

CHAPTER FOUR

CONCLUSION

This chapter presents the conclusion based on the analysis in the previous chapter. After conducting research and analyzing the data, it is concluded that the chosen characters in *Ugly Betty* break the cooperative principles of maxims by flouting most of the time. From all data collected, there are nine cases of flouting the maxim of quantity, nine cases of flouting the maxim of manner, four cases of flouting the maxim of relation, and three cases of flouting the maxim of quality.

The most dominant maxims that are flouted by the characters in *Ugly Betty* are the maxims of quantity and manner. The characters flout the maxim of quantity by making their utterances more or less informative. When the characters are asked about something, they refuse to answer it by asking a question back or giving a statement that all the participants already know. In some cases, flouting the maxim of quantity is performed by giving more information. For example, in data (5), (6a), and (9b), the characters add information which is not needed at that time.

On the whole, it can be concluded that the characters in *Ugly Betty* flout the maxim of quantity in order to avoid talking about certain topics, such as past events (particularly which are considered bad); to show power or competence; and to avoid being cornered or pushed into unpleasant situations.

Although by flouting the maxim of quantity the characters intend to put themselves in a “safe” situation, this do not completely work as it is expected. The flouting of maxim leads to conflicts instead. The conflicts occur since the hearers of the utterances are offended or disappointed as they do not get the precise information which they expect to hear. Therefore, I conclude that the frequent occurrences of flouting the maxim of quantity are effective ways to expose the main conflicts in this TV series.

The effort of showing power and competence is implied by means of the maxim of manner. Daniel and Wilhelmina often use prolix utterances containing many unnecessary words to indicate their capability in leading the company. In data (1), Wilhelmina uses a wordy utterance as a “tool” to ridicule Betty and convince people that she is smarter than Daniel and has more power over him.

It can be summed up that sensitive issues in the story of *Ugly Betty* are also avoided by flouting the maxim of relation. Ignacio and Bradford avert the discussion about their past by asking a question back. When the characters do not want to talk about certain topic, they flout the maxim of quantity or relation.

Flouting the maxim of quality can be seen in three data. In data (7b), Betty does not have enough evidence to support her suspicion about Leah, but she still makes a statement that eventually causes a conflict. Wilhelmina evidently lies in

order to gain people's supports and to get what she wants. When the hearers know that Wilhelmina does not speak the truth, conflicts rise among the participants of the conversation.

Related to the finding of the research, it is found that there is no case of violating, suspending, and infringing the maxim in all the data collection. Violating the maxim takes place when a speaker intentionally refrains to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes. Considering the characters in *Ugly Betty* who are mostly well- educated, intelligent, and outspoken, the violating maxim does not happen much. It is because the characters are "smart" enough not to be misled by people's utterances.

Infringing the maxim which usually occurs when a speaker fails to cooperate due to imperfect linguistic performance caused by nervousness, drunkenness, excitement, or disability happens a few times. However, it is not analyzed because it creates a funny atmosphere rather than a conflict.

The case of suspending the maxim is also not found as the characters are modern people and they rarely use initials or taboo words in their speech. Besides, the characters are mostly extroverted. They usually talk about things openly so there are no events in the story that require the characters to suspend the maxim.

Since the non-observance of maxims are often found in this TV series, I infer that they are actually needed so as to make the story more interesting. The non-observance of maxims performed by the characters in a film or TV series are deliberately created to bring about certain atmosphere. They can also be applied to

portray the characteristics of one character. For example, Wilhelmina's characteristics are often revealed in her way of humiliating and deceiving others using needlessly long, trivial sentences (flouting the maxim of manner) and dishonesty (flouting the maxim of quality). Through the non-observance of maxims, the audience will be able to assume that Wilhelmina is arrogant and cunning.

To sum up, the non-observance of maxims are important elements in *Ugly Betty* because they can trigger conflicts between the characters. The characteristics, life style, and atmosphere of the story determine which types of non-observance of maxim are used by each character.

As the writer of this thesis, I am fully aware that this research is still far from excellence and perfection on its methodology, theories compositions, procedures of analyzing, and data interpretation. Therefore, critics and other constructive suggestions are expected to make this thesis better. Even though it may not be a complete one, I hope this research will give more understanding about Pragmatics, especially the conversational implicature.

In addition, it is recommended that the next researchers use Grice's maxims to conduct research on the other areas. The future researchers are also invited to conduct further research concerning the study of non-observance of maxims used not only in the TV series but also in other literary works, and employ more theories about cooperative principles. Hopefully, this study is also useful as the additional references for those who want to conduct studies in the same field.

Word Count: 1003