

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People deliver their intention to others by communication. In communication, conversation is the most common. Levinson (1983: 284) defines conversation as the familiar kind of talk in which two or more participants freely alternate in speaking, which generally occurs outside specific institutional settings like religious services, law courts, classrooms, and the like. From the definition, it is able to said that, at least two participants, the speaker and the listener, do the conversation and change the roles. Successful communication can be held if the speakers and hearers co-operate each other. Grice states that the co-operative principle is maxim.

People do not always say directly what they mean. It is confirmed by Thomas (1995:56-58) says that there are times when people say exactly what they mean, but generally they are not totally explicit. As Grice noted that although much of our speech is non literal, we have a remarkable ability to accurately grasp what our conversational partners mean, even when the meaning the speaker is trying to convey and linguistic meaning are quite different. It is flouting as Grice states. The speaker normally expects that his/her communicative intention will be recognized by the listener. The speaker meaning is not literally delivered or implicated. Horn (2006) stated that implicature is a component of speaker meaning that constitutes an aspect of what is meant in a speaker's utterance without being part of what is said. Yule (1996) also stated that implicature is a

conveyed additional meaning. The implicature in conversation shows that the speaker and the hearer are uncooperative. Implicatures as defined by Sihai (2008: 10) is a special case situations in which the perceived meaning extends beyond the literal meaning. Grice stated additional meaning as conversation implicature and he termed the process by which it is generated as flouting a maxim (Thomas, 1995). The examples of flouting maxims can be seen below:

A: Who's that person with Bob?

B: A girl

*C: That's Alison Margaret Jones, Born in Kingston, on 4 July 1982,
daughter of peter and Mary Jones.*

The example above represent that people sometimes break the maxims by flouting.

The examples above are flouting the maxims in daily conversation. As Grice theory of flouting maxim is for the daily conversation, the researcher is interested to conduct the study in movie, since movie is more than an industry, more than a showcase for stars. Movies are made. They are made of shots, that each shot is a unit in itself as well as part of the whole, and that it is possible for the way a movie is shot to convey its meaning. Movie is a language. A moviemaker is more than a good technician who understands how to operate a camera and control lights. The conversations in movie often raise the curiosity of the viewers, such as “what is the aim of A saying this?” “Why A does not answer B’s question?” A moviemaker must also have an artistic understanding of what makes a good composition (Kawin, 1989).

In this study the researcher chooses fantasy genre movie. It is one of fiction movie. Board of Studies NSW (2003) states that the genres represented in fiction movie include fantasy, humour, adventure, historical and social realism. Fiction movie tells a fictional story or narrative (Chan and Herero, 2010). The producers need to engage their target audiences in order to be successful, whilst the movie audiences need to be interested and engaged in the movie so that they go and watch the movie and get pleasure.

It is interesting to analyze the flouting of maxims in *Beautiful Creatures* movie. There are many flouting maxims in this script. In addition, it is a 2013 American romantic fantasy movie based upon the novel of the same name by Kami Garcia and Margaret Stohl which this movie is nominated as “Choice Movie: Romance” as well as “Choice Movie”. It shows that this is a good movie. Garrett (2008) stated that a good fantasy movie also blends action with romance, humor with tragedy, slow thoughtful moments with righteous fury. Roeper (2013) in his review of *Beautiful Creatures* movie states that this movie consists of romance, has a much better sense of humor, tragedy, and thoughtful moments with righteous fury. Therefore, it fulfills the characteristics of a good fantasy movie. Eyre (2013) stated that in *Beautiful Creatures*, there are comedy mystery, and romance.

Here is the flouting maxim phenomena that occur in *Beautiful Creatures* movie script.

Lena : *Could you not at least let me pretend until my birthday?*

Macon : ***You remember what happened at the last school?*** (00:27:05)

Macon is angry to Lena because Lena breaks the appointment. Lena asks Macon to let her make friendship. Macon does not expect answer from Lena. He is asking but not asking. He just wants Lena to look for the information from his question. Then, it flouts the maxim of relevance.

This research has same relation to the previous researchers on the same field. Novianti (2010) in Indah Sari Lubis (2012) observed The Types of Conversational Implicatures as the Violation of Cooperative Principle in the Talkshow “Bukan Empat Mata” in Trans TV. Her research found that the violation of cooperative principle was mostly used by the presenter to entertain/ amuse/ make audience laugh on the talkshow. Here the finding was only the sorts of conversational implicature happened on the talkshow.

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. Here, the research did not find the participants’ way in obeying the maxims.

Then, Parvaneh Khosravizadeh and Nikan Sadehvandi in 2011 researched Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks. The findings of this study indicate that in five occasions the characters violated the maxim of quantity.

Based on the findings of the study, it can be concluded that although cooperative principle describes the best practices in communication in order to facilitate the process of conversation to be smoother for both the listener and speaker, people frequently disobey these maxims in order to achieve certain purposes.

Then, flouting maxims in *Beautiful Creatures* script is never been conducted. Furthermore, based on the researcher's experience, most people usually pay more attention to the sentence structure in speech or spoken language because it will give the direct response from the hearers. In written language, however, the readers will respond the message if they understand the main idea of the written text. Therefore, the researcher conducts this study in order to answer the types, what the dominant type of maxim which is flouted, and the contexts of the maxims flouted in *Beautiful Creatures* script.

1.2 The Research Problems of the Study

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

1. What maxims are flouted in *Beautiful Creatures* script?
2. In what contexts are maxims flouted in *Beautiful Creatures* script?
3. What is the maxim dominantly flouted in *Beautiful Creatures* script?

1.3 The Objectives of the Study

The objectives of the study were described as follows.

1. To find out the maxims which are flouted in *Beautiful Creatures* script

2. To find out type of maxim which is dominantly flouted in *Beautiful Creatures* script.
3. To find out the contexts of the maxims flouted in *Beautiful Creatures* script.

1.4 The Scope of the Study

This study was conducted to find out the maxims which are flouted in *Beautiful Creatures* script. The researcher was to find out which of the four maxims, maxims of quality, maxims of quantity, maxims of relevance, and maxims of manner, are flouted in the *Beautiful Creatures* script. Thus, The study was limited only in observing flouting maxims in *Beautiful Creatures* script.

1.5 The Significance 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 for the university students who are interested in pragmatics especially in floating maxims.
2. Those who want to carry out further study on floating maxims.

Practically, the results of this study are useful for:

- a. The students of UNIMED

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

- b. The Lecturers of UNIMED
- c. Their students can easily comprehend the flouting theory.