

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language is an essential part in human daily life. Language is a tool for individual to engage and communicate with others. It is what people are saying and what they want to express. Language also becomes the way to transmit messages to others. Language and communication are two elements that cannot be separated from human life. The language and society are so interwoven that one cannot comprehend without the other. Language has several purposes such as a tool for individual to socialize, to express their feelings, to share information and ideas, to establish good ties with others, and to keep other significant in their life.

A communication must be effective. In order to create an effective communication, it must involves two or more persons as conversation participants. They must able to cooperate with one another so miscommunication could be avioded. The speaker has to convey their message clearly while the listener can grasp the meaning, even if the speaker's utterance is disguised.

However, in some circumstances the speaker may intentionally or unintentionally disobey the maxim which is known as flouting the maxim. There are several kinds of violation of maxims, like flouting maxim, violating maxim, opting out maxim, and infringing maxim. Each type of flouting of maxims occurs under different conditions and has different effects, the research will be focussed to maxim flouting

According to Grice (1975), People have good discourse if follow the rules of the Cooperative Principles. The principle of cooperation is divided into four principles of maxim. These four are the maxim of quality, the maxim of relevance, the maxim of quantity, and the maxim of manner. These elements keep the conversation going

The study of maxim is used as an observation methods for the participants to cooperate in the conversation. The existence of maxim in daily life must provide

or contribute information according to human needs. It should not provide more information than what is questionable or needed. Therefore, it can be considered as quantity maxim which means a speaker expected to provide sufficient information, relatively adequate, and as clear as possible. An example:

A : “What time will the plane take off?”

B : “The plane will take off on 5pm.”

In the example above, it is seen that the speaker “A” ask for the time of the plane take off as a state for asking for information. And then, “B” gives information that is needed by “A”. According to the cooperative principle by Grice (1975), it is considered as quantity maxim.

In a conversation, a maxim could be happened a violate. The failure to follow maximum standards of the speaker’ assumed is called flouting maxim. Flouting maxim happened when the speaker’s utterance could not be understood by the listener clearly. The existence flouting maxim could happen in our daily life whether the speaker realize it or they don’t.

Movie is one of literary work type in the form of audiovisual media. A movie has the power to chronicle people and the events that surround them. It is a type of symbolic representation of a human being. It is inspired by humans, created by humans, and performed by humans. It mirrors the actual world of human. It may be the best medium for interpreting human conversations. Therefore, it is very possible that flouting maxim could happen in the movie. This phenomenon often occurs in daily conversation so it becomes prevalent for human.

Twelve Years a Slave Movie is historic slavery film in 2013. It is an adjustment to the memoir of the Black freeman abducted and made into a slave,

Salomon Northup. It is a narrative about Salomon Northup's 12 years as a slave, between 1841 and 1853, until he got in touch with his buddy and was free from slavery. The only way to live in these circumstances is to accept his status as a slave. He tried at first to notify the people that he was a freeman, but he kept silent and subsequently continued to live as a slave. Northup, obviously, always tried to find a solution in his 12 years as a slave.

There were some researches that had been analyzed regarding to the flouting maxim, the first research is Flouting Conversational Maxim Used by Main Characters in Lie to Me by Faridah (2016) The object of the research discusses about flouting maxim in the film entitled Lie to Me using (Grice 1975) theory. The research of analyzed showed that there are thirty flouting maxim found in the film.

The second research is The Analysis of Flouting of Conversational Maxims on The Main Characters in Moana movie by Dini Nurfarwati<sup>1</sup>, SitiNurAnisa<sup>2</sup>, RasiYugafiat<sup>3</sup> (2018) The object of the research discusses about Maxim flouting conversational of character in Moana movie using (Grice 1975) theory. The research of analyzed showed that there are forty-two maxims flouting found in this journal.

This third study is to find out the types of maxims violations contained in the novel Buffalo Bill and find out the reasons for the characters to violate the maxims. The researcher uses Grice's theory (1975) to find out the types and Cutting's theory (2002) to find out the strategies of the characters in the novel Buffalo Bill who violate the maxims.

Based on the phenomena above, the researcher is going to discuss the flouting maxim to explanation of the flouting maxim in several examples studied using four types of flouting maxim: quality, quantity, relevance, manner and analyze the rhetorical strategies in the flouting maxim will use the pragmatic approach.

## **1.2 Identification of the Problem**

According to the research background described above from the “12 Years a Slave” movie, there are some problem stated below:

1. The cause of effectiveness communicating in daily interaction.
2. The existence of maxim flouting in conversation.
3. The maxims flouted reflected in 12 Years a Slave movie.
4. The types of flouting maxims in “12 Years a Slave” movie.
5. The rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

## **1.3 Limitation of the Problem**

The reseachers classify the limitation of the problem represented of the identification problem to focus on two problems only. The researchers focus to answer stated below:

1. The types of flouting maxims in “12 Years a Slave” movie.
2. The rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

## **1.4 Formulation of the Problem**

According to the problem above, the researcher divided the formulation of the problem into two questions:

1. What are the types of flouting maxims in “12 Years a Slave” movie?

2. What are rhetorical strategies of flouting maxims in “12 Years a Slave” movie?

### **1.5 Objectives of the Problem**

In accordance with the problems that the researchers stated above. This research has two objectives as a focus of the data that could be seen below:

1. To reveal the types of flouting maxims in “12 Years of Slave” movie.
2. To discover the rhetorical strategies of flouting maxims in “12 Years a Slave” movie.

### **1.6 Significance of the Research**

By doing this research, it is intended that the reader and other researches may profit from this research. Both theoretical and practical, these advantages are divided.

#### **1. Theoretical Significance**

This research was created to apply the knowledge of researchers and make knowledge about communication can be used with and last forever which this research provides an example of how to use maxim flouting in the correct along with examples.

#### **2. Practical Significance**

The research provides understanding to be able to better understand being cooperative. This study provides more reasons and references to pragmatic studies using maxim flouting. By this research, it is hoped that all language users can avoid making flouting maxims in daily conversation. It is done by obeying all cooperative principle.

## 1.7 Definition of Key terms

### 1. Pragmatics

Pragmatics examines how a person speaks and what speaker mean, which includes the situation or context in which the analysis is being conducted Yule (1996)

### 2. Flouting maxim

Identified rules of conversation, known as conversational maxims, based on which people interpret others utterance Grice (1975)

### 3. Types flouting maxim

Describes rational principles observed by people who follow the cooperative principle into effective conversation Grice (1975)

### 4. Rhetorical strategies flouting maxim

The rhetorical strategy is also considered to be scornful to the maximum of the Cooperative Principle. According to (Grundy 2000) Rhetorical strategies include tautology, understatement, metaphor, overstatement, statement, and irony. as described below.