

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The conversation between people is really important to do interaction. The interaction could 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 said. Occasionally, in normal conversation, the listener does not grasp what the speaker is attempting to say. The conversation is going smoothly when the participant follows the rule of cooperative principle.

According to the Grice (1975) a cooperative principle in which at the stage at when it occurs by receiving the purpose or direction exchange in which you are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, and maxim of relevance, maxim of manner. The participant requires 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 would be implications behind it. Based on those phenomena, one major theory that has been effective for analysis is Flouting Maxim.

However, in fact not all the conversation runs smoothly, some people are uncooperative while conveying the information and it is called flouted. According to Cutting (2002) state that flouting maxims happens when the speakers seem not

to follow the maxims but expect the listener to deduce the intended meaning. Flouting maxims does not occur in real life but also in movies. Movies have some aspects which can reflect the phenomena of people who flouted the maxims.

In this study, a movie entitled *Tall Girl* is chosen as the data source. *Tall Girl* movie is an American teen romantic comedy film released in 2019. There is nothing wrong with being a woman with above average height, but this is a big problem for a teenager named Jody (Ava Michelle). Jodi Kreyman is 1.87m tall. Since she was three years old at that time. She has been tall for her age, which has made her unreliable her entire life. Understudies frequently inquire Jodi, “How’s the weather up there?” In addition, Jodi’s older sister Harper is of normal tallness and a numerous excellence pageant winner. Jack Dunkleman, a life-long friend, regularly inquires her out, but she is hesitant, somewhat since he’s much shorter than Jodi. Until one day, Stig Mohlin is a new student from Sweden who is tall and handsome, and really gives hope to get a sweet teenage romance.

This study was chosen this movie because became an interesting topic due to analyzing the types of flouting maxims and explaining the reason why the maxims are flouted in the *Tall Girl* movie in flouting maxim, there must be reason of the maxims are flouted. By knowing the reason, the listener can get the hidden meaning that the speakers implied in their utterance. This study is challenging because it deals with the study of flouting maxim.

1.2 Problem of the Study

Based on the background above, the problem of this study will be:

1. What types of flouting maxims are identified in the *Tall Girl* movie?
2. Why are the maxims flouted by the characters in the *Tall Girl* movie?

1.3 Objective of the Study

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

1. To find out the types of flouting maxims identified in the *Tall Girl* movie.
2. To analyze the reason why the characters flouted the maxims in the *Tall Girl* movie.

1.4 Limitation of the Study

This study is concerned on analyzing the flouting maxim that is flouted by main and supporting characters conversation in the *Tall Girl* movie. Grice's maxim theory (1975) is used to analyze the types of flouting maxims and the theory which is proposed by Leech (1983) to analyze the reason why the characters flouted the maxims in the movie. The theory proposed by Halliday & Hasan (1985) is used as supporting theory of context situation.

1.5 Significant of the Study

This study is going to be expected to be beneficial in two terms, those are theoretically and practically significant. Theoretically significance that can contribute to enriching a particular theory that can be used by other researchers. Whereas, practical significance refers to the research contribution in giving the solution in solving the problem that occurs in society. Those significances are:

1.5.1 Theoretical Significance

This research is expected to provide informative information for scientific writing. This study can be useful to obtain knowledge about floating maxims and deep understanding about how floating works.

1.5.2 Practical Significance

This study, the finding of the research could be used as a reference and expected to give understanding to the readers about how floating maxims are implemented in a conversation. This study, hopefully helps other researchers in conducting similar research and as evaluation.

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. Those previous studies have relation to contribution in explaining Grice's maxim and the method to analyze the data in this research.

The first research is based on I Putu Angga Andika Putra's thesis (2021) entitled "An Analysis of Flouting Maxim Found in Ready Player One Movie". This research is focused on analyzing flouting maxim in a movie entitled "Ready Player One". The purpose of this research is to identify the types of flouting maxim used by characters' in Ready Player One movie and analyzing the reason why the characters flouted the maxim in Ready Player One movie. Ready Player One is an American movie produced by Warner Bros Picture which was released in 2018. The story is about Wade Watts, an orphanage teenager who finds clues to an Easter egg who gives OASIS's ownership to the winner. He and other four allies attempt to find Easter eggs before IOI, a corporation operated by Nolan Sorrento, takes control of the OASIS. In this research used the theory from Grice (1975) for the types of flouting maxim and the theory from Leech (1983) to analyzing the reason why the characters flouted the maxim. The differences between the previous studies with this study is the data source. Where the previous study used a movie entitled Ready Player One, while this study used a movie entitled Tall Girl. The similarity are from the use of the theory that is proposed by Grice (1975) to identify the types

of flouting maxim and the theory from Leech (1983) for analyzing the reason why the character flouted the maxim. This study has been outstanding as a guide to understand the two theories.

The second review is taken from the thesis entitled “The Flouting Maxims Used by the Main Character in “Magic Hour” Movie by Aminatur Rizkyah (2017). This study concerns flouting maxim in the movie entitled Magic Hour. The aim of this study is to show the types of flouting maxims and the purpose of flouting maxims by the main character in the “Magic Hour” movie. This movie is the one in Indonesia in 2015 that adapted from the novel the title Magic Hour: Let in The Unexpected by Tisa TS and directed by Asep Kusdinar. This movie is Drama romantic which is a story about a girl that is trapped between two choices. She has to make a decision between love and friendliness. The previous study was done through the theory of Levinson (1985), while in this study used by using theory by Grice (1975) for the maxims and the reason of flouting maxims used theory from Leech (1983). The difference between this study with the previous study, the data source and problem of the study. In the previous study, the data source is entitled the “Focus” movie and the problem is focused on analyzing the main character in “Focus” movie. Meanwhile, this study is used a movie entitled Tall Girl and analyze all characters in the “Tall Girl” movie. The similarity is analyzing flouting maxim in movies. This research is significant in order to make the researcher more understanding with the theory that is related.

The third review is taken from an article entitled “The Flouting Maxim in the Se7en Movie Script” by Zulfah Ibrahim, M. Bahri, Ririn Setyowati (2018). This

article is focused on analyzing the flouting of maxim in the Se7en movie. The aim of this research is analyzing flouting maxims that are flouted by the character and the motivation on the characters flouted the maxims. This research using qualitative methods. The data of this article comes from a dialogue in which a maxim has flouted. Downloading movies and the screenplay, watching the movie, and collecting data from the script are used to acquire the data. The data is conducted by organizing into a narrative, analyzed, and a conclusion is written. In the Se7en movie, four maxims are flouted: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Then there are three motivations that motivated the characters to flout the maxim: competitive, collaborative, and conflicting motivations. The previous article was using theory by Yule (1996) for identified flouting maxims and the motivation of flouting maxims using the theory from Leech (1983). The similarity between this article and this study is the theory from Leech (1983) to analyze the reason why the character flouted the maxims and focus in analyzing flouting maxims. The difference between previous articles and this study are the data source and the theory of flouting maxim. The previous study was used the data source from Se7en Movie and the problem of the study used the theory from Yule to identified the types of flouting maxims. This research is significant in order for the researcher to solve the problem and comprehend the theory that is related to this study.

2.2 Concepts

Concept is the important part of this study. It can help the reader to understand the subject. Concepts are also used as a basic scientific writing when analyzing the data. The concepts that are used are related to the study 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 utterance.

2.2.2 Movie

Based on Cambridge Dictionary, movie is a series of moving pictures telling a human life story, usually entertaining in a 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 Tall Girls

Tall Girl movie is an American teen romantic comedy film released in 2019. There is nothing wrong with being a woman with above average height, but this is a big problem for a teenager named Jody (Ava Michelle). Jody only has two friends called Fareeda and Jack. Jack is Jody's childhood friend who has feelings and never gives up, and asks Jody to have a relationship with him. Jody thought that she should date taller men. Until one day, Stig Mohlin is a new student from Sweden who is tall and handsome, really gives hope to get a sweet teenage romance (Wikipedia, 2019).

2.3 Theoretical Framework

As 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. In addition, the theory proposed by Halliday & Hasan (1985) is used as supporting the theory context of situation.

2.3.1 Cooperative Principle

Cooperative principle is part of pragmatic which is called conversational maxims. This cooperative principle describes how the participant cooperates in conversation to reach smooth and efficient interaction. It is critical to follow the

cooperation principle with maxim in order to ensure that the communication process between the speaker and the listener runs well. Grice (1975:37) State that cooperative principle conducts the participants to create a contribution as required in a conversation. There are four types of conversational maxims, as following below:

2.3.1.1 Maxim of Quantity

In every conversation, an informative answer is always required. It means when the conversation happens the speaker will give an informative information. Do not make a contribution more or less informative than required. Giving an informative information means giving an informative as much as required. The answer contains enough information based on the topic that not less or more (Grice, 1975:37).

Example:

- A: Where have you been?
B: I have been at Megan's house.

(Grice, 1975:37)

From the example above, B answers the question A with clear information. B gave 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 should respond with accurate and true information. Do not say false information and lack adequate evidence. It can be concluded that the information which is delivered must be honest and based on fact (Grice, 1975:39).

Example:

A: Who's the winner of the competition?

B: It's Frankie!

(Grice, 1975:39)

In the preceding discussion, B answered the question from A, the winner of the singing competition is Frankie where it is a fact that Frankie won the competition. So, an utterance that gave information is true based on the fact of information.

2.3.1.3 Maxim of Relevance

The maxim of relevance or relation that the speaker must be applicable. It means the speaker has to say something related to the topic discussion. On the other hand, if the speaker asks a question, the listener should respond by remaining focused and relevant with the issue or context (Grice, 1975:45).

Example:

A: Where is my diary book?

B: It's in your room

(Grice, 1975:45)

From the dialogue above, B's answer becomes relevant because B provides relevant information and sticks to the point. So, the speaker A gets the information that is required.

2.3.1.4 Maxim of Manner

The maxim of manners should be perspicuous. It means the participants give information orderly and avoid ambiguity. The speaker should not use the words that the participant does not know to avoid the obscurity of expression. In maxim manner, the speaker should avoid obscurity of expression, avoid ambiguity, be brief and be orderly (Grice, 1975:45).

Example:

- A: What day is today?
 B: It is Tuesday
 A: And what date is it?
 B: It's 5 of November

(Grice, 1975:45)

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

2.3.2 Flouting of Conversational Maxim

According to Grice (1975), flouting maxim belongs to the form of non-observed cooperative principle. Non-observance maxims are when the speaker fails

to deliver maxims done by breaking the rules of them whether deliberately or make a misunderstanding to convey hidden meaning in utterance. Based on Grice's theory, flouting maxim divided into some numbers as maxims. Those are flouting maxim of quantity, flouting maxim of 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 (Grice, 1975:52). 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:

Women are women.

(Grice, 1975:52)

The example above belongs to the flouting maxim of quantity, specifically tautologies. The information above did not give informative information. It is supported by none information given beside the word that is said repeatedly. There was no specific information to describe or identify what or how women 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 facts. Grice (1975:54) said if flouted, it may be difficult to locate, but a gesture or tone of voice in the right situation will reveal the flouting maxim. Grice (1975), also adds 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.

(Grice, 1975:54)

The preceding example, the text belongs to flouting maxim quality. It is supported by the text which contains category falsity. The text above conveyed different meanings from other points of view. One, from metaphor figurative language might interpret as you are my pride and joy, the meaning of pride and joy mean something that precious, cream of coffee should be sweet and sweet figure out of happiness. Second, the interpretation as ironic figurative language is you are my bane; bane also known as poison, even cream has sweet taste but something too sweet might cause disease, specifically diabetes.

2.3.2.3 Flouting Maxim of Relevance

Grice (1975:54) state, when 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 participant 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 it?

(Grice, 1975:54)

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 relevant 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 (Grice, 1975:17).

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 flouts the maxim of manners because B does not say something clearly.

2.3.3 Reason of Flouting Maxim

The speaker intends to transmit an implicit meaning to the audience by floating the maxim of cooperative principle. By flouting the maxim, the speaker wants the listener to figure out the hidden meaning of utterance. (Leech, 1983:104) describes some illocutionary function of politeness. The varieties of illocutionary functions are competitive, convivial, collaborative and conflictive. The brave description are presented in further explanation.

2.3.3.1 Competitive Reason

According to Leech (1983:104), ordering, requesting, demanding and begging are examples of competitive illocutionary goals that contend with social goals. Goals in the intended meaning. Conversational goals are classified into two categories: self-centered and social aims. Here, an illocutionary goal is a self-centered goal, a goal which concerns more on each person's self and does not care about the others. On the contrary, its opposite, social goal means a goal that aims to bring advantage to others. There is a rivalry between the illocutionary goal and social goal for this reason. An example of competitive reason in the following dialog.

Example:

Annie: Betty, the phone is ringing.

Betty: I'm in the bath.

(Cutting, 2002:38)

Betty's illocutionary goal and her social goal are in direct competition in the case above. The social goal was to assist Annie in answering the phone, while her illocutionary goal was to complete her own task. Here, Betty recognizes the situation, when Annie asked her to take the phone. Then, she purposely flouted the maxim of relevance by refusing to answer the phone and claiming to be "I'm in the bath". Betty defies the maxim of relevance in the dialogue due to a competitive reason. Her social goal has finally been defeated by her illocutionary goal.

2.3.3.2 Convivial Reason

Convivial is a reason for maxim flouting 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).

Example:

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

Julie : It's also you in charge.

(Leech, 1983:104)

The social aim in the discussion above was Julie getting the compliment, and the illocutionary goal was Julie thanking the person who gave her the compliment. They've had a perfect goal-setting meeting. Julie defies the relevance

principle by thanking Samira for her assistance in teaching grammar. Julie is more interested with her reward than with the compliment. The reason for flouting maxim was a convivial one, because both parties want to receive satisfaction from the discussion.

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 this 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. An example of maxim flouting with a collaborative reason is provided below (Leech, 1983:40).

Example:

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

Dexter : Ah, I brought the bread

(Leech, 1983:40)

In the situation above, Dexter is breaking the quantity maxim because he wants to tell Charlene that he would not be bringing any cheese. His illocutionary goal was to report about his conduct. His illocutionary goal was to report on his actions. The context supports Dexter's statement in this situation, so Charlene knows the intended meaning of his utterance that he could not get the cheese and he only delivered the bread.

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 advantage of an utterance (Leech, 1983:104).

Example:

Anne : How about your meal?

Willy : Yum, this is a lovely undercooked egg you've given me here, as usual.

(Cutting, 2002:41)

Here, Willy is attempting to insult Anne by flouting the maxim of quality. Giving her advice for her lack was the social goal. Apart from that, the illocutionary purpose was to express herself without regard for the feelings of others. In the example above, the word "lovely" produces conflicting words. Willy wanted to chastise Anne over the poor quality of the supper. Willy claimed the opposite, in this case the reason for the maxim flouting is conflictive.

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 gives the participants a great deal of information about the meanings that are being conveyed (Halliday & 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 actions that are taking place: what are the participants doing, and how does language play a role (Halliday & Hasan, 1985:12). The event in conversation has a big contribution. Something happened in a good conversation that would have a huge impact on the conversation. It is supported by the situation and the utterance which balance or engage each other between language that utterance or the body language that figures out the action.

2.3.4.2 Tenor

The tenor discourse refers to who is taking a part, to the nature of the participants, their statuses and role (Halliday & Hasan, 1985:12). Conversation could be happen if there are two individuals or more crossing information between one and other. Tenor, the personal relationships involved. In conversation, people choose grammar based on the relation between the participants. Normally, having close relations or could not influence the grammar and word selection of conversation. For example, the conversation between close friends would be different from conversation with the teacher or someone older.

2.3.4.3. Mode

Halliday & Hasan (1985:12) stated that the mode discourse refers to what part the language is playing, what is that participants are expecting the language to

do for them in that situation: the symbolic organization of the text, the status that it has and its function in context, including the channel (is it spoken or written or a combination of both) and the rhetorical mode, what the text is achieving in terms of such categories as persuasive, expository, didactic, and the like).

