

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Language is a human communication system based on speech and gestures (spoken language), sign language or written language. The success of language in communication is influenced by language accessibility, context and the same perception of ideas between one people to another as aim to build good bounding of conversational in communication. There are essential functions that participate in communication. It functions for conveying ideas, receiving information, and expressing feelings and thoughts. In order to make those communications going smoothly, both sides of the participants need to understand the context first to make a clear communication. The study which concern about sentence meaning in the context of situation where the sentence is conveyed by the speaker to the listener is known as Pragmatic (Yule, 1996, p.3).

Pragmatic is a study of using language in communication, especially the relationship between sentences and the context of situation in which it is used. In addition, it is a study investigate the relationship between what the speaker is saying and the listener's interpretation. Communication abilities may assist people in having a smooth conversation, specifically verbally. In a conversation, the members are predicted to be cooperative. To be cooperative in communication means that the contributors are expected to observe numerous norms called the cooperative principles. According to Grice (1975, as cited in Yule 1996, p.37), the standards of

cooperation instruct contributors to make contributions to the verbal exchange as required, at the level at which it happens, and with the goal or route received from the exchange of talks. The cooperative principle describes how human beings engage with each other in conversational interactions or to indicate matters they need to obey.

According to Grice (1975, as cited in Yule 1996, p.37), people will have a successful conversation if they fulfil the maxims. The cooperative principle is elaborated in four sub-principles or maxims. They are maxim of quality, quantity, manner, and relation. The maxim has own meaning, such as the maxim of quantity which requires the speaker to contribute as informatively as possible, but no less or more than required. Maxim of quality concerns what people say; try to make a contribution true or be truthful. Maxim of manner is being clear, brave, orderly, and avoiding ambiguity. The maxim of relevance is the conversation should be relevant information.

When the speaker does not comply with the four sub-maxims, they considered to be flouting the maxim where they are against the rules or giving insufficient information, ambiguity, irrelevant and difficulty to understanding, that is known as flouting maxim in communication. Flouting maxim which are contained in the communication often occurs in the movie, where the characters unconsciously go against the cooperative principle in referring to an utterance to another character. There are many movies that can be analyzed in terms of the incidence of the flouting maxim, but *Cinderella* was chosen as the data source for this study.

Cinderella is a 2021 romantic musical film renewed from a fairy tale with the same name by Charles Perrault. The *Cinderella* movie was directed and written by Kay Cannon. The story portrayed Ella as an ambitious young woman whose dreams of having her own shop so that she can sell her own clothing designs. However, living with his stepmother and two stepsisters makes her not free to express her dreams and desires. But, Ella has a fab godmother to help her and persevere to make her dream come true. The *Cinderella* movie has been selected as the data source by considering that the movie strongly supports the analysis because it contains flouting maxim based on the context situations. In flouting maxim, the context of the situation influences to make conversation ongoing. The context of the situation helps the writer understand why flouting the maxim can happen.

1.2 Problems of Study

Based on the information explained in the background, there are two problems focused for the analysis. The two problems include the following:

1. What types of flouting maxim can be identified in the *Cinderella* movie?
2. How does the context situation influence the interpretation of flouting in the *Cinderella* movie?

1.3 Objectives of the Study

Based on the problems of the study, there are two objectives in this study, as follows:

1. To find out the types of flouting maxim found in *Cinderella* movie.

2. To examine the context of situation that influence the interpretation of flouting in the *Cinderella* movie.

1.4 Limitation of Study

The limitation of the study is focusing on the topic about flouting maxim and context of situation in *Cinderella* the movie. The flouting maxims used is from the theory proposed by Grice (1975), and the context of situation theory by Halliday and Hassan (1985). To have a comprehensive discussion and solve the problems discussed, the study was limited to identifying the kinds of flouting maxims in *Cinderella* movie.

1.5 Significance of the study

The significance of this study is divided into theoretical and practical significance as follow.

1.5.1 Theoretical Significance

This study is expected to be useful to improve the reader's knowledge about flouting maxim and context of situation analysis based on the data in the *Cinderella* movie. Moreover, this study also requires be further analysis to develop for those studying a similar subject.

1.5.2 Practical Significance

This study is expected to be guidance to the readers, which will be used practically in each utterance which can be useful for them to apply in practical communication. It is useful to readers who will conduct further research on the context of situations and types of flouting maxim based on cooperative principles (Grice, 1975) and context of situation theory (Halliday and Hasan, 1985).



CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

This study presents some previous studies in different variables as a way to test the accuracy of the study. Some of them are related to the linguistic field especially about flouting maxim and the context of situation by comparing them with the previous publishers from the thesis and an article. The concept consists of general meaning and definition related to the topic discussed.

2.1 Review of Related Literature

This chapter presents some reviews of previous studies that have a similar topic about flouting maxims analysis. In this study, takes some related topics from previous studies that can be elaborated as follows:

The first related study is a thesis written by Rabecca (2021) entitled *Flouting Maxim Used by The Main Character in the Edge of Seventeen Movie*. This paper aimed to learn about the many types of flouting maxims using the theory by Grice and the effects of flouting maxims using by Austin's theory. This study used the descriptive qualitative method. The purpose of this study was to identify kinds of flouting maxims and the effects of flouting maxims performed by the main character in the movie. In this research, there were twenty dialogues in the movie containing flouting the maxim. This study found that Nadine as the main character of the movie, flouted all the types of maxims. The most frequently flouting maxim was the maxim of quantity, while the least frequently flouting maxims were the

maxims of manner and quality. The similarity that can be identified is the problem of the study, which concerns flouting maxim analysis. Both used the descriptive qualitative method as a technique. The difference that can be composed from the previous study with this study is about the second problem of the study, which concerns the effect of flouting maxim performed, this study focused on the context of situation. The previous study used *Edge of Seventeen* movie as the data source, while this study used the *Cinderella* movies as the data.

The second review in this study is a thesis by Kristina (2019), entitled *Flouting Maxims in Beauty and the Beast Movie*. This paper aimed to learn about the various types of flouting maxim and the reasons why the characters used them in the *Beauty and the Beast* movie. The theories used to solve the problems were the theory of Grice (1975) and Leech (1983). The method used was the observation method, in which the researcher downloaded the movie and the script from the internet to strengthen the data. According to the study, the movie *Beauty and the Beast* flouted a diverse variety of maxims, with the plurality of them being the maxim of relevance 53%. The similarities between Kristina's thesis and this study are the used of Grice's theory (1975), the study problem about the types of flouting maxim, and used movies as a data source. The difference between this study and previous study is in the second problem of study, which concerns the reasons why they were used them in the *Beauty and the Beast* movie theory from Leech (1983), whereas in this study focus on the context of situation by theory from Halliday (1978). The previous study used theory from Leech (1983) to analyze the reasons why they used them in the *Beauty and the Beast* movie. In contrast, this study

describes the reasons why the characters in the movie perform the flouting maxim in the context of situation.

The third related study is an article from Kuniati and Hanidar (2018) entitled *The Flouting of the Gricean Maxims in the Movies Insidious and Insidious 2*. This paper aimed to learn about the functions of the flouting that the characters made when speaking to other characters. This study used qualitative and quantitative methods. In this study showed 23 cases of the movie containing flouting maxims. The results showed that the characters in *Insidious 2* flouted the maxim for several reasons, the main reasons being to avoid the main characters upset, to provide comprehensive reasons, to convince listeners, and to criticize someone's actions. The similarity that can be identified in that study with the previous study is the theory that was proposed by Grice's theory to analyze the flouting maxim contained in the data source. The difference that can be found between the previous study and this study is about the problem of study, which concerns the functions of the flouting that the characters made when speaking to other characters. In contrast, this study focused on the types of flouting maxim and the context of situation.

2.2 Concepts

The concept of this study is related to the research topic. There are two parts to this concept: flouting maxim and movie.

2.2.1 Flouting Maxims

According to Grice (1975), flouting of maxim happens when a speaker intentionally stops using the maxim to convince their listener to deduce the underlying meaning behind their utterances; the speakers use implicature. The flouting of maxim can really be viewed in a variety of ways. In real life, however, in addition to the movies, a maxim is a set of rules. However, there are situations when the speakers do not observe them. Typically, they observe the guidelines and flout the maxims. to Grundy (2000, as cited in Kristina 2019) described that the flouting of maxims is especially the silent manner of having an addressee to attract inference and hence get better entanglement. The speakers flout the maxim, taking into consideration the following requirements.

2.2.2 Movie

A movie is defined as a series of the moving picture which is recorded including the sound, motion of picture graphics that tell a story (Oxford dictionary, 2022). Film is one of the mass media that has visual and audio-visual characteristics and can reach a large audience. People watch movies as a kind of entertainment in order to pleased time. There are several style films that people want to watch, such as action, bedwetting, romance, and horror.

2.3 Theories

Theories are related to acceptable research by particular discipline where it includes a formal set of ideas intended which need to explain about something

(Oxford dictionary, 2022). In this chapter, this study presents the related studies. The theory proposed by Grice (1975) about cooperative principles and the second theory by Halliday and Hasan (1985) about the context of situation.

2.3.1 The Cooperative Principle

According to Grice (1989), cooperative principle is used to explain how to communicate successfully in everyday situations. When the speaker and listener can identify one another in the dialogue, it can result in successful communication. First, they can easily share what they need to convey. Then, they may acquire nicely, which means that everyone is one of a kind, regardless of popularity, whether or not they are intimate friends, parents, teachers, sellers, and customers, among many other things. Speakers act in a particular way, in a particular manner to get the listener to understand what they are saying, “suitable utterances to provide the speaker with the best reaction”. The idea of cooperative activity guides the listener to assume that all speakers are usually cooperative. The cooperative principle is elaborated in four maxims: maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. Essentially, there are two things humans could do with maxims: observe maxims and do not observe maxims.

2.3.2 Flouting Maxims

According to Grice (1975), flouting of maxims happens when the speaker stops using the maxims deliberately to influence listeners, enabling them to deduce the underlying meaning behind the speaker's words. The most effective flouting of

maxims can be observed in real life and the movie. Flouting maxims are divided into four types that can be explained as follows:

2.3.2.1 Flouting of Maxim Quantity

According to Grice (1975), the maxim quantity flouts arise when the speakers blatantly offer greater information needed, he can say the proverb and deliberately communicate too much with the purpose of ongoing conversations.

Example:

A : *Well, how do I look?*

B : *Your shoes are nice*

Cutting (2002)

Within example above, A has flouted the quantity maxim by providing less information. B asks A to approximate his complete A, on the other hand, solely mentions his appearance and footwear. A does no longer say immediately that the shirt or her denims look quality, which means A is not awestruck by the relaxation of what he is carrying.

2.3.2.2 Flouting of Maxim Quality

According to Grice (1975), the maxim of quality flouts arises when the speaker gives their belief to be false or untruth information to the listener and lacks adequate evidence.

Example:

A : *So were you putting boxes away upstairs?*

B : *Don't josh*

A : *I just hate feeling helpless, sorry I'll figure out a way to lock the door tomorrow.*

B : *Good, It's dangerous you know. Maybe we should just put him on*

A *a child leash*
 A : *I'll stop at the pet store tomorrow.*

Kurniati & Hanidar, (2018)

Within the conversation above, A and B flouted the maxim of quality while A states that B needs to know it is not necessary to use a kid's leash. Definitely mean that A can do it due the reality B that is an eight-year-old boy. B should listen to what A says. Usually being on the watch for could be dangerous to allow B play on my own and cross as much because the attic.

2.3.2.3 Flouting of Maxim Relation

According to Cutting (2002), maxim relation is when the speaker expects to offer something relevant to what has already been stated. The flouted maxim of relation would be uttered when the speaker gives an irrelevant information to the listener or changes the topic discussion at the moment.

Example:

B : *Mom?*
 A : *Hey, sweetie. What are you doing up? Come here*
 B : *I don't like my room*
 A : *No? That's okay, you know, you're still getting used to it.*
 B : *I can't sleep either*

Kurniati & Hanidar, (2018)

In the example above, B intentionally reacted to her mother's comment. She defies the maxim relation recommendation that B may be conversant in napping in her matters room. While B says that *I can't sleep either* expresses her unhappiness with her mother's suggestion.

2.3.2.4 Flouting of Maxim Manner

Flouting maxim of manner would be uttered in the conversation when the speaker gives ambiguous information, not being orderly or giving brief information as their contribution in the conversation. In addition, the speakers should not use words others do not know to avoid obscurity.

Example:

A : *Elise, what is that?*

B : *I'm not sure if you're ready to hear this yet, but unfortunately, I cannot waste any time easing you into it. I want you to know, this is what I believe and it may contradict a previous medical diagnosis. But you called me here and I'm taking that as an acceptance of my readings. Yes?*

Kurniati & Hanidar, (2018)

In the conversation above, B flouts the maxim of manners, whilst B selects now not to be reduced even as B speaks. She does not have any information to inform her certainly what she sees after she has left study. Alternatively, she presents A with a convoluted rationalization.

UNMAS DENPASAR

2.3.3 Context of Situation

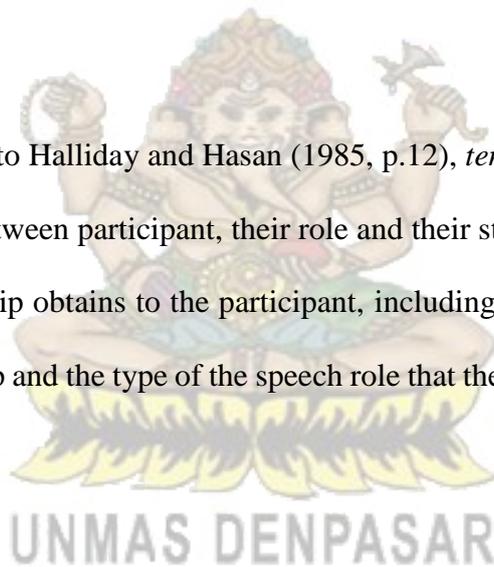
Context of situation is the totality of extra-linguistic elements present in a situation is referred to as the context of the situation. According to Halliday and Hasan (1985, p.12), relevance in communication is linguistic interaction about the meanings that are exchanged. These are three characteristics of the context of the situation. That can be elaborated as follows.

2.3.3.1 Field

According to Halliday and Hasan (1985, p.12), *field* relates to what is happening or ongoing social activities occurs. Field is referring the nature of social interaction is taking place, where, when, and why it is happening and it is always related to the topic that is discussed in conversation. It is in behalf of the situation and the utterance which balance each other between languages that utterance or the body language that figure out the action.

2.3.3.2 Tenor

According to Halliday and Hasan (1985, p.12), *tenor* refers to the nature of the relationship between participant, their role and their status in society, about the role that relationship obtains to the participant, including permanent or temporary kind of relationship and the type of the speech role that they are talking about in the conversation.



2.3.3.3 Mode

According to Halliday and Hasan (1985, p.12), *mode* refers to the role of language that is being played in the situation, what part of the language that also being played, what the participant expects toward language that can do in a symbolic situation in communication, the status that it has, and also its function in context including about channel.