



UNMAS DENPASAR
CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is one of the important things in life. Communication is the process of delivering and receiving messages through verbal or nonverbal means, including speech, or oral communication. Communication is utilized for a variety of purposes in life, including socializing, expressing feelings, exchanging

knowledge and ideas, and other aspects of human interaction. In daily life, humans can communicate through a conversation. Conversation should empower both the speaker and the listener to get what the speaker is truly saying, with the goal interaction will be effective. When people are communicating, they need to be cooperative to avoid misunderstanding of interpretation between the speaker and the hearer in daily interactions (Rokhmania, 2012). Additionally, being cooperative in conversation can be helped by the cooperative principle theory. In pragmatics study, the best approach to know the speaker and the listener reach and ideal communication can be found in Grice's Cooperative Principle theory. These theories are guidelines to construct good communication.

According to Grice (1975), the cooperative principle makes the statement as informative as required. It means that people do not need to give less or more information from than required. In giving information to listener, the speaker must explain the information and their opinion clearly. To reach viable communication people who are talking ought to see each other what they imply. Therefore, the listener can catch the meaning correctly and there will be no misunderstanding in the conversation.

According to Grice (1975:45) cooperative principle consists of four maxims. The first one is maxim of quality in which the speakers are expected to say the truth and give any information with the actual reality. Second, maxim of quantity in which the speakers are expected to be as informative, do not give more or less information than is required. Third, the maxim of relation states that the speakers are expected to say something relevant to the topic and situation in which

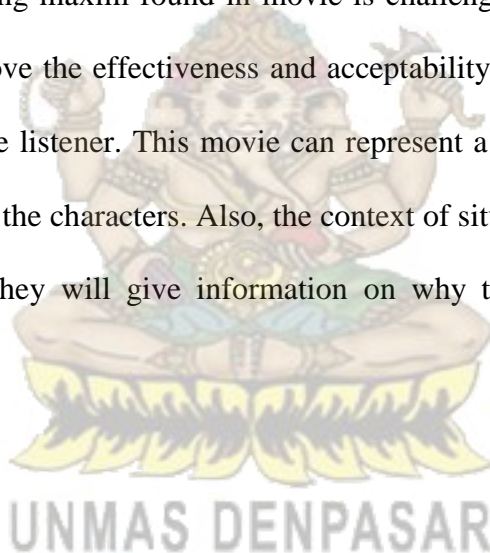
are talking about. Fourth, maxim of manner relates to the speakers are expected to say something in an orderly manner, avoiding obscurity and ambiguous expressions. These maxims are needed to make the conversation between speakers and listeners run clearly, effectively, easier to understand. Therefore, those maxims are important in daily conversation to avoid misunderstanding.

In fact, people do not always fulfill the maxims while having a conversation. For some reason, communication does not work effectively in daily conversation because one of the parties breaks the rules. They sometimes provide others with ambiguity and unclear expression. They may also deliberate and fail to observe the maxims. Another reason is that the participant gives incorrect information or says something that is irrelevant in the context of what they are discussing (Grice, 1975). It means that people sometimes break the maxim by flouting them.

A speaker can flout maxims or she or he may intentionally do that because of situations and topics of conversation that she or he does not want to discuss (Grice, 1975). In this situation, the speaker intentionally gives implicature in his utterance and when the implicature is generated in the conversation in this way, the maxim is exploited. According to Levinson (1983), the flouting maxims occur when the speaker deliberately persuades the listener to conclude the hidden meaning behind his utterance by using implicatures. By flouting the maxim, the speakers want to give the implicit information to the listeners and make them find the real meaning behind the utterance that has been flouting. The phenomenon of flouting maxim is not only seen in daily life conversation but as well as conversation in a movie. The movie represents the daily life because the inspiration of movie comes

from events in human life. Moreover, the characters may be flouting the maxims in their communication.

This study analyzed the flouting of maxim found in movie “The Princess Switch”. The reason this movie was chosen as the data source because one of the main women characters in this movie who has a very good artist, Vanessa Hudgens who plays two different characters in this movie. Moreover, this study is interesting to analyze especially in terms of flouting maxim done by the characters. In addition, studying the flouting maxim found in movie is challenging to discuss since it is important to improve the effectiveness and acceptability of a discussion between the speaker and the listener. This movie can represent a real example of flouting maxims uttered by the characters. Also, the context of situations will influence the analysis because they will give information on why the flouting maxims can happen.



1.2 Problems of the Study

From the description above, the problems can be formulated into two research questions:

1. What types of flouting maxim are used by characters in movie *The Princess Switch*?
2. What are the reasons for the characters flouting the maxim in movie *The Princess Switch*?

1.3 Objectives of the Study

Based on the problems of the study above, there are two aims of this study that can be listed as follows.

1. To identify the types of flouting maxim used by characters in movie *The Princess Switch*.
2. To analyze the reasons why the characters flouted the maxim in movie *The Princess Switch*.

1.4 Limitation of the Study

Based on the problems above, this study focused on Grice's Maxims theory to analyze the conversation of the characters in movie *The Princess Switch*. Grice's theory (1975) was used to analyze the type of flouting maxim in the conversation found in the movie and theory proposed by Leech (1983) to support the reasons for flouting maxim in the movie.

1.5 Significance of the Study

By doing this research, the data are expected to give deeper understanding about flouting maxim. The result of the research is divided into theoretical significance and practical significance.

1.5.1 Theoretical Significance

Theoretically, this study used the theory of Cooperative Principles especially flouting maxim by Grice (1975). It is expected to help readers become

easier to learn pragmatics. This research can be useful to obtain knowledge about pragmatics especially flouting maxims and understand how flouting maxims work.

1.5.2 Practical Significance

Practically, this study is expected to give understanding for those who want to learn more deeply about flouting maxims. This study can be used as a reference for the lecturers to teach their students about flouting maxims, especially for the English Language students to help the other researchers who wants to conduct similar research.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

This chapter discusses about some previous studies that have been chosen in relation to the topic of this study. Reviews of the related study were done to works of previous students to have similar topic to this study about Grice's maxim.

The first related study was written by Dewi (2020) entitled "An Analysis of Flouting Maxim Found in Frozen Movie". The aims of this study are to analyze the types of flouting maxims and analyze the context of situation when the maxim is flouted. The primary data was taken from Frozen Movie. Her study used descriptive qualitative method to analyze the data. The theory of Grice (1975) was applied in analyzing the type of flouting maxims found in Frozen movie and theory proposed by Halliday (1985) was applied in analyzing the context of situation. The result of the study shows that there are 21 data of flouting maxim in the movie. They are flouting of maxim quantity 6 data (28.58%), flouting maxim of quality 4 data (19.05%), flouting maxim of relevance 9 data (42.85%), and flouting maxim of manner 2 data (9.52%). From the context of situation analyze the data in terms of field, tenor and mode by using Halliday and Hasan's theory. Her study and this study is similar in terms of using the theory proposed by Grice (1975) to categorize the types of flouting maxim. The difference between her study and this study can be seen in the second problem of the study. Her study discussed the context of

situation while this study discussed the reason why the characters flouted the maxim.

The second related study was done by Widiani (2021) entitled “An Analysis of Flouting Maxim Found in “Avengers: Endgame Movie”. The aims of this study were to analyze the types of flouting maxims and the reason why the maxim is flouted. The primary data was taken from Avengers: Endgame Movie. This study used descriptive qualitative method to analyze the data. The theory of Grice (1975) was applied in analyzing the type of flouting maxim found in Avengers: Endgame movie and theory proposed by Leech (1983) was applied in analyzing the reason of each maxim are flouted. The result of the study shows that there are 20 data of flouting maxim in the movie. They are flouting of maxim quantity 7 data (35%), flouting maxim of quality 7 data (35%), flouting maxim of relevance 4 data (20%), and flouting maxim of manner 2 data (10%). The reason of flouting maxim reached Collaborative reason 17 data (85%) and it is the most common reason why the characters flout the maxim. Conflictive reason was found in 3 data (15%), while there was no data found for the convivial and competitive reason. The similarity between the previous study and this study is the fact that both studies utilize the theory proposed by Grice (1975) to categorize the types of flouting maxim and theory by Leech (1983) to analyze the reason why the characters flout maxim. The difference between the previous study and this study is from the data. Her study analyzed a movie entitled “Avengers: Endgame Movie”. Meanwhile, this study analyzed a movie entitled “The Princess Switch”.

The third study related to this study was an article entitled “Reasons for Flouting Maxim in Talk Show” written by Irawan et al. (2021). The aims of this study were to analyze the types of flouting maxim and the context of situation how the maxim is flouted. The data was taken from one of the American talk show named The Ellen Show episode of “Will Smith’s Full Interview” on May 25, 2019. The observation method was used in collecting the data in which this study took the data by note-taking from the script and by watching the talk show carefully. The theory of Grice (1975) was applied to analyze the types of flouting maxim found in a talk show and the supporting theory proposed by Halliday and Hasan (1985) to analyze the context of situation. The results show that all types of maxims are found in the talk show. The most flouted maxim found in this talk show is maxim of quantity because the speaker delivers more information to the listener than it is required. The difference between this study and their study can be seen in the data source. This previous study focused on analyzing the American talk show program, but this study focused on the movie as the data source. In addition, the second problem of this study used theory from Leech (1983) to analyze the reason for the flouting maxim. The similarity between these two studies is from the theory that is used by Grice (1975) to analyze the first problem.

2.2 Concepts

This part describes the concept related to this study. In this chapter, there are three concepts to support and overall understanding of the subject of this study is used for data analysis.

2.2.1 Flouting Maxim

According to Grice (1975:49), flouting is blatantly failing to obey the maxim. Flouting maxims is often used by a speaker to give hidden meaning or implicit meaning to the listeners while doing a conversation. When the speaker obeys the maxim, it does not mean that the speaker ignores the maxim or is uncooperative, but the speaker wants the listener to understand or catch the hidden meaning of the speaker's utterance by flouting the maxim. Flouting maxims is to persuade their listener to infer the hidden meaning behind the utterances.

2.2.2 Movie

A movie is a type of literature that includes a tale, a drama, history, culture, incidents, science, and other elements that are captured on camera and presented in a cinema, television, theater, or another broadcast medium with the primary goal of entertainment (Anggraeni et al., 2018). For entertainment and fun, most of the people in the world spend their time watching movies. Making a movie is also a form of expression, ideas, concepts, feelings and moods of a human being visualized in the movie. Movie is not only fiction stories, but there are also real stories.

2.2.3 The Princess Switch

The Princess Switch is a romantic comedy set in Christmas, starring Vanessa Hudgens as the main character. This movie was inspired by the novel *The Prince and the Pauper* by Mark Twain. This movie was directed by Mike Rohl from

a screenplay by Robin Bernheim and Megan Metzger. The movie was released in 2018 on Netflix, that was produced by Ammy Krell, Brad Krevoy, and Linda L. Miller. This movie was followed by a sequel entitled “The Princess Switch: Switched Again”, which premiered on November 19, 2020. This movie tells the story of two people running into one other who look identical and switch places.

2.3 Theories

There were two main theories were adopted as the theoretical framework for this study. The theory proposed by Grice (1975) about cooperative principle was used as the main theory for the first problem. It aims at categorizing the types of flouting maxims. Then, the theory from Leech (1983) was utilized to discuss the second problem that is about the reasons of the flouting maxims. This study also applied supporting theory from Halliday and Hasan (1985) to analyze the context of situation.

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2.3.1 Cooperative Principle

Cooperative principle is a study of pragmatic which is called conversational maxim. This conversational maxim makes communication between speaker and listener run smoothly and effectively. People can make contributions or statements in the conversation as needed, at the performance where it occurs, and with the aim or direction received from the exchange of conversations in which you are involved (Grice, 1975). There are four types of conversational maxims that can be listed as follows.

2.3.1.1 Maxim of Quantity

Conversation that obeys the rules of Maxim of Quantity. Giving an opinion informatively as needed (for current exchange purposes), do not make the statement more than required. It means when the conversation happened the speaker must give an informative information, do not give more or less information to listener (Grice, 1975:45).

Example:

A: How did Harry fare in court the other day?

B: Oh, he got fine.

(Grice in Levinson, 1983:106)

From the example above, B answer the question with clear information as required, not too much or less information.

2.3.1.2 Maxim of Quality

In maxim quality the speaker cannot say any information if lack adequate evidence. Do not say false information. It can be concluded that information which is delivered to listener must be truthful and appropriate with the fact. The speaker has to say something that is true and also in accordance with the actual reality.

Example:

A: Does your farm contain 400 acres?

B: I don't know that it does and I want to know if it does.

(Grice in Levinson, 1983:105)

From the example above, B does not know if her farm contains 400 acres, because B has no evidence of that, however B wants to know if her farm contains 400 acres, so B utterance give information that is true with evidence.

2.3.1.3 Maxim of Relation

Be relevant, it means when people answer the question from the speaker the answer must be relevant with the question and stick to the point of the context (Grice, 1975:46). Giving the response related with the topic of conversation.

Example:

A: There somebody at the door?

B: I'm in the bath

(Grice in Cutting, 2002:35)

From the example above, B's answer is providing A's question with the relevant information as it is required. B expect A to understand that B cannot open the door and see who it is because B is in the bath.

2.2.1.4 Maxim of Manner

Maxim of manner require the participants to give information orderly and avoid ambiguity. The speaker should not use the words that the listener do not know to avoid the obscurity of expression or ambiguity, be brief, be orderly. So, the flow of conversation is clear.

Example:

A: Where was Alfred yesterday?

B: Alfred went to the store and bought some whisky.

(Grice in Levinson, 1983:108)

From the example above, B is providing A with clear information and the conversation goes brief and orderly.

2.3.2 Flouting Maxim

According to Grice (1975) a speaker flouts a maxim that is he or she fail to fulfill the maxim of Cooperative Principle without any intention to deceive or make a misunderstanding to convey hidden meaning in their utterances. Flouting maxim divided into same number as maxims that can be listed as follows.

2.3.2.1 Flouting Maxim of Quantity

Flouting maxim of quantity occur when a speaker gives more or less information than is required, the speaker may flout the maxim of quantity and purposefully talk either too much or too little with the intention of continuing the conversation.

Example: War is war

(Grice, 1975:52)

This statement gives less information than it is required so the hearer will not clearly understand, in this case the listener does not get the explanation or the definition of the word "war".

2.3.2.2 Flouting Maxim of Quality

Flouting maxim of quality happens if the speaker says something or information that is not based on facts. Speaker tries denying something that she or he believes to be false. Grice (1975), adds the maxim of quality can be flouted if it appears in discourse in the form of metaphor, meiosis, or hyperbole.

Example: You are the cream of in my coffee.

(Grice, 1975:53)

From the example above, speaker flouts maxim of quality. It characteristically involved category falsity, the speaker should give a true contribution but the contribution above make the listener confuses. The listener might be has two interpretation, “*you are the cream of in my toffee*” intending the hearer to reach first metaphor interpreting “*you’re my pride and joy*” and then the irony interpreting “*you’re my bone*”.

2.3.2.3 Flouting Maxim of Relation

As a rule, such flouts tend to occur when the response is obviously irrelevant to the topic (abrupt change the topic, overt failure to address interlocutor’s goal in asking a question). When someone refuses to answer a question and immediately changes the topic, they flouted this maxim rule.

Example:

- A: I do think Mrs. Kelly is an old windbag
 B: The weather has been quite delightful this summer, hasn’t it?

(Grice, 1975:54)

In the example above, the conversation between A and B have already made the conversation disconnected because not on the same topic and B flouts the maxim of relation. B might be implied another meaning to A, B not directly answer by saying “yes or no”. It can be concluded that, B does not want to talk about Mrs. Kelly, and therefore he flouts the maxim of relation.

2.3.2.4 Flouting Maxim of Manner

Flouting this maxim occur when the participants want to exchange the topic has an intended meaning or does not want to talk about the topic. The speaker or the listener should not use words in which one of them does not know or will not

understand. Both must also state something in a way that is not too long, provide information in a simple but easy to understand way.

Example:

A: Where are you off to?

B: I was thinking of going out to get some of that funny white stuff for somebody

(Cutting, 2002:39)

B clearly flouts the maxim of manner by saying “funny white stuff” which apparently means ice cream, and “somebody” means his daughter. B becomes ambiguous and not say something clearly.

2.3.3 Reasons of Flouting Maxim

Leech (1983:104) stated flouting the maxims of Cooperative Principle happens because the speaker wants to say something with instead meaning to the listener, it also might be happened because a certain motivation and it depends on the situation. The speaker expects the listener to catch the hidden meaning of the utterance. There are four reasons that might lead people in conversation to flout the maxims in the conversation. Those reasons can be elaborated as follows.

2.3.3.1 Competitive

Competitive occurs when the illocutionary goal competes with the social goal, such as ordering, asking, demanding, or begging. The term “goal” refers to a meaning that is intended. Conversational goals will be divided into two categories: self-centered and social goals. An illocutionary objective is a self-centered goal that only cares about oneself and ignores the other. On the other hand, a social goal

refers to a goal that seeks to benefit others. There is a competition between an illocutionary goal and the social goal in this type of reason (Leech, 1983:105).

Example:

Sarah : Merry, the phone is ringing.

Merry : I'm in the bath.

(Cutting, 2002:35)

Merry's illocutionary goal and her social goal are in competition, as shown in the case above. Her social goal is to assist Sarah in answering the phone, while her illocutionary goal is complete her own activity. Here, Merry understands the situation when Sarah ask her to answer the phone. As a result, Merry intentionally flout the maxim of relevance because she refusing to answer the phone and explain that "I'm in the bath". In the conversation, a competitive motivation leads Merry to flout maxim of relation. Her social goal has finally been defeated by her illocutionary goal.

2.3.3.2 Convivial

This is a reason for flouting maxim where neither side is disadvantaged and both sides are satisfying and getting an advantage from the statement because the illocutionary goal coincides with the social goal as offering, inviting, thanking, and congratulating (Leech, 1983:105).

Example:

Samira : I can't imagine for sure. Perfect score for your grammar.

Julie : It's also you can in charge.

(Leech, 1983:105)

Julie receives compliment in the conversation above, which is the social goal and Julie replies the compliment by thanking, which is the illocutionary goal.

Julie flouts the maxim of relevance, because Julie wants to thank Samira for her assistance in teaching grammar. When both sides got satisfaction in the conversation it makes the reason of flouting maxim is convivial reason.

2.3.3.3 Collaborative

When the illocutionary purpose is indifferent to the social goal, it is called collaborative. This reason includes things like asserting, reporting, announcing, and instructing (Leech, 1983:105). The aim of this reason is giving understanding so there's no disadvantages between the receiver and the speaker from the utterance even though the speaker gives more or less information. This reason is closely related to the flouting maxim of quantity.

Example:

Charlene : I hope you brought the bread and the cheese.
Dexter : Ah, I brought the bread.

(Yule,1996:40)

In the example above, Dexter flouts the maxim of quantity by saying he only brought the bread it shows that his illocutionary goal report what he has done while expected Charlene understand the hidden meaning of his utterance that he can not get the cheese and he only brought the bread.

2.3.3.4 Conflictive

Conflictive reason happened when the social goal and illocutionary goal of a conversation conflict with each other. There are including threatening, accusing, cursing, reprimanding, and others. Here, between the social goal and illocutionary goal are different. Then, the society is disadvantages, while someone dominate the advantage of an utterance (leech, 1983:105).

Example:

Anne : How about your meal?
 Willy : Yum, this is a lovely under cooked egg. You've given me here, as usual.

(Leech, 1983:105)

Willy intends to hurt Anne and flout maxim of quality in the case above. The social goal is to complement Anne and give her luck tips. Furthermore, the illocutionary goal is to begin with what she feels without bringing up the feelings of others. The word "lovely" becomes the conflictive word in the conversation. Willy states opposite in this situation, or the food is not lovely.

2.3.4 Context of Situation

The context of situation in which linguistics interaction take places gives the participants a great deal information about the meaning that are being exchanged (Halliday and Hasan, 1985:12). It was stated that there are three features of the context of situation, such as field, tenor, and mode.

2.3.4.1 Field

The field refers to what exactly is going on, the idea of the social moves that is making place: what is it that the participants are engaged, in which the language figures as some fundamental part (Halliday and Hasan, 1985:12). It supports by the situation and the utterance which balance or engaged each other between language that utterance or the body language that figure out the action.

Example:

Nigel : Here the railway line...but it not for the train to go on that.
 Father : isn't it?
 Nigel : Yes this... I wonder the train will carry the lorry

- Father : I wonder
 Nigel : Oh yes it will... I don't want to send the train on this floor...you want to send the train on the railway line...send the blue train down the railway line let me put the railway line on the chair. Daddy put sell tape on it there are very fierce lion in the train...Daddy go and see if the lion still there. Have your engine? Give me my engine!
 Father : Which engine? The little black engine?
 Nigel : Yes... Daddy go and find the black engine for you.

(Halliday and Hasan, 1985:30)

From the example above, in the field there are 2 participants, namely a boy named Nigel playing with his toys and sharing his experiences with others about him moving the train or his father giving the train.

2.3.4.2 Tenor

The tenor of discourse refers to who is taking a section, to the idea of the participants, their status, and roles: what kind of role relationship obtain among the participants, including permanent and temporary relationship of one kind or other (Halliday and Hasan, 1985:12). The conversation will happen if there is two or more people are crossing information between one and other. In doing conversation people choosing grammar based on the relation between the participants. For example, the conversation will different between close friends with conversation to the teacher.

From the conversation above the tenor is interaction between parent and child. They have good father-son relationship. In this child's grammar, at this age, he refers to himself as you, meaning 'me', and Daddy

2.3.4.3 Mode

According to Halliday and Hassan (1985:12), the mode is aspect of the context of a situation that refers to how language is played, what participants expect

from the language for them, including spoken or written or a combination of both. In the situation: the next symbolic organization, the status it holds, and its function in context. And, the rhetorical mode, what the text achieves in categories such as persuasive, expository, didactic, and the like.

The mode in conversation above is spoken language. Nigel is very happy and imagining his toy wheeled vehicle, which is train, he really enjoys playing with his father because his father understands what he imagines.

