

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the research**

Linguistics is the study of language, in other words, it refers to a science that makes the language as the object of its study. One of the branches of linguistics that is concerned with the conditions of human language usage is Pragmatics which is determined by the underlying context of the language. The main function of language is a tool of communication. A successful communication needs the efficiency in delivering the information that is easier to understand for the speaker and the hearer. In conveying information from one to another, a conversation can be delivered well when both people are trying to be cooperative.

In order to create conversation running well, Grice introduces four principles that the speaker and the hearer must obey that called maxim. Maxim is a ground rule or subjective principle of action; in that sense, a maxim is a thought that can motivate individuals. In other words, maxim means a simple and memorable rule or guide for living. It consists of maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. In this Cooperative Principle, the relationship between the actual utterances and the unspoken intent is not absolute. It means that the purpose of the utterances should be based on the context of the utterances situation that underlies the emergence of the utterances.

The basic idea of Cooperative Principle itself is that interlocutors should be cooperative in conversation, but in fact, not all maxims are obeyed at all times.

Cooperative Principle becomes an interesting phenomenon nowadays. Thus far there are some previous researchers related to Cooperative Principle had done before. Here the researcher found two previous studies selected to support this research. The first research is Inayati et al. (2014) had analyzed about how conversational maxims are flouted in particularized conversational implicature in the drama serial of *Gilmore Girls*. The second research is Foroughi & Reza (2015) that focus on what extent native speakers of English and native-speakers of Persian observed the Gricean maxim of quantity in their English writings.

Based on the previous research, the researcher finds the difference between what is being discussed. In this research, the researcher focuses in analyze pragmatics study from the different side that is an analysis of flouting maxim in the movie specifically. The data in this research is taken from *Tomorrowland* movie. This research is important to prove the theory of Grice related to Cooperative Principle. In addition, this research is important to be analyzed because can enhancing the knowledge, experience, insight as well as in the application of material science especially in flouting maxim, also giving further information for the readers about the use of flouting maxim, especially in the movie.

As people disobey the maxims, their utterances may contain a hidden meaning. The message will certainly be understandable if the speaker and the hearer have a background of knowledge in accordance with the principles that

exist. However, in a conversation, of course, there are also some intentions that are not mentioned or explained clearly and openly. This happens because of the implied intent delivery of speakers to the hearer or vice versa. The implicit delivery of intent which occurs in a conversation of the speaker to the hearer should be examined in order to be well understood by its meaning and intent. The implicit expression of intent is commonly referred to as conversational implicature.

Conversational implicature is the delivery of the intent of the speaker to the listener with a hidden meaning. In other words, this conversation implicature explains that might be interpreted, recommended, or intended by the speaker may differ from what is being said. Dealing with the four conversational maxims before, there are many occasions when people fail to obey the maxims: observe maxim, violating maxim, flouting maxim, and opt out maxim (Grice, 1975). In this research, the researcher will focus only on flouting maxim since it is the most important category in implicature. Flouting occurs when a speaker blatantly fails to observe a maxim at the level of what is said. Therefore, one of the underlying phenomena about flouting maxim in this research is that people often say too much or too little in conversation, making a false statement, going out of topic, or even making a vague statement in the conversation.

Below here is one of the examples of flouting maxim that appears in Tomorrowland movie which is related to flouting maxim:

The conversation occurred in the shop. The conversation is conducted by Casey and the cashier. It happened when Casey left her home and go to the US to

looking for the truth about the mysterious pin that she found in the jail. When she arrived in the US, she entered the shop and asked the cashier about the pin. In the middle of the conversation, Casey kept asking the cashier and forced her to tell the truth about the pin but the cashier instead asking back Casey where she found the pin.

The cashier : Where did you get it?  
Casey : What can you tell me about it?

In the dialogue above, Casey's statement "*what can you tell me about it?*" shows that her utterance is not relevant with the context. In other words, Casey's statement is obviously irrelevant to the topic at hand by abruptly changing the subject. Her utterance implicates that Casey cannot wait to find out where the mysterious place exists and want to go there soon, so she urged the cashier to give her information. As a result, Casey flouts the maxim of relation since her response is not relevant to the cashier's question, while the proper answer should be a place where she finds the pin. Based on the context above, Casey flouts the maxim of relation on her utterance to change the subject so that the cashier immediately gives her information about that pin.

Today, the use of Cooperative Principle not only found in daily conversation but also can be found in most of the movie that is being developed at this time. Tomorrowland movie as the example is an American science-fiction mystery adventure film directed and co-written by Brad Bird. This movie tells about a former boy genius named Frank and the gifted teenager named Casey who set out on a dangerous mission to unearth the secrets of Tomorrowland, an enigmatic location caught between time and space. This movie is chosen by the

researcher as the source of data also for some reason. The first reason is that the language of the movie represents natural conversation in family dominant in the U.S. The second reason is that the movie shows how Cooperative Principle is applied in family conversation especially the use of flouting maxim and it can be seen in the speaker's utterance that generates implicature.

Dealing with the phenomena that the researcher found, the researcher interests to analyze this movie to discover flouting maxim is used in it. The more explanation about the flouting maxim occurs in the movie will be discussed in the review of related literature.

## **1.2 Identification of the problem**

Based on the background of the research, some problems can be identified as follow:

1. The difficulties in distinguishing the types of flouting maxim found in Tomorrowland movie
2. Less of understanding about the intention of the speaker utterances in flouting of the maxim in Tomorrowland movie
3. There are times when people may disobey the maxim
4. People either realizing it or not flouting of the maxim of cooperative principle in the conversation
5. The uncertainty in using flouting maxim in conversation

### **1.3 Limitation of the problem**

Based on the identification of the problem above, the researcher limits the problem in order to focus the topic of the study. Considering the limitation of time, in conducting this study, the researcher limits the problem to:

1. The types of flouting maxim that appear in Tomorrowland movie
2. The intention of the speaker utterance in flouting of the maxim in Tomorrowland movie

### **1.4 Formulation of the problem**

Dealing with the limitation of the problem, the researcher formulates the problem as follows:

1. What are the types of flouting maxim that appear in Tomorrowland movie?
2. What are the intention of the speaker utterance in flouting of the maxim in Tomorrowland movie?

### **1.5 Objectives of the problem**

Based on the identification of the problems mentioned above, the objectives of researchers are as follows:

1. To find out the types of flouting maxim that appear in Tomorrowland movie
2. To find out the intention of the speaker utterance in flouting of the maxim in Tomorrowland movie

## 1.6 Significant of the problem

The significance of the study is the advantage that can be acquired from this study to both of the writer and the reader. The significance of the study can be divided into two types, theoretically and practically.

### 1.6.1 Theoretical

The result of this research are expected to give a representation of the use of flouting maxim in the movie. It is also can enhance the knowledge, experience, insight as well as in the application of material science and give further information for the readers about the use of flouting maxim, especially in the movie. The result of this research also are expected as a reference in the linguistic field especially in pragmatics study.

### 1.6.2 Practical

The significance of this research can be applied in pragmatics study for the next writer who has interested incooperative principle, especially in flouting maxim.

## 1.7 Definition of Key Word

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| <b>Pragmatics</b>            | : | Pragmatics is concerned with the study of meaning as a communicated by a speaker (or writer) and interpreted by a listener (a reader). (Yule, 1996:3)  |
| <b>Cooperative Principle</b> | : | Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. (Grice, 1975:45) |
| <b>Maxim</b>                 | : | A general truth, fundamental principle, or rule of conduct. A maxim is a rule for good or sensible   |

- behaviour, especially one in the form of a saying. Maxim is a simple and memorable line, quote, or rule for taking action and leading a good life. (Grice, 1975:43)
- Implicature** : Implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. (Horn & Ward (2006:3)
- Conventional Implicature** : Conventional implicature is not based on the cooperative principle or the maxims, don't have to occur in conversation, and they don't depend on special contexts for their interpretation. (Yule, 1996:45)
- Conversational Implicature** : Concern the way we understand an utterance in conversation in accordance with what we expect to hear. (Mey, 1993:46)
- Flouting** : Where the speaker deliberately and ostentatiously breaches or flout the maxim. (Levinson, 1983:104)