

## CHAPTER I

### INTRODUCTION

This chapter presents an introduction of the study that is going to be discussed. The discussed will focus on background of the study, statement of problems, research objective, research significances and clarification of key term. **1.1**

#### **1.1 Background of the Research**

Pragmatics is the study on how the language is used in communication. In communication, people share the information by uttering the words or sentences to tell the information is and expect the listener to understand it. According to Keyton (2011) states that communication can define as the process of transmitting information and common understanding from one person to another. In communication there will definitely a conversations between addresser and addressee. However, in a conversation sometimes there occurs some problems there are miscommunication, the meaning of the information said is not conveyed, the expected answers are not appropriate, the information obtained is not relevant even that the hearer did not understand what the speaker means. Further, from each problems that occur some effects and people very required to know the rules of being a good conversation to avoid it in communication.

The phenomenon of conversation it always occur in real daily life and this daily life might be represented not always in real life situation but also in a kind of movie, because in movie that gives real portrayal of conversation. Movie is the type of visual communication which tells the stories. Additionally, Danesi (1985: 2) says:

“A film can be visual images (perhaps in color), words that are spoken and occasionally written (as in signs or a letter shown in a close-up), background music, actors in costumes, and setting, and other means by which the medium of cinema conveys emotions and ideas to an audience”.

In this study the researcher use *Paddington 1&2* movies as the object, in this movies there are many the characters who flouted the maxim of conversation. *Paddington* is a 2015 live action animated comedy genre, written and directed by Paul King from a story by King and Hamish McCool and produced by David Heyman. The previous researcher suggests that the flouting maxim of cooperative conversation is always occurs in the comedy movie and that the reason the researcher chose this movies as the object.

Furthermore, *Paddington* movie is tells the story of the eponymous character Paddington, an anthropomorphic bear who migrates from the jungles of Peru to the streets of London, where he was adopted by the Mr. Brown's family. The anthropomorphic is commonly defined as the attribution of human-like qualities to inanimate objects or animals. According to Epley et al (2007: 864) describes, "Anthropomorphism is the tendency to imbue the real or imagined behavior of nonhuman agents with humanlike characteristics, motivations, intentions, or emotions". The previous researchers was rarely analyzed the anthropomorphic comedy movie, thus the current researcher interest to analyze this *Paddington* movie as the object.

According to Leech (1983:13) Pragmatics is, "the studies meaning in relation to speech situation". Communication will end with clearly not only depend on recognize the word meaning in utterances but also recognize what is mean by his/her utterances. In addition, Plartige (2006) said that the relation meaning into the context a person who speaking or writing it can called as pragmatics study. It means that pragmatics is studies to understand and explore conversational implicature and how meaning is constructed in interaction.

Edmondson (1981) states that a verbal conversation refers to any interactional talks involving at least two participants, a speaker and a listener, and they change role in conversation, there are a speaker and a listener that have to take their turn to exchange of ideas through spoken utterances. These utterances are supposed to be such needed information that contributes to both of them. A successful and good

conversation can happen if the speaker and the listener can understand each other's utterances. Besides that, the speaker and hearer have to fulfill the rules of conversation to create successful conversation.

In the communication there are several types of principle. According to Grice (1991) he proposes some general principle which can construct good communication, and the principle is called as "Cooperative Principles". "Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged (Grundy, (2000:74). The cooperative principle is the rules in conversation which define as a maxim. It means to make a cooperative conversation the speakers must obey to the rules of being a good conversation. Grice formulated it into several rules there are (1) maxim of quality which means that the both should tell the truth, being genuine, (2) maxim quantity which means that both should give enough information (not talk too much but also not too less), should to said what was required, (3) maxim of relation which means that what they are saying is be relevant to the conversation and (4) maxim of manner which means that their utterances both were clear, unambiguous, brief and orderly.

In some cases of conversation, many people fail in fulfill maxim of conversation because some reason or even they did not realize it. Although it happened but sometimes is going well conversation. That cases is called as flouting maxim, according to Cutting (2002) when the speakers appear not follow the maxim but expect hearers to appreciate the meaning implied, it can said that the speakers was flouted the maxims of cooperative conversation. Flouting maxim consist of flouting maxim of quality, quantity, relevance and manner. In fact, when the speakers flouted conversational maxim of Grice's there will happen some effects that occur from addresser to addressee in the conversation.

Based on the problem above, the researcher interested in analyze deeply about the rules of utterance are flouted by the characters in *Paddington 1&2* movies. Moreover

the present study is done under the title “Flouting Cooperative Conversation Maxim in *Paddington 1&2 Movies*”.

In appropriate with the discussion in this study is about the flouting maxim in *Paddington 1&2 movies*, it is important to see and track the research is consistent with the theme that the researcher lift. The researcher has found there are three previous studies.

The first is an undergraduate thesis entitled *Flouting Maxim Used by Characters in Frozen Movie* written by Wafirotul in 2015. The writer in this research formulated two problems about the kind of flouting maxim used by the characters in *Frozen* movie and the context of situation when the characters flouts the conversational maxim. The researchers used Grice’s theory with the result showed there are 21 utterances that flouted by the characters in *Frozen* movie, but the most dominant was flouted maxim of relevance.

The second is an undergraduate thesis entitled *An Analysis of Flouting Maxim Used by The Main Character in Homefront Movie* who written by Luqman Hadi in 2015. The objective of this research is to describe the types of maxim are flouted by the main characters in *Homefront* movie and the reason of main character flouted conversational maxim in *Homefront* movie. The result showed that Phil Broker as main character is mostly flouted his utterances in maxim of quantity because he want to convey his opinion which too strong or more informative.

The last previous study is also an undergraduate thesis formulated by Wardani entitled *The Flouting Maxim in Spy Movie* in 2018. She used Grice’s theory to analyze the types of flouting maxim contained in *Spy* movie and Searle’s theory to answer the function of the flouting maxim of cooperative conversation. The result of this research is there are found 45 utterances which contained the flouting maxim and the most dominant flouted was maxim of relevance. There are four function that used by the characters in this movie such as expressive, representative, directives and commisive. The expressive function is the most often used by the characters in this movie.

After reviewed the three previous studies above, there is a connection about the topic, object and theory that will be discussed in this new research. The analysis of flouting maxim is common done in movies especially comedy movie as previous study does, but it will difference because the current studies used live action animated comedy as the object. The similarity from three previous studies with this study is the theory. They used Grice's theory as well as this study does.

Although this latest research examines the same flouting maxim in movie that has been examined by Wafirotul, Luqman and Wardani especially those related to the types maxim is used, but it will be different because the researcher here investigates the cooperative conversation and elaborates some effects of the flouting maxim of cooperative conversation toward the participant in the conversation *Paddington 1&2* movies. So, it will produce different result of research finding.

### **1.2 Statement of Problems**

In the conversation sometimes occur several problems such as miscommunication, the meaning of the information said is not conveyed, the expected answers are not appropriate, the information obtained is not relevant even that the hearer did not understand what the speaker means. It problems is caused sometimes in real life people do not always apply the rules of being good conversation. The phenomenon itself is also the researcher found in *Paddington 1&2* movies as live action animated comedy movies. Therefore, those things will formulated in two questions below:

1. What types of maxim of cooperative conversation are flouted by the characters in the *Paddington 1&2* movies?
2. What are the effects of flouting maxim of cooperative conversation from addresser to addressee in the conversation *Paddington 1&2* movies?

### **1.3 Research Objective**

Based on the research question above, the objectives of the study are formulated as follow:

1. To describe the types of cooperative conversational maxim are flouted by the characters in the *Paddington 1&2* movies
2. To analyze the effects of using the flouting maxim of cooperative conversation from addresser to addressee in the conversation *Paddington 1&2* movies.

#### **1.4 Research Significance**

This research is expected to produce some of theoretical and practical useful, as shown below:

##### **1. Theoretical Significances**

This study can enrich the research results in cooperative conversation, especially flouting maxim of cooperative conversation and giving contributions to the community in the form of insights on how to use language that is cooperative, especially in terms of conversation.

##### **2. Practical Significances**

###### **a. English Student**

This study is intended to help English student to understand deeper about flouting maxim especially in conversation and also it can be a references for their study especially in conversation. Besides, provide the benefits to the development of linguistics, in particular pragmatics study.

###### **b. Other Researchers**

This research is expected can make a contribution to the other researcher as the references for analyzing a conversation especially about flouting maxim and can be make the triggers for other studies to be creative and critical in addressing the development of flouting maxim.

###### **c. The Readers**

The researcher expects this research will be useful for the reader to be more aware of being cooperative in doing conversation in order to make the communication is running well.

## 1.5 Clarification of Key Term

### 1. **Pragmatics**

The term Pragmatics used in this study to indicate the meaning in conversation. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) (Yule, 1996:3).

### 2. **Cooperative Principles**

This study used the term cooperative principles to indicate flouting maxim that occur in conversation. According to Yule (1996) conversation maxim happened based on cooperative principle; the rules or norm that people should obey in conversation to make the conversation required as they are expecting such as maxim quantity, quality, relation, and manner.

### 3. **Flouting Maxim**

This study used the term flouting maxim to indicate the people who fail in fulfill the rules of being good conversation because they want to hide another meaning which is different what they literally say. According to Cutting (2002:37) when the speakers appear not follow to the maxim but expect the hearers to appreciate the meaning implied, it can said the speakers is flouting the conversational maxim.

### 4. **Movie**

This study is used the term movie as the object. According to Hornby (2006:950) movie means a series of moving picture recorded with sound that tells a story, shown at cinema/movie.

### 5. ***Paddington 1&2***

This study is used *Paddington 1&2* movies as the object. *Paddington 1&2* is live-action animated comedy movies who directed by Paul King from a story by King and Hamish McColl and produced by David Heyman.

## 1.6 Organization Paper

The paper consists of five chapters and it will be described as followed:

- Chapter I : The first is an introduction. This paper consists of background of the study, statement of problems, research objective, research of significances, and clarification of key term.
- Chapter II : The second chapter is theoretical foundation. This chapter consists of pragmatic is the study of meaning in communicated by the speaker and the listener, the scope of pragmatic study, cooperative principle and flouting conversational maxim.
- Chapter III : The third chapter is methodology of research. This chapter consists of method of the research, data, source of data, technique of collecting data and technique of analyzing data.
- Chapter IV : The fourth chapter is finding and discussion. It discuss the types of flouting conversational maxim based on Grice's theory and elaborates some effects is using it conversational maxim.
- Chapter V : This chapter is consists of conclusion and suggestion