

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The conversation between people is really important nowadays. The interaction can be done physically or orally. Conversation is a part of human life in which two or more individuals communicate to share their feelings, thoughts, and ideas. The communication can be successful when the listener is able to understand what the speaker says. Occasionally, in normal conversation, the listener does not grasp what the speaker is attempting to say. The conversation may run smoothly when the participants follow the rules of cooperative principle.

According to the Grice (1975) a cooperative principle in which at the stage at which it occurs by receiving the purpose or direction exchange in which people are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. The participants require to observe the manner of cooperative principle in conversation to achieve the purpose of communication. (Grice, 1975) explained that once the speaker produces an utterance, there will be implications behind it. Based on those phenomena, it has been effective for analysis of Floating Maxim.

However, in fact not all the conversation runs smoothly, some people are uncooperative while conveying the information and it is called flouting. According to Cutting (2002), flouting maxim happens when the speakers seem not to follow the maxim but expect the listener to deduce the intended meaning. Flouting maxims

does not only occur in real life but also in movies. Movies have some aspects which can reflect the phenomena of people who flouted the maxims.

Her movie is a 2013 American science-fiction romantic comedy- drama film written, directed, and produced by Spike Jonze. This movie tells the life of a lonely writer, after a divorce from his wife. To get rid of his loneliness, he bought an operating system equipped with artificial intelligence to chat with. This operating system is named Samantha. Every day, they talk to each other about everything, including matters of life and love. Gradually, Theodore fell in love with Samantha, the computer operating system. Samantha persuades Theodore to go on a blind date with a woman to treat her wounds. Initially the blind date process went well but Theodore began to doubt and the women chose to avoid.

This movie was chosen because this film tells the future by showing how technology seems to dominate humans. And there are many lessons to be learned from this movie, one of the lessons learned from this movie is the dependence on technology. It becomes an interesting topic due to analyzing the types of flouting maxims and explaining the reason why the maxims are flouted in the *Her* movie. In flouting maxims, there must be reasons of the maxims are flouted. By knowing those reasons, the listener can get the hidden meaning that the speakers implied in their utterances. This study is challenging because it deals with the study of flouting maxim.

1.2 Problems of the Study

Based on the background of the study presented above, the problems of this study can be listed as follows.

1. What are the types of flouting maxim found in *Her* movie?
2. What are the reasons of flouting maxims used by main characters in *Her* movie?

1.3 Objective of the Study

In relation with the problem above, there are objectives of the study below details. The objectives if this study are:

1. To identify the kinds of maxims are flouted by main characters in *Her* movie.
2. To reveal the reason of flouting conversational maxim showed by main characters in *Her* movie.

1.4 Limitation of the Study

This study is concerned with analyzing the flouting maxims in the *Her* movie. Grice's theory of maxims (1975) was used to analyze the types of flouting maxims and the theory proposed by Leech (1983) was used to analyze the reasons why the main characters used flouting maxims in that movie. The theory proposed by Halliday and Hasan (1985) was used to support the context situation theory.

1.5 Significance of the Study

This research is expected to be useful in two terms, it is theoretically and practically significant. Theoretically, it can be used as a reference by other researchers. Meanwhile, practical significance refers to the contribution of research in providing solutions and solving problems that occur in society. The significance can be elaborated as follows.

1.5.1 Theoretical Significance

This research is expected to provide informative information for scientific writing. This study can be useful to gain knowledge about floating maxims and in-depth understanding of how floating works.

1.5.2 Practical Significance

In this study, the result of this study can be used as a reference and are expected to provide an understanding to the reader about how the flouting maxims is implemented in a conversation. This research is expected to help other researcher in conducting similar research and as an evaluation material.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1 Review of Related Literature

This chapter reviews previous research that has a similar topic. Previous study related to the contribution in explaining Grice's maxims and the method for analyzing the data in this study.

The first article entitled "The Flouting of Maxims in the Se7en Movie Script" was written by Zulfah Ibrahim in 2018. The previous study focused on the explanation 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 is 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 previous research and this research is the theory from Grice (1975) that used to analyze the type of flouting maxim. The difference between article and this study is the second aims of the Zulfah article and this study use different data sources. The second aim of the Zulfah article is about the context of situation when the characters in the flout of maxim in Se7en film and second aim of this research is the reason of flouting conversational maxim showed by main

characters in *Her* movie. Zufah's article used the *Se7en* movie as a data source and this study used the *Her* Movie as a data source.

The second research is a thesis related to this study was written by Popy (2020). In his study entitled "Flouting Maxims in Alice In Wonderland Movie". This research aims to find out the types of flouting maxim found in the Alice in Wonderland movie and to explain why the characters in the Alice in Wonderland movie flout the maxims. The Grice's theory (1975) was used to solve the problem. In this study using observation method, and the researcher used note-taking techniques to collect the data. The main data was collected from the Alice in Wonderland movie. This study shows all of types of flouting maxim in the Alice in Wonderland and the most percentage maxim that was flouted in this study was the maxim of quantity with a percentage of 40%. This study is easy to understand because this study uses the simple words to explain the theory and its discussion. The scope and limitations of this study are very clear and complete. The similarities between Popy thesis and this study used the same theory, from Grice's theory (1975) to analyze the flouting maxim and the theory of Leech (1983) to explain why the characters flouting maxim in the movie. The difference between this study and his research is the source of the data. Popy thesis uses Alice in Wonderland Movie and this research uses *Her* movie as a data source.

The third, the article 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 maxim found in B.F.G movie. The author used two theories, the theory from Grice (1975) to answer the kind for flout of

maxim and the theory from 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 three times (13.1%), flouting the maxim of relation six times (26.1%), and flouting the maxim of manner five times (21.7%). The similarity between the article and this study is the theory that used to solve the problem of the study from Grice (1975) to answer the kind of flouting maxim and the theory from 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 *Her* movie as a data source.

2.2 Concepts

Concepts are an important part of this research. This concept can help the reader to understand the subject. Concepts are also used as the basis for scientific writing when analyzing data. The concepts used are related to the research in the following explanation.

2.2.1 Flouting Maxim

In daily conversation, flouting maxim is commonly used to deliver a hidden meaning. According to Grice (1975:49) flouting means blatantly failing to obey the maxims. Flouting maxim works when the speaker implies meaning behind the utterance. According to Levinson (1983), flouting of maxim occurs when the

speaker deliberately ceases to apply the maxim to persuade their listener to infer the hidden meaning behind the utterance, that is the speakers employ implicature. The flouting of maxim not only can be seen in real life but also in the movie.

2.2.2 Movie

According to the Cambridge Dictionary (2010), a film is a series of images that tell the story of human life, usually entertaining in theater or on television. Movies are also called films. However, movies are often used as entertainment for everyone in the world. It can affect people's emotions. Fun movies can affect people's emotions and make them laugh. Some movies can capture people's emotions to make them feel sad, cry, and scared.

2.2.3 Her Movie

Her is a 2013 American science-fiction romantic drama film written, and produced by Spike Jonze. It marks Jonze's solo screenwriting debut. The film follows Theodore Twombly (Joaquin Phoenix), an artificially intelligent virtual assistant personified through a female voice. The film also stars Amy Adams, Rooney Mara, Olivia Wilde, Scarlett Johansson and Chris Pratt. (Donario, Fabiano August 18, 2018)

2.3 Theoretical Framework

Following the problem of the study, there are two main theories adopted as the theoretical framework for this research. The theory of cooperative principle

presented by Grice (1975) is applied for classifying the type of flouting maxims. Moreover, the theory from Leech (1983) is used to analyze the reason why the characters flout the maxim in movies.

2.3.1 Cooperative Principle

The principle of cooperation is part of pragmatics called conversational maxims. This cooperative principle describes how participants work together in conversations to achieve smooth and efficient interactions. It is very important to follow the principle of cooperation with maxims to ensure that the communication process between the speaker and the listener goes well. Grice (1975) stated that the cooperative principle directs participants to contribute as needed in a conversation. There are four types of conversational maxims, that can be seen as follows.

2.3.1.1 Maxim of Quantity

In every conversation, informative answer is always needed. This means that when a conversation occurs, the speakers will provide informative information. Don't make contributions that are more or less informative than necessary. Providing informative information means providing as much information as needed. The answer that contains sufficient information based on the topic is not less or more (Grice, 1975).

Example:

A: Where have you been today?

B: I have been Jenny's house.

(Grice, 1975:37)

From the example above, B answer the question A with clear information. And B give informative information that is required, not more or less information. Where the information is contained with the topic.

2.3.1.2 Maxim of Quality

When the speaker asks a question, the listener must answer with accurate and correct information. Do not provide false information and do not have sufficient evidence. And it can be concluded that the information submitted must be honest and based on facts (Grice, 1975)

Example:

A: Do you know where Jenny was treated?

B: At the Sanjiwani Hospital in Gianyar.

(Grice, 1975: 39)

In the preceding discussion, B answered the question from A, where Jenny was treated and indeed Jenny was treated at Sanjiwani Hospital, Gianyar. So, an utterance that provides information is true based on factual information.

2.3.1.3 Maxim Relevance

The maxims of relevance or relation that the speaker must apply which means the speaker must say something related to the topic being discussed. On the other hand, if the speaker asks a question, the listener must respond by remaining focused and relevant to the issue or context (Grice, 1975).

Example:

A: Where is my new flats shoes?

B: it's in your room.

(Grice, 1975, p.45)

From the dialogue above, B answer becomes relevant because B provides relevant and to the point information. Therefore, speaker A gets the required information.

2.3.1.4 Maxim of Manner

Maxim of manner must be clear. This means that participants provide information in an orderly manner and avoid ambiguity. The speaker should not use words that the participants do not know to avoid ambiguity of expression. In the maxim, the speaker must avoid ambiguity of expression, avoid ambiguity, be concise and orderly (Grice, 1975).

Example:

A: What the day is today?
 B: It's Wednesday
 A: What the date is today?
 B: It is 30 October

(Grice, 1975: 45)

From the conversation above, B answer and gives the information clearly and the communication is going brief and orderly. If the participants can obey the maxim of manners, there will no misunderstanding.

2.3.2 Flouting of Conversational Maxim

According to Grice (1975), flout of maxim is included in the form of the principle of cooperation that is not considered. Non-observance maxim is when the speaker fails to convey the maxim which is done by flout their rules either intentionally or making misunderstanding to convey the hidden meaning of the utterance. Based on the Grice theory, the flout maxim is divided into several maxims. These are the flouting maxim of quantity, flouting maxim quality, flouting maxim of relevance, and flouting maxim of manner.

2.3.2.1 Flouting Maxim of Quantity

Flouting the maxim of quantity means that the speaker of a conversation fails to fulfill the term of maxim of quantity in the cooperative principle. Information which belongs to the flouting maxim of quantity is the information which contains

less or more information from ongoing conversation. In some cases, additional information might be required as a proof of the utterance of information, but in maxim, by giving additional information directly doing flouting maxim of quantity.

Example:

Man are Man

(Grice, 1975: 52)

The example above belongs to the flouting maxim of quantity, specifically tautologies. The information above does not give informative information. It is supported by none information given beside the word that is said repeatedly. There is no specific information to describe or identify what or how man are.

2.3.2.2 Flouting Maxim of Quality

The speaker disobeys the maxim of quality by saying something that is not representative of what he or she truly believes, or their contribution is not accurate, or they say something that is not backed up by enough fact. Grice (1975) said that if flouted, it may be difficult to locate, but a gesture or tone of voice in the right situation will reveal the flouting maxim. According to Grice (1975), if figures of speech like irony, metaphor, meiosis and hyperbole can flout the maxim of quality. The key word is giving untrue information to the listener.

Example:

You are the cream of my coffee.

(Grice1975)

The preceding example, the text belongs to flouting maxim quality. It is supported by the text which contains category falsity. The text above will convey different meanings from other point of view.

2.3.2.3 Flouting Maxim of Relevance

When the speakers in a communication fail to follow the relevance maxim, they are making irrelevant assertions. Typically, the speakers are irrelevant or inconsequential. The flouting maxim happens when the participants does not want to answer the question based on the topic.

Example:

A: I do think Mrs. Kelly is an old windbag, don't you?

B : Huh, lovely weather for March, isn't?

(Grice, 1975:45)

The discussion between the A and B categories is seen as a flouting maxim of relevance. Question A does not correspond to response B. b could be expressing something else, and he doesn't want to know anything about Mrs. Kelly. B should respond with "Yes or No" to relevance information.

2.3.2.4 Flouting Maxim of Manner

Flouting the maxim of manners involves the lack of briefness of communicative intention. It occurs when a conversational member wants to exchange, hide, or avoid discussing the topic. Whether the speaker intended for it or not, the ambiguity occurred.

Example:

A: Where are you off to?

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

(Grice, 1975: 17)

From the conversation, B says something in an ambiguous way by saying “funny white stuff” which apparently means ice cream and mentioning “somebody” to replace his daughter. B flout the maxim of manner because B does not say something clearly.

2.3.3 Reason of Flouting Maxim

Leech (1998:104) stated that rationale of the flouting maxim appears when the speaker intends to deliver an unstated aiming to the listener. People deliberately violate one of the maxims of conversations so that the listeners find the hidden meaning. The reason people to flout the maxims are elaborated as follows.

2.3.3.1 Competitive Reason

Competitive occurs when illocutionary goals compete with the goals such as asking, demanding, begging and ordering. And the illocutionary goal is a self-centered goal it focuses on their own goal and not the others and the social goal give the advantages to other. For the example: when n you are getting someone to lend you money (Leech 1983).

2.3.3.2 Convivial Reason

Convivial is a reason for flouting maxim where an illocutionary goal coincides with the social goal as in offering, inviting, greeting, thanking and congratulating. Here, there is no disadvantaged side, both self and society are happily getting advantages from an utterance. The reason for flouting maxim which belongs to conviviality can be seen as below here (Leech, 1983: 104).

2.3.3.3 Collaborative Reason

When the illocutionary purpose is unrelated to the social goal, it is called collaborative. The reasons include asserting, reporting, announcing, and instructing that are included in the reason. The illocutionary and social goals are combined here for the purpose of providing understanding. This reason is closely related to the flouting of quantity maxim (Leech, 1983: 40).

2.3.3.4 Conflictive Reason

Conflictive is a reason where the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding and others. The illocutionary and social goals are substantially different in this case. Then, the society is disadvantaged, while someone dominates the advantages of an utterances (Leech, 1983: 104)

2.3.4 Context of Situation

The context of the situation is the first step toward a response. The context in which linguistics interaction takes place give the participants a great deal of information about the meaning that are being conveyed (Halliday and Hasan, 1985: 10). There are three features of context of situation such as field, tenor, and mode.

2.3.4.1 Field

The term field of discourse relates to what is happening, to the nature of the social action that is taking place, what the participants do, and how the language plays a role (Halliday and Hasan, 1985: 12). Events in conversation have a great contribution. Something that will happen in a good conversation that will have a huge impact on the conversation. This is supported by situations and utterance that balance or bind each other between the speech languages or body language that describe the action.

2.3.4.2 Tenor

Tenor discourse refers to who takes part, the nature of the participants their status and roles (Halliday and Hasan, 1985: 12). Conversation will occur if there are two or more individuals who cross information between one another. Tenor, the personal relationship involved. In conversation people choose the grammar based on the relationship between participants. Usually having a close relationship or not will affect the grammar and word choice of the conversation. For the example is a conversation between close friend will be different with teacher or an older person.

2.3.4.3 Mode

Halliday and Hasan (1985: 12) stated that discourse mode refers to what part a language plays, what participants expect language to do for them in that situation, subsequent symbolic organization, status that it has and its function on context, including channel (whether spoken or written or a combination of both and rhetorical modes, what the text achieves in terms of categories such as persuasive, expository, didactic, and the like).

