

An Analysis of Conversational Maximsin

Dr. Oz Talk Show

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ABSTRACT

This study deals with an analysis of conversational maxims in Dr. Oz talk show. The objectives of the study are (1) to find out the types of maxim that used in Dr. Oz talk show, (2) to find out the most dominant type of maxim used in Dr. Oz talk show, and (3) to give the reasons why the most type of maxim used in Dr. Oz talk show by using Grice's theory of Cooperative Principle. The study was conducted by qualitative method. The data were obtained from the video and transcription of two episodes of "Dr. Oz" program, namely "Celine Dion and Dr.Oz One on One" and "GMO Foods: Are They Dangerous to Your Health?". The data were analyzed by applying qualitative content analysis. The findings indicated that there are four types of maxim occurred in the Dr. Oz talk show, namely: maxim of quantity 28 utterances (47,45%), maxim of quality 6 utterances (10,26%), maxim of relevant 14 utterances (23,72%), and maxim of manner 11 utterances (18,64%). The dominant type of maxim appeared is maxim of quantity occurs with 28 utterances (47,45%) from 59 utterances. The reasons of the dominant type of maxim appeared because the information of interviewees was informative as required from the interviewer.

Keyword : *Pragmatics, Cooperative principle, maxims, Talk show*

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INTRODUCTION

Background of the study

Language plays a very important role in the performance of the conversation since it enables human beings to share their ideas, thoughts, perceptions, and feelings with one another. When doing conversation the people need a cooperative from the speaker and listener to make the conversation runs well and get something meaningful. But sometimes a conversation not work effectively and run smoothly because it is violated by one of person who conducts conversation. But Mukaromah (2012) found that the violation of conversations useful for humor, to entertain the reader or listener.

In this case, it is important to study about pragmatics. Pragmatics is study about the speaker meaning and how more is communicated than is said. One of the most basic assumption we must make for successful communication to take place is that both people in a conversation are cooperating. This is called the cooperative principle. It is conceived by the Philosopher, Paul Grice. Cooperative principle: make your conversational contribution what is required; at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Yule, 1996:37). The discussions of cooperative principle according Grice related into four maxims: quantity, quality, relation and manner. Maxim's theory wishes that every speaker will success in communication and his purpose will be reached.

Related in this study, talk show of Dr. Oz shows the application of conversations maxim used respond question directly between Dr. Oz and his guest stars. Dr. Oz is a program show that concerned with healthy, best information tips for healthy. Two scripts from Dr. Oz's talk show with his guest stars are analyzed. They are "Celine Dion and Dr. Oz One on One" and "GMO Foods: Are They Dangerous to Your Health?" The guests in this talk show have way how to answering the questions. And this study interested to know whether the guests used the four types of maxim when they are answering the questions.

The guests in this talk show have ways how to answering the questions. And the writer was interested to know whether the guests uses the four types of maxim when they answering the questions. Previous research founds different things about maxims. Idamaningati (2013) found that the implied meanings behind flouted maxim are convincing something, expressing feelings and conditions, clarifying something and hiding feeling. The other researcher Tamalia (2013) found that the using of maxims in talk show useful to show politeness and respect to the guests. Based on the previous researches the writer interested to analysis in talk show. The writer interested to found what is the most dominant type of maxim used in Dr. Oz talk show and founded the reason.

Research Questions

These research questions of the present study were; what types of maxim were used in Dr. Oz talk show, what was the most dominant type of maxim used in Dr. Oz show and why did the most type of maxim used in Dr. Oz talk show.

REVIEW OF LITERATURE

Pragmatics

Pragmatics is study about the speaker meaning and how more is communicated than is said. (Yule 1996:3) states that pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).

In generally, pragmatics is the study of natural language understanding, while specifically the study how context influences the interpretation meaning in pragmatics itself, it has been determined component study, namely: Deixis, presupposition, entailment, speech act, implicature and *cooperative principle*.

Cooperative Principle

Grice suggests that conversation is based on principle of cooperation: “*Make your conversational contribution what is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged*” (Yule, 1996:37).

Types of Maxim

1. Maxim of Quantity

The maxim of quantity is concerned with the amount information to be conveyed. This maxim needs the contribution of the participant for the information as informative as is required especially for the purposes of the exchange (Yule, 1996:37).

For example:

A: do you have the time?

B: yes, it's 9:30.

Given the purpose of the conversation, the man contributes only as much information as is required. It's not excessive like “it's 9:30 at night, Greenwich Mean Time, 29 May 2009.

2. Maxim of quality

The maxim of quality is defined as conversation in which speaker should be truthful and give true and provable information or that is supported by evidence (Rahardi, 2002:55). The participants do not say what he believes to be false and say that which he lacks adequate evidence. For example:

A: Jim do you know where the Big Ben Clock Tower is?

B: it's in London.

Jim does not contribute what he believes to be false and to be unsubstantiated. E.g. "it's in Hongkong". The Big Clock Tower is in London. The information is real.

1. Maxim of relevance

The maxim of relevance is when a speaker makes his contribution relevant for the topic or sticks to the point of conversation and says things related clearly to the purpose of the exchange in a certain context (Rahardi, 2002:56). Maxim of relevance can be found in the middle of speakers' talk when they say things like 'Oh, by the way' and go on to mention some potentially unconnected information during a conversation. Speakers also seem to use expressions like 'anyway', or 'well, anyway', to indicate that they may have drifted into a discussion of some possibly non-relevant material want to stop.

For example:

A: what month is mother's birthday?

B: The month when Easter comes.

B's answer was relevant to the question on the assumption that B thought that the Easter's month provided A the month of mother's birthday, that was on April.

1. Maxim of manner

In this maxim, the participant's contribution should be perspicuous or reasonably direct; that is, it should be brief and orderly (Novawati, 20006:11). By the maxim of manner, whenever possible one must say, "*Take a bath*" instead of saying: "*go to the bathroom, water your body to make you fresh, and then clean your body with a soap to make you clean*".

Under the sub maxim be direct, one should choose a positive sentence rather than the negative one. For example, "*my dog is not male*". This negative sentence takes longer time and is presumably more difficult to proces than the positive one, "*my dog is male*".

Talk Show

A talk show is a television programming or radio programming genre in which one person (or group of people) discusses various topics put forth by a talk show host. Usually, guests consist of a group of people who are learned or who have great experience in relation to whatever issue is being discussed on the show for that episode.

The Dr. Oz Show

The Dr. Oz Show is an American syndicated television talk show, hosted by Mehmet Oz, a cardiothoracic surgeon and teaching professor at Columbia University who became famous for his appearances on The Oprah Winfrey Show. Dr. Oz is a program show that concerned with healthy, best information tips for healthy. Dr. Oz also using English language that concerned with the using of language in this study.

RESEARCH METHOD

This study was conducted by using descriptive qualitative approach. Hancock (2007:7) said that Qualitative research is concerned with developing explanations of social phenomena. This involved studying the social organization of conversation and establishing how that organization is achieved; as such conversation analysis. The intentions of this study were to analysis of the conversations by describing the dominant type of maxim used in Dr. Oz talk show and why the certain types of maxim were used in this talk show.

The sources of data were taken from conversations between Dr.Oz and his Guests based on types of maxims by Grice's theory, which taken from script of episode "Celine Dion and Dr.Oz One on One" and "GMO Foods: Are They Dangerous to Your Health?"

There were three steps donecollecting the data.They were: watching the talk show, downloading from internet and transcribing the conversation to get the script. The steps for analyzing the data were started from classifying the data into each types of maxim, counting the percentage, finding the dominant type of maxim and the reasons why most used in Dr.Oz talk show.

DATA ANALYSIS AND RESEARCH FINDINGS

Data Analysis

The data were the language used in conversation of host and guest in Dr. Oz show. The data were analyzed by describing the utterances of host and guests in Dr. Oz show into sentences that show up cooperative principle and classified into types of Grice's maxim.

From the two episodes, it was found that the maxim of quantity, quality, relevance and manner occur in Dr. Oz talk show.

a. Maxim of Quantity

Dr. Oz: "I see these people jumping and cheering for you. Does that energize you?"

Celine: "absolutely. That's...."

Celine Dion answers the question of Dr.Oz by saying absolutely. In this case, she obeyed the maxim of quantity because she gives information as required. She said that the people really energize her.

b. Maxim of Quality

Dr. Oz: "maybe that might you know this but he was your manager at age 12."

Celine: "correct".

Celine Dion said the information truthfully and supported the statement of Dr. Oz that said her husband has been her manager since she was 12 years old.

c. Maxim of Relation

Dr. Oz: “near far, wherever they are, they will come back and they take the energy, we do as well as a surgeon, who is why I am so upset it took you 6 years to put on new CD. What take so long? We need your music, you’re hoping for surgery.

Celine: “what took me 6 years? Well first of all I didn’t rest for six years, I didn’t go on vacation. What happened is I did French – first of all I’ve been in the Coliseum in Caesar palace with a new show now for two and a half years, thank you. Um.. Also I have recorded a French album and I had two more babies. So...

Celine obeyed the maxim of relation because she answered related to the object of the question.

d. Maxim of Manner

Dr. Oz: “you look great but it must weight you down with everything you do plus motherhood.”

Celine: “well, I’ve to admit at the beginning of my career. I was really focusing on my career. I needed to prove myself that I can do it. I was training a lot. I was very discipline, work really hard. I was very lucky because I was surrounded with wonderful people that I am still with the same people for 30 years but I was focusing on my journey in show business then I want it something more real. I want to be a mother. And at one point I thought I was not goanna be a mother. It was a little bit hard but then I regroup myself and I said to myself you know I’m so fortunate. I have wonderful husband, a great family, have career, have money, my dream came true in a way. I can’t be greedy and maybe I’ll never be a parent. You can’t have it all. So I really soothed myself and then it took a while but I have 3 magnificent children. I’m very blessed.”

Celine answered with reasonably direct, be brief and orderly. She answered directly how she doing her jobs as a singer and be a mother. These conversations obeyed the maxim of manner.

Research Findings

Having analyzed the data and determining the types of maxim, the results were presented as follow.

Table 4.1 Types of maxim in “Celine Dion and Dr. Oz on One”

C o n v e r s a t i o n T y p e s o f C o n v e r s a t i o n a l M a x i m s			
(Celine Dion and Dr.Oz One on One)Total			
Quantity	Quality	Relation	Manner
11__12			
2_1	_	_1	
31	_	_	_1
4__112			
51__1			
61__1			
71_1_2			
81_	_	_1	
9__11			
10111_3			
11_1__1			
121__1			
131_1_2			
141__1			
151_113			
16__11			

171__1	
181__1	
191__1	
201__1	
211__1	
221__12	
231__1	
241__1	
251__1	
26__1_1	
271_1_2	
28_11_2	
TOTAL	2148639

Table 4.2 Types of maxim in “GMO Foods: Are They Dangerous to Your Health?”

Conversation	Types of Conversational Maxims			
	Quantity	Quality	Relation	Manner
1	—	—	1	1
21__1				
3_	—	—	11	
41__1				
51_1_2				
61_113				
7_1__1				
81__12				
9__112				
10__1_1				
111_1_2				
12_1__1				
131__12				
Total	725620			

The table shows that Dr. Oz talk show used four types of maxim. The number of utterances is 59 from the two episodes. The total maxim of quantity is 28 utterances, maxim of quality is 6 utterances, maxim of is relevant 14 utterances, and maxim of manner is 11 utterances.

The most dominant type of maxim is quantity with 28 utterances from the two episodes. The reason the maxim of quantity most used because the information interviewees was informative as required from the interviewer. How much the types of maxim it based on the questions.

The Dominant Type of Maxim in Dr. Oz Talk Show

NO	Types of maxim	Number	Percentages
1	Quantity28	47,45%	
2	Quality	6	10,16%
3	Relevant	14	23,72%
4	Manner	11	18,64%
TOTAL		59100%	

The table presents the percentages of the conversational maxims in Dr.Oz talk show. The percentages of maxim quantity (47,45%), quality (10,16%), relevant (23,72%), and manner (18,64%). The dominant type of maxim is maxim of quantity.

Maxim of quantity is higher than the other three maxims. In this talk show the interviewees answer the question, just a little beat joking where joking make much violation of maxims. They also used clear answer to make the partner and listeners understand what s/he talks about. This way makes the conversations runs well because the interviewer and interviewees understand one with each other.

CONCLUSSIONS AND SUGGESTIONS

Conclusions

Having analyzed the data and determined the types of conversational maxims in the transcripts of Dr. Oz talk show, the four types of conversational maxims were occurred in the two episodes of Dr. Oz talk show. They were maxim of quantity (28), maxim of quality (6), maxim of relevant (14) and maxim of manner (11).The most dominant type of maxim in Dr. Oz talk show was maxim of quantity with 28 utterances (47,45%).The reasons of the dominant type of maxim appeared because the information of interviewees was informative as required from the interviewer. How much the types of maxim it based on the questions. The interviewees try to give the purpose of the conversation.

Suggestions

By considering the research findings and conclusions, this study suggested to English teachers were suggested to develop their teaching materials by using conversation in video to improve the student ability and interest in conversational maxims. Students who learn pragmatics need to comprehend conversational maxim so that they get the meaning from information that found in conversation such as talk show. The other researchers were suggested to make more depth analysis of conversational maxims in other objects.

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