CHAPTER I
INTRODUCTION

1.1 Background of the Research

In society, language plays the most significant role. People are social beings who cannot live alone and must interact with others on a daily activities. Because of that, people need a tool to communicate with others in daily activities, which is known as language. It can be said that language and communication are intertwined with each other in daily conversation in society. Pragmatics is a discipline of linguistics that explores how language and context engage in conversation. Yule (1996) expressed that the study of pragmatics is concerned with the connection between language and its meaning in relation to its context. Therefore, the meanings of the utterance can be seen according to its context when the conversation happens.

A conversation can be happened when there are two people who play the role, which is the speaker and the hearer. Because communication is also about getting and sharing information, the utterance must be understood and clear enough to avoid any miscommunication between the speaker and the hearer in order to create a cooperative conversation. By following the Cooperative Principles, a cooperative communication can be created. People have to make the conversational contribution that is required by the conversation's agreed-upon purpose or direction at the moment it occurs

(Grice, 1975). Hence, a cooperative conversation occurs when both the speaker and hearer cooperate with one another by following cooperative principles.

The Cooperative Principles are separated into four maxims, or sub-principles. They consist of the quantity maxim, the quality maxim, the relation maxim, and the manner maxim (Grice, 1975). These four maxims outline how the speaker and hearer should behave during the conversation, which includes being as informative as necessary, stating the truth, being relevant, and attempting to be clear enough to develop a cooperative conversation. However, people often break those principles by flouting the maxims. Sometimes, the speaker's question and the hearer's answer is unconnected at all, but both of them still can understand each other. When a speaker purposely defies the rules of cooperative principles, and the hearer realizes that the speaker is doing so, yet both of them can still understand each other, this is known as flouting maxims. Flouting maxims happen when the speaker fails to fulfill the cooperative principles (Grice, 1975). Therefore, the research of flouting maxims is important to be analyzed.

The phenomena of flouting maxims can be found easily in society. The reason is that it frequently happens in daily conversation. Teaching learning process is conducted by online class because of COVID-19, so that the teacher and the students communicate passively by using Microsoft Teams as the media. The researcher found the phenomena of flouting maxims in online

class. The conversation happened between the teacher as the speaker and the student as the hearer. The conversation is shown below.

> Teacher: "Where is the why itself?"
> Student : **"From in order, sir. The second paragraph, sir. In order to understand the exact intention or determine the true meaning of a sentence, the help of semantics is required."**

The conversation above is classified as a flouting maxim of quantity because the student provided more information than it was required in response to the inquiry. The conversation above started when the speaker asked the hearer about the position of the reason why the speaker chose Semantics as the approach in the thesis proposal that written by the hearer. Then, the hearer answered the question from the speaker by giving more information about the position of the reason why that the hearer wrote. As agreed by Grice (1975), flouting maxim of quantity happens when the speaker provides additional information in the utterance. In the conversation above, the hearer did not purpose to create uncooperative principle. The reason why the hearer flouted the maxim because the hearer wanted to explain more about the position of the reason why in the paragraph. As argued by Thomas (1995), people frequently flout the maxim of quantity to explain more about something. Thus, the hearer explained the position by giving more information in the conversation above.

Communication also can be done by several informative media such as newspaper, radio, television, YouTube channel, and so on. It can be used to entertain or inform people. For instance, in the YouTube channel *'Good Morning Britain'*, there is an interview video entitled *'Piers Morgan Debates*

Headscarf Ban with Muslim Women – Good Morning Britain'. In that video, there was a conversation happened between an interviewee and Morgan as the interviewer. The conversation is shown below.

Morgan : "How would you feel if I said to you actually, sorry, before we go on there. Do you mind I don't like your jacket?"

Interviewee : **"Hey, this is not about you saying it to me. This is about a company and they have got policies saying it."**

The conversation above is categorized as a flouting maxim of relation because the interviewee's answer was not relevant to the question from the interviewer. In that conversation, the speaker and the hearer were talking about the policies of the company that did not allow its employee to wear a headscarf during office hours. Then, the interviewer asked the interviewee what if the interviewer said that the interviewer did not like the interviewee's jacket, but the interviewee answered that question with a statement that irrelevant to the question from the interviewer. As declared by Grice (1975), when a speaker says something that has nothing to do with the previous question, this is known as flouting the relation maxim. In that conversation, the interviewee accidentally broke the rules of cooperative principle. The reason why the interviewee flouted the maxim because the interviewee wanted to avoid talking about the jacket. As agreed by Thomas (1995), people always flout the maxim of relation to avoid talking about something. Hence, the interviewee said that it was not the interviewee that did not agree with woman employee to wear headscarf in the company, but the policies of the company that made the rule about it.

Flouting maxim does not only occur in society and informative media, but also occurs in movies. In 2018, there was a movie entitled ‘Fantastic Beasts: The Crimes of Grindelwald’. It was the sequel to the Fantastic Beasts and Where to Find Them film series. In the movie, there was an uncooperative conversation happened between Leta as the speaker and Newt as the hearer. An example of the phenomena is shown in the conversation below.

Leta : “They’re ready for you, Newt.”
Newt : **“Leta… what are you doing here?”**

The conversation above appeared in the minute 08:40 at the beginning of the Fantastic Beasts: The Crimes of Grindelwald movie. Because the hearer's response was irrelevant to the speaker's previous question, the dialogue above is classified as flouting the relation maxim. The speaker told the hearer that the ministers of magic were ready to meet him, but the hearer responded with a question that made the question and the answer was unconnected. As stated by Grice (1975), when a speaker flouts the relation maxim, the speaker provides unrelated statement to the previous topic. In the conversation above, the hearer he unconsciously broke the rules of cooperative principle.

The reason why the hearer flouted the maxim because the hearer wanted to change topic of the conversation. The hearer was shocked to see the speaker in the Ministry of Magic and the hearer spontaneously asked the speaker about the presence of the speaker there. The speaker was the hearer’s old friend that became the wife of the hearer’s brother and they had not seen each other for quite a while. As argued by Thomas (1995), people frequently flout the maxim

of relation to change the topic of the conversation. Therefore, the hearer flouted the maxim of relation because the hearer wanted to change the conversation topic. The researcher chose this movie as the data source because it contains the phenomena of flouting maxims. There are some utterances categorized as flouting maxims uttered by the characters in this movie. In addition, this movie has not been taken as the data source in the previous researches.

In order to prove the novelty of this present research, there are two researches that had been done related to flouting maxims that were taken by the researcher. The first is an article by Op.sunggu and Afriana (2020) and its goal was to discover the several types of flouting maxims and the reasons why the characters in the Wonder Woman film did so. The theories that were used in this research are the cooperative principle by Grice and the reason of flouting maxim by Thomas. This research implemented descriptive qualitative research method. The result of the analysis showed there were 12 data found in Wonder Woman movie, which were 7 data of flouting maxim relation, 1 data of maxim quality, 2 data of maxim manner, and 2 data of maxim quantity.

The second article by Sinaga and Handayani (2020) and its goal was to figure out what kinds of maxims were flouted and why the characters in the White House Down movie did so. The theories that were used in this research are the cooperative principle by Grice and the reason of flouting maxim by Thomas. This research conducted descriptive qualitative research method. The result of the analysis showed there were 15 data found in the White House

Down movie, which were 4 data of maxim quantity, 2 data of maxim quality, 5 data of maxim manner, and 4 data of maxim relation.

The two previous research and this present research applied the theory of Grice (1975) for analyzing the data. Also, the two previous research and this present research used different data sources. This present research will take the Fantastic Beasts: The Crimes of Grindelwald movie as the data source. This research will focus on the types of flouting maxims theory by Grice (1975) and the reason of flouting maxims theory by Thomas (1995). Furthermore, the phenomena that shown in the background led the researcher to conduct the research entitled "An analysis of Flouting Maxims in Fantastic Beasts: The Crimes of Grindelwald movie: Pragmatics Approach".

1.2 Identification of the Problem

Based on the background of the research, there were several problems to be analyzed as follows.

1. The existence of uncooperative principles in communication.
2. The presence of flouting maxim in society.
3. The existence of flouting maxims in informative media.
4. The presence of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.
5. The types of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.

6. The reasons of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.

1.3 Limitation of the Problem

Based on the identification of the problem, the limitation of the problem consisted to main topics as follows.

1. The types of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.
2. The reasons of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.

1.4 Formulation of the Problem

Based on the limitation of the problem, there were to main problems to be answered as follows.

1. What are the types of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie?
2. What are the reasons of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie?

1.5 Objectives of the Research

This research was made to solve the problem of the research and aimed to achieve two purposes as follows.

1. To find out the types of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.
2. To reveal the reasons of flouting maxims in Fantastic Beasts: The Crimes of Grindelwald movie.

1.6 Significance of the Research

1. Theoretical significance

Theoretically, this research defines a number of functions. First and foremost, the focus of this research is to offer the reader with additional knowledge about flouting maxims and the several types of flouting maxims. Second, this research is made to enrich knowledge and experience in the application of materials into science research related to the flouting maxims. The last, this research is expected to be a good comparison and reference for the research that will be done in the future.

2. Practical significance

Practically, the following parties are likely to benefit from this research. First, in society, the speaker and the hearer should contribute in order to make cooperative communication. Second, both of the speaker and the hearer have to know about the flouting maxims, so that the hearer and the speaker will not create uncooperative communication. The last, both of the speaker and the hearer are understood each other the purpose of flouting maxims that had been done as well.

1.7 Definition of Key Terms

Pragmatics : The study that focuses in the relationship between language and context is called as pragmatics (Yule, 1996).

Flouting maxims : Flouting maxims happen when the speaker fails to fulfill the cooperative principles (Grice, 1975).