

CHAPTER I

INTRODUCTION

Introduction is the first chapter of the thesis that introduce the readers to the study, the objective and why it is important to be investigated. This chapter consist of (1) Background of the study; (2) Research Questions; (3) Objectives of Study; (4) Significance of Study; and (5) Definition of Key Terms.

A. Background of Study

As humans, interaction is essential to every aspect of social life. The most used way of interaction is by communicating with other humans. Communication can be said as the process of exchanging information from the speaker to the hearer. Base on Caldwell & Gulbrandsen (2019, p. 2), communication is a two-way relationship with other parties and the rationale for perceiving one's preferences or behaviors. This thing is used as a tool to express thoughts, feelings, and desires that are expected to be understood by the hearer. If the speakers find a topic of interest or purpose, the communication will achieve a meaningful goal (Walker, 2007, p. 3).

The most used way of humans communication is by language. Delahunty & Garvey (2010, p. 5) define language as a system that can connect thoughts through letters, sounds, manual signs, or tactile symbols (e.g. Braille). The real form of language is the conversation. In conversation people are involved in discussing a topic and in a certain situation, they use words, sentences, and various expressions

to reveal their mind and feeling which is expected to be understood by the hearer. In line with Amberg & Vause (2010), language is the most important means of communication and the way effective communication requires recognition and understanding of the connection between the people and the language.

Al-Quran mentions communication as one of human nature. With communication, humans express themselves, form networks of social interactions, and develop their personalities. Communication experts agree with psychologists that communication failures are fatal both individually and social (Dahlan, 2014, p. 117). Al-Quran has been mentioned communication as one of human nature in Surah Al Ahzab verse 70:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا (٧٠)

In the verse 70 of Al Ahzab above, Allah commands humans to always be cautious which is accompanied with the right word. Later Allah will reverse human deeds and forgive humans sin. Who is obedient to Allah and His Messenger, he will undoubtedly achieve great luck. Thus, correct speech is a principle of communication contained in the Qur'an and contains several meanings from the correct meaning (Dahlan, 2014, p. 118).

In order to be accepted and understood between the speaker and the hearer, they must speak cooperatively and mutually. In the 90s, there were two theories found by linguists to help people communicate, they are cooperative principle

proposed Paul Grice in 1975 and politeness principle proposed by Geoffrey Leech in 1983. The two principles have the same aim, which is to make the communication effectively, so the principles can be categorized as the communication principles. Grice described cooperative principle in the concept “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 are engaged.” (Grice, 1975, p. 45).

Cooperative principles have four maxims, Grice composed maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice, 1975, p. 45). Maxim of quantity means the speaker must give the information as informative as it's required. Maxim of quality regulates the speaker is supposed to say the truth or not say something that believed to be false adequate evidence. Maxim of relation means that the speaker has to be related to the topic discussion. The last, maxim of manner is defined that the speaker avoids ambiguity, avoid obscurity of expression, be brief, and be orderly.

In Social life interaction, sometimes people do communication which is not following the four maxims. They do not stick to the principles and break the rule of the four maxims to communicate their ideas for various reasons. In this case, the speakers flout the maxims for achieving some purposes of the communication. Flouting maxim means when the speaker gives less or more information, saying

false, saying something that irrelevant, and being ambiguous (Ibrahim, Arifin, & Setyowati, 2018, p. 82).

When the speakers flout the maxim, they expect that the hearer can catch the meaning by not literally saying the words. For example, when someone asked did he ever go to Disneyland and he answers with the story of his experiences at Disneyland, it is flouting the maxim of quantity because he gives too much information than is required (Zebua, Rukmini, & Saleh, 2017, pp. 106-107). Another example when a student asks the teacher “*is Teheran in Turkey?*” And the teacher gives responds “*and London is in America, I supposed*”, the teacher flouts the maxim of quality because the teacher gives something that is a piece of false information as another way to say “*no*” (Ibrahim, Arifin, & Setyowati, 2018, p. 85).

Several researchers investigated flouting maxim in several aspects. Wahyudi, et al (2020) did an investigation in SMA PGRI 2 Bandung class XI IPS. In their findings, the teacher and the students flout all types of cooperative principles and the flouting cause several effects; 1). Flurry toward the teacher’s information, 2). Students misunderstanding the lesson, 3). Rowdy and noisy class situation, and 4). Ignore to the teacher. Zebua, et al (2017, p. 111) added that the flouting maxim happened because the speaker wants to build self-confidence by

giving more information to satisfied the audience and confirm the real information toward the negative thinking about the speaker.

Another side, Politeness Principle is a person's actions to show a feeling of comity. This principle was introduced by Geoffrey N. Leech in his book entitled *Principles of Pragmatics* (1983). Even though the theories say if the speakers want to run a conversation well, they have to follow the rules of communication (Zebua, Rukmini, & Saleh, 2017, p. 103). But in the reality, maybe the speakers break the rules sometimes so the conversation run unwell. In some cases, the speaker flouts the principles but the conversation still goes well (Izah, 2019). Ewurum & Chukwu (2021) did a research about flouting politeness principles in selected Eco-films of Nollywood, Nigeria, they finds that the subject in the films did the violation because they want to blunt, revolt and express their dissatisfaction over the confiscation of their land.

Research about the Cooperative and politeness principles did by Wahyuningtyas (2017) in her thesis entitled *An Analysis of the Non-Observance of Leech and Grice Maxims and Its Implicature in Bridemaids Movie*, she finds out that the characters in the movie flout Cooperative principle and politeness principles because of the background, culture, mentality, and social distance between the characters. In some cases, the characters flout the maxim to hide conflict and avoid disagreement.

Similar to Grice's theory, politeness principles also have maxims, there are maxim of Tact, Maxim of Generosity, Maxim of Approbation, Maxim of Modesty, Maxim of Agreement, and Maxim of Sympathy (Leech, 1983, p. 132). Maxim of Tact is a principle of communication that seeks to minimize cost to other and maximize benefit to others. Next, Maxim of Generosity, this maxim in line with Tact Maxim but opposing its position. Maxim of Generosity means minimize benefit to self and maximize cost to self. Furthermore, Maxim of Approbation is a principle that minimizes dispraise and maximizes appreciation and attitude in communication. The fourth maxim in Leech's Politeness Principle is Maxim of Modesty. This maxim means when the speaker maximizes dispraise to self and minimize praise to self. Next, Maxim of Agreement means the speaker and the interlocutor increase agreement and minimize disagreement. The last of Leech's maxim is Maxim of Sympathy, which means the speaker should maximize sympathy and minimize antipathy to the interlocutor.

Concerning this study, the researcher uses a teaching learning interaction as the source of data. The teaching learning interaction carried out in Cross Cultural Understanding course at Antasari State Islamic University. The researcher interest in investigating flouting communication principles in Cross Cultural Understanding course at English Education Department because there are some interesting of flouting cooperative and politeness principles where the utterance is

not as matter as the meaning of the utterance, also this course discuss how lecturer and students interact based on the cooperative and politeness principles.

The study of the flouting cooperative and politeness principles in the teaching learning interaction is important, especially in understanding course, because there is active interaction between the lecturer and the students to discuss the various, differences, and unique culture around the world. Then, for more understanding the course, it needs to know what is exactly meant by the speakers in the interaction. However, research about flouting the principles have been carried out by some researchers, but most of the researches discussed the flouting cooperative principle or the politeness principle in separated researches and many of them find the flouting principles in the movie/film setting, not discussed both of the principles and take research setting in the class interaction. With all these considerations, the researcher interest in a study discussing the further flouting communication principles in a teaching learning interaction. This research title is **An Analysis of Flouting Communication Principles Found in Teaching Learning Interaction of Cross Cultural Understanding Course.**

B. Research Questions

1. What are the types of flouting cooperative principle and flouting politeness principle in teaching learning interaction of Cross Cultural Understanding course?
2. What are the purposes of those flouting principles in teaching learning interaction of Cross Cultural Understanding course?

C. Objectives of Study

Based on the research questions above, the objective of this research are:

1. To find out the types of cooperative principle and flouting politeness principle in teaching learning interaction of Cross Cultural Understanding course
2. To identify the purposes of those flouting principles in teaching learning interaction of Cross Cultural Understanding course

D. Significance of Study

1. By knowing the types of flouting cooperative and politeness principle in teaching learning interaction of Cross Cultural Understanding course, it's expected to be useful to give explanation and information for the readers to know how to investigate flouting communication principle. Also, this can be one of the references and alternative information for the study of

linguistics pragmatics especially flouting and using maxims in conversation.

2. By knowing the purposes of those flouting principles in teaching learning interaction of Cross Cultural Understanding course, it's expected that the other researchers consider the roles of the flouting the communication principles so the research in linguistics study can increase and give benefit to language knowledge. For education, this research can be used as the reference to learning concern to sociolinguistic phenomena.

E. Definition of Key Terms

1. Communication Principles

Communication Principles is the guidelines for acting in interaction especially in conversation between people. Here, the communication principles use are cooperative and politeness principles.

2. Flouting Cooperative Principles

Flouting Cooperative principle is when the speakers intentionally don't apply the cooperative principle in order to persuade the hearer to derive the hidden meaning behind what is said. Flouting cooperative principle is a particularly silent way of getting an addressee to draw inference and hence recover implicature. Cooperative principle has four maxims which have its characteristic, if the characteristic is not obeyed

means flouting of the maxim happen. The characteristics of the maxims are following.

- a. Maxim of Quantity: make your contribution as informative as is required
- b. Maxim of Quality: try to make your contribution one that is true
- c. Maxim of Relation: be relevant
- d. Maxim of Manner: be perspicuous

3. Flouting Politeness Principles

Flouting principle is when the speaker flout the politeness principle in a conversation and break maxims of the politeness principle to achieve various purpose of the communication. Politeness principle also have maxims and its characteristics and the flouting happen if the characteristics are not obeyed. These are the six maxims of politeness principle and its characteristics.

- a. Tact maxim: minimize cost to others, maximize benefit to others
- b. Generosity maxim: minimize benefit to self, maximize cost to self
- c. Approbation maxim: minimize dispraise of others, maximize praise to others
- d. Modesty maxim: minimize praise to self, maximize dispraise to self
- e. Agreement maxim: minimize disagreement, maximize agreement

f. Sympathy maxim: minimize antipathy, maximize sympathy

4. Cross Cultural Understanding Course

Cross Cultural Understanding Course is a course subject taken by students in 3th semester of English Education Department in Antasari State Islamic University. This course is an understanding class which teaches students to know about the various cultures around the world.

5. Teaching Learning Interaction

Teaching Learning is the engagement between teacher and students to enable students' understanding, application of knowledge, concepts, and processes. Interaction is when the speakers exchange ideas, thoughts, and knowledge. Teaching learning interaction purposes are developing students' understanding and skills. The teaching learning is successful when each student develops her/his personal insights about the subject of the interaction.