CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication refers to the activity of expressing ideas and feelings or conveying information from the speaker to the hearer. In the process of communication people need the tool or media to convey information and massages. Regarding to the media of communication, language is considered as the most important aspect in process of communication to express the feelings and ideas of the participants in order to build up social relationship. The study of what the speaker means is known as pragmatics (Yule, 1996:127); One type of communication is conversation, in which the speaker and listener must interact cooperatively. In other words, the listener must comprehend what the speaker is saying.

In communication to avoid the misunderstanding people who involves the conversation need to be able to be cooperative, There are some principles that participants can follow and it is called cooperative principles. According to Grice (1975), a British philosopher of language, participants are expected to make a conversational contribution such as is required, it means that no information is given to the listeners that is less or more than needed. The cooperative principle explains the way two or more people have an interaction in the context of conversation or to suggest what matters they need, so the purpose of communication

1

can be reached. Grice (1975) classified the cooperative principle into four conversational maxims that aid in the clear and effective process of a conversation: the maxim of quality, quantity, relation, and manner.

There are some cases in the context of conversation, the fact is not all the conversations run smoothly, some people are uncooperative in their conversation and it is called as flouting. Grice (1975) explained that a speaker has a tendency to flout a maxim, blatantly failing to fulfill it, and also typically rises to conversational implicature. It refers to the way of someone manages to communicate something that is distinct from what he or she literally says and not logically implied by what is said. because, in general, some conversations have specific intended meanings and purposes behind the statements delivered by the speaker where maxims are flouted. In other words, the speaker is breaking the rules and send some hidden meaning to the listener behind the speaker's statement. Flouting maxims are not only expressed in daily conversation but also in movie conversation.

This study was analyze the flouting if maxims that are found in *Sing 2* movie. The genre of this movie is an animation musical comedy and was released in 2021, produced by Chris Meledandri and Janet Healy. This movie talks about Buster who wants to present his performances from local shows to the big shows. There was only one hindrance: they needed to convince Clay Calloway, the world's most secretive rock star, to join them. Buster has made the New Moon Theater a local favorite, but he's eyeing a bigger prize by launching a new show at the Crystal Tower Theater in glitzy Redshore Town. The reason of using this movie as the data source because movie can represent a real example of flouting maxim spoken by

the characters. In addition, this movie become interesting topic due to the analyzing the flouting maxim that found in sentences or utterances among characters and also the reasons by the characters flouted the maxim in Sing 2 movie.

This study focused on flouting maxims because this is an important thing to consider in making communication more effective and making sentences acceptable for the listener. This topic is interested to be discussed because through the movie people will easier to understand about flouting maxim, so people can consider about that phenomena in their utterances with other people in daily life to avoid the ambiguity and people can deliver the purpose or the meaning in their utterances clearly so the listener will know about the purpose of the utterance.

1.2 Problems of the Study

Based on the background above, there are two problems that can be discussed as follows:

1. What kinds of maxim are flouted by the characters in *Sing 2* movie?

2. Why the characters in *Sing 2* movie flout the maxims?

1.3 Objectives of the Study

Based on the problem of study, the aims of the study are as follows:

1. To identify the kinds of flouting maxim by the characters in *Sing 2* movie.

2. To find out the reason of flouting which are used by characters in *Sing 2* movie.

1.4   Limitation of the Study

This study focused on pragmatic analysis that concern with the analysis of flouting maxim in *Sing 2* movie. This study analyzed cooperative principle which includes the kinds of flouting maxim that are found in *Sing 2* movie related to theory proposed by Grice (1975) and also Leech's (1983) to explain the reason of the characters flouting of the maxims in *Sing 2* movie.

1.5   Significance of the Study

Regarding to the objective of the study, this study is expected to be helpful for the readers, especially in terms of academic purpose and beneficial to the society related to flouting maxim and the reason of maxim that flouted in the movie. This significance of the study will be explained as follows:
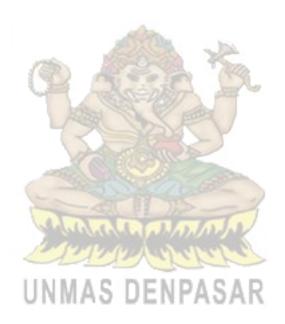
1.5.1   Theoretical Significance

Theoretically, this study focused on giving the information that can be useful for the students and for the researchers especially for those who do a research on flouting maxims. This study can be useful to obtain comprehensive understanding about flouting maxims and how flouting maxims work. It also can be helpful for the readers to understand the flouting maxim's types in *Sing 2* movie.

1.5.2   Practical Significance

This study is expected to be able to give the necessary understanding for the researchers and the readers on how the flouting maxims are used in the conversation especially in the movie. Besides, this study is also expected to help the readers or

other researchers in conducting similar research. Therefore, this study will be a valuable reference in understanding the perspective about the theory of cooperative principle.

CHAPTER II

REVIEW OF RELATED LITERARTURE, CONCEPTS AND THEORIES

There are some points that will be explained in this chapter. First, review of related literature consists of the previous studies from other scholars that are used as a comparison to this research. Several scientific terms and definitions will be also provided to give an understanding for the readers related to flouting maxims and how the maxims are flouted. Moreover, the theories will be explained at the end of this chapter as the basic framework to analyze the data.

2.1   Review of Related Literature

There are two theses and one journal article that have been reviewed to be a comparison with this study. First is, a study written by Ganarsih (2019) entitled *The Flouting Maxims of Cooperative Principle in the Novel "Everything I Never Told You" (Discourse Analysis of The Novel)*. This previous study was focused to find the types and the most dominant flouting maxim in the novel "*Everything I Never Told You*". This previous study analyzed the data through descriptive qualitative method. Moreover, Grice's theory (1975) related to cooperative principle was applied to analyze the data. The findings found fifty-six flouting maxims in the novel which was divided into: twenty-one flouting maxims of quantity, seven of quality, twenty-five of relation, and three of manner. The most flouted maxim that was occurred in this novel was maxim of relation.

The similarity between both studies are both discussing about flouting maxim based on the theory proposed by Grice (1975). On the other hand, the difference was found in the use of the data source and objective of the study. The previous study used a novel entitled *Everything I Never Told You* and this study will use a movie entitled *Sing 2*. In addition, the second objective of the previous study was to know about the most dominant flouting maxim in novel however the reason why the characters in the movie flouting the maxims will be the objective of this study.

Second, a study that was written by Rabecca (2021) entitled *Flouting Maxim Used by the Main Character in the Edge of Seventeen Movie*. This previous study aimed to identify the kinds of flouting maxim that were used and to examine effect of flouting maxim that were performed the movie entitled *The Edge of Seventeen* based on Austin's theory. This previous study used the theory proposed by Grice (1975) to identify the kinds of flouting maxim and also Austin's theory (1962) to examine the flouting maxim's effects. Furthermore, this previous study collected the data through observation method in which the data was taken in a note from conversational interaction of the main character in the movie. The findings of this previous study showed that all the types of maxim that were flouted by the main character. Those flouting maxims were purposely used to convey the message from every main character who has different personalities.

The similarity between both studies are both discussed about Grice's theory (1975) related to the flouting maxim. On the other hand, the difference was found in the use of data source. The previous study only found the flouting maxims that

were used by the main character whereas this study will be focused to analyze the whole characters in using the flouting maxims and its effects.

Thirdly, the article that was written by Tami (2021) entitled *Flouting Maxim Analysis in Stranger Things 3 Television Series: Pragmatics Approach*. This previous study aimed to find out the flouting maxims' types and strategies that were used in *Stranger Things 3*. This study used Grice's theory (1975) to identify the types of flouting maxim and also Cutting's theory (2002) to analyze the flouting maxim's strategies that were used by the characters. This article used descriptive qualitative method with some following steps to analyze the data. The findings showed all the flouting maxim's types in the movie and the most flouting maxim in this study analysis was maxim of relation with percentage 43.75%.

The similarity between both studies are they use Grice's theory (1975) related to the flouting maxim. Besides, the difference was also found in the second research problem. The previous study analyzed the flouting maxim's strategies that were used in *Stanger Things 3* and this study will analyze the motivation of the characters to use the flouting maxim in *Sing 2*.

2.2 Concept

In this chapter, several scientific terms and definitions used to clearly explain and avoid the readers' misunderstanding.

2.2.1 Flouting Maxim

A flouting maxim is occuring when a speaker clearly ignores the conversation at any level which purposes to produce an Implicature (Thomas, 1995:65). The speaker normally uses an implicature in conversation when the context is doubtfully saying. Grice (1975) describes that the flouting maxim may be defined as a type of non-observed cooperative principle. Violation is different with flouting, because it causes a misunderstanding to the listener. On the other hand, flouting maxim intentionally aims to make the listener reaches out the hidden meaning of the utterance.

2.2.2 Movie

Movie refers to a story that is recorded to create motion images when it is performed in a cinema or television (Oxford Dictionary, 2010). It may be also considered as a communicative platform that tells a long of things such as entertainment, information, or even motivation through a visual pictures with sound in a short time. There are some movie genres that can be consumed such as horror, comedy, romance, action, etc. Therefore, it can be analyzed as the data source in the context of the flouting maxim and the reason when it is used in the dialogues.

2.3 Theories

This study applies two theories from different scholars to analyze the research problems. The first theory is proposed by Grice (1975), It explains the cooperative principle as it will be used to categorize the kinds of flouting maxim.

The second theory is proposed by Leech (1983), it discusses the reason of the characters floating the maxim.

2.3.1 Cooperative Principle

The cooperative principle is the most important theory in pragmatics study. According to Grice (1975: 45), it leads the participants to give necessary contribution in the conversation. It means that the speaker must be an informative actor in the context of the conversation. Grice (1975) has classified four conversational maxims in his book entitled "*Logic and Conversation*". These maxims are intended to maximize the conversation's goals. The speaker must be informative, truthful, relevant, and clear in the conversation.

2.3.1.1 Maxim of Quantity

The utterance may provide as much as information as it is required. The speaker must not give any more information in the conversation. This maxim represents the utterance when asking something, the listener must also answer it as much as it is required and they do not have to give more unnecessary information. 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, a clear information has been given by the speaker B to the speaker A. Therefore, maxim of quantity is not flouted in this statement.

2.3.1.2   Maxim of Quality

The speaker asserts the truthful statement related to how the conversation goes. Grice (1975) stated that the speaker must deliver a true information as a contribution in order to avoid the false statement that is less of adequate evidence. The speaker are expected to show a truth and fact with some evidence for backing up their claims. As a result the speaker does not have an opportunity to share any information that they do not have sufficient evidence.

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)

For the example above, the speaker B says a truth that B does not know if his/her farm contains 400 acres, because B has no evidence of that, however it is supported by stating that B wants to know if his/her farm contains 400 acres.

2.3.1.3   Maxim of Relation

In the conversation, the utterance must be relevant to the context of listener can be able to understand the speaker's meaning. Grice (1975) stated that this contribution can be appropriate to the way of listener in responding the question correctly.

Example:

A: *There's somebody at the door.*

B: *I'm in the bath.*

(Grice in Cutting, 2002:35)

From the example above, the speaker B provides a relevant information as it is asked by the speaker A. Therefore, the speaker B does not flout the maxim of relation.

2.3.1.4 Maxim of Manner

The speaker suggests a clear statement in the conversation will create a good interaction between the speaker and listener. The statement must be avoided from the use of ambiguous and unclear words.

Example:

A: *Where was Alferd yesterday?*

B: *Alferd went to the store and bought some whisky*

(Grice in Levinson, 1983: 108)

From the example above, the speaker B provides a clear information to the speaker A by saying a statement briefly and orderly. Therefore, the maxim of manner is not flouted by the speaker B.

2.3.2 Flouting Maxim

Grice (1975) described that a speaker may be failed to follow the cooperative principle in the conversation. It makes their utterances can be misunderstood for the listeners in order to deliver the hidden meaning. There are four categories of flouting maxim as follows:

2.3.2.1 Flouting of Maxim Quantity

According to Grice (1975), the speaker can express a flouting maxim of quality if they express more or less information as it is required. The speaker states something either too much or little from the conversation's purpose will be considered as flouting of maxim quantity.

For example: *War is war*

(Grice, 1975:52)

The statement above needs more additional information to make the listeners understand with the utterance's context. In this case, the listeners do not have a prior knowledge what the definition of "*war*" as mentioned by the speaker.

2.3.2.2 Flouting of Maxim Quality

When the speaker says false information or untrusted evidence, it makes that maxim of quality will be flouted. It means that the speaker may deny something that is untrue or does not based on reality or fact.

For example : *You are the cream in my coffee*

(Grice, 1975: 53)

From the example above, the speaker flout maxim of quality. It involves category falsity. The speaker should give a true contribution and the contribution above only can make the hearer confuses. The hearer might have two interpretation *you are the cream of in my coffee* intending the hearer to reach first metaphor interpreting *you are the cream in my coffee* and then the irony interpreting *you are my bane*.

2.3.2.3 Flouting of Maxim Relation

The speaker usually flouts the maxim in the context of giving an irrelevant response into the conversation. The statement may be flouted when the speaker immediately changes the topic and fails to answer the question directly.

Example:

> *A: I do think Mrs. Kelly is an old windbag, don't you?*
>
> *B: Huh, lovely weather for March, isn't it?*

(Grice in Levinson, 1983: 111)

From the example above, the conversation between both speakers A and B does not make sense in which the maxim of relation has been flouted. The speaker B must cooperatively answer the question by saying *yes* or *no*. However, the speaker B may be have another meaning from his utterance such as he does not want to talk Mrs. Kelly.

2.3.2.4   Flouting of Maxim Manner

An ambiguous statement will be occurred if the speaker has flouted maxim of manner in the conversation.

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

(Grice in Cutting, 2002:39)

As the example above, the speaker B explains an ambiguity in responding the information to the speaker A, therefore, it looks an unclear statement.

2.3.3   The Reason of the Characters Flouted the Maxim

The speaker purposely conveys an unspoken meaning to the listener by disobeying the cooperative principle. As a result, the flouting maxim are deliberately used by the speaker to make the hidden meaning can be transferred well through an implicature. Leech (1983:104) defined four types of politeness illocutionary function. The politeness is usually used by the people to express an exaggerated or irrelevant statement. Therefore, it creates a motivation to neglect the cooperative principle in the conversation.

2.3.3.1   Competitive

The speaker may express a competitive behavior if the illocutionary competes with the social goals. The statement refers to asking, begging, ordering,

and demanding. The illocutionary goal is not concerned others, but it is more focused to the individual side. The competition between illocutionary and social goals is part of this reason. (Leech, 1983).

For example:

Sarah: Merry, the phone is ringing.

Merry: I'm in bath.

(Cutting, 2008:38)

From the example above, the speaker "*Merry*" has an illocutionary goal is against the social one. She has a social goal to assist Sarah to answer the phone and her illocutionary goal is completed her own task. When Sarah asks Merry to answer the phone, she realizes that the gravity of the situation. Then, she deliberately shows the flouting maxim of relation by refusing to respond the phone.

2.3.3.2   Convivial

Leech (1983) stated that the reason of someone breaks the cooperative principle is when an illocutionary goal is pursued, such as inviting, providing, thanking, and congratulating. Therefore, there is no disadvantage both individual and society from an utterance.

For example:

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

Jane: It's also you in charge.

(Leech, 1983: 104)

In the previous conversation, the social goal is delivered to Jane as a compliment whereas the illocutionary one is for Maya as a response to the compliment. There is no competition in this conversation, it is only a flawless goal-meeting. Jane shows a flouting maxim of relation by thanking Maya for her assistance in teaching grammar. The convivial reason has expressed in this conversation in order to show the satisfaction for both speakers.

2.3.3.3   Collaborative

Leech (1983) stated that collaborative may be occurred in the context of illocutionary goal is similar to the social one. This statement includes the way of instructing, announcing, reporting, and asserting. Both speaker and listener do not achieve the disadvantage from the less or more information as their understanding.

For example:

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

Dexter   : Ah, I brought the bread."

(Yule,1996:40)

Dexter states the conversation above to show something that has a limited information. In the conversation, the speaker does only mention "*the bread*" to answer the question. Moreover, the other speaker "Charlene" understands to the response which means Dexter shows a flouting maxim of quantity as it can be seen from the information that is provided as the conversation requires. However, his illocutionary goal has reported his action and Charlene still understands the hidden meaning in his utterance.

2.3.3.4   Conflictive

Conflictive is a motivation that the illocutionary goal is against the social one. In the conversation, it will be expressed as accusing, reprimanding, threatening, and reprimanding. The illocutionary goal and the social goal are diametrically opposed in this case. Then, the society suffers as someone dominates the benefit of an utterance (Leech, 1983).

For example:

Anne: How about your meal?

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

Leech, (1983: 105)

As an example above, the speaker "*Willy*" purposely hurts Anne's feeling by flouting the maxim of quality. The social goal leads a compliment to Anne as an advice. On the other hand, the illocutionary goal does not bring up other people's feelings. The word "*lovely*" becomes the conflicting word in the conversation. The meal isn't particularly appetizing, and Wily feels compelled to chastise Anne. Therefore, in this case Wily states the contrary in which the motivation for the flouting maxim is conflictive.

2.4   Context of Situation

Halliday (1993) stated that context of situation as the first step to give an answer. This context takes a place in linguistics to provide a wealth of information

about the meanings being exchanged (Halliday, 1985: 10). Halliday (1985: 12) also divided context of situation into 3 aspects; field, tenor, and mode.

2.3.4.1 Field

Discourse field determines a reference related to the event that is occurred, the effect of social actions: the participants' activity, and also the use of language (Halliday, 1986: 12). Moreover, this context contributes big things to influence the conversation significantly. It is supported by the situation and the utterance which engages between each languages that utterance or the body language that figure out the idea.

2.3.4.2 Tenor

The tenor in discourse concerns to who is the actor, with whom is speaking with, and their positions and roles (Halliday, 1986: 12). The conversation will occur if there are two or more actors are crossing information from one another. In the context of conversation, the use of grammar in accordance with the participants' relationship. For the example, the close friends' conversation will be different with conversation to the teacher or older one.

2.3.4.3 Mode

Halliday (1986:12) describes the mode in discourse as a role of language and the participants' expectation to the language occurs in that situation: the symbolic organization, status, and function, so on in spoken and written form.

Language is a bridge of conversation where the participant can share an information. It does not only to share information but also to show commanding, asking help, etc.