

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Language is a communication system used by humans to express thoughts, feelings, ideas, and information. By using it, people can interact, share knowledge, and build social relationships. Language allows individuals to socialize with each other and even provide information. Some information is conveyed by the speaker to the listener through communication. Humans can still find many misunderstandings in communication. This can happen maybe because the speaker does not explain properly or it can also be the listener who takes the wrong message from the speaker's words. In linguistics there is a study that studies how to understand conversations based on their context, it is called pragmatics.

Pragmatics is a branch of linguistics that deals with the study of meaning conveyed by speakers or writer (Yule, 1996). As a result, pragmatic analysis focuses more on finding out the meaning of context rather than the meaning of linguistic words or phrases. In everyday life, flouting often occur in speaking so that the meaning does not result in cooperative. In pragmatics, context is very important to interpret and find implied meaning. The principle of cooperation according to Grice (1975) is very important to make the conversation run smoothly. In addition, when the speaker and listener try to work together, they can avoid misunderstandings that occur in the conversation.

In daily life, humans cannot exist apart from their interactions with one another. The goal or function of communication may be represented in a variety of ways; one of the disciplines that investigates the many phenomena that occur in the language of public communication is pragmatic. According to (Yule, 1996) pragmatics is a branch of the linguistics that relates to the study of meaning presented by the speaker or the writer. In short, pragmatics is more about analyzing the meaning of the context as compared to what is meant by linguistic words or phrases. Pragmatics also studies about how meaning is affected the context. It means that Pragmatics are studies that require interpretation of inevitable contexts how they can affect meaning. According to (Yule, 1996) in pragmatics discusses many fields such as speech act, politeness, implicature, presupposition, flouting maxim and others. The researcher focused on flouting maxim.

Basically, the principle of cooperation emphasizes that in communicating, every speaker must be able to convey a message well. The message in question is to provide information that is correct, clear, coherent, and relevant to the conversation. One of the studies that also relies on the context in pragmatic studies is flouting maxims. Grice (1975) purposed the theory of cooperative principle which required the participants to contribute according to the situation that occurred in the talk exchange in which the participants engaged in the conversation. Simply, cooperative principles demand the speaker and the hearer to cooperate accordingly as needed and required. Nevertheless, the speaker and the hearer in the conversation do not always follow the cooperative principle.

The presence of flouting maxim can be found in everyday life conversations as well as in formal conversations. Such as the conversation between Host and Joe Biden in YouTube channel NBC News titled “NBC News Exclusive: One-on-One with President Biden”.

Host : “Should children be required to wear a mask in schools?”

Joe Biden : **“Well when i got in office only 46% of the schools were but now 98 percent of them are open and they are wearing a mask what is happening is every day that goes by children are more protective. We’re now on verge of being able to have shots for children under the age of seven and so the more protection they have probably you’re gonna see less and less requirement to have the masks”**

That is an example of common phenomenon .The conversation above was taken from the YouTube channel NBC News titled “NBC News Exclusive: One-on-One with President Biden”. It was uploaded on February 11th, 2022 and the conversation happened at the minute (01.52)-(2.22). The host as the speaker asked Joe Biden as the hearer about whether children need to wear masks in school. The question was clear and brief. The hearer should've answered with Yes they should or No they should not. But instead of giving a straight answer the hearer added information more than the speaker asked.

The hearer gave a contribution more than it required. This phenomenon leads to the flouting maxim quantity. The hearer was giving more contributions and flouted the quantity maxims. Another phenomenon is also found in another conversation. The conversation Mother and Tina in Whatsapp.

Mother : What are you doing?

Tina : **At home.**

The above conversation was taken from the conversation from The conversation above was taken from a WhatsApp it was on January 10<sup>th</sup>, 2023. The conversation between Momi and Tina (21.18)-(21.27) the speaker asked the listener what she was doing but the listener did not answer correctly. The listener answers with an answer that does not connect with the text. The listener's response did not appear cooperative. The listener must answer it with a definite answer that answers the question which was asked. Nevertheless, the hearer failed to fulfill the maxims of relations as he failed to be relevant to the question. The hearer flouted the maxims of relation and did not provide related information. Grice (1975) expected that all participants would contribute suitably during the discussion.

In this research flouting maxims can be found in many media as long as there is a conversation that provides context, the speaker, and the hearer. The movie is one of the media that can be the best representative to find the flouting maxims. Below is the phenomenon from the movie that was applied as the data source in this present research

Lady Russel : You'll accompany the Elliots north, Mrs. Clay?

Penelope Clay : **Oh, I wouldn't dream of imposing.**

The above conversation was taken from the movie titled “*Persuasion*” with Lady Russel as the speaker and Penelope Clay as the hearer. The conversation happened in the minute (00.11.47)-(00.11.53). The context of the conversation begins when the speaker and listener are at the dinner table. The questions are clear and concise. Listeners do not seem cooperative. The listener must answer yes or no according to the question asked. However, the listener failed to fulfill the maxim of relation because he failed to be relevant to the question. The listener violates the maxim of relation and does not provide related information. Grice (1975) expected the participants to give appropriate contributions during the conversation. And when the participants appeared to be irrelevant they flouted the maxim of relations and failed to be cooperative. To appear cooperative in the conversation is important so that the communication can be effective and efficient. However, the speaker and the hearer do not always appear to be cooperative in the conversation.

Another phenomenon from the data source .The conversation is taken from persuasion movie.

Frederick : Can I help you ?

Mr. William : **Considering what I’d like help with? Probably not.**

The conversation above is taken from a film called “Persuasion” with Frederick as the speaker and Mr. William as the listener. The conversation occurred in minutes (00.57.09)- (00.57.16). The conversation took place on the way. The listener should just say no. but the listener answered with another question. it is a flouting of the maxim.

This study used several previous types of research in conducting the analysis. The previous research was done by Op.Sunggu and Afriana (2020) were used to support this present research. This previous research aimed to find out about the types of flouting maxims. This previous study applied the main theory of maxims by Grice (1975) to identify the types of flouting. As for the data source, this research took the movie titled *Wonder Woman*. This previous study revealed that all the four types of flouting maxim were found. For the total 12 data related to the flouting maxims found.

The other previous study was done by Marlisa and Hidayat (2020) related to the flouting maxims. It purposed to find out about the types and the reasons for flouting maxims uttered by the hosts and the guests. This previous research adopted the main theory by Grice (1975) of flouting maxims. The talk show titled *Good Morning America* was used as the data source in applying the theory. As for the result, this previous study showed that four types of maxims were flouted by the guests and the hosts. The most types of flouting maxims discovered from the talk show were the flouting maxim of manner.

This reseacher is interesting because this research really needs to be done to find the neglect of the maxims most dominant during conversations between participants in the persuasion movie Analysis the data uses Grice's theory related to maxims.

## **1.2 Identification of the Problem**

1. The context of situation when the characters flout the maxims in “Persuasion” movie 2022.
2. The characters flout the maxims that found in phenomena “Persuasion” movie 2022.
3. The types of flouting maxims used by the characters in “Persuasion” movie 2022.
4. The strategies of flouting maxim used by the characters in “Persuasion” movie 2022.

## **1.3 Limitation of the Problem**

Based on the problem, the researcher limits this research into two parts:

1. The types of flouting maxims used by the characters in “Persuasion” movie 2022.
2. The Strategies of flouting maxims used by the character in “Persuasion” movie 2022.

## **1.4 Formulation of the Problem**

1. What are they types of flouting maxim used by the characters in “Persuasion” movie 2022?
2. What are the strategies of flouting maxim used by the characters in “Persuasion” movie 2022?

## **1.5 Objective of the Research**

1. To find out the types of flouting maxim used by characters in “Persuasion” movie 2022.

2. To find out the strategies the floating maxim used by characters in “Persuasion” movie 2022.

## **1.6 Significance of the Research**

### **1.6.1. Theoretical Significance**

Theoretically, this research has several objectives. The first is to build cooperative conversations to keep the conversation in context. Second is to appear cooperative in conversation, it is important for effective and efficient communication.

### **1.6.2. Practical Significance**

Practically, this researcher is thought to be beneficial to each and every person. In order for each student to absorb the material effectively, this researcher first broadens their comprehension of English language and literature in pragmatics classes. This is a type of cooperative delivery. Second, this researcher is expected to make a more practical contribution to the researcher's description of the phenomenon of floating maxim in the film “Persuasion”. This researcher also provides references for readers who are interested about the kinds of flouting maxim.

## **1.7 Definition of Key Terms**

**Pragmatics** : Pragmatics is the study that is concerned with unstated meaning and relying upon the context in the conversation (Yule, 2006). In pragmatics, context is highly important to interpret and find the implied meaning. One of the studies that

also rely on the context under the study of pragmatics is flouting maxims.

**Cooperative Principle** : Cooperative principle according to Grice (1975) is essential to make the conversation run smoothly. In addition, when the speaker and the hearer try to be cooperative they can avoid the misunderstanding that occurred in the conversation.

**Flouting Maxim** : Cooperative principles consist of four subprinciple or maxim, according to Grice (1975). Individuals regularly transgress the rules in a variety of ways.