

# CHAPTER I

## INTRODUCTION

This chapter presents some aspects that become foundation in analyzing problems in this research. It gives description about the background, the problem that will be analyzed, objective, limitation, significance, and the key terms regarding the topic.

### 1.1 Background of the Research

Language is used as a means of communication. Its existence cannot be separated from the human life especially in the daily activities, to express the ideas and thought, to establish and to maintain the relationship with other people. Since each country has its own national language, people need unity forces which allow the people of a country to communicate with other countries. According to Francis (1958: 13) in which he states that:

Language is an arbitrary system of articulated sounds made use of by a group of humans as a means of carrying on the affairs of their society.

Francis says language is an arbitrary. It is called like that because there is no necessary or natural relationship between the words of a given language and the concept that they represent. It can happen because of agreement in a group of human and it is arbitrarily used by them in their society.

Language has an important function. It is for communication. We can use language to communicate with others. According to Business Times (2011), language is an important aspect in our day to day life because it enables us to communicate. Without language, it is impossible to carry out communication in

the real world. We can use the language in our life as a tool in communication when we talk with other people. When we are in the society or wherever we are, there is always a time for us to use the language.

Further, communication consists of speakers and hearers. Without them, the communication is very impossible to happen. According to Adisutrisno, a sentence is spoken in a particular context by a certain speaker and is directed to hearer (2008: 62). Therefore, in communication there have to be interactions between a speaker and a hearer.

Talking about communication, all of people do communication not only orally but also written. According to Saylor (1999-2013), human verbal communication consists of two primary types, speech and writing. It means that speech is spoken and writing is written. Some people use more written language in communication than spoken one. Nunan explains that written language is used to communicate with others who are separated in time and space, or for those occasions in which a permanent and semi-permanent record is required (1993: 8). The example of communication in written language is postcard greetings to family or friends and also short messages which are sent through a mobile communication provider, which is called Short Message Service (SMS) or in international is more familiar called texting. Spook (2002) says that a common way of modern communication is text messaging (texting) i.e, sending an SMS message, 160 characters or less, to and from a mobile phone. Spook (2002) adds that texting in today's world has become one of the most popular ways of communication.

So, in this context, communication will be successful if there is no misunderstanding between the speaker and the hearer. The speakers must be aware when they use language or when they speak with the hearer and the hearer has to try to understand the speaker's intention or the speaker's means. So, the hearer should know the speaker's communicative intention when the speaker produces an utterance. This is in line with Allan's opinion (1986: 3 in Wijana, 2004: 53), that is:

The primary function of language is communication, i.e, the deliverance of meaning from speaker to hearer; ordinarily, if H perceives a noises S makes to be linguistics, he reasons that speaker has produce it with the intention of communicating something by making use of the conventions of some natural language.

The speaker and the hearer have to be cooperative and have contributions in order to have a smooth conversation. Between speaker and hearer have commitment when they communicate each other. Raskin (1985: 101) also explains that the speaker is committed to the truth and relevance of his text whereas the hearer is aware of this commitment and perceives the uttered text as true and relevant by virtue of his recognition of the speaker's commitment to its truth and relevance. Cutting (2002: 34) adds that verbal exchanges, whether interviews, conversations or service encounters, tend to run more smoothly and successfully when the participants follow certain social conventions. In such a way people have to obey the rule in communication in order that communication can run smoothly.

According to Grice (1975: 45 in Toolan, 1992: 286), conversations normally exhibit some degree of coherence and continuity, which suggests that

speakers are obeying some general principle of co-operation. Then Grice formulates a general principle of language use which is called the Cooperative Principle. Grice (1975 in Brown and Yule, 1983: 31) explains about cooperative principle and says:

Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you engaged.

Grice adds if the speaker and the hearer apply the cooperative principle, their conversation will truly work effectively and run smoothly. Levinson (1983: 101) adds that cooperative principle may be formulated as guidelines for the efficient and effective use of language in conversation. Grice (1975) creates The Cooperative Principle that is reflected in the four maxims of conversation. The four maxims are Maxim of Quantity, Maxim of Quality, Maxim of Relevance and Maxim of Manner. In Levinson's conclusion (1983: 102) these maxims specify what participants have to do in order to converse in a maximally efficient, rational, co-operative way: they should speak sincerely, relevantly and clearly, while providing sufficient information.

Concerning Cooperative Principle, Thomas (1995: 64) gives example of communication between husband and wife in which the wife answers her husband's question obeying the cooperative principle.

Husband : Where are the car keys?  
Wife : They're on the table in the hall

He explains further that the wife has answered clearly (Manner), truthfully (Quality), has given just the right amount of information (Quantity) and has directly addressed her husband's goal in asking the question (Relation). He also

adds that the wife obeys the cooperative principle because she has said precisely what she meant, no more and no less, and also there is no distinction to be made here between what she says and what she means—there is no additional level of meaning.

Actually no one speaks like that all the time. When we communicate with people, we do not always obey the rule. Sometimes the speaker communicates with the hearer by adding the information or less the information. It means that the speaker flouts the rule or flouts the maxims. In Thomas' opinion (1995: 65), a flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with deliberate intention of generating an aspect of meaning that the speaker conveys, implies or suggests without directly expressing. This is taken further by Brown and Yule (1983: 32). They explain that the flouting of maxim results in the speaker conveying, in addition to the literal meaning of his utterance.

Thomas (1995: 66) also gives the example of flouting the maxim. There is the conversation which happens between two friends, A asks B about mutual friend's new boyfriend:

A: Is he nice?  
B: She seems to like him.

From that example, Thomas explains that B could simply have replied: "No" – this would give the maximum amount of information possible in the situation. Instead, B gives much weaker and less information response. It would be possible to argue that his failure to do so stems from a clash between the maxims of Quantity and Quality (B cannot say for certain whether the new boyfriend is

nice or not, and only on the basis of the evidence he has). But this explanation is rather implausible. It is better explained by what Grace terms ‘exploiting’ the maxims.

Nowadays most people can do communication with others using short message that is sent via provider. It is often called SMS (Short Message Service) by all of people in Indonesia. Wikipedia (2013) explains that SMS is a text messaging service component of phone, web, or mobile communication systems, using standardized communications protocols that allow the exchange of short text messages between fixed line or mobile phone devices. Many people like sending SMS. There is more than one reason why people use SMS text messages to communicate. One of them is sending SMS text messages are much cheaper than actually making a call from one cell phone to another. According to Tim Messaging Centre (2010-2013), people always found this way of communication cheap and simple. A normal conversation from a cell to another can cost triple the amount when all they need is to send a few SMS's, which will cost the fraction of the price of a call, and still will give you the opportunity to say everything you want.

According to Tim Internet Sehat (2012), the Institute of Pew has a note, the amount of text messaging which is sent by American people in 2000 only 14 trillion and it increases become 118 trillion in 2010. Thickett (2012) also supports and he gives opinion that the research is conducted by Ofcom in 2011 showed 58% of respondents communicate with SMS every day, while making a phone call is only 47%. We can see many people like texting messages by SMS better than calling by phone. Tim Internet Sehat (2012) explains further that 95 %

senders are aged 18-29 years old which are students of college and high school. Tim Internet Sehat adds that they can send and receive 88 text messages per day.

So far, Grice always gives the flouting of conversational maxims through spoken but in the flouting of conversational maxim also happen in short messages or SMS. It happens as in spoken. There is no research which discusses about the flouting of maxim through short message which is sent by provider or it is often called with SMS and the general theory of the flouting of maxim by Grice. Such studies will reveal the flouting in short messages. Finally, the result of this research can be used as a reference for further research on the flouting of conversational maxims. Based on this reason, the research is conducted.

## **1.2 Statement of the Problems**

Based on the background of the research above, in this case, there are some selected problems that will be analyzed in the research, they are as follows:

- 1.2.1 What kinds of conversational maxim are mostly flouted in the short messages?
- 1.2.2 How are the maxims flouted in the short messages?
- 1.2.3 Why are the maxims flouted in the short messages?

## **1.3 Purposes of the Research**

Based on the questions of the study formulated above, purposes of the research are as follows:

- 1.3.1 To identify and describe kinds of conversational maxim are mostly flouted in the short messages.

1.3.2 To identify and describe the way of maxims are flouted in the short messages.

1.3.3 To identify and describe the reasons in the flouting of maxim.

#### **1.4 Significance of the Research**

The findings of this research are expected to give a contribution to the students of English department, especially those who major in linguistics. This research is important to contribute an understanding to the reader's knowledge on pragmatics. The result of this research about script is hoped to be able to help the readers to recognize the overlapping and apposite script in maxims, especially for the flouting of maxims. This study provides a better method for other researchers to conduct further research about script in other interesting areas of language is also hoped, in which people who have high social status involve in.

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#### **1.5 Scope and Limitation**

The scope of this research about utterance and it refers to discourse analysis. The theory of discourse analysis is about spoken text and written text, exactly focuses on utterances in written text. The written text will be observed in short messages.

The limitation of the research is about maxim that is focused in flouting of maxim quantity, maxim quality, maxim relevance and maxim manner. All of that will be observed in the short messages.



## **1.6 Definition of Related Terms**

### **1.6.1 Conversation of maxim**

General principles to underline the efficient use of language, and which together identify general cooperative principles. (Dictionary of Linguistics and Phonetics, 1980: 236)

### **1.6.2 Flouting of maxim**

To deliberately disobey some maxims with the intention that the hearer recognizes that the speaker has some purposes in his/ her flouting. In other words, the hearer assumes that while the speaker is disobeying a maxim, she is still fulfilling the other three maxims. From which the purpose recognized. (Grice, 1967: 2)

### **1.6.3 Short Message Service (SMS)**

is a text messaging service component of phone, web, or mobile communication systems, using standardized communications protocols that allow the exchange of short text messages between fixed line or mobile phone devices. (Wikipedia, March 12, 2013)

## **1.7 Organization of the Study**

This thesis begins from CHAPTER I, introduction, where is the chapter talking about the background of the research, statement of the problems, the purpose of the research, the significance of the research, scope and limitation, definition of key terms, and the last is organization of the study. Then, CHAPTER II, review of related literature. CHAPTER III, research method. After that, CHAPTER IV is about analysis of the research. And the last, CHAPTER V is talking about conclusion and suggestion.