

CHAPTER I INTRODUCTION

A. The Background of the Study

People express their intentions to others by communication. In communication, conversation is the most common. Conversation is the most basic form of the activities did by humans in communicating information between two or more persons involved. In phenomenon of pragmatics, it always works.

In conversation what the speaker literally say, sometimes, is different from what they actually mean. So, the hearer should be able to understand what a speaker means if he says something implicitly. To understand what the speaker says, there is a set of rules including conversational maxims in order to make language users do effective communication.

Successful conversation depends upon the various speakers' approach to interaction. The way to make successful conversations is called the cooperative principle which is stated by Grice (1975). Philosopher Grice (1975) proposes four conversational maxims that involve in the pragmatics of natural language. The maxims are based on his cooperative principle, which states, 'Make your conversational contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged'. The principle describes how effective communication in conversation is achieved in common social situations and is further broken down into the four

maxims, namely Maxim of Quality, Quantity, Relevance and Manner (Grice in Yule 1996:37).

From many forms of conversations that happen in daily life, the speaker sometimes disobey or violate the maxims (maxims violation) that finally lead to misunderstandings and even conflict among the actors of the conversations. This is because some factors, such as they can not catch the information properly from their partner in conversation and sometimes they have an intention to lie or hide the truth. For example:

Neymar : *How do I look?*
Messi : *Well, your shoes are nice!*

In this case Messi's answer breaks the cooperative principle because he does not give the information as Neymar expected. Messi just comment Neymar shoes, he does not say that the shirt and jeans do not look nice but from his answer he knew that Neymar will understand the implication.

Another example from the conversations on the movie that the writer will analyzed:

Setting: Somewhere out in the European mountains, Thor throws Loki into the side of the mountain. He raises the mighty hammer, Mjölfnir. He looks down at his brother, who he thought to be dead and is angry to see him alive in this fashion.

Thor:
Where is the Tesseract?

Loki:
(laughs) I missed you too.

From the dialogue above it can be seen Loki did not give a relevant response to Thor's question about where the Tesseract was. He instead laughed and said "I miss you too". It means that Loki did not want to show Thor the

Teserract. He violated the maxim of relation by changing the topic and giving the irrelevant response or answer to Thor. Loki's missing in not apparently relevant to the discussion about where the Teserract is.

The reason why the writer chooses conversational maxims was because the writer also finds the same situations in a movie titled *The Avengers* (2012) with the explanation above. This movie caught the writer intention while some of their conversations on the movie showed conversations that needed a context understanding to get the meaning of the conversations. The writer later on did library research and read some pragmatics books. And the writer finally got a pragmatics study concerned with conversations. The pragmatics concept is cooperative principle proposed by Paul Grice (1975). This movie has many interesting conversations to analyze in the scope of pragmatics study especially in conversational maxims. That's why the writer is interested to find out and learn more why the actors do the misunderstanding or implicit and ambiguous meaning of their conversations. These explanations also become the reason why the writer chose *The Avengers* movie as the object of the study.

The previous researcher related to the Conversational Maxim Violation has been done by Roya Friskila (2011). In her research, she analyzed maxim violation in a movie titled "An Analysis of Violated Maxim in Sherlock Holmes Movie". This research discovered the kinds of maxims and the dominant maxim and explained the implication of the dominant maxim. She has found three types maxim violated by Sherlock Holmes in "Sherlock Holmes 2009" movie. They are

Maxim of quantity, Maxim of quality and Maxim of relation. Maxim of Quantity is violated dominantly.

Another previous research related to the conversational maxim violation, Indah Sari Lubis in 2012 researched Conversational Implicatures of Indonesia Lawyers Club Program on TV ONE. She found that all types of maxims occurred in Indonesia Lawyers Club program. Maxim of quantity is dominantly cause conversational implicatures of Indonesia Lawyers Club program on TV One. She found three contexts deal with this as, (1) to show up pain and core of the problem to the audiences, (2) to save ones face, (3) to defend certain group and blame the government.

Therefore, based on the explanation, reason and previous researches that support this study, the writer decided to analyze one of box office movie, an action superhero movie in 2012 *The Avengers*. The explanation above makes the writer curious to discover whether the phenomena of conversational maxims occur in *The Avengers* movie.

B. The Problems of the Study

In accordance with the background of the study, the problems of the study are formulated as follows.

1. What maxims are violated in the conversations of *The Avengers* movie?
2. What maxims are dominantly violated in the conversations of *The Avengers* movie?

3. What is the implication of the dominant maxim which is violated in the conversations of *The Avengers* movie?

C. The Objectives of the Study

The objectives of the study are described as follows.

1. To find out the types of maxims which are violated in the conversations of *The Avengers* movie,
2. To find out the most dominant type of maxims which is violated the conversations of *The Avengers* movie,
3. To describe the implication of the dominant maxims violated in the conversations of *The Avengers* movie.

D. The Scope of the Study

Conversational maxims occur not only in real daily conversation but also in the movie conversations. The writer limited the analysis of the four types of conversational maxims based on Grice's theory (1975), they are maxims of quality, maxims of quantity, maxims of relation, and maxims of manner. Thus, the writer will focus on the superheroes and enemy's conversations or utterances in *The Avengers* movie script.

E. The Significances of the Study

The findings of this study have two general significances, theoretical and practical significances.

Theoretically, the results of this study are useful for:

1. The enrichment of knowledge in theory of pragmatics especially in maxims violations.
2. The further studies as the references.

Practically, the results of this study are useful for:

1. The students of English Department

This study will help their understanding about the maxims violations. It will be able to help them to avoid having wrong interpretation.

2. The lecturers of English Department

This study will be helpful for the lectures as their teaching material.

3. The other researchers

This study will be used as their inspiration to make the next research.