

CHAPTER I

INTRODUCTION

A. Background of the Study

Grice (1975) states there are a few guidelines that should be followed when having a conversation. He suggests the guidelines known as maxims. All speakers should follow these four common sense conventions when speaking. Those guidelines are created to structure the dialogue and avoid misunderstandings. There are a total of four maxims. These include the maxims of quantity, quality, relevance, and manners. These maxims provide a line of demarcation between the participants and prevent misunderstanding. However, speakers occasionally utilize phrases that have nothing to do with the intended meaning. What they literally say might have another meaning. It means that a speaker may occasionally fail to express their meaning in a clear phrase or sentence. Sometimes the hearer responds to the speaker's query by employing an implied message statement. The pragmatics topic of implicature includes this phenomena. However, people do not always speak out in a conversation and say what they mean. Cutting (2002) highlights Grice's claim that when a speaker disobeys a maxim, the maxim is violated, which can lead to misunderstanding in the conversation.

Birner (2013) highlights the four maxims are used as communication guidelines. It was anticipated that by following the maxim, people would comprehend and avoid misunderstandings. Thomas (1995) stated that maxim

violation is a situation when a speaker fails to obey a conversational maxim in order to intentionally generate misleading or misunderstanding in a conversation. Example of maxim violations : When a speaker asked “how many days in a week?”, then the responder answered “there are five days in a week”, the answer is not true/false because there are 7 days in a week, so the responder violated the maxim of quality. Another example is when the speaker asked “How tall are you”, then the responder gave the answer “I’m 7 years old”, here the responder violated the maxim of relation, the answer is not related to the question given. These two conversations are the examples of maxim violations that can lead to misunderstanding,

Yule (1996) points out that successful conversations are those in which the listener understands the speaker's point of view. This means that the participants should not divulge any information that could be construed as misleading, false, or irrelevant. To minimize misunderstanding, the respondent should speak succinctly. Grice (1975) adds that in order for a conversation to take place smoothly, a speaker is expected to observe the cooperative principle that ensures successful interaction is used in the dialogue both by the speakers and the listeners.

Paltridge (2006) states to the cooperative principle can help prevent communication misunderstandings because it includes several conversational maxims that are utilized to collaborate and share understanding among conversation participants. When someone is speaking, the listener will attempt to interpret what was said as best as possible. To effectively communicate, both the

speaker and the listener must adhere to specific norms. They are known as the cooperative principle. Each participant's contribution must adhere to a set of rules, such as not providing more or less information than is necessary, speaking the truth, being relevant, and being clear. Therefore, combining those ideas with the participant's relevant expertise will help them be realized more effectively.

Additionally, there are some studies related to the analysis of violation maxim. The researchers who conducted the research in this field are Andy and Ambalegin (2019) Maxims Violation On "Night At The Museum" Movie, Roby and Leny (2022) entitled Analysis Of Grice's Violation Maxim In Mark Twain's Novel The Adventure Of Tom Sawyer (1993), Grace (2021) entitled Violation of Maxims in Garfield's Utterances in Garfield Comic Strips.

Movies are a common form of media that portray human society. It is frequently figured in the form of acts and dialogues. Additionally, those components provide the linking of one event to another. The smoother the movie is, the better the elements were constructed. Both dialogue and action were intended to be crucial components of the film's plot. The researcher choose "The Batman " characters' utterances as the data. The characters in The Batman Movie however spoke incoherently. As a result, it occasionally left the other actors who played in the movie with equivocal meaning. The movie, which debuted in May 2022 and had a \$185–200 million budget, became a commercial success and the fifth-highest grossing movie of 2022 with revenues of over \$770 million. It also received generally favorable reviews, with compliments for the acting, music, cinematography, Reeves' direction, action scenes, and story, though some people

criticized the length of the film. As stated before that some of the characters spoke incoherently causing maxim violations in the movie, some of the scene when characters violated the maxim are when :

There is a scene where Batman confronted some bandits who were bullying a guy down the street.

Bandit : Who are you supposed to be?

Batman : Im Vengeance

In this scene, Batman violated the Maxim of manner by using ambiguous language. Bandits ask an obvious question about the identity of the Batman as the person who confronted them, but Batman instead gave an ambiguous answer that led the person who was confused about the response.

Next scene is when Alfred in the dinner table trying to solve puzzle from the cases of the death, Batman asked him :

Batman : What are you doing?

Alfred : Just reminiscing about my days in the Circus

In this conversation, Alfred violates the maxim of relation by taking the conversation unmatched with the topic. The scene showed Alfred solving some puzzle when approached by Batman, Batman confused then asked “what are you doing?”. Alfred answered “just reminiscing about my days

in the Circus” which is not related to the Batman’s question and gave information that is not required and violated the maxim of relation.

Zubeiry (2020) cited that a speaker is violated the maxim when knows that the hearer will not know the truth and will only know the expressed meaning of what is said. To put it differently, the speaker intentionally misleads and deceives the hearer. Speakers who intentionally mislead listeners by providing insufficient information are in violation of the maxim. According to Grice (1975), failing to observe a maxim is considered to be doing so with the expectation that the hearer will not notice the violation. In this instance, the listener was unaware that the speaker had broken the maxims. Additionally, the speaker's refusal to provide others with the complete picture of the information is the reason they are breaking the maxims. Khosravizadeh (2011), on the other hand, claimed that people disregard the adage because they choose to lie or are unable to speak clearly. supported by motives or reasons. There are some reasons behind maxims violation happened during conversation. therefore the reseacher used Khosravizadeh (2011) theory to find out the reason behind why character in The Batman movie violates the maxim. Such situations cause conversational implicature whereby a speaker creates a special force to his utterance that brings about an effect other than the literal meaning of the words uttered. Thus, the investigation identified the specific maxims that were violated, leading to uncooperative principles.

Therefore, this study is conducted to find out the maxim violations of 8 characters’ in this movie which are Bruce Wayne (Batman), Alfred, Selina Kyle

(Cat Woman), Penguin, Falcone, Gil Colson, James Gordon and Riddler. This study focused on the maxim violation and why they violate the maxim.

B. Problems of The Study

Based on background of study above, the researcher writes the following questions:

1. What types of maxim violations are found in “The Batman” movie?
2. Why does the characters' violate the maxim

C. Objective of The Study

1. To analyze the maxim violations that occur in characters' utterances in The Batman movie.
2. To find out the reason characters in The Batman violated the maxim.

D. Scope of The Study

The scope of this study is to analyze violations of maxim that occur by characters, Bruce Wayne (Batman), Alfred, Selina Kyle (Cat Woman), Penguin, Gil Colson, James Gordon, Riddler and Falcon in “The Batman” movie. This study limited the subject of research to Bruce Wayne (Batman), Alfred, Selina Kyle (Cat Woman), Penguin, Gil Colson, James Gordon, Riddler and Falcon as the characters that had the most screen time in the movie. The data of this research is in the form of words, phrases, clauses, and sentences which are uttered by Bruce Wayne (Batman), Alfred, Selina Kyle (Cat Woman), Penguin, Falcone, Gil

Colson, James Gordon and Riddler. This study also only focuses on the conversation between the characters in the meaning of the words that come out of each character which is the discussion of pragmatics. And it is not influenced by the semiotics or visuals displayed in each scene. As Grice (1975) included Maxim as a discussion of pragmatics.

E. Significance of the Study

With this research, it is hoped that the results of this study can add knowledge to the readers. The results of this study are expected to be useful to add insight in the field of pragmatics, especially about cooperative principles that violate maxims.

This study are expected to help to find out maxim violations by the movie characters that have implied meanings but cannot be conveyed directly. Practically, the results of this study can also be used as a reference for other researchers when conducting related studies, especially analyzing the maxim violation, either in films or in other media especially for students of the Department of English Literature, State University of Medan.

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