

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a communication system that consists of the arrangement of words that will become a sentence. Language is a really important aspect of human life. Language cannot be separated from human life since it is used for communication. Communication is an activity or action that is commonly used to transfer information, feelings, ideas, or opinion to other people. One form of communication is conversation. Grice (1975) states that a speaker may flout a maxim, that he or she is blatantly failing to fulfill it and it is this situation that typically gives rise to the conversational implicature. Implicature means how someone manages to communicate something that is distinct from what he or she literally says and not logically implied by what is said. There must be cooperative interaction between the speaker and the listener. In other words, the listener must be able to understand what the speaker is saying.

As mentioned by Grice (1975), maxims are linguistic rules in lingual interaction, the rules that govern their actions, their use of language, and their interpretations of the actions and utterances of the interlocutor. According to Grice (1975) flouting of maxim occurs when the speaker deliberately ceases to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances. The principle of cooperation describes the effectiveness of communication in conversation in social situations. The cooperative principle consists of a conversational maxim. According to Grice (1975), those four maxims

are maxims of quality, quantity, relation, and manner. Maxims of a quantity mean that when a speaker asks something, the listener should answer it honestly. Maxims of quality mean when the speaker asks something, the listener should answer it as informative as possible or answer it sufficiently. Next, the maxim of relevance means when the speaker asks something, the listener should answer it and stick to the point and relevance to the context. Lastly, the maxim of manner means that when the speaker asks something, the listener should answer it as clearly as possible and not ambiguous.

Flouting maxim is not merely happened on daily conversation, but also in a movie dialog. One of the films that contain the flouting of maxims is *Onward* Movie. *Onward* is an American computer-animated urban fantasy adventure film produced by Pixar Animation Studios and released by Walt Disney Pictures. Once upon a time in a fantasy world where supernatural beings live there. Two teenage fairies, Ian Lightfoot (Tom Holland) and Barley Lightfoot (Chris Pratt) embark on a quest of magical places to find answers.

There are two main reasons why it is really interesting to be discussed because *Onward* film received positive reviews from critics. The film has an 82% rating, based on 397 reviews, with an average rating of 7.6/10, and has won many awards. Besides, it has many utterances being flouted by the characters. Therefore, it will be provided enough data for this study.

There is an example of flouting maxim found in *Onward* movie:

Barley : “What do you mean a gift from dad?”

Ian : “I don't know. Mom says this is a gift for both of us.”

Lauren : **“Your dad said to give this to you when you were over 16 years.”**

(*Onward* movie 00:16:13)

In the *Onward* movie, a conversation takes place in the warehouse when Lauren wants to give the gifts that Wilden left for Ian and Barley because they are over 16 years old. From the conversation above, Lauren who answered the question from Ian used the maxim of relevance that was violated in answering Ian's question and made the conversation unrivaled. He violated the maxim of relevance by saying, "Your dad said to give this to you when you were over 16 years.". In this conversation, he had to answer Ian's question by answering the truth for the conversation to proceed cooperatively.

Based on the conversation above, the reason Lauren violates the maxim of relevance is a kind of collaborative reason, as announced. In this conversation, Lauren changed the topic by saying that she gave the gift on Ian's birthday. The purpose of the illocutionary one was that he wanted to tell Ian and Barley that this was a good time to give the gift. Meanwhile, the social purpose of Ian's speech was not focused on what Lauren said but only focused on announcing that this gift was given to Ian and Barley when he was over 16 years old.

This study focused on the study of flouting maxims because maxims regulate every sentence/speech in communication so it is very important to know about maxims because it will help make effective communication.

1.2 Problems of the Study

There are two problems that can be discussed as follows:

1. What types of maxims are flouted by the characters in the *Onward* movies?
2. What is the reasons of flouting maxim by the characters in the *Onward* movie?

1.3 Objectives of the Study

The objectives of the study can be shown in the following sentences:

1. To find out the types of maxims that flouted by the characters in the *Onward* movie.
2. To describe why the characters, flout the maxim in the *Onward* movies.

1.4 Limitation of the Study

Limitation of a study focused on the pragmatics analysis. This study focused on the theory of Grice (1975) to analyze the kind of flout of maxims in the *Onward* movie, to know the reason for used flout of maxims in the *Onward* movie, and to know more about the context of the situation that can help to understand why the flouting maxim can happen.

1.5 Significance of a Study

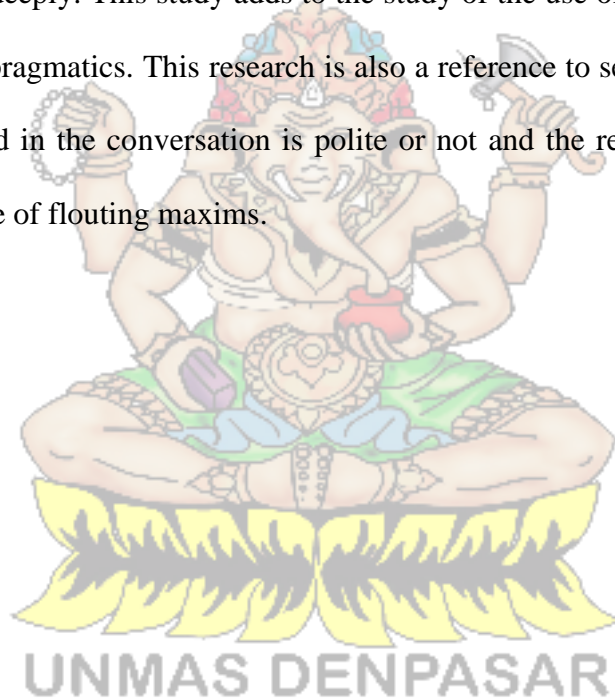
Regarding the objective of the study, the study expects this research can be useful both theoretically and practically. The significance of this research can be explained in two aspects as follows:

1.5.1 Theoretical Significance

Theoretically, this study can be helpful for readers to understand flouting maxims and their types. It can also make it easier for readers to learn and understand how flouting maxims work.

1.5.2 Practical Significance

Practically, this study is useful for explaining the maxims in the Onward movie more deeply. This study adds to the study of the use of maxims in terms of the study of pragmatics. This research is also a reference to see if the movie is the language used in the conversation is polite or not and the reader can learn more about the type of flouting maxims.



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is divided into three sub-chapters; there are reviews of literature, concepts, and theories. The first sub-chapter is about the review from the previous study that is related to the topic study. The second subchapter is a concept that explains the key term which is relevant to be used in this study. The last sub-chapter is about the theories, this part is used to answer and explain the problem of this study.

2.1 Review of Related Literature

There are some reviews from literary works that have similar topics with this study. There is one previous literature and two articles that were chosen to be reviewed by the study.

The first research is a thesis that related to this study was written by Popy (2020). In her study entitled “Flouting Maxims in Alice In Wonderland Movie”. This paper aims to find out the types of flouting maxims found in Alice in Wonderland movies and to explain why the characters in Alice in Wonderland movie flout the maxim. The theory of Grice (1975) was used to solve the problems. By using observation method, the study used a note-taking technique to collect the data and classified it into several groups. The main data was collected from the Alice in Wonderland movie. This study shows all of the types of flouting maxims were found in the Alice in Wonderland movie and the most percentage maxim that was floated in this research was maxim of quantity with a percentage of 40%. This

study is easy to understand because this study uses simple words to explain the theory and the discussion. The scope and limitations of this study are very clear and complete. The similarities between Popy's thesis and this study is the same theory from Grice's (1975) to analyze the flouting maxim and the theory from Leech's (1983) to explain why the characters do flouting maxim in the movie. The difference between this study and her study is the data source. Popy's thesis uses the Alice in Wonderland Movie and this study uses the Onward Movie as a data source.

Second, the article entitled "The Flouting of Maxims in the Se7en Movie Script" was written by Zulfah Ibrahim in 2018. The author focused this study on the explanations of the type of flouting maxim that uses the characters to flout the maxims. The author used two theories to analyze the data in this article. There are the theory from Grice (1975) about the cooperative principle that is used to analyze the types of maxim and the theory from Halliday (1985) that is used to analyze the context of the situation. The data was collected from the Se7en movie. In this article, the characters mostly flout the maxim of relevance and quantity. The similarity between the article and this study is the theory from Grice (1975) that used to analyze the type of flouting maxim. The differences between the article and this study are the second aim of the Zulfah article and in the data sources used. The second aim of the Zulfah article is about the context of the situation when the characters in the flout of maxims in Se7en film and the second aim of this study are about the reasons for flout of the maxim that used the characters in Onward movie.

Zulfah's article uses the *Se7en* movie as a data source and this study uses the *Onward* movie as a data source.

Third, the thesis entitled “An Analysis of Flout of Maxim in the B.F.G Movie” was written by Ani in 2018. This article focused on the kind of flouting maxim and the reason for the flouting of maxims found in B.F.G movies. The author used two theories, the theory from Grice (1975) to answer the kind for flout of maxim and the theory, Leech, to answer the reason why the characters do flout of maxim. A qualitative method to use in analyzing the data in this article. The author collected data from the conversational interaction in the B.F.G movie. According to this article, the finding shows that the flouting maxim occurs 23 times, they are flouting the maxim of quality 3 times (13.1%), flouting the maxim of relation 6 times (26.1%), and flouting the maxim of manner 5 times (21.7%). The similarity between the article and this study is the theory that we used to solve the problem of the study from Grice (1975) to answer the kind of flouting maxim and the theory Leech to answer the reason why the characters do flout of maxim. The difference between the article and this study is the data source. This article uses B.F.G film and this study uses the *Onward* movie as a data source.

2.2 Concepts

This study is focused on flouting maxims that are related to pragmatic linguistics; the concepts of the study can be discussed in the following discussion:

2.2.1 Cooperative Principle

In *Logic and Conversation* (1975: 45), Flouting Maxim is when maxims are not followed or obeyed in a communication. Paul Grice proposed four maxims of

cooperative principles that arise from the pragmatics of natural language defined as Gricean Maxims. This principle explains how effective communication in conversation can be divided into four maxims, namely maxim of quantity, maxim of quality, maxim of relationship, and maxim of manners.

2.2.2 Movie

According to Hornby in Oxford Dictionary (2005) titled “Oxford Advanced Learner’s Dictionary of Current English” A movie is made with real scenes using a motion picture camera to shoot images using traditional animation techniques with computer animation.

2.3 Theories

This chapter discussed conversational maxims theory from Grice’s. This study gives an explanation about the way of flouting maxim. In this part, the study will discuss the framework to help this study answer the research problem.

2.3.1 Cooperative Principle

Grice (1975: 45) explains that the Cooperative Principle leads the participants to make a contribution as required in a conversation. Grice states that when people communicate, they assume and will be conversationally cooperative without realizing it. According to Grice, this cooperative principle contains four conversational maxims these are:

2.3.1.1 Maxims of a Quantity

Maxims of a quantity force the speaker to explain what must be answered to be conveyed and also be informative. If one of the actors violates this maxim, it means that they have violated the maxim quantity. Example below:

Lauren: Have you signed up for driving practice?

Ian: No, no!

(Lauren and Ian: 00:34:67 *Onward* movie)

The conversation above states that Ian's explanation to Lauren is not quite right because that's not the answer Lauren wants.

2.3.1.2 Maxims of a Quality

In this sense, everyone in the conversation has to say what they believe and it can happen. If someone provides information that is not true or commonly called lying, then that person has violated the maxim of quality. Example below.

Ian: This wand will revive our daddy again for 24 hours.

Barley: It's just your imagination.

Ian: I'm telling the truth.

(Ian and Barley: 00:51:78 *Onward* movie)

The example above shows that Ian said the power of the wand was to bring his father back to life but Barley thought it was just Ian's imagination.

2.3.1.3 Maxim of Relation

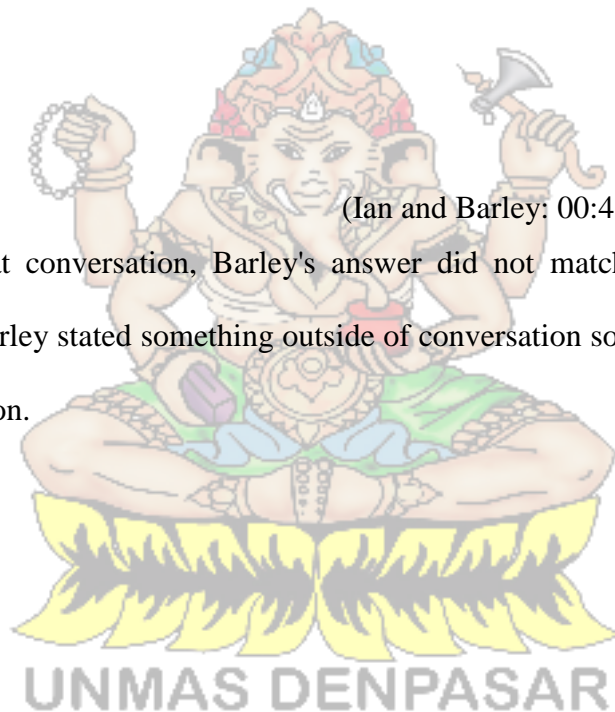
The speaker should not say anything outside the discussion or unrelated to what is being discussed. This maxim serves to connect interactions with each other. However, this maxim is often violated because there is a hidden meaning.

Ian: It's definitely not working.

Barley: Hey, this is a great start.

(Ian and Barley: 00:48:12 *Onward* movie)

In that conversation, Barley's answer did not match Ian's statement as requested. Barley stated something outside of conversation so it didn't fit the topic of conversation.



2.3.1.4 Maxim of Manner

To avoid misunderstanding and inaccurate meaning, the listener must have background knowledge and the listener can understand the utterance given by the speaker because this is very useful for the participants. Example below.

Ian: I have to eat before going to school.

Lauren: We don't have much food; I haven't gone shopping.

(Ian and Lauren: 00:31: 59 *Onward* movie)

The conversation is called the cooperative principle because Lauren's answer is clear to Ian's question.

2.3.2 Flouting the Maxims

According to Grice (1975), a speaker violates the maxims, he blatantly fails to fulfill the maxims of the Cooperation Principle without intending to convey hidden meanings in their utterances. The violation of maxims is divided into the same number of maxims as follows:

2.3.2.1 Flouting Maxim of a Quantity

According to *Grice (1975)*, flouting maxim of quantity happens when a speaker blatantly gives more or less information required; she or he may flout the maxim of quantity and deliberately talk too much with the goal of the ongoing conversation.

A: Where have you been?

B: I have been at Mega's house

Grice, (1975: 37)

2.3.2.2 Flouting Maxim of a Quality

This flouting maxim happens if the speaker says something untrue or the speaker tells a lie which means he or she denies something that is believed to be false. *Grice (1975)* adds that a figure of speech like irony, metaphor, meiosis, and hyperbole can flout the maxim of quality.

A: Who's the winner of the competition?

B: It's Frankie!

Grice, (1975: 39)

For the example above, B answer the winner of this sing competition is Frankie where it is the fact that Frankie won the competition, so B's utterance gives information that is true with evidence.

2.3.2.3 Flouting Maxim of Relevance

As a rule, such flouts tend to occur when the response is obviously irrelevant to the topic (abrupt change of topic, overt failure to address interlocutor goal in asking a question). The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic.

A: Where is my diary book?

B: It's in your room

Grice, (1975: 42)

In that context, B's answer A's question with the relevant information as it is required.

2.3.2.4 Flouting Maxim of Manner

In most cases, such flouts involve the absence of clarity, brevity, and transparency of communicative intentions.

A: What day is today?

B: It is Tuesday.

A: And what date is it?

B: It's 5 of November.

Grice, (1975: 45)

In the example above, B provides A with clear information and the communication goes brief and orderly, therefore if the participants of the communication can obey the maxims of manner there will be no misunderstanding.

2.3.3 The Reason of Flouting Maxim

According to *Leech (1983)*, the reason for flouting maxim appears when the speaker intends to deliver an unstated meaning to the listener. People can flout or intentionally break one of the conversational maxims to lead the listener to find a hidden meaning. Speakers are able to flout a maxim in the same situation for different reasons or speakers are able to flout two different maxims for the same reason. The reasons that may lead people to flout the maxim are:

2.3.3.1 Competitive

This reason is related to the illocutionary goal that competes with the social goal as in ordering, asking, demanding, and begging. The Goal is the intended meaning. The Goal of conversation is divided into two types, those are self-centered and social goals. Here, the illocutionary goal is a self-centered goal, a goal that concerns more or each person's self and does not care about the others. On the other

hand, it is opposite, social goal means a goal that aims to bring advantage to others. In this type of reason, there is a competition between the illocutionary goal the social goal, *Leech (1983)*. Example below:

Ian: What is holy gelatin?

Barley: Oh, that's a giant green saint.

(Ian and Barley: 01:15:34 *Onward* movie)

It is clear that in the dialogue there is a violation of the maxim of quantity. Barley explained that it was inappropriate or incorrect to answer questions from Ian who asked about the gelatin saint.

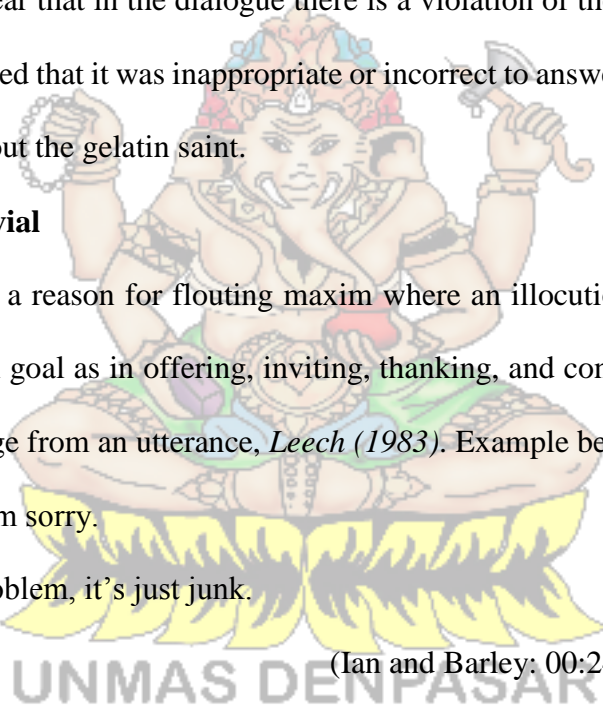
2.3.3.2 Convivial

This is a reason for flouting maxim where an illocutionary goal coincides with the social goal as in offering, inviting, thanking, and congratulating. There is no disadvantage from an utterance, *Leech (1983)*. Example below:

Ian: Barley, I'm sorry.

Barley: No problem, it's just junk.

(Ian and Barley: 00:24:47 *Onward* movie)



The conversation above occurs when Barley wants to help Ian to prevent the police from coming and Barley gives up his favorite car to lure a boulder to fall to cover the road.

2.3.3.3 Collaborative

Collaborative happens when an illocutionary goal is indifferent to the social goal. There are asserting, reporting, announcing, and instructing that are included in this reason. Here, the illocutionary goal and the social goal work together for a purpose of giving understanding. This reason is closely related to the flouting maxim of quantity, *Leech (1983)*. Example below:

Lauren: How about you use your wings?

Mantic: I'm scared.

(Lauren and Mantic: 00:57:36 *Onward* movie)

The data above still violates the relation maxim. From Mantic's answer to Lauren's question, it was not at all the answer Lauren expected.

2.3.3.4 Conflictive

The last reason is the conflictive reason. It is a reason in which the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding, and others. In this reason, the illocutionary goal and the social goal are very different. Then, society is disadvantaged, while someone dominates the advantage of an utterance, *Leech (1983)*. For example:

Barley: Maybe we should step on it.

Ian: No Barley, just me.

(Barley and Ian: 01:03:45 *Onward* movie)

The conversation above takes place when Barley and Ian want to save themselves from a puddle that trapped him while on a mission.

