CHAPTER I

INTRODUCTION

1.1   Background of the Study

As social creatures, people cannot live by themselves, because they need each other to support their life. People should have relations and interactions with others. They have to build a good relationship by communicating with each other. Language has an important role in communication. In a social relationship, language is used as a connector in communication. Communication is a process of transferring or conveying information from one person to another person. To keep good social interaction, people need to communicate in the appropriate way so when they transfer or convey the meaning of the information, the listener can understand the meaning and the conversation will run smoothly and clearly.

Communication happens when the participants are doing some conversations. It occurs when the listeners are able to understand what the speakers say. The speakers should deliver the meaning of the conversation clearly and make cooperative in the conversation. To make cooperative in the conversation needs cooperative principle. *Grice (1975)* proposes a theory which is called as 'Cooperative Principle'. He states that the cooperative principle is an opinion that participants in a conversation usually try to be informative, truthful, relevant, and clear. Every participant has a purpose in every conversation and that is why they do a conversation. The speaker should explain the opinion clearly in the right way so the listener can catch the meaning and there is no misunderstanding in the

1

conversation. A Cooperative principle consists of four conversational maxims which help a conversation run clearly and effectively. Maxim is a rule of conversation, which consists of some ways to push the speaker or the listener to speak on the right track in the conversation in order to avoid any ambiguity and misunderstanding. These four conversational maxims are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner, *Grice (1975)*.

In some cases in daily conversational interaction, the ideal communication does not occur for some reasons. One of the reasons is the participants fail to observe the maxims whether it is deliberately or accidentally in a communication. The other reason is the knowledge of the participants in a conversation that may in return give wrong information or respond to the order. It occurs that people sometimes avoid being relevant in the conversation. In this case, people have flouted the maxim. Flouting maxim occurs when a speaker deliberately ceases to apply the maxims to persuade their listener to infer the hidden meaning behind the utterances.

Doctor Ido   : Motor dysfunction?

Alita   : I'm a little hungry.

(Alita Battle Angel movie, 2019: 00.06.07)

Based on the conversation above, it can be seen that there is a flouting maxim of relation. Doctor Ido asks about the motor dysfunction, because he knows it is the first time Alita gets up after she is re-created. He wants to make sure that all parts of her body and her motor can work well. Alita answers "I'm a little

hungry" and her answer is not related to the question. She does not give the relevant information. Alita does not answer it cooperatively by saying "Yes or No" because she feels ok and there is not a problem with her motor, she just feels hungry and wants something to eat.

This study will focus on flouting maxims because this is an important thing to consider in making communication more effective and making sentences acceptable for the listener. Through the movie, people will easier to understand about flouting maxim. People can consider their utterances with other people in daily life to avoid ambiguity if they understand about flouting maxim and people also can deliver the purpose or the meaning on their utterances clearly, so the listener will know about the purpose of the utterance. In the case of flouting the maxims, the context of the situation influences an ongoing conversation. The context of the situation helps the participant to understand why the flouting maxims can happen. This study will analyze the flouting maxims that found in "Alita Battle Angel" movie. Alita Battle Angel movie is wrote by James Cameron, Laeta Kalogridis, and directed by Robert Rodriguez. This movie was released in the United States on February 14, 2019. Alita Battle Angel movie is an action movie that tells about an epic adventure towards hope and strength. This movie is interesting because it uses the character of cyborgs and humans, so both teenagers and adults like this movie. Besides that, this movie has a long duration and contains many flouting maxims in a conversation between a cyborg and a human.

1.2   Problems of the Study

Based on the issue, the identification problems of this study can be formulated as follows:

1. What types of maxims are flouted by the characters in the *Alita Battle Angel* movie?

2. Why do the characters in the *Alita Battle Angel* movie flout the maxims?

1.3 Objectives of the study

Based on the problems of the study, there are two objectives of the study, they are:

1. To find out the types of maxims are flouted by the characters in the *Alita Battle Angel* movie

2. To find out the reasons why the characters in the *Alita Battle Angel* movie flout the maxims.

1.4 Limitation of the Study

The limitation of this study is linguistics study, which focuses on the pragmatics analysis of flouting maxim. The analysis of the study includes the kinds of flouting maxims that appeared in the *Alita Battle Angel movie* based on theory from *Grice (1975)* and the theory from *Leech (1983)* to support the reason why the characters flouting maxim. This study will focus on every conversation between the characters in the movie to find out what maxims are being flouted and the reason why the characters do that.

1.5 Significance of the Study

With regard to the objective of the study, the significance of this study will be beneficial in two aspects as follows:

1.5.1 Theoretical Significance

Theoretically, this study can be applied in defining how many types of flouting maxims and therefore it deepens and enriches our understanding of flouting maxims and it will help other students to learn about pragmatics easily. This study also will be expected to make the other students realize about flouting maxims that happens in daily life.

1.5.2 Practical Significance

Practically, this study will improve our ability to analyze the flouting maxim is found in a movie or in daily conversation. The study might be used to help the lectures in the teaching learning process in defining the types of maxims course and this study can be used as a reference for the other research in conducting a similar focus of study. It also helps the other students and the readers to be able to define the flouting of maxims that occur in daily conversation.

CHAPTER II

**REVIEW OF RELATED LITERATURE, CONCEPTS, AND
THEORETICAL FRAMEWORKS**

This chapter is divided into three subchapters, which are the review of
literature, concepts, and theoretical framework. The first subchapter was reviewed
from three previous studies which explain some literature related to the topic of the
study. The second subchapter is concepts which contain the explanation of key
terms are relevant to be used in this study. The last subchapter is the theoretical
framework; it is used to answer the problem in this study with the theories from
Grice (1975), and *Leech (1983)* and some books that are used in this study.

2.1   Review of Related Literature

There are some literally works that conduct almost the same topic and have
been analyzed, those are two previous literature and one article is chosen to be
reviewed.

The first study is a thesis entitled *A Pragmatic Analysis of Maxim Flouting
Performed by Solomon Northup in the 12 Years a Slave Movie* written by Fatmawati
in 2015. This study analyzed the type of maxims that are flouted by *Solomon
Northupin in the 12 Years a Slave Movie*. The aim of this paper is to find out the
strategies used by Solomon Northup to flout the maxims and why he flouts the
maxims. The theories used to solve the problems are the theory by *Grice (1975)*
and theory by *Yule (1996)*. The study shows all of the types of maxims are flouted
by *Solomon Northup in the 12 Years a Slave Movie* and the most type of maxims

being flouted is the maxim of quantity. The similarities between Fatmawati's thesis and this study are the theory that we use from *Grice (1975)* and use a movie as the data source. The difference between her study and this study is the aim of the study. Fatmawati's thesis is about finding out the strategies used by the main character but in this study the aim is to find out why the characters flout the maxim.

The second review in this study is a thesis entitled *Flouting Conversational Maxim Used by The Main Character in Lie to Me Movie* written by Faridah in 2006. The aim of this paper is to find out why the main characters flout the maxims. The theory used to solve the problems is the theory from *Grice (1975)*. Meanwhile, the method used is the observation method in which the study takes the data by taking note of the conversational interaction between the main characters in *Lie to Me* movie. The research shows that all types of maxims were flouted by the main characters in this movie. Some main characters used more flouts than others. In fact the use of flouts is related to their different personalities and its own purpose in the conversation. The similarities between her thesis and this study are the theory that we use from *Grice (1975)*. The difference is the theory used to answer the reason why the characters flout the maxim and the data collection. Her thesis used theory from *Grice (1975)* and this study used theory from *Leech (1983)* and for the data collection, she observed the script of the movie, meanwhile this study did not use the script.

The third review in this study is an article in the journal of sociological research, entitled *Conversational Implicature (Flouting the Maxim)* written by Ahmed Mohammed Saleh Alduais that accepted and published in 2012. The study focused on the explanation about how the cooperative principles were flouted and an implicature was generated. The aim of the study was to investigate the fact that theory of Conversational Implicature proposed by Austin and later on extended by Grice can be applied and universal to all the languages of the world. There are two theories that used to solve the problems, the first theory is from *Grice (1975)* about conversational implicature and the second theory is from *Thomas (1995)* about an introduction to pragmatics. Meanwhile, the method used was purely qualitative in which the data collected has been analyzed based on the conversational implicature theory. The data in the Ahmed Mohammed's article was collected by tape-recording and find two cases are dialect of mother tongue which are Arabic and Yenemi language and the idiolect of IBB city. The similarity between the Ahmed Mohammed's article and this study is the theory that he used from *Grice (1975).* The differences between the Ahmed Mohammed's article and this study are the aim of the study, his study aims to investigate the fact that the theory of Conversational Implicature proposed by Austin and later on extended by Grice can be universal and can be applied to all languages of the world, meanwhile this study aims to find out why the characters flouted the maxim. The difference between the Ahmed Mohammed's article and this study is also on the data source that we used. The article from Ahmed Mohammed used recorded conversation and this study used movie as the data source.

2.2   Concept

Since this study is related to the pragmatic linguistics and focuses on the flouting maxims, the concepts of the study can be explained as follows:

1.   Flouting Maxims

Flouting maxims are used to convey a hidden meaning in daily conversation. According to *Grice (1975)*, flouting maxims belong to the form of non-observed Cooperative Principle. Flouting maxims are different from the violation, in which violation take place to cause misunderstanding on the part of the listener and the flouting maxims take place when the participant deliberately cease to apply the maxims to persuade their listener to infer hidden meaning behind the utterances.

2.   Movie

According to *Hornby (2006: 950)* movie is a type of visual communication which uses moving pictures and sound to tell or inform the story in a cinema or on television. People in every country of the world watch movie as a type of entertainment to have fun. There are some genres of movies that people like such as comedy, romance, action, horror, and animation. Action movie is a movie that has a fast-moving plot and contains scenes of violence. Action movie is commonly watched by teenagers and adults. The Alita Battle Angle movie is an action movie that tells about an epic adventure towards hope and strength. Alita wakes up in the future, in a world she doesn't recognize, with no memory of who she was before. Then, she was found by Doctor Ido, a compassionate doctor who realizes that within

this discarded cyborg lies the heart and soul of a young woman with an extraordinary past.

2.3 Theoretical Frameworks

In this chapter, the study discuses Grice's theory of conversational maxims. Then, this study also gives the explanation of the ways the flouting of maxims. Previous studies are intended to compare the research and the other research. In this part, the study will explain the framework of the analysis which helps to answer the research problem.

2.3.1 Cooperative Principle

Cooperative principle is a term of pragmatic which calls conversation maxims. These conversational maxims explain the success of conversational depends on the various speaker approaches to the interaction. If you want to make the process of interactions and communication between the speaker and the listener is going well, you have to be cooperative with the maxims *Grice (1975)*. There are four types of conversational maxims, as follows:

2.3.1.1 Maxim of Quantity

Maxim of quantity is one of the cooperative principles that need to be obeyed in a conversation. This type of maxim concerns with giving the right amount of information as it is required neither less nor more than it should be. As Grice states in his theory "Make your contribution as informative as is required (for the current purpose of the exchanged)". Do not make your contribution more nor less

informative than is required. In normal circumstances, maxims of quantity provide no less information and no more that is necessary as the following example:

A: Where have you been?

B: I have been at Mega's house

<div align="right">Grice, (1975: 37)</div>

2.3.1.2 Maxim of Quality

In the maxim of quality, the participants of the conversation have to be as truthful as required. "Try to make your contribution one that is true, do not say what you believe to be false, do not say that for which you lack adequate evidence" *Grice (1975: 39)*. The speakers are expected to say what they believe to be true and to have evidence of what they say, therefore the speakers should not say or tell any information if they do not have enough evidence related to the information that they bring. Look at the example as follow:

A: Who's the winner of the competition?

B: It's Frankie!

<div align="right">Grice, (1975: 39)</div>

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.

2.3.1.4 Maxim of Relation

The thing that maxim of relation requires is that the speakers have to be relevant in giving the answer or reacting to what the interlocutor say. Be relevant is the key to observe this type of maxims, *Grice (1975)*. Look at the following example:

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.

2.3.1.4 Maxim of Manner

Maxim of manner required the participants to give information orderly and avoid ambiguity. The speakers should not use words that the participants do not know to avoid obscurity. "Be perspicuous and obscurity of expression, avoid ambiguity, be brief, be orderly" *Grice (1975)*. Look at the following example of maxim of manner:

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 an orderly, therefore if the participants of the communication can obey the maxims of manner there will be no misunderstanding.

2.3.2   Flouting the Maxims

According *Grice (1975)* a speaker may flout a maxim, that he or she blatantly fails to fulfill the maxims of cooperative principle without any intention to device or create a misunderstanding to convey hidden meanings in their utterances. Flouting maxims are divided into same number as maxim as follows:

2.3.2.1 Flouting Maxim of 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.

For example   : War is war

(Grice, 1975:55)

This statement requires more information, asserting tautologies directly flout the maxim because the hearer will not understand, in this case she or he does not get the explanation or definition of the word "War ". Therefore, if the assumptions inference must be made. In this case, it might be "terrible things happen in war, that's its nature and it's not good lamenting that particular disaster".

2.3.2.2 Flouting Maxim of 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 if figure of speech like irony, metaphor, meiosis and hyperbole can flout the maxim of quality.

For example   : You are the cream of in my coffee

(Grice, 1975: 54)

The example above explains that the speaker flouts the maxim of quality. It characteristically involves category falsity, the speaker should give a true contribution and the contribution above only can make the hearer confuses. The hearer might be having two interpretations, *"you are the cream of in my coffee"* intending the hearer to reach first metaphor interpreting *"you are my pride and joy"* and then the irony interpreting *"you are my bane"*

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. For example:

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

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

(Grice, 1975:54)

The conversation between A and B has already made the conversation unmatched and B flouts the maxim of relevance. B should answer it cooperatively by saying "Yes or No". B might be implied another meaning in his utterance. It might be, B does not want to talk about Mrs. Kelly, and therefore he flouts the maxim of relevance.

2.3.2.4 Flouting Maxim of Manner

On most cases, such flouts involve absence of clarity, brevity and transparency of communicative intentions. For example:

Interviewer   : Did the government promise teachers a raise and did not start any legal procedures about it?

Spokesperson : I would not try to steer you away from that conclusion.

(Grice, 1975: 17)

The long-winded and convoluted response is not caused by the speaker's inability to speak to the point because the speaker faces a clash of conversation conflicts with another goal: sparing the government she is the spokesperson from acquiring an unfavorable public image.

2.3.3   The Reason of Flouting Maxim

According to *Leech (1983)* the reason for flouting maxim appears when the speaker intends to deliver and 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 which 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)*.

For example   :

Sarah   : Mery, the phone is ringing.

Mery   : I'm in the bath.

(Cutting, 2008: 38)

In the example above, there is a competition between the illocutionary goal of Mery and her social goal. Her social goal is asking Sarah to answer the phone, while her illocutionary goal is finishing her own activity. Here, Mery understands the condition that Sarah asks her to answer the phone. Then, she intentionally flouts the maxim of relevance because she refuses to answer the phone by saying *"I'm in the bath"*. In the conversation, a competitive reason leads Mery to flout the maxim of relevance. Her illocutionary goal finally is over her social life.

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)*. For example:

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

Julie   : It's also you in charge.

(Leech, 1983: 104)

In the conversation above, the social goal is that Julie receives the compliment and the illocutionary goal is that Julie responds to the compliment with thanking. Here, there is no competition but a perfect goal meeting; Julie flouts the maxim of relation to thank Samira for her help in teaching grammar to Julie. Julie does not concern with the compliment, but more about her own need to thank. Since both sides aim to gain satisfaction in the talk, the reason for maxim flouting is a convivial reason.

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).* For example:

Charlene   : I hope you brought the bread and the cheese.
Dexter   : Ah, I brought the bread.

(Leech, 1983: 40)

In the example above, the reason for Dexter to flout the maxim of quantity is that wants to tell Charlene that he does not bring any cheese. Here, the illocutionary goal is to report what he has done. In this case, the context that supports Dexter's response, so Charlene understands the intended meaning of Dexter.

2.3.3.4 Conflictive

The last reason is 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, the society is disadvantages, while someone dominates the advantage of an utterance, *Leech (1983).* For example:

Anne   : How about your meal?

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

(Leech,1983: 104)

In the example above, Willy intends to hurt Anne and flout the maxim of quality. The social goal is complimenting Anne by giving advice for her luck. On the other hand, the illocutionary goal is starting what she feels without carrying about the other's feelings. In the conversation, the word "lovely" becomes the conflictive word. The meal is not lovely, and then Willy wants to reprimand Anne. So in this case Willy states the contrary, the reason for the flouting maxim is conflictive.

2.3.4   Context of the Situation

Halliday (1993) explains the context of the situation can help the conversation more acceptable to the listener. The situation in which linguistic interaction take place gives the participants a great deal of information about the meaning that is being exchanged *(Halliday, 1985: 10).* There are three features of the context of the situation such as field, tenor and mode *(Halliday, 1985: 12).*

2.3.4.1 Field

The field of discourse refers to what is happening, the nature of the social actions that are taking place, what is it that the participants engaged in, in which the language figures as some essential component *(Halliday, 1986: 12)*. The event in the conversation has a big contribution. In good conversation, something happening is influenced the conversation significantly. It is supported by the situation and the utterance which balance or engage each other between the language of utterance, and the body language that figure out the action.

2.3.4.2 Tenor

The tenor discourse refers to who is taking a part in that situation, to the nature of the participants, their statues and roles *(Halliday, 1986: 12).* The Conversation will happen if there are two or more people are exchange the information. Tenor, the personal relationships involve between the speakers. In the conversation, people choose grammar based on the relation between the participants. Normally, having closes relation or not will influence the grammar and word selection of the conversation. For the example, the conversation between close friends is different from the conversation between teacher and student.

2.3.4.3 Mode

Halliday (1986: 12) stated that the mode discourse refers to what part the language is placing, what is that participants are expecting the language to do for them in that situation, the symbolic organization of the next, the status that it has, and its function in context, including the channel, is it spoken or written or some

combination of the two? And also the rhetorical mode, what is being achieved by the text in terms of such categories as persuasive, expository, didactic, and the like. Language in the conversation is a bridge, the participant using the language to share information. The conversation is not only giving the information, but it also has other functions, such as giving command, asking for help or the other functions.