THE ANALYSIS OF CONVERSATIONAL MAXIM AND IMPLICATURE THROUGH NON-OBSERVANCE MAXIM IN *"THE LATE SHOW WITH DAVID LETTERMAN"* BASED ON PRAGMATIC APPROACH

Term Paper

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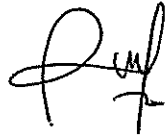
STATEMENT OF AUTHENTICITY

I hereby declare that the term-paper is the result of my own work and all the sources quoted or referenced have been stated correctly.

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PREFACE

Alhamdullilahi rabbil'alamin, all the praise just for the Almighty God, Allah SWT for the blessing, guidance, and protection in finishing the term-paper with entire attempt and utmost, and for the wonderful surprises in every moment of my life. All the praise and blessing also send up for the Greatest Propger Muhammad SAW, his family, his friends, and his congregations including to all of us.

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10. All parties who have supported and helped me during the process of counducting the term paper.

The last, I am completely aware that this term paper is still far from being perfect. Therefore, I expect criticism, recommendations, and ideas from the readers. I hope this term paper could be useful for the readers especially English Letters Student of Darma Persada University who are interested in Linguistic.

Jakarta, June 2014

Isti Chaerani

ABSTRAK

Nama	:	Isti Chaerani
Program Studi	:	Sastra Inggris (S1)
Judul	:	Analisis Maxim Percakapan dan Implikatur melalui Maxim Ketidakpatuhan dalam acara *"The Late Show with David Letterman"* berdasarkan Pendekatan Pragmatik

Skripsi ini membahas tentang analisis implikatur dalam sebuah percakapan. Objek penelitian ini menggunakan transkrip dari 5 episode "The Late Show with David Letterman" dengan bintang tamu Kate Winslet, Julia Roberts, Zooey Deschanel, Cherilyn Sarkisian, dan Hugh Grant. Tujuan dari penelitian ini adalah untuk mengetahui adanya implikatur percakapan yang disebabkan oleh maksim ketidakpatuhan yang dilakukan oleh David Letterman dan para bintang tamunya karena adanya perbedaan karakter dan latar belakang individual. Dalam penelitian ini, saya menggunakan pendekatan Pragmatik yang mencakup beberapa teori dan ide-ide dari para ahli linguistik yang berkaitan dengan Prinsip Kerjasama, maksim percakapan, dan teori implikatur percakapan. Oleh karena itu diakhir penelitian, saya menyimpulkan beberapa poin : Pertama yaitu implikatur dalam sebuah percakapan akan muncul pada beberapa aspek dimana pembicara tidak mematuhi maksim percakapan atau melakukan ketidakpatuhan terhadap maksim. Kedua, para pembicara, dalam hal ini David Letterman dan para bintang tamunya memiliki tingkat pengetahuan yang berbeda dan yang ketiga adalah konteks sebagai bagian dari bentuk ujaran yang disampaikan dalam sebuah percakapan sangat berpengaruh pada ujaran pembicara.

Kata Kunci : Maxim, Conversational Maxim, Non-Observance Maxim, Cooperative Principle, Implicature, Pragmatic.

ABSTRACT

Name : Isti Chaerani

Study Program : Strata One (S1)

Title : The Analysis of Conversational Implicature and Maxim through Non-Observance Maxim in *"The Late Show with David Letterman"*

The term paper discusses the analysis of implicatures in a conversation. Object of this study using transcripts of 5 episodes of "The Late Show with David Letterman" with guest star Kate Winslet, Julia Roberts, Zooey Deschanel, Cherilyn Sarkisian, and Hugh Grant. The purpose of this study is to determine the conversational implicature maxims caused by non-compliance conducted by David Letterman and the guest stars because of differences in individual character and background. In this study, I use a pragmatic approach that includes some of the theories and ideas of linguistic experts relating to Cooperation Principles, maxims of conversation, and the theory of conversational implicature. Therefore at the end of the study, I concluded a few points: First, the implicature in a conversation will appear on several aspects in which the speaker does not adhere to the maxim of conversation or conduct non-compliance with the maxim. Second, the speaker, in this case David Letterman and the guest stars have different levels of knowledge and the third is the context as part of a form of speech that is delivered in a highly influential conversations on speaker utterances.

Kata Kunci : Maxim, Conversational Maxim, Non-Observance Maxim, Cooperative Principle, Implicature, Pragmatic.

TABLE OF CONTENTS

- Glosary
- Full transcript of The Late Show with David Letterman
- Biography of David Letterman
- Biography of the guests
- Biography of the writer

Chapter I

Introduction

A.   Background of the Problem

Communication is the process of sending, receiving and interpreting messages through which we relate to each other and to our larger world as well. Communication is usually described along three major dimensions; they are content, form and destination. Communication includes acts that declare knowledge and experiences, giving advice and commands and ask questions. These acts may take many forms, including gestures (nonverbal communication, sign language, and body language), writing, or verbal speaking.

Verbal communication is the way to convey meaning in communication. Verbal communication is one way for people to communicate face-to-face with sounds, words, speaking, and language. Levinson (1983:284) defines conversation as the familiar kind of talk in which two or more participants freely alternate in speaking, which generally occurs outside spesific institutional settings. From the definition, it is reckoned that, at least two participants, the speaker and the addressee, carry out the conversation and they interchange the role. The participants of a conversation are also expected to obey a general co-operative principle to conduct an efficient and effective language in conversation.

Grice in Yule (2003:37) explains that the co-operative principle leads the participants to make a conversational contribution such as is required, at the stage at which it occurs by the accepted purpose or diretion of the talk exchange.

The maxims of conversation comprised from this principle are identified by Grice in Levinson (1983:101-102). They are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. These maxims specify what the participants have to do in order to converse in a maximally efficient, rational, co-operative way. It is, therefore, generally assumed that communication is successful because interactions adhere to the cooperative principle. When they do

not, the assumption may be they deliberately violate a maxim in order to convey additional (implicit) information or add some special meaning, i.e. implicature. Implicature are primary examples of more being communicated than it said, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation (Yule 1996:36).

When talking, speakers can capture messages from the hearer. implicature basically meaning implied / implicit, that is not present in the structure of an utterance but needed to describe (Kridalaksana 2008:242). It means, the speaker tries to keep all that it conveys can be easily understood by the addresse to achieve its goal to deliver the message. Instead, speakers should also be able to capture message from the hearer because usually there is implied meaning in a conversation. However, to achieve these goals is not easy, because sometimes the speaker can not directly reveal or say what he wants to say and the lack of knowledge between the speaker and the hearer, so that there is a misunderstanding that resulted in the emergence of implicature in conversation.

Implicature in conversation is also reflected in literary works, which is also the reflection of social life. Due to the implicature occurs in communication between two people or more, I prefer analyzing the talk show program that provides the real description and direct communication of two persons.In this paper, I will try to analyze the conversational maxim and implicature through non-observance maxim which occur in Late Show with David Letterman.

Based on *http://www.imdb.com/title/tt010653/*,Late Show with David Letterman is an hour-long weeknight comedy and the talkshow was hosted by David Letterman on CBS. The show debuted on August 30, 1993, and was produced by Letterman's production company, Worldwide Pants Incorporated. Of the major U.S. late-night programs, Late Show ranks second in cumulative average viewers over time and third in number of episodes over time. In 2002, Late Show with David Letterman was ranked No. 7 on TV Guide's 50 Greatest TV Shows of All Time.

B.   Identification of the Problem

As stated of the indication in the background of the problem, I find there are Conversational Implicature occur during the interview between David Letterman and his guests. Therefore, I attempts to figure out the occurrences of the implicature when the guests have an implicit meaning and different meaning from her responses based on Pragmatic approach through non-observance of the maxims.

C.   Limitation of the Problem

Based on the identification of the problem above, I restrict my research in the full transcript of the Late Show With David Letterman episodes through non-observance of the maxims and implicatures based on Pragmatics approach.

D.   Formulation of the Problem

According to the limitation of the problem, I formulate the statement of the problem as follows:

1.   Is there any non-observance of the maxims done by the guests in the Late Show with David Letterman?

2.   Does the conversational implicature occur when the maxims are not observed during the interview?

E.   The Objective of the Research

From the identification of the problems above, there are some objectives of this research, as follows:

1.   To analyze the non-observance of maxim done in the Late Show with David Letterman.

2.   To elaborate whether the Implicatures occur when the maxims are not observed during the interview.

F.   The Significance of the Study

The findings of this study are expected to be useful for:

meaning of utterances in conversation.

3.   The researchers as inspiration to conduct a more in-depth research in order to have a better knowledge in understanding the meaning and message contains in a talk exchange.

G.   Methods of the Research

According to the framework of the theories, I apply the methods of the research with qualitative method. By this method, I will analyze the conversational implicatures through non-observance maxims in the Late Show with David Letterman and prove that by some example of the utterances.

H.   Systematic Organization of the Research

This writing of the term paper has paper organization. I arrange it to be some sections that consist of four chapters,

Chapter I   Introduction

In this chapter,I explain about background of the problem, identification of the problem, limitation of the problem, statement of the problem, framework of the theories, methods of the research, purposes of the research, and the significance of the study.

Chapter II   Framework of the theories

In this chapter, I explain aboutthe fundamental theories of the research, the definition of cooperative principle, the description of four conversational maxims including the application of each maxim, the definition of five non-observance of the maxims and the application, the description of conversational implicature, hypotheses and conceptual framework.

Chapter III   Analysis of conversational impliature through non-observance maxims in the Late Show with David Letterman.

In this chapter, I analyze the conversational maxims and implicature through non-observance of the maxims.

Chapter IV Conclusion

In this chapter, I conclude the analysis of the finding of the complete research.

References

Enclosures :

1)   Copy of full transcript of David Letterman interview

2)   Biography of David Letterman

3)   Biography of guests

4)   Biodata of the Writer