

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Pragmatics is a branch of linguistics, which is the study of language. Yule (1996) stated that the study of pragmatics is the study related to meaning; it examines someone's utterances in a conversation and how the meaning is understood by the listener. People tend to have communication or conversation in daily life. The purpose of having communication is to find out what others might think about a certain thing and to prevent miscommunication between people. As a requirement, there must be at least two or more participants to make the communication run smoothly.

Besides that, each participant involved has an important role at whatever things occur in an interaction. When someone delivers the information to another, it has to be understandable so that the communication can be as it is expected. Besides the understandable information from the speaker, all the participants have to be cooperative in the conversation to make the communication ideal. Grice (1975) proposed the theory of *Cooperative Principle*. He said that “in Cooperative Principle, each participant has to make a conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange.” It can be concluded that an ideal communication requires all the participants contribute

in which they deliver their thoughts or respond to other's thoughts. In that condition, the expectation of having good and ideal communication can be achieved.

There are four conversational maxims in Grice's Cooperative Principle cited in Cutting (2002) namely maxim of quality, quantity, relation, and the last is manner. All those maxims mentioned contain the methods that can lead the speaker and hearer to have a good interaction in the setting of communication to prevent miscommunication and ambiguity. When a participant does not obey the cooperative principle, it is called the "flouting maxim". According to Grice cited in Cutting (2002: 37), when speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, we say that they are 'flouting' the maxims.

Context of situation will help the writer to get deeper understanding about the types of flouting maxim. According to Halliday (1985), the first step towards an answer is context of situation, the context in which linguistic interaction occurs provides participants with clear information about the meaning that is being exchanged. This study will focus on flouting maxim because, in daily life, people tend to say what they are thinking. They flout the maxims for some reasons, and there are certain hidden meanings and goals attempted to be expressed by the speakers when flouting maxim takes place. Not only in daily communication, the maxims can also be flouted in another setting such as films or movies.

In this era, beside for entertainment, watching movie can also be a fun way for learning purposes. For instance, people can learn English language by watching English movies. This study will use Spider-Man: No Way Home movie as a data source. This is a 2021 American superhero film co-produced by Columbia Pictures and Marvel Studios, and distributed by Sony Pictures Releasing. It is based on the Marvel Comics character Spider-Man. This movie is unquestionably one of the most popular movies in 2021. For the sixth week in a row, the Marvel and Sony cooperation has topped the box office. The movie grossed \$1.69 billion in the world entirely, making it the sixth highest-grossing movie of all time. That is the reason why this movie was taken as a data source for this study. Besides that, the utterances in this movie contain many flouting maxims and it is interesting how they are used to make the communication more effective in the movie. Besides that, the reason in flouting the maxims in the conversation will also be represented in the analysis.

## 1.2 Problem of the Study

As what has been explained in the background, here are the problems of the study proposed:

1. What types of flouting maxims are shown by the characters in *Spiderman: No Way Home* movie?
2. What are the reasons for flouting the maxims by the characters in *Spiderman: No Way Home* movie?

### 1.3 Objectives of the Study

After proposing the problems, the aims of the research can be proposed as shown down below:

1. To find out the types of flouting maxims shown by the characters in *Spiderman: No Way Home* movie.
2. To find out the reasons for flouting the maxims by the characters in *Spiderman: No Way Home* movie.

### 1.4 Limitation of the Study

To avoid the overlapping explanation, this research is focused on analyzing the types of flouting maxims and also the reasons in flouting the maxims by the characters in *Spiderman: No Way Home* movie related to the Cooperative Principle. In order to determine the kinds of flouting the maxim, the theory from Grice's Cooperative Principle cited in Cutting (2002) is used. Besides that, to strengthen the reason why the flouting maxims shown by the characters in the movie, the theory from Leech (1983) is used.

### 1.5 Significance of the Study

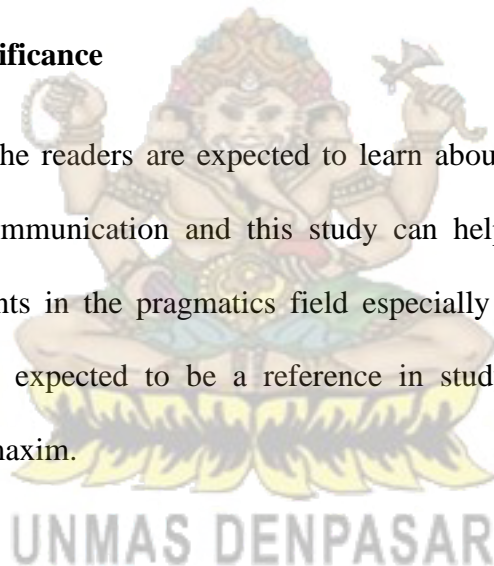
To make the explanation clearer, the significance of the study will be divided into two parts, as follows:

### **1.5.1 Theoretical Significance**

Theoretically, the writer hopes this study will be helpful for students or other writers who insist to have more understanding at the pragmatics field. This study will hopefully be beneficial for those who want to learn deeper about how flouting maxim can happen in daily interaction and last but not least in *Spider-Man: No Way Home* movie.

### **1.5.2 Practical Significance**

In practice, the readers are expected to learn about how the flouting maxim occurs in verbal communication and this study can help teachers or lecturers in educating the students in the pragmatics field especially flouting the maxim. And lastly, this study is expected to be a reference in studying the pragmatics field especially flouting maxim.



## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES**

There will be three parts in this chapter, such as the review of related literature, concepts, and theoretical framework. In the review of related literature, all the previous studies will be presented as references for this study. As part of the concepts, all the key terms which are related to this study will be explained. Lastly, as part of the theories, the key terms will be explained more specifically based on the theory used in this study.

#### **2.1 Review of Related Literature**

In the process of working on this study, there are some previous studies that will be used, in order to get more understanding upon the related topic. The first study was created by Rabecca H. (2021) entitled “*Flouting Maxim Used by the Main Character in the Edge of Seventeen Movie.*” This research was aimed to figure out what type of flouting maxims the movie's key characters apply. The theory from Grice (1975) was applied to identify the types of flouting maxim and the theory from Austin (1962) was used to determine the effect of flouting maxim performed by the main characters in the movie. This study used the descriptive qualitative method. As a result, the writer found that Nadine as the main character of the movie flouted all

types of maxim. The most flouted maxim is the maxim of quantity and the least is the maxim of quality and the maxim of manner. Based on Austin's theory, Nadine applied seven effects such as convincing, boring, annoying, causing, insulting, getting the listener to do something, and making the listener realize something. In general, the differences between her study and this study are from the second objective in which her study focused on the effect of the flouting maxim while this study focused on the reason why the flouting maxim is shown, also the second theory of her study is Austin (1962) while this study used the theory from Leech (1983), and for data source, she used *Edge of Seventeen* movie while this study used *Spider-Man: No Way Home* movie. The similarity can be seen at the first objective which both studies analyzed the types of flouting maxim.

The second study was created by Ulfa (2017) entitled "*Flouting Maxim Used by the Main Characters in Daddy's Home Movie.*" The purpose of this study was to discover the different sorts of flouting maxims, the most common types of flouting maxims, and the reasons for flouting maxims in the movie. This study applied the descriptive qualitative method and the theory of Grice (1975) was used. In the process of collecting data, some steps were used, namely searching the movie, downloading the movie, watching the movie, transcribing the script, and underlining the conversation. As a result, the writer found four types of maxims that were flouted they are maxim of quantity, quality, relation, and manner. The most type of flouting maxim found in Daddy's Home movie was the flouting maxim of relation (34,2%).

The other types were the flouting maxim of quality (30%), the flouting maxim of manner (18,7%), and the flouting maxim of quantity (17,2%). In general, the differences between her study and this study are from the subject analysis in the data source, her study used only the main characters while this study conducted every character who flouts the maxim in the movie. Lastly, her study used *Daddy's Home* movie as a data source while this study used *Spider-Man: No Way Home* movie as a data source. The similarity can be seen in the problem of the study; both studies analyzed the types and reasons for flouting the maxim.

The last study is an article created by Pradika and Rohmanti (2018) entitled "*An Analysis of Flouting Maxims in Coco Movie*". This article aimed to analyze the type of maxims that the characters in the film *Coco* disobeyed. To analyze the flouting maxim, the theory of Grice's cooperative principle (1975) was applied and descriptive qualitative was used as a method. In accumulating the data, some steps were taken, namely searching the *Coco* movie and its script, watching the movie, and the data were collected from the script. As a result, the researcher discovered that the maxims were flouted 11 times in the movie such as flouting the maxim of quantity 5 times (45%), flouting the maxim of relation 3 times (27%), flouting the maxim of quality 1 time (10%), and flouting the maxim of manner 2 times (18%). The differences between their study and this study are from the subject of analysis in which their study only used two main characters to be analyzed while this study conducted every character who flouts the maxim in the movie. For the data source,



their study used Coco Movie while this study used *Spider-Man: No Way Home* movie. Lastly, for the reason of flouting maxim, their study did not mention any kind of theory to analyze that while this study used the theory of Leech (1983) to analyze the reason. The similarity between their study and this study comes from the problems of the study.

## **2.2 Concepts**

In order to give a clear understanding in this study, some definitions of terms related to the topic will be represented down below.

### **2.2.1 Pragmatics**

Yule (1996) stated that the study of pragmatics is the study of meaning; it examines a participant's utterances in a conversation and how another participant interprets the meaning. It means how the speaker can organize utterances and how the listeners respond to them in an interaction. In a sense, the study of pragmatics is defined as a mutual agreement among people to follow specific principles of interaction. Word and phrase meanings are frequently suggested rather than directly uttered in daily conversation. Some words may have a specific meaning in certain situations. It is a common misconception that words always have a clear meaning.

### 2.2.2 Flouting Maxim

Flouting maxims happen when speakers do not observe the maxims when they deliver their utterances. However, there is a possibility of hidden meaning implied behind the occurrences. Grice cited in Cutting, (2002: 37) stated that when the speakers appear not to follow the maxims but expect the hearers to understand the meaning implied, we say that they are 'flouting' the maxims. On the other hand, violation maxim happens when confusion happens during conversation between speakers that information is not delivered correctly.

### 2.2.3 Movie

The movie or film is a work of art that contains a story represents motion pictures and sound or music. Hornby (2006) stated that a movie is a collection of moving pictures with sound which delivers a story and is shown in a cinema or theater. Movies are normally made by recording images or scenes and it requires cameras to record. From there, the editing process will be done so that the movie can be watched. *Spider-Man: No Way Home* is a 2021's American superhero movie. Columbia Pictures and Marvel Studios collaborated on the movie, which is distributed by Sony Pictures Releasing. The length of this movie is 148 minutes and it is the 27<sup>th</sup> movie in the Marvel Cinematic Universe (MCU). Generally, the story is started when the identity of Peter Parker (Tom Holland) as a Spiderman has been revealed. Then he seeks for help from Doctor Strange but something goes wrong. It

brings back the most powerful enemies from another universe. That is when Peter Parker tries to find out what is being Spiderman meant exactly.

### **2.3 Theories**

In order to analyze the data, there are two theories and one supporting theory that were used in this study. In order to determine the types of flouting maxims in *Spider-Man: No Way Home* movie, the theory which was used is Grice's Cooperative Principle in Cutting (2002). Second, to determine the reason for flouting the maxim, the theory from Leech (1983) in his book entitled *Principles of Pragmatics* was used. Lastly, to help the researcher in determining the types of flouting maxim by describing the situation, the theory from Halliday (1985) was used.

#### **2.3.1 Cooperative Principle**

Grice (1975) stated that in Cooperative Principle, everyone has to make the 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. It means that, neither the speaker nor the listener has to contribute in which they deliver their thoughts or respond to other's thoughts. They can accept each other's meaning of utterances no matter what their relationship is, whether they are family, friends, and others. Grice in Cutting, (2002: 34) stated that, there are four Maxims in Cooperative Principle; those are Maxim of Quantity, Quality, Relation, and Manner.

### 2.3.1.1 Maxim of Quantity

In Maxim of Quantity, the participants are required to deliver information which is no more or less than it has to be. Cutting (2002: 34) stated that the speakers should provide as much information as is requested, but no more or less. It can be concluded the participants have to give the right amount of information, for example:

1. 'Well, **to cut a long story short**, she didn't get home till two.'

Cutting, (2002: 34)

The statement above shows that the speaker gives sufficient information by saying 'to cut a long story short'. It indicates the participant does not want to give too much information. In that case, the listener can understand the information delivered by the speaker.

### 2.3.1.2 Maxim of Quality

In Maxim of Quality, the speakers are expected to deliver the utterance that is true or in other words, they have to be honest. Cutting (2002: 35) stated that the speakers are required to be truthful in their statements and to say something that they believe is true, or in other words the participant does not lie when giving the information. It indicates that the statement will deliver accurate information. The example is provided down below:

A: I'll ring you tomorrow afternoon then  
 B: Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye then sweetheart.  
 A: Bye-bye, bye.

Cutting, (2002: 35)

In that conversation, B indicates herself to be uncertain by uttering 'as far as I know'. So that B will be avoided accusations of lying or giving false information when A rings B and B is not there. Most listeners assume the speakers are not lying, and the majority of them are aware of this.

### 2.3.1.3 Maxim of Relation

Cutting (2002: 35) stated that in Maxim of Relation, it is believed that a participant will say something that is related to what has already been expressed. It means, in an interaction, each participant should make their exchanges clearly dovetailed mutually. Being relevant is the key to identifying this type of maxim. The example is provided down below:

A: There's somebody at the door.  
 B: I'm in the bath

Cutting, (2002: 35)

That example shows that the expectation of B is that A understands his position at that time and it is relevant to A's words as there is somebody in front of the door, and B is currently unable to go and see who is that person at the door.

### 2.3.1.4 Maxim of Manner

In Maxim of Manner, when someone tells the information, it has to be clear and orderly. Cutting (2002: 35) stated that the participants have to be brief and orderly, and avoid obscurity and ambiguity. The example below is from a committee meeting, the speaker is obeying the maxim of manner by giving clear information:

- Thank you Chairman. Jus – **just to clarify one point**. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.

Cutting, (2002: 35)

In that statement, the speaker is being clear and orderly by uttering 'just to clarify one point'. In that kind of condition, the listeners are expected to understand the utterances directly.

### 2.3.2 Flouting Maxim

Cutting (2002: 37) stated that we call it 'flouting' the maxims when participants don't seem to obey the maxims yet assume listeners to catch the intended meaning. It can be said that the flouting maxim occurs when the participants do not follow the Cooperative Principle. But also, flouting maxims can be used to give a hidden meaning in a conversation and the listeners are expected to understand that meaning. The flouting maxim has the same number as the maxim does, and it will be discussed further down.

### 2.3.2.1 Flouting Maxim of Quantity

Cutting (2002: 37) stated that when a participant flouts the quantity rule, he or she seemingly deliver too little or too much information. The example is provided down below:

A: How do I look?  
B: Your shoes are nice ...

Cutting, (2002: 37)

That conversation shows that A inquires about his appearance entirely yet B simply answers about his shoes, which means B is giving too little information and B is obviously flouting the maxim of quantity.

### 2.3.2.2 Flouting Maxim of Quality

According to Cutting (2002: 37) when speakers say anything that is not representative of their thoughts, that is where the flouting maxim of quality takes place. Cutting also said that speakers can disobey the maxim by overstating as in hyperbole. The example is provided down below:

Martin : I could eat a horse.  
Lynn : Yes I'm starving too.

Cutting (2002: 37)

That conversation shows the participants flout the maxim of quality by uttering 'I could eat a horse.' It does not explicitly imply that the speaker insists to consume the animal; it is hyperbole, which means the speaker is very hungry.

### 2.3.2.3 Flouting Maxim of Relation

Cutting (2002: 39) said that if speakers disobey the maxim of relation, they assume that the listeners are capable to visualize what the statement does not deliver, and attempt to link their statement and the preceding one(s). The example is provided down below:

A: So what do you think of Mark?

B: His flatmate's a wonderful cook.

Cutting, (2002: 39)

The dialogue represents that B gives an irrelevant response to A's question about Mark. That does not mean B is not impressed with Mark, but from her answer, she implies it.

### 2.3.2.4 Flouting Maxim of Manner

Cutting (2002: 39) stated that someone who flouts the maxim of manner, seeming to be unclear, and frequently attempt to ignore the third party. Down below is the example from the conversation between husband and wife:

A: Where are you off to?

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

A: OK, but don't be long – dinner's nearly ready.

Cutting, (2002: 39)

The conversation above shows that the response from B to A's words is way too ambiguous by saying 'that funny white stuff' and 'somebody.' He does not want



to directly say 'ice cream' and 'Michelle', because his daughter would not be delighted for dinner instead of asking for ice cream.

### **2.3.3 The Reason for Flouting Maxim**

Flouting Maxim is done with the intention of the speaker to provide unstated meaning to the listener. The flouting happens based on particular reasons, and it depends on the situation when the interaction takes place. Leech (1983: 104) proposed four kinds of illocutionary functions related to the social goal, they are Competitive, Convivial, Collaborative, and Conflictive.

#### **2.3.3.1 Competitive**

This illocutionary function is related to the illocutionary goal which is competing with social goals, those social goals are asking, demanding, ordering, and begging. The illocutionary goal is self-centered goal which is focused on individual intension or business and not think about the others. However, the social goals are actually intended to be useful to one another. Leech (1983) stated that illocutionary goals and social goals go against one another for this reason. The example provided down below:

Sarah: Merry, the phone is ringing.  
Merry: I'm in the bath.

Cutting, (2002: 38)

The dialogue represents the illocutionary goal of Merry and her social goal to compete against each other. In this case, Merry's social goal intends to assist Sarah to pick up the phone when it is ringing while her illocutionary goal is still busy with her activity. Indirectly, Merry refuses Sarah to take the phone call and utters "*I'm in the bath*". It shows that Merry has flouted the maxim of relevance or relation and she represents her illocutionary goal more than her social goal. So the reason is related to competitive.

### 2.3.3.2 Convivial

Social goals like offering, inviting, greeting, thanking, and congratulating concur with this type of illocutionary goal. Leech (1983) stated that there will be no sides get disadvantage; both self and society are pleased to get the advantage from the utterances. The example is provided down below:

Sumira: I can't imagine for sure. Perfect score for your grammar.  
 Julie : It's also you in charge.

Leech, (1983: 104)

That example represents the social goal in the form of a compliment from Sumira to Julie and the response from Julie is thanking by saying "*It's also you in charge*" which is her illocutionary goal. Here, if Julie wanted to thank, she should say directly "Thank you" instead of saying like in the example. So she disobeys the maxim of relation and the reason is related to convivial.

### 2.3.3.3 Collaborative

This kind of illocutionary function represents the illocutionary goal and social goal indifferent. The social goal is such as asserting, reporting, announcing, and instructing. Leech (1983) stated that this reason is linked to the flouting maxim of quantity. For example:

Charlene : I hope you brought the bread and the cheese.

Dexter : Ah, I brought the bread.

Leech, (1983: 40)

The conversation shows that the illocutionary goal is reporting. It shows in the conversation that Dexter tells Charlene that he does not bring cheese, so that he has disobeyed the maxim of quantity. Charlene gets the intended meaning of Dexter's utterance because Dexter's responses are supported by context.

### 2.3.3.4 Conflictive

As what it is said by the title, in this kind of illocutionary function, there is a conflict between the illocutionary and social goal. The social goal is such as threatening, accusing, cursing, reprimanding, and others. Leech (1983) stated that society is disadvantaged, while someone dominated the benefit of a statement. The example is provided down below:

Anne: How about your meal?

Willy: Yum, this is a lovely under cooked egg. You've given me here, as usual.

Leech, (1983: 104)

That example represents that Willy disobeys the maxim of quality because Willy has the intention to hurt Anne. Willy's illocutionary goal is ignoring Anne's feeling while Willy's social goal is complimenting Anne. The word "lovely" is some kind of conflictive because actually the meal is not that way. So, the reason is related to conflictive.

### **2.3.4 Context of Situation**

According to Halliday (1985), the first step towards an answer is context of situation. The context in which linguistic interaction occurs provides participants with clear information about the meaning that is being exchanged. Halliday (1985) stated that there are three features of context of situation, such as field, tenor, and mode.

#### **2.3.4.1 Field**

Halliday (1985: 12) stated that the field of discourse refers to what is going on, the nature of the social behaviors that are taking place: what are the participants doing, and how does language play a role. The conversation's event has a significant impact. Something that happens during a good conversation will have a major impact on the conversation. It is reinforced by the context and the utterance, which balance or engage each other between language and body language in determining the action.

### **2.3.4.2 Tenor**

Halliday (1985: 12) stated that the character of the participants, their statuses, and roles are all factors that influence the tenor of discourse. If two or more people are exchanging information with one another, a conversation will occur. The personal relationship is characterized by tenor. People choose grammar in conversation based on the relationship between the parties. Having a close relationship or not will usually influence conversational grammar and word choice. A conversation between close friends, for example, will differ from a talk with a teacher or someone else.

### **2.3.4.3 Mode**

Halliday (1985: 12) stated that mode of discourse refers to what role the language is intended to play in that scenario, and what the participants want the language to do for them. The next's symbolic arrangement, its position, and its purpose in context, as well as the channel (spoken, written, or a combination of the two). The rhetorical style, or what the text accomplishes in terms of categories such as persuasive, expository, didactic, and so on, is also important. In a discussion, language serves as a bridge; participants use language to share information. When having a conversation, it is not only about exchanging information, but also about providing commands, asking for aid, and other functions.