because the language used by the speaker can cause arguments. The reason the author conducted research was because the author found that there were violations of maxims in talk show debates and a lack of application of the cooperative principles. In debates, tense situations usually occur, namely differences of opinion which can be said to violate the principle of cooperation. If this is violated, communication will not run smoothly and social relations with the person you are talking to will not be maintained properly. The cooperative principal theory helps to get over ambiguity and convey hidden meaning. Language errors are often found, especially in talk shows or debate on television. Therefore, this study was conducted to determine the level language errors in speech. Knowing language errors in talk shows shown to the public is useful for knowing, increasing, insight, and developing language.

Grice proposes four maxims of cooperative principle to help keep the conversation going well. Those are maxim of quality, maxim of quantity, maxim of manner, and maxim of relevance. The maxim of quality requires conversation participants to say

the truth according to facts and data. When following this maxim in communication, you should only say things that you can backup with evidence. The maxim of quantity requires conversation participants not to say things that are not needed by the conversation partner. Do not overdo it in conveying or giving information to your conversation partner because it is important to keep the conversation going. While The maxim of manner requires conversation participants to speak directly, unambiguously, not vaguely, without exaggeration, and coherently. When abiding this maxim, we should avoid using complex words that we know our listeners will not understand and should try our best to be clear and coherent. And last the maxim of relevance. This maxim requires the speaker to provide an answer relevant to the topic of conversation. Following this maxim helps to keep conversations on track and prevent random conversations that lack continuity.

Related to the maxim violation, it can be associated with several statements to figure out the implied meaning behind the action. Grice (1975) said, the violation of maxim mainly aimed to mislead the hearer. beside from that, there are also other reasons why a person violates the maxim. Goffman (1967) said that maxim violation can be done to save other's face. Christofferson (2005) says that in real-life situation, people violate the maxims for different reasons. Leech (1983) also stated that the cooperative principle is created to associate with the politeness principle. It can also be done to protract the answer (Brown & Yule, 1983). Khosravizadeh and Sadehvandi (2011:122-123) say that the speakers violate Grice's maxims to cause misunderstandings on their participants' part to achieve some other purposes, for example, to protracting answer, please counterpart, avoid discussion, avoid unpleasant condition, and express feelings.

On some research, maxim violation has been discussed in Talk Show (Ailia, 2019; Sinaga, 2020), Film (Khosravizadeh and Sadehvand, 2011), TV Show program (Banat, 2022), and Monologue (Marta and Nuswantoro, 2023) with various topics. However, none of them are discussing maxim violation in TV Show which discussed the topic on gender education on children. Based on this background, the

writer interested in studying maxim violations on the TV shows Good Morning Britain, specifically in the video discussing gender issues on children. By evaluating the Gricean maxims from different backgrounds and opinions, this study reveals which conversation is not following the cooperative principle and the reasons why the speaker violates the cooperative principle. To analyse the data, the researcher used Grice's (1975) theory to describe maxim violations, and used some previous journal to explain the reason behind the violation.

1.2 Research questions of the study

In this research, there are two questions that would be analysed, as follows:

1. What kind of maxims are violated by the main guest speaker and the interviewer in the TV show Good Morning Britain?
2. What are the reasons of the speakers violating the maxims in the TV show Good Morning Britain?

1.3 Objective of The Study

The objective of this study is to analyse which conversation in TV Show Good Morning Britain that applied types of violating maxim and also identify the kinds of maxim violated by the main guest speaker and the interviewer and to describe the strategies of Maxim Violating used by the main guest speaker and the interviewer in the talk show Good Morning Britain. This study also finds the reason why they did not obey the cooperative principle in the conversation.

1.4 Limitation of The Study

In order for this research to remain relevant to the topic, the researcher limited this research. this study only focuses on how the interviewer and the main guest speaker

violated maxims. This study will also analyse eight videos about gender education specifically for children that uploaded on the YouTube channel Good Morning Britain. first video entitled "*Should There Be a Limit to Gender Identities?*" second video entitled "*Gender Neutral Family Are Raising Their Child as a 'Theyby'*" third video entitled "*Is It Sensible to Allow Children to Explore Gender in Schools?*" fourth video entitled "*Should School children Be Able to Change Their Gender?*" fifth video entitled "*Piers Morgan Debates With Parent Fighting for Their Child's Right to Remain Genderless*" sixth video entitled "*Munroe Bergdorf Clashes With Piers in Heated Debate on Gender Fluidity*" seventh video entitled "*Piers Challenges Journalist Who Is Against LGBT Lessons in Schools*" and eighth video entitled "*Piers Morgan Clashes With Headteacher in Gender-Neutral Debate*" Finally, this research only analysed data in the form of words, phrases and sentences that were transcribed from oral data into written data.

1.5 Significance of The Study

This research is expected to provide further insight into the investigation of violating maxim depicted in TV show programs. This research also expected to acknowledge the readers about the rules on the cooperative principle in Grice's theory, which provides good communication between the speakers and the hearer. In addition, according to the researchers, this research can be used as a reference or comparison for the upcoming research