

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language plays a very important role in conversation as a social interaction instrument among people. As a part of social life, human produces language as to show their personality. Altmann (2001) states that psycholinguistics is as much about the study of the human mind itself as it is about the study of that mind's ability to comprehend and communicate.

It shows that human need to think about what should they says before they produce the language.

Human also uses language to build their social relationship. And to build it, they should know about the context of situation in their social enviroment and how they organize their conversation to others.

Conversation is oral and need more than one person to make it. When having a conversation, sometimes they cannot aware or aware with the main point of the conversation, they need to cooperate each other when conversing. They are supposed to respond each other by giving the needed and useful information for both of them to construct meaningful of the conversation for further effective communication. The fact that people are cooperating is the basic assumption made in conversation. Grice (1975) then proposes this assumption as the general principle in conversational cooperation, named Cooperative Principle which runs as: Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exachnge in which you are engaged. This

general principle must be observed by all the participants in talk and exchanges, either speaker and hearer.

It seems that both of the participants are supposed to provide the sufficient, sincere, and clear information. Besides, in order to have cooperative conversation both of the participants must also refer to the context when they are conversing.

Leech (1983) states that the context can be any background knowledge assumed to be shared by the participants and which will contribute to the hearer's interpretation of what the speaker means by the utterance.

It shows that, speaker and hearer need to have shared knowledge to draw mutual understanding about what is being communicated by the speaker since people did not always say what they mean.

Cooperative Principle has four maxims to help the speakers and the listeners understand the meaning in the utterance. First, maxim of quantity relates to the amount of information provided in conversation. Second, maxim of quality relates to the participant's contribution that should be based on the evidence or truthful. Third, maxim of relation relates to the participant's contribution that should be relevant to the object of the conversation. Fourth, maxim of manner relates to the participant's contribution that should be reasonably direct.

But sometimes, there are times when people face the condition that forces them to be uncooperative. They have some reason to "violate" their utterances. According to Cook (1989:31), there are five purposes that can be achieved by violating the maxims, namely: to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create a humor.

Based on the explanation given, it is significant to analyze the violated maxim in *OZ: the Great and Powerful* movie. The writer choose movie as the object of her research because *OZ: the Great and Powerful* movie is a 2013 American Fantasy movie based on the novel of *The Wonderful Wizard of Oz* created by Lyman Frank Baum. This movie tells about Oscar Diggs who wants to be the famous wizard in the world. To reach his dream, he forced to tell a lie about his life story. Some people believe that he has a magic power. But in fact, he used the technology to create the magic.

B. The Problems of the Study

Related to the background above, the problems of this study are formulated as follow:

1. What kinds of maxims are violated in conversation of *OZ: The Great and Powerful* Movie?
2. What is the dominant violated maxim in conversation of *OZ: The Great and Powerful* movie?
3. What is the implication of the dominant maxim which is violated in *OZ: The Great and Powerful* movie?
4. In what context of situation the dominant maxim which is violated has found?

C. The Scope of the Study

This study will be focused on the violated of maxims especially in 4 kinds of maxims applied in “OZ: The Great and Powerful” movie based on Grice’s theory namely Cooperative Principle. In order to have specific research, the writer will be limited the study on the main character’s dialogues with supporting characters which contain the violated maxims.

D. The Objectives of the Study

In relation to the problem, the objectives of the study as follow:

1. To find out the violated maxim in “OZ: The Great and Powerful” Movie.
2. To find out the dominant violated maxim in “OZ: The Great and Powerful” movie.
3. To describe the implication of the dominant maxim which is violated in “OZ: The Great and Powerful” movie.
4. To describe the findings about context of situation in the dominant violated maxim in “OZ: The Great and Powerful” movie.

E. The Significance of the Study

This study is conducted to give some advantages and contributions for the writer and others who want to develop their knowledge about the Cooperative Principle and Maxims in conducting conversation. So, the research findings will be useful for:

1. The students of English Department in learning and understanding more about Cooperative Principle and Maxims in conducting conversation.
2. The English teacher who are teaching pragmatics to develop and increase their knowledge about Cooperative Principle and Maxims to make the meaning and successful.
3. The other researchers who want to do some relevant research about Cooperative Principle and Maxims in order to get the good research result.

THE
Character Building
UNIVERSITY