

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Pragmatics is a subfield within the field of linguistics that concentrates on the study of language. According to Levinson (1983), pragmatics is the study of those principles that will account for why a certain set of sentences are anomalous, or not possible utterances. Another definition of pragmatics also comes from Leech (1989) pragmatics can be usefully defined as the study of how utterances have meanings in a situation. People frequently communicate to learn what other people might think about a particular topic and to avoid misunderstandings. For the communication to function properly, there must be two or more participants at a minimum.

Additionally, each participant in an interaction plays a significant role in determining the outcome of the communication. When one person conveys information to another, it is crucial for the information to be understandable with the aim of achieving effective communication. In addition to clear and comprehensible information from the speaker, in order to optimize communication, it is imperative that all participants engage in cooperative behavior during the course of the conversation. Grice (1975) proposed the Cooperative Principle theory, which states that each participant should make a

conversational contribution as required by the purpose or direction of the talk exchange.

As stated by Cutting (2002), the Cooperative Principle comprises four conversational maxims, namely the maxim of quality, quantity, relation, and manner. These maxims provide guidelines for speakers and listeners to ensure a successful interaction and avoid miscommunication and ambiguity. When a participant fails to adhere to the Cooperative Principle, it is referred to as "flouting the maxim." Based on Cutting (2002), when speakers do not adhere to the maxims but expect the audience to comprehend the implied meaning, that can be considered to be flouting the maxims. Considering the context of the situation helps to deepen the understanding of different types of flouting maxims and elaborate on the reasons why the characters in the movie flout the maxims. Halliday (1985) emphasizes the importance of the situational context in linguistic interactions because it helps everyone involved understand exactly what was said. The primary objective of this study is to examine the phenomenon of flouting the maxim, as individuals often tend to express their thoughts openly in everyday communication. The speakers intentionally flout the maxims for various reasons, and this act of flouting the maxims serves as a means to convey certain hidden meanings and achieve specific communicative objectives. Moreover, the maxims may additionally be flouted in alternative contexts, such as the realm of movies.

In today's world, movies have transcended their regular function as sources

of entertainment and have emerged as engaging tools for educational purposes. One potential method for acquiring proficiency in the English language is through the utilization of English movies as a learning tool. This study utilizes the movie "A Man Called Otto" which was released on 13<sup>th</sup> January 2023 specifically in Indonesia, this movie tells the story of a 63-year-old man who lives in the suburbs of Pittsburgh, Pennsylvania. The movie was directed by Marc Forster and produced by Fredrik Wikstrom Nicastro, Rita Wilson, Tom Hanks, and Gary Goetzman. This movie is chosen as the data source for the study. The movie's dialogues contain numerous types of flouting of the maxims, and it is intriguing to observe how they improve character interaction and dialogue throughout the movie. The analysis also explores the reasons behind flouting the maxims in the movie.

## 1.2 Problems of the Study

Based on the background of the study, there are two problems that can be pointed out:

1. What types of flouting maxims are committed by the characters in the movie *A Man Called Otto*?
2. Why the flouting maxims were done by the characters in *A Man Called Otto* movie based on context situation?

### 1.3 Objectives of the Study

In order to address the issues in the study, the following objectives have been established:

1. To find out the types of flouting maxims found in *A Man Called Otto* movie.
2. To find out the reasons behind flouting maxims done by the characters in *A Man Called Otto* movie based on context situation.

### 1.4 Limitation of the Study

Intending to avoid being overly general, this study examined the various categories of flouting maxim and provided explanations for the reason why the characters in the movie did not follow the conversational maxim. To determine the categories of flouting maxim, Cutting (2002) theory was used, and Halliday (1985) theory was applied to analyze the reasons why the characters in a movie flouted maxims. There are 9 characters were found flouted the maxims in *A Man Called Otto* movie such as Otto, Marisol, Sonya, Anita, Jimmy, Luna, Malcolm, Ups driver, and Dye & Merika staff.

### 1.5 Significance of the Study

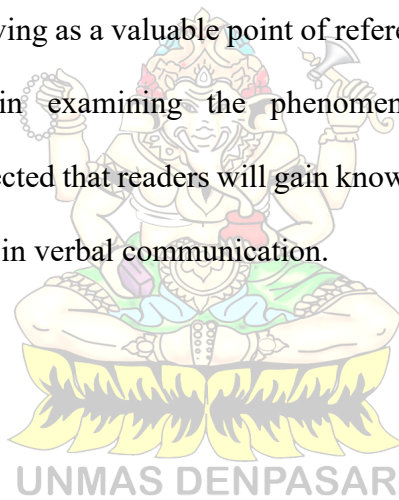
The significance of this study was divided into theoretical and practical aspects, with the goal of making a clear explanation:

### **1.5.1. Theoretical Significance**

Theoretically, the results of this study are anticipated to present further information on the flouting maxim and its reasons. Consequently, it is expected to advance knowledge on flouting maxims and deepen the understanding of the theory.

### **1.5.2. Practical Significance**

The finding of this study is anticipated to make a practical contribution to the field of education, serving as a valuable point of reference for future researchers that are interested in examining the phenomenon of flouting maxim. Furthermore, it is expected that readers will gain knowledge on the phenomenon of flouting of maxims in verbal communication.



## CHAPTER II

### REVIEW RELATED LITERATURE, CONCEPTS AND THEORIES

This section is divided into three subchapters, namely: review of related literature, concept, and theories. In the first section, it is reviewing as many as five past studies that examine the same topic as the current study. The second section is the concept, which explains some of the essential terms related to this study. Then the last one is theories, used to explain and answer questions in this study.

#### 2.1 Review of Related Literature

The related literature used in this study as references are taken from five previous research regarding the study of flouting maxims. The first piece of literature is an article entitled “Types of Conversational Maxim Flouted by the Main Characters in Green Book Movie” written by Ambara (2021). The concern in this article is to describe the types of conversational maxim flouted by the main characters in Green Book movie. The theory used as a source of reference in this article is the theory of Cooperative Principle by Grice (1975). The method used in this article is a descriptive qualitative approach and uses an observation method. The result of this article showed that four types of flouting maxim were

found in the characters in Green Book movie, those are flouting maxim of quantity as the most dominant, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. The similarity between the previous study and the current study is that both analyze the flouting of maxims depending on the conversation of the characters in a movie. Meanwhile, the distinction between the former study and the present study, apart from the data source, is that the prior research merely analyzed the flouting of maxims by the main characters in the movie, whereas the current research analyzes the flouting of maxims committed by all characters in the movie.

The second related literature is an article entitled “An Analysis of Flouting maxims in “The Jungle Book” Movie script by Hanna BR (2017). This article aims to describe the flouted maxims and the function of the flouting maxims. In this article applied discourse analysis as a method to analyze the conversation. This article used Grice’s theory called Cooperative Principles in order to analyze the data source. The outcome of this article is the highest maxim flouted by the characters is the maxim of quantity, because most of the characters in the movie talked actively to give more explanation. The lowest maxim flouted by characters in the movie is the maxim of quality because the characters often tell the truth to avoid misunderstanding. To prevent inconvenience and add more explanation, the characters' ability to flout the maxim is helpful (prolixity). As a result, it can be said that every time a maxim is flouted, there is a good reason for it. Afterward, based on the circumstance that arises during the conversation, excuses serve various purposes. This article has similarity with the current study

since the aim of the article is the same as the current study which is describing the flouting maxim that is flouted by the characters in the movie. On the other hand, the difference between Hanna's articles and this study is the theory used in this article, also the second aim of Hanna's article which is describing the function of the flouting maxim.

The third related literature is an article entitled "A Study on Flouting Maxims in Divergent Novel" written by Fitri (2016). The purpose of this study is to find the types of flouting maxims in Divergent Novel and to identify the function of flouting maxim. The data source of this study is a novel entitled Divergent and collected the data by library research method. This study applied the Grice Theory of Maxims and a pragmatic approach. The result of this study showed that only found 3 types of flouting maxims namely flouting maxim of quantity, flouting maxim of quality and flouting maxim of relevance, in this study no flouting maxim of manner was found. The similarity between this study and the current study itself is this study observes the types of flouting maxim that are flouted by the characters. However, the difference between this study and the current study is the data source, in this study used novel as the data source on the other hand the current study used a movie as the data source.

The fourth related literature is a thesis entitled "An Analysis of Flouting Maxim in "The Hunger Games" Movie written by Adiari (2020). The aim of this study is to find out the types of maxims that are flouted by the characters in the movie through conversation. Moreover, another aim of this study is to analyze



the functions of characters who flouted the maxim in conversation. This study used some theories from some experts namely Grice (1975), Searle (1979), and a supported theory from Halliday (1985). In order to analyze the data in this study, the descriptive qualitative method is used within the purpose of analyzing the data. The result of this study shows that the most dominant maxim flouted by the characters in the movie is the maxim of relation with the total of the data is 14 data and the less prominent maxim flouted by the characters in the movie is maxim of quantity and maxim of manner with the total of the data is 5 data. The representative function was discovered to be the most frequently used in this research. The differences between this study and the current study are from the theory being used in this study which are from Grice (1975), Searle (1979), and a supported theory from Halliday (1985) meanwhile the current study used some theories which are from Cutting (2002) and Halliday (1985). For the data source, this study used a movie entitled "The Hunger Games" movie while the current study used *A Man Called Otto* movie as the data source. Lastly, the difference comes from the problems of the study. The similarity between this study and the current study comes from the data, which analyzes all the characters in the movie.

The fifth piece of literature under consideration is a thesis titled "An Analysis of Flouting Maxim in Spider-Man: No Way Home Movie" authored by Dwipayana in 2022. The objective of this research is to identify the specific categories of flouting maxim that occur within the characters of the movie Spider-Man: No Way Home, as well as to ensure the actual reasons behind the

flouting of these maxims. This study conducted an analysis of the data utilizing the theoretical framework proposed by Grice's Cooperative Principle, as referenced in Cutting in 2002. Additionally, the study incorporated the supporting theory put forth by Halliday in 1985. On the contrary, the application of Leech's (1983) theory is employed to analyze the reasons for flouting a maxim. This study employed a qualitative methodology to analyze the data, while employing an observation method to collect the data. The findings of this study indicate that all the characters in Spider-Man: No Way Home exhibited instances of flouting the maxim of conversation, with a total of ten times flouting the maxim of quantity, three times flouting the maxim of quality, ten times flouting the maxim of relation, and two times of flouting the maxim of manner. The difference between the previous study and the current study can be seen from the data source used and also the theory used in analyzing the data. The similarity between the previous study and the current study is that they analyze the same topic, which is related to the flouting maxim.

## 2.2 Concepts

There are several concepts that provide definitions which are relevant to the topic of this study, as follows:

### 2.2.1 Flouting Maxim

Flouting maxim is when speakers do not adhere to the maxims when delivering their statements. Nonetheless, there's a possibility that these instances of flouting maxims might carry a concealed or implied meaning. (Cutting, 2002: 37) stated that the maxims are "flouted" when speakers seem to be disregarding them but expect listeners to understand the underlying meaning.

### 2.2.2 Movie

According to Oxford Dictionary (2023) movie is a series of moving pictures recorded with sound that tell a story. Movies are often used by people to seek entertainment; it is an enjoyable activity. The majority of movies are created with the intention of being viewed in theaters or on large displays.

## 2.3 Theories

For the sake of conducting data analysis, this study utilized two theories. This study aims to examine the various types of flouting maxims in the movie *"A Man Called Otto"* by applying the theoretical framework proposed by Cutting (2002). Next, the theory proposed by Halliday (1985) was used to explain the reasons behind flouting the maxim.

### 2.3.1 Cooperative Principle

Grice (1975) asserted that within the Cooperative Principle, it is expected that each participant makes a conversational contribution that aligns with the

specific requirements of the ongoing conversation, as determined by the accepted purpose or direction of the communicative exchange. This implies that both the speaker and the listener are not obligated to engage in a specific manner when expressing their own thoughts or responding to the ideas put forth by others. Irrespective of the nature of their association, be it familial, friends, or otherwise, individuals have the capacity to acknowledge and embrace different interpretations of their verbal expressions. Grice in Cutting, (2002:34) stated that, there are four maxims in Cooperative Principle; those are Maxim of Quantity, Maxim of Quality, Maxim of Relation and Maxim of Manner.

#### 2.3.1.1 Maxim of Quantity

In part of the Maxim of Quantity, speakers are expected to provide the necessary information without being excessively overbearing or lacking sufficient information. According to Cutting (2002: 34), it is recommended that speakers provide an appropriate amount of information, neither exceeding nor falling short of what is necessary. It can be concluded that participants must provide the appropriate amount of information, for example:

1. “Well, **to cut a long story short**, she didn’t get home till two.”

(Cutting, 2002: 34)

The statement above shows that the speaker gives enough information to the listener by using the phrase "to cut a long story short," the speaker provides

sufficient information to the audience. The speaker does not wish to provide excessive detail. So that the listener can properly understand the speaker's information.

### 2.3.1.2 Maxim of Quality

The Maxim of Quality requires speakers to provide utterances that are accurate and based on factual information. According to Cutting (2002: 35), speakers are obligated to convey truthful statements that they genuinely believe to be true, thereby refraining from providing false information. This suggests that the statement will provide precise and reliable information. For example:

- A : I'll ring you tomorrow afternoon then
- B : Erm, I shall be there **as far as I know**, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye then sweetheart.
- A : Bye-bye, bye. (Cutting, 2002:35)

In the conversation above, B says "As far as I know" to avoid giving the listener wrong information.

### 2.3.1.3 Maxim of Relation

Based on Cutting (2002: 35), the Maxim of Relation posits that participants are expected to contribute statements that are relevant to the ongoing conversation. In the context of interpersonal communication, each participant must ensure that their exchanges are effectively aligned and coordinated. The

key to identifying this type of maxim is its relevance. For example:

A : There's somebody at the door.

B : **I'm in the bath.** (Cutting, 2002: 35)

This example demonstrates that B expects A to understand her position at that time, and it is relevant to A's words because there is a person in front of the door, and B is unable to go and see who it is.

#### 2.3.1.4 Maxim of Manner

The Maxim of Manner dictates people should communicate information in a manner that is both clear and orderly. In the opinion of Cutting (2002: 35), it is necessary for participants to adhere to brevity as well as order while also avoiding any form of obscurity or ambiguity. The provided instance is derived from a committee meeting, wherein the speaker is adhering to the maxim of manner by effectively conveying unambiguous information:

"Thank you Chairman. Jus – **just to clarify one point.** There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera. (Cutting, 2002: 35)

In the aforementioned statement, the speaker demonstrates clarity and order through the use of the phrase "just to clarify one point." Under these conditions, it is anticipated that the recipients of the spoken messages will comprehend them without an additional interpretation.

### 2.3.2 Flouting Maxim

As defined by Cutting (2002: 37), the term "flouting" is used to describe the behavior of participants who seem to neglect the maxims while still expecting listeners to grasp the intended meaning. The occurrence of the flouting maxim can be connected to the non-adherence of participants to the Cooperative Principle. Moreover, the act of flouting maxims can serve as a means of conveying a hidden message during a conversation, with the anticipation that the recipients will grasp the intended significance. The flouting maxim possesses the same amount as the maxim and will be further examined subsequently.

#### 2.3.2.1 Flouting Maxim of Quantity

As stated by Cutting (2002: 37), a participant who flouts the maxim of quantity appears to provide either too little or too much information. The illustration is below:

- A : How do I look?
- B : **Your shoes are nice...** (Cutting, 2002: 37)

The conversation shows that A asked about his overall appearance, while B only answered about his shoes, implying that B did not provide enough information and clearly flouted the maxim of quantity.

#### 2.3.2.2 Flouting Maxim of Quality

Cutting (2002: 37) states that the flouting of the maxim of quality occurs when speaker's express statements that deviate from their genuine beliefs or

thoughts. Speakers have the capacity to flout the maxim of quality through the use of metaphor, irony, and banter in their verbal utterances. The example is down below:

Martin : **I could eat a horse.**

Lynn : Yes, I'm starving too. (Cutting, 2002: 37)

That conversation shows by saying, "I could eat a horse," Martin flouts the quality maxim. It is hyperbole, which means the speaker is extremely hungry. It does not imply that the speaker insists on consuming the animal.

### 2.3.2.3 Flouting Maxim of Relation

According to Cutting (2002: 39), when speakers fail to adhere to the maxim of relation, they presuppose that listeners have the ability to imagine the missing information and make an effort to establish a connection between their statement and the preceding one. The provided illustration is presented below:

A : So what do you think of Mark?

B : **His flat mate's a wonderful cook.** (Cutting, 2002: 39)

The dialogue illustrates that B responds to A's question about Mark with something unrelated to the topic. That does not mean that B does not think Mark is impressive, but the way she answered implies that she does.



#### 2.3.2.4 Flouting Maxim of Manner

As described by Cutting (2002: 39), those who flout the manners maxim demonstrate a propensity for ambiguity and frequently disregard for the presence of a third party. Below is an excerpt from a dialogue between a husband and wife:

A: Where are you off to?

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

A: OK, but don't be long – dinner's nearly ready. (Cutting, 2002: 39)

The dialogue above demonstrates how B's response to A's words lacks clarity and specificity by using the words "that funny white stuff" and "somebody." He does not want to say, 'ice cream' and 'Michelle' in the same sentence because he fears that his daughter will ask for ice cream instead of dinner.

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#### 2.3.3 Context of Situation

Based on Halliday (1985), the initial stage in finding an answer involves considering the context of the situation. The context within which a language interaction takes place offers participants valuable insights into the meaning being conveyed. Halliday (1985) proposed three aspects of the contextual situation, namely field, tenor, and mode.

### 2.3.3.1 Field

According to Halliday (1985), the concept of "field" in discourse pertains to the ongoing activities and social behaviors in each situation. It involves understanding what the participants are doing and how language contributes to their interactions. The events that occur during a conversation play a crucial role, as they strongly influence the conversation itself. These events reinforce the utterances and establish a dynamic balance between language and body language, ultimately shaping the course of action.

### 2.3.3.2 Tenor

According to Halliday (1985: 12), the identities, statuses, and roles of the participants significantly shape the tenor of discourse. When two or more individuals engage in an information exchange, a conversation takes place. The nature of their personal relationship defines the tenor. In conversations, people select their grammar and word choice based on the dynamics between them. The level of closeness or familiarity between participants usually influences the grammatical structures and vocabulary employed. For example, the nature of a conversation held between individuals who share a close bond will exhibit dissimilarities when compared to an exchange with an educator or any other individual.

### 2.3.3.3 Mode

Halliday (1985: 12) proposed that the mode of discourse refers to the

intended role of language in a given situation and what the participants aim to achieve through language. The concept of communication involves the organization, placement, and intention of the message within its specific context, as well as the chosen channel of communication (oral, written, or a combination of both). The rhetorical style, including its persuasive, expository, or didactic nature, is also significant. In a discussion, language acts as a bridge, enabling participants to share information. Conversations go beyond mere information exchange; they involve giving commands, seeking assistance, and performing other functions.

