

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Approach**

This study employs a qualitative research approach, allowing for an in-depth exploration and comprehensive understanding of the flouting of Grice's maxims in diverse communicative contexts. Qualitative methods are well-suited for capturing the richness and complexity of linguistic phenomena. Howard S Becker (2009) emphasizes the importance of understanding the natural setting of the subjects, using qualitative methods to explore the subjective meanings and interpretations people attach to their experiences.

Then, dialogues from the selected episodes will be transcribed verbatim to facilitate a thorough analysis. Transcription is the process of converting spoken language into written text, ensuring an accurate representation of the original communication. This step is crucial for detailed examination and analysis of the linguistic data. Transcriptions will be reviewed and cross-checked for accuracy.

Thus, the author implements a qualitative research approach to have a robust framework for exploring the intricacies of maxim flouting in *Family Guy* episodes from a pragmatic perspective, allowing for a nuanced understanding of communication within the chosen context.

### 3.2 Data and Source of Data

I'm looking for the flouting of Gricean maxims, comprising four maxims: the Maxim of Quantity, the Maxim of Quality, the Maxim of Relation, and the Maxim of Manner. The source of data for this research is acquired from a TV series titled *Family Guy*. The data deals with the utterances of the main characters: Peter Griffin, Lois Griffin, Meg Griffin, Chris Griffin, Stewie Griffin, Brian the dog, Glenn Quagmire, Joe Swanson and his wife Bonnie, Cleveland Brown and his wife Loretta, Mort Goldman, Herbert, Tom Tucker, Tricia Takanawa, Dr Hartman and Mayor West.

Certainly, the TV series *Family Guy* contains the flouting maxim in their show. *Family Guy* is an American animated sitcom run and created by the great man himself, Seth MacFarlane, from 1999 until now for the broadcasting company, named Fox. The series centres around the Griffins, a unique family consisting of parents Peter and Lois; the children, Chris, Meg, and Stewie; and their talking dog, Brian. The show mirrors the circumstances of the real world, sometimes in the form of satire or sarcasm. Of course, it delivers humour and comedy as well. The way Seth MacFarlane provides his messages through the show is perceived negatively by certain communities, individuals, or organisations, which makes this show a bit controversial with it having been cancelled so many times - the show has provided satires or some sort that is so sensitive at times: religion, politics, history, etc. all are included in the show. Ignoring that, the show has been nominated for 27 Emmys Awards, winning 8 of them. In the show, there are so many things classified as flouting maxims, which makes it quite in

sync with the author's intended research. By analysing specific episodes of *Family Guy* this research aims to identify and categorise instances of maxim flouting, exploring how these linguistic deviations contribute to the overall humour, satire, and entertainment value of the series.

### **3.3 Technique of Collecting Data**

To collect the data, I apply the method of watching before analysing. First, I watch comprehensively the film to acquire the film's idea. Then, I write down the utterances involving flouting maxims. After that, I categorise the utterances to match with the maxims, followed by their implicatures.

### **3.4 Technique of Analysing Data**

After all is set, the data is finalised. First, it is important to analyse the contexts as the initial step of all. Then, I analyse the flouting maxims following the contexts using Grice's theory of flouting maxims, to then classify them according to their suitable maxims. Finally, I analyse the implicatures of each maxim as the final results of flouting maxims using Levinson's implicature theory.