

CHAPTER I

INTRODUCTION

1.1 Background of the study

In recent years the electronic media is needed to build the image of the social and political environments. One of them is a television. TV is not only used in advertising, campaigns, films, drama but also to convey a message. A traditional communication theory describes it as the process of sender, the message, and the receiver. Nowadays, communication studies do not merely focus based on the traditional theory but enhances into a large system as in such term as mass communication, political communication, and journalism. Evolving issues ranging from moderate to hard topics is presented in news, talk shows, debates or interviews. Public shows their response by watching and giving a judgment. Interestingly, many interview programs are currently created and presented exclusively and interactively, as like Face Two Face, Kick Andy, Mata Najwa, Lawyers Club, Just Alvin, and more.

In interview do communication and conversation between an interviewer and interviewee. Masitha says that a conversation consists of connected utterances. It means that a communication is collaborative. She clarifies that partners actively construct a join dialog as they negotiate to understand each other and conclude that it occurs within a particular cultural context that influences interpretation of linguistic units and speaker behaviors (2008 :7).

Communication can be verbal or non verbal. In an interview use a verbal communication. According to Jakobson in Hebert (2011) , any act of verbal

communication is composed in six elements, or factors: (1) a context (the co-text, that is the other verbal signs in the same message, and the world in which the message takes place), (2) an addresser (a sender, or enunciator), (3) an addressee (a receiver, or enunciator), (4) a contact between an addresser and addressee, (5) a common code and (6) a message.

According to Grice (1975) as cited in Brown and Yule, (1983:32) a good communication through a language can be meaningful and understandable if we interpret the language on the assumption that its speaker is obeying cooperative principle. Cooperative principle is characterized by four maxims. Speaker is intending to be true (maxim of quality), be brief (maxim of quantity), be relevant (maxim of relevance) and be clear (maxim of manner). In order to make the communication run effectively and efficiently, the interviewer and interviewee try to cooperate with one another. But in fact, we see and listen that many interviews show the communication in non-observance of maxim or breaching the maxim. Breaching the maxims happens when the interviewee is not cooperative and does not fulfill a particular maxim. For example :

A : And where did you go yesterday?

B : I went to office because I had an appointment with my colleague. And then we met a new client and had a dinner. I came at home at 11.pm

The example above shows that the speaker B gives too much unnecessary information. The fact is that A only wants to know where B went to, not B's activities the day before. Therefore the text breaches maxim of quantity.

Several previous studies of maxims have been conducted by some researchers. Rahayu (2012), for example, studied maxims in “Obama exclusive RCTI bersama Putra Nababan Presidential Interview”. She presented a study that investigates the research on pragmatic area under the concept of Grice’s Cooperative Principle and Brown and Levinson’s Politeness Strategy. She used Grice’s Cooperative Principle to analyze the type of maxims and what maxims are flouted. Moreover, Brown and Levinson’s Politeness Strategy was used to find out the strategy of how Obama anticipates “the pressure” comes from Putra Nababan. Like a research held by Paramitha (2007), the cooperative principle in an interview on Liputan 6 SCTV, she wanted to seek how the speaker’s utterance might be interpreted from the writer point of view as an analyst since the speaker utterance sometimes did not match to the cooperative principle and the four maxims.

The present study is similar to the two related studies above, but it distinctively focuses on a political interview by using the Grice’s theory of cooperative principle not as detail as the research conducted by Rahayu. However, the writer tries to make a different analysis by using an exclusive politic interview for her research.

A political interview has been popular today. Every year people are confronted with many conflict problems related to social, economic, cultural, and law enforcement. Many questions from people need to answer. President, minister, government and politicians are accountable to the general people. The people have a right to be fully informed about political affairs. Politicians are consequently made to explain their action to the people. Usually, the purpose of

the politician in an interview is to sell a favorable image and increase the number of supporters, or to simply clean-up the image in moments of crisis.

Until the end of this year, a political topic of the interview is featured in several television shows. Problems and issues raised and shown to the surface are to be answered. Of course in this case, each interviewer and interviewee should understand the issue or topic well. The ability of interviewer to provide questions and analyze the answers of the interviewees would be a priority of intellect concern. And it is interesting when the interviewer gives questions that cannot be answered by the interviewee accurately and honestly. So that the interviewee likely gives an answer beyond what is expected or out of the context of the question. Livingstone and Lunt in Martinez (2000:21) say that the political interview is thus part of a culture of persuasion where the elite tries to persuade and the mass consumes according to personal taste.

According to the explanation on the political interview above, a pragmatic phenomenon appears on it. Leech (1983:9) says that the maxims, as a part of pragmatics, form an essential part of the description of linguistic meaning in that they explain how speakers often “mean more than they say”. So, even though the interviewee in the political interview does not obey the related maxims, that conversation still runs and the viewers can receive the intended message. Pragmatics can be said as the study of how more is communicated than is said or the study of contextual meaning (Yule, 1996:3).

This study is also based on the theory of critical discourse analysis because the topics covered are also related to the attitude and social criticism in an interview process. Van Dijk (1998:1) explains that Critical Discourse Analysis

(CDA) is a type of discourse analytical research that primarily studies the way of social power abuse. Dominance and inequality are enacted, reproduced and resisted by text and talks in the social and political contexts. He clarifies that critical discourse analysts take explicit position and thus want to understand, expose and ultimately to resist social inequality.

Face Two Face as a material for research is an exclusive political interview show in Metro TV, one of private TV stations in Indonesia. Face Two Face becomes one of the popular TV program today. Presented by Desi Anwar, a senior reporter, people can gain new information and issue around social, political, culture, religion and judicial performed attractively, exclusively with a competent resource person. There are some episodes shown on Face Two Face interview. This research will only deal with one episode, entitled “Exclusive interview with Christine Lagarde” . Christine Lagarde is a Managing Director of the International Monetary Fund. She was appointed in July 2011. Christine Lagarde came to Indonesia after a year she was promoted. In this episode Desi Anwar as the interviewer asks questions about the relations between Indonesia and the IMF today. Problems in economic grow since the financial crisis is also an interesting topic answered by Christine.

The dynamics between the interviewee and interviewer is the data analysis for this research. It means this episode will be examined by using theory of Cooperative Principle and Flouting the Maxims.

1.2 Research Problems

Based on the background of the study, there are some interesting problems to be analyzed as follows:

1.2.1 What maxims are flouted by the interviewee in Face Two Face Metro TV

“Exclusive political interview with Christine Lagarde”?

1.2.2 How does the interviewee flout the maxims?

1.2.3 Why are those maxims flouted?

1.3 Purpose of the Study

1.3.1 To describe what maxims are flouted by the interviewee in the political interview between Desi Anwar with Christine Lagarde.

1.3.2 To describe how the interviewee flouts the maxims and,

1.3.3 To describe the reasons why the maxims in the political interview are flouted.

1.4 Importance of the study

The writer expects this study can supply additional information and also give contributions to the studies of the flouting of conversational maxims in political interviews. This analysis, hopefully, will gain another variation in interviews by flouting the maxims, so the readers especially the students of Faculty of Education understand the using of cooperative principle more based on its four maxims. In addition, the writer hopes the reader can develop their awareness of how to handle interviews appropriately by using cooperative principle and how important when it is applied in a social interaction.

I.5 Method of Research

In this research, the writer uses a qualitative approach; it is suitable with the study analyzing the flouting of cooperative principle. According to Meriam in Paramtiha (2007:19), a qualitative research is descriptive when the researcher is interested in process, meaning and understanding gained through words or picture.

The data were collected from five downloaded videos of Exclusive Political interview with Christine Lagarde in Face Two Face Metro TV. The videos were retrieved on February 24, 2013 from youtube.com. The total length of the video was 40 minutes 59 seconds. The data will be transcribed and mapped by the theme and analyzed by using theory of maxims in conversation.

I.6 Scope and Limitation

To limit the research and give a broad interpretation, the writer only analyzes one episode, entitled “Exclusive interview with Christine Lagarde” in Face Two Face TV program and will be examined by the writer by using theory of maxims in conversation in pragmatic and Critical Discourse Analysis areas.

I.7 Definition of Key Terms

1. Political Interview : The political interview is thus part of a culture of persuasion where the elite tries to persuade and the mass consume according to personal taste (Livingstone and Lunt in Martinez 2000: 21).

2. Cooperative principle : the principle that helps the speaker to make the contribution of the conversation clear (Grice, 1975 as cited in Yule, 1996: 32).
3. Maxims : Rules of conduct that cooperative conversational partners follow: maxim of quantity, maxim of quality, maxim of relevance, maxim of manner. (Grice, 1975 as cited in Davies, 2000:2)
4. Flouting of Maxims : A condition when the speakers may break a particular maxim, producing in a liability to mislead other participants because his or her unwillingness is to cooperate with other participants. (Aziz,2000 as cited in Rahayu. 2012)
5. Pragmatic :The study of the speaker meaning, contextual meaning, and how more gets communicated than is said (Yule, 1996,3)
6. Critical Discourse Analysis: Critical Discourse Analysis is a type of discourse analytical research that primarily studies the way of social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political contexts. With such dissident research, critical discourse analysts take an explicit position, and thus want to understand, expose and ultimately to resist social inequality (Teun A. Van Dijk ,1998:1)