

## **CHAPTER I**

### **INTRODUCTION**

In this chapter, the researcher presents the introduction of the research. It includes background of the study, research questions, objectives of the study, significance of the study, and the scope and limitation of the study.

#### **1.1 Background of the Study**

Language is used as a means of communication between people. Using language for communication can build a relationship with other people. The language is typically used to express the thoughts, ideas, and information of people who need to be exchanged, especially in conversation. So language are useful and important in the world, all people need and used it everywhere. But a good conversation is not only about to understand what speaker said but also there are some feedback from the interlocutors.

According to Karim (2016), successful conversation is achieved when both of the participants are cooperative with each other. A good conversation begins with cooperative conversation that makes the conversation is acceptable. The speaker and the listener must contribute to ensure that their conversation reach the first objective. They must provide information clearly when they interact, but sometimes they do not realize that they do not give information clearly or relevant information in the conversation. The interpretation cannot be separated with the context of the communication itself and how the context affects what is said. So, if the speaker want to talk with the listener, the speaker should talk clearly and provide factual information. The listener also should hear and try to understand what the speaker said, then answer as discussed. In conversation, it is better to follow the cooperative principle in pragmatic studies.

Pragmatics is the study that focuses on the relationship between natural language and people who use that language. Yule (1996) states that “pragmatics is concerned with the study of meaning as communicated by a speaker or writer and interpreted by a listener or reader. Therefore, pragmatics is a branch of linguistic that studies the meaning of the words that speaker produce. There are some material in pragmatics study, one of which is about cooperative principle.

According to Grice (1975) cooperative principle is the term in conversation by giving the information such as is required for both speaker and hearer. The speaker should provide information clearly to the interlocutors in order to the conversation to be a success, intelligible, comprehensible, and to effectively communicate. There are four types of maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. To have a good conversation people should follow the rules of the maxim and apply in daily life.

But sometimes people do not follow the maxim or break the maxim. It called the maxim such as give more or less information, be irrelevant, unclear, obscure, and say something false. There are five types of non-observance i.e. flouting a maxim, violating a maxim, infringe, and opt out and suspending. From the four break maxim above, the most common in everyday conversation are flouting a maxim and violating a maxim. According to Levinson, flouting of maxim occurs when the speaker deliberately ceases to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances that is, the speakers employ implicature (1983).

Cooperative principle can be found in several media such as talk show, podcast, and movie. From that phenomenon the researcher will apply the cooperative principle above to analyze the video in one of talk show. The researcher will show the readers that there are the utterances follow the maxim and break the maxim. Talk show is television or radio programme in which a host discusses on various topics with guests informally and listeners or studio audience are invited to participate in the discussion. Timberg (2005:5) defines talk show as a program where one person (or group of people) will discuss various topics which are leaded by a talk show host. The host of talk show generally directs and facilitates the participants or the guests to convey particular information exchange related to personal experience, opinion, and common sense. In talk show, the host and the guest can discuss about interview or simple conversation about social, political, religious issues, and events. The aim of talk shows is to deliver useful information to the viewers and entertain them at the same time (Munson, 1993). He also mentioned the importance of the question in talk show structure and how

well they work to elicit information about the personal and professional life of the guests. The foundation of talk show is typically “fresh talk”, which is talk that is spontaneous or presents the appearance of spontaneity.

Based on the explanation before, the researcher will analyze one of talk show in channel youtube, and the researcher choose talk show of Jimmy Kimmel, namely *Jimmy Kimmel Live*. Jimmy Kimmel is the creator and host of *Jimmy Kimmel Live*, an American late-night talk show that broadcast on ABC. As part of ABC’s lead-out programming for Super Bowl XXXVII, the nightly hour-long show debuted on January 26, 2003, at Hollywood Masonic Temple in Hollywood, California. *Jimmy Kimmel Live* is produced by Kimmel in association with ABC Signature. It holds the title as the longest running late-night talk show on the network, it has been on the air more than three times as long as either The Dick Cavett Show (1969-1975) or Politically Incorrect (1997-2002). For its first 10 years, this talk show aired on 12.35 p.m., but now aired on 11.35 p.m. Eastern Time beginning on January 8, 2013.

Moreover, *Jimmy Kimmel Live* features various line up of guests that includes athletes, celebrities, musical acts, comedians along with comedy bits and house band. A house band in this show was Cleto and the Cletones, led by saxophonist Cleto Escobedo III, a childhood Kimmel’s friend. The Cleto and Cletones play opening and closing themes in the show, and play into and out of commercial breaks. They also play through the entire break for the studio audience. The opening theme of the show was written by Les Pierce, Jonathan Kimmel, and Cleto Escobedo III, and sung by Robert Goulet. In the other side, contradictory to its name, *Jimmy Kimmel Live* has not aired live editions regularly since 2004, and it is shot at 5 p.m. Pacific Time on the day of broadcast. In January 2013, the show had been retitled *Jimmy Kimmel Live*.

Due to the large number of talk show episodes on Jimmy Kimmel, then the researcher only focuses on one talk show episode in Kimmel’s talk show (one of the famous talk show in America). The title of the talk show episode is *David Letterman on Jimmy’s Obsession, Relationship with Howard Stern & His Son Going to College*. Jimmy Kimmel as the host and presented David Letterman as

the guest in this episode. Jimmy and David discuss about David's son, Hary going to college, the friendship with Howard Stern, his viral interview with Kevin Durant, and Jimmy's obsession with him.

It can be called that this episode become special because the guest is David Letterman who had hosted a talk show (late show) namely *Late Show with David Letterman*. But, in this episode he come as the guest. Even though this show aired at 11.35 p.m. with a duration of 17:32 minutes, this talk show has been watch by more than 1.1 million viewers, 15 thousand likes without dislike, and 1.2 thousand comments. Mostly, the viewers give a positive and excited comments to David and Jimmy. There are some comments of the viewers taken from Kimmel's show on YouTube are as follow:

- @LFKGooner: Wow. Thanks Jimmy. This is a watershed moment for TV.

- @catistropical6159: No one makes me laugh harder than Dave... Jimmy's close and this was a great interaction.

- @ladavid86: David Letterman is an icon. A living legend. And despite being passed over as Carson's replacement, history has shown him to be the true king of late-night.

From the comments above, it can be seen that many people excited when they see David Letterman. In @LFKGooner's comment, he thanks Jimmy for inviting David on his talk show. @catistropical6159 also give a positive comment, in his comment he show that he really like Dave (David Letterman). The last comment is from @ladavid86, he said that David a legend or the king of late-night when David become a host in the late show program. Based on the comments, it can be conluded that David Letterman is the best host and many people adore him.

James Christian known as Jimmy Kimmelis a comedian, writer, actor, voice actor, producer, and American television host. He was born on November 13, 1967. Jimmy is a host and creator of *Jimmy Kimmel Live*, a late night talk show broadcast on ABC. Before that, Kimmel was the co-host of *Comedy's*

*Central of The Man Show* and *Win Ben Stein's Money*. Kimmel is also a television producer, whose shows include *Crank Yunkers*, *Sports Show with Norm Macdonald*, and *The Andi Milonakis Show*. Time named Kimmel as one of “The World’s 100 most Influential People” in 2018.

David Michael Letterman known as David Letterman is American television host, comedian, producer, and writer. He was born on April 12, 1947. He has company, Worldwide Pants, produced his show as well as *The Late Show* and several prime-time comedies and the most successful of which was *Everybody Loves Raymond*. David Letterman is best known as host in *Late Show with David Letterman* because he is calm or enjoy as the host. As a comedian, David Letterman uses mature humor to appeal to his audience in this late show. But, here David Letterman as the guest in *Jimmy Kimmel Live*.

In this research the researcher will analyze the cooperative principles and non-observance the maxim especially flouting maxim to find the meaning in conversation between Jimmy Kimmel and David Letterman. Kimmel’s show is interesting to analyze because the guest is David Letterman, who previously hosted his own late show. In this talk show the researcher will analyze how David and Kimmel obey and break the cooperative principle.

## **1.2 Research Questions**

Based on the background above, the researcher formulates questions as follow:

1. What are the types of cooperative principle in the conversation that happen in *Jimmy Kimmel Live*?
2. What are the types of flouting maxim in the conversation that happen in *Jimmy Kimmel Live*?
3. What are the meaning of the utterances occur that follow the maxim in the conversation that happen in *Jimmy Kimmel Live*?
4. What are the implied meaning of the utterances occur that flout the maxim in the conversation that happen in *Jimmy Kimmel Live*?

## **1.3 Objectives of the Study**

Based on the research question above, the objectives of the study are:

1. To explain the types of cooperative principle in the conversation that happen in *Jimmy Kimmel Live*.
2. To explain the types of flouting maxim in the conversation that happen in *Jimmy Kimmel Live*.
3. To explain the meaning of the utterances occur that follow the maxim in the conversation that happen in *Jimmy Kimmel Live*.
4. To explain the implied meaning of the utterances occur that flout the maxim in the conversation that happen in *Jimmy Kimmel Live*.

#### **1.4 Significance of the Study**

The analysis of this study is intended to provide the reader with practical and theoretical significance. Practically, to make it easier for readers to understand what David Letterman and Jimmy Kimmel talk about and the result of this study will be a reference for student of the Department of English Literature at University of Trunojoyo Madura in analyzing related topic. Theoretically, to help the readers or student to understand the application of cooperative principle and non-observance theory, and this research will be usefull and give contribution to linguistic field, especially in pragmatic study related in cooperative principle.

#### **1.5 Scope and Limitation of the Study**

This research is discourse analysis with pragmatics approach. It focuses on the utterance that in line of maxim and flouting the maxim based on the rules of cooperative principle proposed by Grice (1975). There are four maxims, that are maxim of quality, maxim of quantity, maxim of manner, and maxim of relation. And find the flouting a maxim and the meaning and implied meaning of utterances in *David Letterman on Jimmy's Obsession, Relationship with Howard Stern & His Son Going to College* on September 28, 2022. The talk show is from youtube channel namely *Jimmy Kimmel Live* and the duration is 17:23 minutes (<https://www.youtube.com/watch?v=dglZ5ffP8us>).