

## CHAPTER FOUR

### CONCLUSION

I would like to conclude the results of my analysis of the non observance of Gricean Maxims which trigger conflict. According to my analysis of the fourteen data taken from “*Ugly Betty*” TV series seasons 2-4, I found four types of non observance of the Gricean Maxims in my data: flouting a maxim of quantity, flouting a maxim of quality, flouting the maxim of manner, flouting the maxim of relation, violating a maxim, infringing a maxim, and suspending a maxim.

Of all those types, flouting the maxim has the biggest role in creating the conflicts between the characters in this TV series. The analysis results in seven data which contain flouting a maxim of manner. Flouting the maxim of manner has most frequently occurs in this TV series. The speakers do the flouting the maxim of manner by giving a long-winded response; or, sometimes they blatantly obscure of expression.

Flouting the maxim of manner, as the most prominent type of non-observance of the Gricean Maxims in this series, is conveyed through how the speakers show their bad intention to the person they dislike by not saying it straight to the point. They choose to say it indirectly to tease them.

Basically, human in general will notice when other people tease them, which may make them feel offended by that.

The second most dominant type of flouting a maxim is flouting the maxim of quantity. There are four data in which the speakers do the flouting the maxim of quantity. The speakers do it because they are given some answers with too much information or sometimes their answer is not as complete information as what the hearers need. The conflict in the data is triggered by the additional information given by the speakers. The audience cannot expect what the speakers will say to the hearers, or the speakers may have another opinion which they want to say although it is not appropriate.

Another type of the Gricean maxims that has been found is opting out of a maxim. There are three data of opting out of a maxim. This type of non observance occurs when a speaker chooses not to give response or information for a certain reason. Sometimes they know that they utterance is not true or will cause something bad. In "*Ugly Betty*," the speaker who opts out of a maxim is Wilhelmina because mostly, she tries to hide something or she does not want to give sufficient information about something important for her. She knows what she did is illegal thing, and she tries to hide the truth from others.

There are also two types of non observance of the Gricean Maxims that are the least dominant in this TV series. The first is violating a maxim, which is shown in one datum. The speakers violate a maxim because they want to mislead the hearers for their benefit and it may lead the hearer to believe what they say. However, when the hearer refuses to believe, conflict may rise. The speakers may fail to mislead because the hearers have already known the truth.

For example, when Wilhelmina tries to mislead Bradford, she wants Bradford to trust her that she does not cheat with her bodyguard so that, she thinks, they can continue the wedding ceremony. Unfortunately, Wilhelmina fails to mislead Bradford because he knows the truth and this leads to the wedding cancellation.

The other type that is the least dominant in the data is flouting the maxim of quality which is shown in one datum too. This flouting happens when someone says something that is obviously untrue with a certain intention. They know what they said is totally false or different from reality. They sometimes want to emphasize their disagreement about something by saying the different thing. For example, Wilhelmina lies to her sister, saying that she does not know about the story of the restaurant where she and her sister are having lunch together.

The TV series "*Ugly Betty*" is a drama TV series about family and carrier of fashion stories. The value of family is evident in the story but much of drama in this family story has triggered conflicts. In my opinion, infringing a maxim does not occur in this TV series because the speakers do not have speech impairment; they can speak well. Moreover, none of the speaker's in this TV series is drunk. Other types of the non observance of the Gricean Maxims, such as flouting the maxim of relation and suspending a maxim cannot be found in this TV series. The reason it that the speaker answers are always related to the questions and the responses are in the same topic which cannot results in a conflict. Moreover, suspending a maxim does not occur in this TV series because there is no event in the story for the characters to have a chance for suspension.

From the analysis above, it can also be concluded that to avoid confrontation in a conversation people need to be brief when stating the intention, give only true information and say only what is necessary. Basically, people need to understand how to manage a conversation; therefore, their partner in a conversation will not misunderstand them. When people understand the speaker's meaning well, a good communication with others will occur.

However, it cannot be denied that there are times when people cannot obey these rules. For example, when they have to criticize someone, not all of them have the ability to speak assertively to others. Some of us may choose to say it in a satirical form or probably find a more polite way to say it. When doing this, they obviously will violate Grice's rules. From the series, I conclude that the conflicts in this TV series have happened mostly because the speakers do not follow Grice's rules of conversation. However, the conflicts have made the story more interesting and enjoyable for the viewers.

As a matter of fact, there is another research tool namely, Politeness Strategy, a branch of Pragmatics which can be used to analyse *Ugly Betty* series. I hope this tool can be employed later in another study as the continuation of this research. Also, regardless of my findings here, I hope that there will be another study that could show that other types of non-observance of Grice's maxims could also lead to conflict.

**(1.066 Words)**