

## **CHAPTER IV**

### **ANALYSIS**

In this chapter, the writer presents part of the interviews between Desi Anwar as the interviewer and Christine Lagarde as the interviewee that is categorized as flouted maxims and how it is identified. The writer classified the data based on the flouting maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. After classifying the data, the writer make analyzed how the interviewee flouts the maxim and explains the underlying reason why the maxims are flouted. The analysis was done sequentially based on the research problems. The writer chose 2 examples of flouting the maxims from 30 answers of video transcription to questions which can be as representative of the phenomena. In the script, the writer found that the using of flouted maxim really gives a strategy of Positive Self-image and attitude of the politicians or interviewees.

#### **4.I Political Interview in Face Two Face on Metro TV**

Utterances between Desi Anwar and Christine Lagarde in Face Two Face are the sources of data for this research. The writer only dealt with one episode from Face Two Face, entitled “Exclusive Political interview with Christine Lagarde”. The videos were retrieved February 24, 2013 from youtube.com.

Livingstone and Lunt in Martinez (2000:20) say that classification on the interview has two differences: (a) in-depth interview and (b) short interviews. The analyzed video of political interview referred to a generally in-depht, which last

up to an hour, including the talk about detail analysis approach for the topic. The total length of the video was 40 minutes 59 seconds including the structural opening interviews on TV. According to Martinez (2000:165), the political interview opening customarily contains three structural components, (a) Headlines, (b) Story and (c) Interviewee Introduction.

In Face Two Face show, Headlines that runs in 2 minute 38 seconds introduces the topic about IMF and the relationship to Indonesia today. In the video that spends for about 11 minute 53 seconds, Story provides relevant background information about the topic discussed between Desi Anwar and Christine Lagarde. And the interviewee does an introduction in 26 minute 28 seconds. It shows a conversation with turn-taking system. Desi Anwar asks questions first and then are answered by Christine Lagarde

## **4.2 The functions of Flouting the Maxim**

The function of the flouting the maxims depends on the trace of flouts. From the political interview between Desi Anwar (DA) and Christene Lagarde (CL), the writer found and analyzed the flouting maxim quantity, maxim of quality, maxim of relation, and maxim of manner.

### **4.2.1 The Flouting maxim of Quantity.**

The study reveals that Christine Lagarde (CL) flouts the maxim of Grice's Cooperative Principle. Christine breaches the maxim of quantity in two ways. In some case, she only gives a little information to the questions asked by interviewer. In another case, she gives too much information. The following

details present a textual evidence of failure in observing maxim of quantity that is performed by Christine Lagarde.

### **Textual Evidence 1.1**

**DA** : Tell us about your visit this time? Do you have any particular agenda?

What do you hope been together upon your visit to indonesia?

**CL** : for firstly to pleasure to *a* be. back in Indonesia. ( ...) Indonesia is a country where I have friends, personal friends, and where I have a colleague-- former colleague, ministry of trade, ministry of tourism, ministry of finance, governor of central bank, and many many good contacts and here I am more delighted to see them again. My visit to indonesia, *a* is the development of partnership that has been established very *a* postively, very *a*. fruitfully, with indonesian authorities. *a* The IMF, is as you know, an international institution that serves a hundred and eighty eight members. But the membership in ASIA is very active, *a* ,very engaged in the inniciative taken by fund. It is important for me , *to...*, *to...*, visit the member ship, to hear what *a*, they are concerned about, to listen to their story, (...) to listen to the voices of ASIA, and the having just been to japan, and the going later to Thailand, because it is important that I could spend 3 days in Indonesia.

From the textual evidence above, the interviewer addresses about the polar question on the textual evidence 1, i.e. “Tell us about your visit this time? Do you

have any particular agenda? What do you hope been together upon your visit to indonesia?" It is clear that the question only requires the reason why she visits Indonesia. Meanwhile, Christine responds this question implicitly and gives too much informative response.

She extends her answer by giving additional information about her friends, their relationship and how she feels when meeting them again. Meanwhile, the answers needed by the interviewer is "I visit Indonesia to develop my partnership". Christine has replied : "My visit to indonesia, *a* is the development of partnership that has been established very *a* postively, very *a*. fruitfully, with indonesian authorities" Therefore, the textual evidence code 1.1 in part 1 is categorized into the flouting maxim of quantity.

Christine does not answer the question from the interviewer directly on the subject matter but uses a phrase : "Indonesia is a country where I have friends, personal friends, and where I have a colleague, former colleague, ministry of trade, ministry of tourism, ministry of finance, governor of central bank, and many... many good contacts and here I am more delighted to see them again". Politically, Christene starts with the answer "familiarizing". Trying to establish a positive image that she is not a stranger in this country. The last director of IMF, Michael Camdessus came to Indonesia was 14 years ago when Indonesia experienced economic downturn. IMF provided loans burdening the people. Now IMF is deemed to be negative for this country.

According to Fairclough (2003) in Farrelly(2011:4), one of CDA aspects to focus the analysis is a style (ways of being), *Style* is the way of being that a speaking or writing embodies. One can be authoritative, or humble, arrogant or

reticent and so on in the way one speaks or writes. In this case, Christine chooses to open the conversation more humbly and friendly. Christine uses a positive sentence “*personal*” friends, “*good*” contacts, “*very*” active, “*very*” engaged. “*to*” hear, “*to*” listens in “It is important for me , *to...*, *to...*, visit the member ship, to hear what *a*, they are concerned about, to listen to their story, (...) to listen to the voices of ASIA”. This is certainly a way for Christine to be more positively rated by the public.

#### **Textual Evidence 4.2**

**DA** : otherwise what doing glooman doom scenario?

**CL** :[**answer before the question finish-interupted**] I do not want to concentrate to glooman doom all the time you know, I am more e focus on what need to be done to the rest of the situation

From the textual evidence above, the interviewer addresses about the polar question: “what doing glooman doom scenario?” It is clear that this question needs an answer about what the glooman doom scenario and their effects. Meanwhile, Christine responds this question with very little information and is not explaining about that.

Christine in this case does not clearly answer the possibilities that will happen if the financial crisis continues. Christine tries to emphasize that the focus is to solve the problem and does not explain what the strategy of the IMF will be taken if the crisis or glooman doom scenario happens. As a politician and the head of IMF, Christine has the power and certainly a strategy to resolve the problems

associated with financial policy and express the answers "... I am more e focus on what need to be done to the rest of the situation". In van Dijk's (1998) view, social power abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political contexts. Christine uses the word "focus" to stress that she is a leader who has integrity and loyalty to their work. Of course it is a strategy to give impression that she is a leader who is responsible for the community.

#### 4.2.2 The Flouting maxim of Quality.

The maxim of Quality expects the speaker to say something true or suggests to a valid contribution with certain evidence. It means that he/she should not say what he/she believes to be false and should not say something which is lack of evidence. The following textual evidence shows the fragment of interview transcript that flouts the maxim of Quality.

#### Textual Evidence 1.4

**DA:** so the reason evolution *e* in the relationship between the IMF and Indonesia that you can see as Indoensia has evolved in the last 14 year and *em* doing quite well, in economy, you can see that evolution in realtionship?

**CL :** I (...) you know, I can speak for-- you know, 14 years ago. 14 years ago I was not the IMF, I was not in politics, I was (...) you know in cooperate well in civil society if you will. But I can perceive from what colleague are telling me that relationship has evolved and that it is

much more positive, much more constructive. I am certainly here to listen not to dictate, I am here to learn not to petronize because your country has gone too a lot and has really had in a right direction it can teach a lot to other people.

The question is about Indonesian relations with the IMF after the occurrence of financial crisis 14 years ago. We know that the crisis has caused Indonesian economic downturn and heavy debt load for the people. Christine responds with a statement “I (...) you know, I can speak for-- you know, 14 years ago. 14 years ago I was not the IMF, I was not in politics, I was (...) you know in cooperate well in civil society if you will”. In her biography before turning to politics, Christine was a great lawyer and a corporate leader as a public work such as that following news that is well developed in the country and other countries. The issue of monetary crisis in Indonesia 14 years ago was a world-class news. So the Christine’s answer “I can speak for-- you know, 14 years ago. I was not the IMF, I was not in politics” is impossible. Therefore, the textual evidence in 1.4 in part 1 is categorized into the category flouting maxim of quality.

Politically, Christine tries to form a new image of the IMF today. She states her position by revealing, “to”, “not”, “right” in sentences “I am certainly here to listen not to dictate, I am here to learn not to petronize because your country has gone too a lot and has really had in a right direction it can teach a lot to other people”. Christine uses a power of talk in the interview and takes a *style* more authoritatively.

Another finding of flouting maxim of Quality shows in textual evidence below:

### **Textual Evidence 5.3**

**DA** : so it is 24 hours job for you?

**CL** : yea very much so. I mean I do wake up quite in middle of the night to check, you know, what , what going on what the team are doing in certain such corner of the world. Yea it is 24 hours job.

From the conversation above, the interviewee asks about working hours. Christine responds “Yea it is 24 hours job”. It is obviously not correct. It is seemingly impossible for someone to work 24 hours a day. They need a rest and to sleep. Thus, Christine’s statement is certainly excessive and does not match to the fact.

Christine wants to show people that her job is not easy. She should always supervise and continuously monitor what is happening in all parts of the world in a matter of financial policy by using word “check” and “team”. It means that Christine shows the power and how she sets up the right to decide policy.

### **4.2.3 The Flouting maxim of Relations**

The research shows that flouting Maxim of Relation occurs when Christine Lagarde (CL) flouts the maxim of Quantity. The maxims of Relations suggest that utterances should be relevant to the context of the conversation. The flouting maxim of Relation means a situation when a speaker gives and makes a response that is irrelevant to the topic with changing the subject, or failing to give



the relevance answer when a person asks a question. The following is a textual evidence of flouting the maxim of Relation.

### **Textual Evidence 2.1**

**DA** : what kind of teach, I mean indonesia is now part G 20, do you think we can play a much bigger role in global state especially, *e* when to come to the relation of global problem and issue we are face to day?

**CL** : you know there is one key word, *e* --. two key words. Number one, all countries are connected in none as immune. That number one. But *e* Number two there is re-balancing that we are seeing happening parituclar in part of the world. *e* when you se that, *e* Chinese, cuurrency count is completely different from what it was priority to crisis. It is rebalancing, it just move from being extremely positive to being slightly positive. And that's that's good because it shows that the domesitic economy is geting stronger as supposed to an economy that is in assumption driven by export. In the same thing, your president have the straetgy for the development for indonesia that will be based on domesitic market development. Opening up to investment, including for indirect investment, making sure that infrastructure project are delivered part not just talked about. And those are really promising *e* evolution if you will, in order to rebalance, and make sure that it's covers all the pontentialities.

From the textual evidence above, the interviewer addresses about the polar question on the textual evidence 2.1, i.e.” what kind of teach, I mean indonesia is now part G 20, do you think we can play a much bigger role in global state especially, *e* when to come to the relation of global problem and issue we are face to day?” It is obvious that the answer required is “yes” or “no”. Meanwhile Christine responds this question implicitly and gives too much informative response, so, she flouts the maxim of Quantity. Besides, Christine’s answer implies and gives too much information. She also flouts the maxim of Relation by changing the topic of discussion.

Christine changes the topic and directs to the ideology of looking at the world financial crisis. Christine gives the way by emphasizing on the phrase “key word”. Christine also adds examples and positive sentences “It is rebalancing, it just move from being extremely positive to being slightly positive. And that’s that’s good because it shows that the domesitic economy is geting stronger as supposed to an economy that is in assumption driven by export” with emphasis on the word “rebalancing”, “positive”, “good” and “stronger”.

Anaother finding of flouting maxim of Relation is shows in textual evidence below:

#### **Textual Evidence 2.4**

**DA:** but, are we in the position, for example to lead the IMF money to solve the crisis?

**CL:** [smile] I think (...) the reallationship between IMF and Indonesia has been solid. *e* what I told you the president was important for all dynamic

emergence economy such as indonesia to have more say, more voice in international institution such as the IMF. And as far as , you know (...), in financial contribution, financial role well clearly emergence market economy are going to play a big role in the future because their role in economy is getting bigger.

Desi Anwar discusses condition of current world financial crisis by asking if Indonesia's current position can give loans to the IMF. The research found that the flouting maxim of Relation occurs when Christine Lagarde flouts the maxim of Quantity. The textual evidence 5.3 above shows that Christine's contribution in giving the information is too long, so, she flouts the maxim of Quantity. Besides, Christine answer implies that Indonesian relations and the IMF are now getting better, she tries to protect her face by asserting another topic and changing the topic of discussion. Therefore, the textual evidence in 2.4 is categorized into the flouting maxim of Relation.

According to Fairclough (2003) in Farrelly (2011:4), one of CDA aspects to focus the analysis is a *style*. The transcript and video shows that Christine answers the question reticently although today Indonesian economy is more stable and healthy. Indonesia has now become one of the economic potentials and a member of the G20. Edith (2012) says in the G20, Indonesia proposes the creation of the General Expenditure Support Fund (GESF), an emergency fund for allowing middle-income economies to secure cost-effective financing for infrastructure and programs to support goals in times of crises.

Christine opens with sentence “I think...”. This absolutely is a way for Christine to be more careful and wiser. Christine Lagarde smartly responds it by shifting the topic on the interview into the capability president of Indonesia. How the president should be able to speak and argue in international institutions by saying, “the president was important for all dynamic emergence economy such as indonesia to have more say, more voice in international instituion such as the IMF”. According to Tubbs and Moss (1994) as cited in Rahayu (2012:40), politician frequently avoids questions by offering irrelevant answers. Christine chooses to answer the question out of context because as a politician and the head of IMF, Christine needs a strategy when she cannot answer the question but she has the obligation to answer the question in order to be considered as a cooperative political.

#### **4.2.4 The Flouting maxim of Manner**

According to Thomas in Rahayu (2012:40), the maxim of manner demands the speakers meaning clearly, concisely, orderly, and avoids ambiguity and obscurity of expression. The speaker flouts the maxim of manner when she/he gives too long-winded or too short utterances and obscurity. The following detail is the textual evidence of how Christine flouts the maxim of Manner.

#### **Textual Evidence 1.3**

**DA** : Okay, I'd like to take up on that realtionship between indonesia and IMF because of you know (...) four teen years ago perhaps the word IMF is not exactly the most popular word that *em* , you know,

sentiment toward IMF here in Indonesia. Now this time, what is the feeling you get, *a*. the relationship between IMF and Indonesia. What kind of *a* emotion that feeling you get in this trip?

**CL** : well you --you, live with your memories, and the you--your future is obviously built on the stories of the past. And I am not pretending that they did not exist, and the country did not go through the very very difficult time. There is no question about it. *em*. I don't think that IMF can be held accountable for all misery of the world. *e* (...) but the country has come through out of the time. But Indonesia is different country, it's a successful economy, it's one that is pulling, *e* that is *a* producing some of the best result in the world, it's the leader of ASEAN's region, it's the leader of the world, and as I said it's voice is heard and *e* and *e* matters. And I think, the-- you draw strengthen confidence from--to development of economy, from what the country has been able to go through. and the, I sense that there is (...) you know very positive set of vibration coming out of this economy with, with a real potential for--for growth, for development for inclusion of the less privileged population and clear concern not only this you know, sustainable solid and balanced growth but an inclusive growth. And IMF is completely on board with those objectives and with strategy of *e* of your president. So of course there is you know (...) what we carry from the past. But there is that mutual determination to look ahead and to draw for the strength of *e* of the economy.

In the textual evidence above Christine Lagarde (CL) response tends to flout the maxim of Manner. Christine does not answers questions with clearly, concisely, orderly and in long-winded. The interviewer addresses about the polar question on the textual evidence 1.3 by asking what kind of feeling and emotion Christine gets in this trip. It is clear that the question only requires emotion answers, “happy” or “sad”.

According to Deborah Tannen, Deborah Schiffrin & Heidi Hamilton (1998), the polarization of interview that characterizes shared social representations and their underlying ideologies is expressed and reproduced at all levels of text and talk. Christine extends her answer by giving additional information using metaphors and ambiguous in the sentences, “live with your memories, and the you--your future is obviously built on the stories of the past”. She gives assumptions for the public imagination and has the interpretation that may different.

Christine also uses her authority and power as a leader to say “I don’t think that IMF can be held accountable for all misery of the world” by emphasizing the words “don’t”, “accountable” and “misery”. Christine directs to the public discourse that the IMF is not the main problem but as the giver of solution for the financial crisis occurring in Indonesia. She also adds a positive view toward Indonesia to leave a negative impression by providing corrections and emphasizing the words “different”, “successful”, “best” ,“leader”, “growth”, “solid” in the sentence “But indonesia is different country, it’s a successful economy, it’s one that is pulling, *e* that is *a* producing some of the best result in the world, it’s the leader of ASEAN’s region , it’s the leader of the word, and as I

said it's voice is heard and *e* and *e* matters". It means that overall of strategy Christine to answer the questions for Positive Self-image and attitude of the politicians.

Another finding of the flouting maxim of Relation is shown in textual evidence below :

#### **Textual Evidence 4.1**

**DA** : how worry should we be about the crisis in europe, you seing are we going tobe, you now infected ....

**CL** : **[answer before the question finish-interupted]** as I said I don't think that anybody is immune because the world is fast and interconneted, because the financial links between countriесе *a* via bank in particular, an financial institution are very strong. And they they they carry the good and the bad at at at super speed hich is much very importance for the country to actually have sound public policy, have sound public fincances , have a strategy to a make sure the development on the watch by the e the authorities.

In a question and answer session above, Desi Anwar asks about whether the economic condition in Indonesia today still needs to feel anxious and worried about the crisis in Europe or not. The answer needed is "yes" or "no", but Christine answers by giving information ramblingly and not briefly. According to Grice (1975) maxims relate to the form of speech we use. We should not use words that the listeners will not understand or say things that have multiple

perceptions. We should also not state something in a long, drawn-out way if we could say it in a much simple manner. Christine uses a figurative language that can give a positive impression despite what is expressed basically has a negative meaning.

Christine also compares to balance the positive and negative sentences such as “good and the bad”. She also uses a word “interconnected”, “link” and “strategy”. In this case, Christine positions herself to act as a counselor. Christine responds by pointing to address the financial crisis faced by the strategies and policies that can be taken by the government. In early 2008, the European Union's crisis slowly battled to overcome the weaknesses in the system of a single currency, the Euro. Various strategies were attempted to stop or at least slow down the burden of the crisis such as the signing of the agreement and the formation of central banks. Politically, Christine would like to confirm that she is working for the public and for the public interest. IMF as a global financial institution is as a facilitator rather than as an institution that has full authority to set the direction of the world economy.

### **4.3 Discussions of the findings**

The analysis of the data leads to the recapitulation. The table below shows the number and the percentage of the flouting maxims that the writer has found in the data. It presents flouting maxims from the 30 answers part 1 to 5 video transcriptions in Face Two Face, entitled “Exclusive Political interview with Christine Lagarde”.



**Table 4.1**  
**Data flouting maxims**

Part	Type flouting maxims			
	Quantity	Quality	Relation	Manner
1	2	1	-	1
2	1	-	3	-
3	4	-	1	-
4	6	-	-	1
5	-	1	-	-
<b>Total</b>	<b>13</b>	<b>2</b>	<b>4</b>	<b>2</b>

The data above present 13 answers as flouting the maxims of quantity, 2 answers as flouting maxims of quality, 4 answers as flouting maxims of relations, 2 answers as flouting maxims of manner and 9 answers as not flouting the rules of the cooperative principle.

**Table 4.2**  
**Percentage flouting maxims**

Types flouting of maxims	Number of Occurances	Percentage (%)
Quantity	13	62 %
Quality	2	9,5%
Relation	4	19 %
Manner	2	9,5%
<b>Total Number</b>	<b>21</b>	<b>100%</b>

The table above shows that the flouting maxim of quantity is frequently employed in observing the maxim, 13 out of 21 failures (62 %). Thomas in Rahayu (2012) says that when a speaker blatantly gives more or less information

that what the situation demands then she/he flouts the maxim of quantity. The second rank is flouting maxim of relation that holds 4 out of 21 occurrences (19%). The failure in observing of maxim of relation exists when the speaker changes the subject of discussion or fails to address another person's goal in asking question (Thomas in Rahayu 2012). Furthermore, the flouting maxim quality and flouting maxim manner in the third and last rank with 2 out of 21 occurrences (9,5 %). Flouting maxim quality occurs when the speaker says untrue utterances or gets uncertain utterances in conveying the message and the speaker fails to observe a maxim of manner by overstating the statement and using different words with the same meaning repeatedly (Thomas in Rahayu 2012).

The Christine tendency in answering the question from Desi Anwar is flouting maxims of quantity with percentages as much as 62% or 13 times out of 21 answers deviating from the rules of maxims. Christine breaches the maxim of quantity in two ways. In some case, she only gives a little information and in another, she gives too much information.

Christine Lagarde as a Managing Director of the International Monetary Fund start to answer questions that "familiarizing". She tries to establish a positive image. We know that the IMF as a world financial institution that has a negative image of Indonesian public. According to Indonesian-Investment article (2011), economic problems of Indonesia began in 1997 when many private Indonesian companies had obtained unhedged, short-term off shore loans in dollars, and this enormous private-sector debt turned out to be a time bomb waiting to explode. The continuing depreciation of the rupiah only worsened the situation drastically. Indonesian companies rushed to buy dollars, thus put more downward pressure on

the rupiah and exacerbating the companies' debt situation. It was certain that Indonesian companies (including banks; some of which were known to be very weak) would suffer huge losses. New foreign exchange supplies were scarce as new loans for Indonesian companies were not granted by foreign creditors. As the government of Indonesia was unable to cope with this crisis it decided to seek financial assistance from the International Monetary Fund (IMF) in October 1997.

However, now Indonesia's economic performance has been impressive in recent years. A fundamental reform of the policy framework over the past decade left Indonesia in a strong position when the global economy turned sour after 2007. The strong policy framework ensured that Indonesia came out of the 2008 global financial crisis as well as the initial stages of the Euro-area problems, much better than its Asian peers. Indeed, at 6.5 percent, economic growth in 2011 was the highest in 14 years.

. Christine chose to open the conversation more humbly and friendly. Christine also avoids 'yes/no' answers and gives some explanation for the question from Desi Anwar. Politically, Christine wants to show that she is a leader who has the power. Christine directs answer very smartly. In this case, Christine attempted to protect her face and IMF. She manages and controls the information with positive sentences to protect the image of IMF. Christine flouts the maxims to enhance IMF's credibility, self-protection, control of information, elaboration and image. These reasons give a great contribution to build a positive political image of the politicians over the public.