

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the research

Communication is a crucial part of a human being. Every people need to communicate in their lives, which will help the society to be formed and developed. Communication is generally defined as a process of delivering information, message, or ideas. Book as cited in Nofrien (2016), communication is a process of conveying the information through verbal and nonverbal symbols to be interpreted by the receiver so that produce an action. Communication is not simply as a sequence of messages expressed in turns between the speaker and the receiver, it is structured into an adjacency pair (Brennan, 2010). It means that, in verbal or nonverbal communication, the participants need to consider the context related to the conversation takes. It will be successful if there is the same understanding, in both parties, the sender and receiver (Turhamun, 2015). Meanwhile, in linguistics, good communication can be achieved by following the Cooperative Principle purposed by Grice.

Cooperative principle is the contribution of the participants at the stage in which it occurs, and what they are engaged (Grice, 1989). It orders the participants to make a conversational contribution according to the context required. Grice developed the classification into 4 sub-principles, they are 1) maxim of quantity (be

informative), 2) maxim of quality (be truthful), 3) maxim of relevance (be relevant), and 4) maxim of manner (be clear). These 4 sub-principles must be obeyed by the participants to make a successfully good conversation.

Meanwhile, in making conversation, sometimes the participants disobey the four maxim principles, the participants flout the maxims in their conversation to be understood by the addressees, or what participants' utter may be related to some motive, such politeness, style of speaking. Flouting is a particularly silent way of getting the hearer to draw an inference and an implicature (Grundy, 2000). Meanwhile, Cruse (2011) stated that the flouting maxim is a signal to the hearer that the speaker is not following the co-operative principle. Below is an example provided by Thomas(1995) in his book entitled *Meaning in Interaction*.

*"Great, that's really great! That's made my Christmas"*

The utterance above indicated the flouting maxim, uttered by an ambulance man. It said by him in case when he picked up an unconscious man just before the Christmas Eve. The man was drunk and vomited all over the ambulance and the man who went to help him. Certainly, the ambulance man was peeved of that situation. Instead of saying words which representing his anger, he said the opposite to express his anger. From the utterance *"Great, that's really great! That's made my Christmas"* above, the ambulance man showed that he told something that did not represent what

he felt. It can be known that ambulance man flouted the maxim of quality by saying something was not true.

In relation to the types of flouting the maxims, some strategies are used by the participants. Cutting (2002) stated that there are some ways of flouting maxim principles. They were overstatement (giving too much information), understatement (giving too little information), hyperbole (exaggerating), metaphor (figuratively), irony (expresses a positive sentiment but implies a negative one), banter (saying something bad that implied good one), irrelevant statement (saying something irrelevant), and ambiguous statement (unclearly). Following is an example of the use of strategy in flouting maxim provide by Cutting in *Pragmatics and Discourse: A Resource Book for Students* book.

A : “How do I look?”

B : **“Your shoes are nice”**

(Cutting, 2002)

From the conversation above, the speaker B flouted the maxim of quantity by using the strategy of giving too little information. In context of speaker A asked about her/his appearance to the speaker B, and then speaker B did not answer the question as the speaker A required. The speaker A asked about her/his whole appearance, meanwhile the speaker B was just giving his opinion only about her shoes that she wore. The speaker B gave his/her comment less than the speaker A expected. It could be concluded that the speaker B failed in fulfilling the maxim of quantity by giving

less information than it should be. Hence, the speaker B was flouting the maxim of quantity by using the strategy of giving too little information (understatement).

Moreover, there are four Functions for flouting maxim were classified by Leech (1983), they are (1) Competitive (when the illocutionary goal competes with the social goal), (2) Convivial (when the illocutionary goal coincides with the social goal), (3) Collaborative (when the illocutionary goal is indifferent to the social goal), (4) Conflictive (when the illocutionary goal conflicts with the social goal). Following is one examples of the Function for flouting maxim.

Anna : “Betty, the phone is ringing”  
 Betty : **“I’m in the bath”**

(Cutting, 2002)

The conversation above showed that Betty failed to fulfill the maxim of relevance by giving an irrelevant answer. Other than that, it showed the Function for the flouting maxim had done by Betty. The competitive Function was the Function which led Betty to flout the maxim. According to the context, Betty understood that Anna wanted her to answer the phone, but she refused it because she needed to finish her bath. Here, Betty’s illocutionary goal was to make Anna understood that she could not answer the phone or to make Anna to answer it by herself. Meanwhile, the social goal was to help Anna to answer the phone. Betty’s utterance showed that she just put herself first and refused to help Anna. It was known that Betty’s illocutionary goal competed to the social goal. Because of the competition between Betty’s

illocutionary goal and her social goal, it could be concluded that the Function of the flouting maxim of relevance was the competitive Function.

The types, strategies, and Functions for the flouting maxim were appeared in some literary works, novel, drama, short movie, film, television show, and others. One of the examples found in The Stranger Things television series. Following is one of the utterances that indicate the flouting maxim appeared in The Stranger Things.

Dustin : “Race back to my place? The winner gets a comic”  
 William : “Any comic?”  
 Dustin : “Yeah”.  
 Dustin : **“Hey! Get back here! I’m gonna kill you!”**  
 William : “I’ll take your X-man 134!”

(The Stranger Things S1:E1)

The conversation above involved Dustin and his best friend, William. This conversation took place while they were on their way back home. They were cycling and betted a comic for who won the race. William started the race by cheating, hence Dustin got mad and yelled at him that he was going to kill him. Here, Dustin flouted the maxim of quality by saying something that he would not really do, killing his best friend. He flouted the maxim by expressing the negative sentiment but implied the positive one, called as banter strategy. It showed his close relationship with William, it was his offensive way to be friendly because they were best friends. Meanwhile, the Function for the flouting maxim was conflictive Function. It cloud be seen from Dustin’s social goal and illocutionary goal that conflicted. The social goal here,

Dustin wanted to show his intimacy to his friend, he showed his offensive way to be friendly. On the other hand, the words "...I'm gonna kill you!" showed the illocutionary goal, which it was meant to be to threaten his best friend to stop his bicycle. Hence, Dustin flouted the maxim of quality by the strategy of banter and the Function of the flouting maxim was the conflictive strategy.

Some previous studies about the flouting maxim were attached, in order to make some differences. One of them has done by Setiawan & Haryani (2020) which examined types and the motives in using flouting maxim appeared in the movie "Pokémon: Detective Pikachu". As a result, it is found the 8 cases of flouting and four motives found in the flouting maxim used by Tim Goodman and Pikachu. Another example is the study has done by Kurniati & Hanidar (2018), which aimed to identify the flouting maxims used by the characters in the movies, "Insidious" and "Insidious 2", and also the Functions. The results show that the entire maxim flouted by characters. Furthermore, some Functions are to avoid making the main character upset, provide comprehensive explanations, convince the hearer, and criticize someone's action. Meanwhile, this research using a television series "The Stranger Things" as the data source. The types of flouting maxims are analyzed by pragmatic identity method using the theory of Cooperative Principles purposed by Grice and the Functions why the flouting maxim appeared using the theory of Leech. As a whole, there are some differences and similarities found between this research and the

previous researches. The differences are in the data source, the aims, analyzing data, and the results. Meanwhile, similarities are in the topic of discussion and the objective of the research, namely types of flouting maxims.

Based on the phenomena shown in the background, the researcher interested to conducting this research. It was related to the types and Functions for the flouting maxim appeared in the three seasons of The Stranger Things television series. Thus, the phenomena leaded research to conduct the research entitles “An Analysis of Flouting Maxim in "The Stranger Things" Television Series: Pragmatics Approach”

## **1.2 Identification of the problem**

Based on the background of the research, it is identified some problems.

1. The types of flouting maxim that appeared in "The Stranger Things" television series.
2. The strategies in flouting maxim that appeared in "The Stranger Things" television series.
3. The Functions for the flouting maxim that appeared in "The Stranger Things" television series.

## **1.3 Limitation of the problem**

Based on the identification of the problem, the researcher limited the research into two categories.

1. The types of flouting maxim that appeared in "The Stranger Things" television series.
2. The Functions for the flouting maxim that appeared in "The Stranger Things" television series.

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

Based on the limitation of the problem, it is formulated some of the research questions.

1. What are the types of flouting maxim that appeared in "The Stranger Things" television series?
2. What are the Functions for the flouting maxim that appeared in "The Stranger Things" television series?

#### **1.5 Objectives of the research**

The objectives of this research are expected to answer the research questions above.

1. To describe the types of flouting maxim that appeared in "The Stranger Things" television series.
2. To describe the Functions for flouting maxim that appeared in "The Stranger Things" television series.

#### **1.6 Significances of the research**

##### **1.6.1 Theoretical significance**



Theoretically, this research is expected to give further information for the readers about pragmatics study. It is also expected to contribute to delivering the acknowledgment of the cooperative principle, especially for the flouting maxim studies. The researcher hopes this research can develop knowledge about the flouting maxim, its types, Functions, and its application.

### **1.6.2 Practical significance**

Practically, this research is expected to be useful for the following parties. The result of this research is able to give a little contribution to the education field and also for the future researcher who interests to do the related research, especially for the flouting maxim. This research can be used as a reference for the future researcher or to explore it further, more than what was found in this research regarding the flouting maxim.

### **1.7 Definition of key terms**

Pragmatics : Pragmatics is the study of speaker meaning (Yule, 1996).

Cooperative principle : Cooperative principle is the contribution of the participants at the stage in which it occurs, and what they are engaged (Grice, 1989).

- Flouting maxim : When the speaker fails to observe the maxims but he/she expects the hearer to appreciate his/her implied meaning (Cutting, 2002).
- Television series : A group of episodes of a television program broadcast in regular intervals.
- The Stranger Things : A science fiction horror streaming television series which released by an American entertainment services provider.