

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Humor is a global phenomenon that seeks to provoke laughter and joy (Al-Sawaer et al., 2022). It occurs in our daily encounters, at work, on television, in theaters, in newspapers, in magazines, in commercials, and, more specifically, in stand-up comedy performances, which are the primary concern and subject of this study article (Berger, 1993).

In stand-up comedy, the comedians must tell the audience their restlessness to create humorous situations (Puspasari & Ariyanti, 2019). Chiaro (1992: 43-44) defines a humorous situation as one in which linguistic characteristics, such as word choice, have a two-faced or ambiguous meaning in a discourse. These two meanings exist if the listeners do not comprehend what the speakers are saying, which means they might be unable to laugh at their jokes. Therefore, cooperative principles are expected to be followed in stand-up comedy performances by the comedians.

Stand-up comedians use various techniques to provoke their audience's laughter (Al-Sawaer et al., 2022) One of these techniques is flouting Gricean Conversational Maxims (1975), which consist of the maxims of quality, quantity, relevance, and manner. Flouting, as defined by Grice (1975), is a circumstance in which speakers purposefully flout one of the maxims in order to create implicature. Cooperative speakers may purposefully flout the maxims as long as a

person or the context provides sufficient signals for the listener to recognize; this intentional disobedience is called flouting a maxim. This flouting is used to deliver information indirectly, as highlighted by Rafika et al. (2020), and can contribute to evincing humor (Raskin, 1985).

In 'Selective Outrage,' Chris Rock navigates sensitive topics like race, gender, and identity politics, using humor as both a shield and a weapon to address these issues. Flouting of maxims serves as a comedic tool, allowing Chris Rock to indirectly comment on societal behaviors and contribute to evoking humor. Through his adept use of flouting maxims, Chris Rock not only entertains and provokes laughter but also prompts his audience to think critically.

Chris Rock's comedy show "Selective Outrage" was nominated for three Primetime Emmys. Chris Rock aims for the idea of selective outrage in this comedic show, investigating how society frequently selects specific subjects to get genuinely concerned. "Selective Outrage" comedy show is Chris Rock's response after what happened with Will Smith at the Oscars in March 2022. This event produces pros and cons for people around the world. After a year, Chris Rock finally responded to that event humorously in his stand-up comedy "Selective Outrage" on Netflix, released in March 2023.

One of the flouting maxims that Chris Rock uses to create comedy is as follows:

*'Them Rock girls are fucking spoiled. I remember my youngest, Zahra, when she was in kindergarten. One day, the teacher said, "Today, we are gonna learn about the four seasons." And Zahra said, "That is my favorite hotel."'*

As we can read from the utterances spoken by Chris Rock above, while Rock explains that his kids are spoiled, he flouts the relevance maxim. Flouting the maxim of relevance occurs when the speaker says an irrelevant statement. (Grice, 1975). He flouts it by adding information about Zahra that answers it, "That is my favorite hotel," which is irrelevant to the teacher's question about the four seasons. These findings are also found in Al-Sawaer et al. (2022), that in flouting the maxim's relevance, the comedian discusses various things, including the names of the days and the reasoning behind them. In addition, the comedian makes fun of women's behavior using satire. The irrelevant words attributed to his girlfriend flout the principle of relevance to make the audience laugh.

Although several studies have investigated different kinds of discourse related to the flouting maxim, little attention has been paid to the stand-up comedy context. As such, the present study aims to examine the kind of non-observance flouting maxim found based on the script spoken of Chris Rock's utterances. It seeks to investigate how Maxim is flouting in creating comedy in Chris Rock's "Selective Outrage." stand-up comedy.

## **B. The Research Problem of the Study**

1. What are the types of maxims flouted by Chris Rock in the 'Selective Outrage' stand-up comedy on Netflix?
2. How are flouting Grice's maxims realized in Chris Rock's 'Selective Outrage' stand-up comedy on Netflix?

### **C. The Objectives of the Study**

Based on the problems of the study above, this study is intended to:

1. To identify the types of maxims flouted by Chris Rock's 'Selective Outrage' Comedy Show on Netflix
2. To analyze how flouting of Grice's maxims are realized in Chris Rock's 'Selective Outrage' Comedy Show on Netflix

### **D. The Scope of the Study**

This research focuses on analyzing the flouting maxims of Grice's theory of cooperative principle, the maxims of quality, quantity, manner, and relation, and a theory from (Cutting, 2002): flouting maxim and strategies of flouting maxim in creating humor in Chris Rock's 'Selective Outrage' Comedy Show on Netflix. The analysis is based on the utterances displayed in a script spoken or English subtitle in Chris Rock's comedy performances on Netflix's "Selective Outrage" TV shows straight for 1 hour and 10 minutes that state laughter intensely to the audience.

### **E. The Significance of the Study**

The writer conducted this research to provide theoretical and practical contributions to the field of linguistics. Theoretically, the writer expects this study will give insights into the study of flouting maxims. This study will additionally contribute to deepening the understanding of the cooperation principle and how it can be applied to the comedy context. Practically, the writer expects this research to produce information regarding cooperative principles and jokes arising in comedy shows and the comedians themselves.