

TABLE OF CONTENTS

APPROVAL PAGE	i
LEGALIZATION PAGE	ii
DECLARATION OF OWNERSHIP	iii
MOTTO	iv
PREFACE	v
ACKNOWLEDGEMENT	vi
ABSTRACT	vii
ABSTRAK	viii
TABLE OF CONTENTS	ix
CHAPTER I INTRODUCTION	1
A. Background of The Research	1
B. Statement of Problems	7
C. Research Purposes.....	7
D. Research Significances	7
E. Definition of Key Terms.....	8
CHAPTER II LITERATURE REVIEW	11
A. Pragmatics	11
B. Implicature	13
C. Grice's Cooperative Principle	15
D. Maxim as The Rule of Communication in Cooperative principle	16
1. Maxim of Quantity	17
2. Maxim of Quality	17
3. Maxim of Relation.....	18
4. Maxim of manner	19
F. Flouting Maxim in Cooperative Principle	19
G. The Kinds of Flouting maxim.....	20
1. Flouting Maxim of Quantity.....	20
2. Flouting Maxim of Quality	21
3. Flouting Maxim of Relation.....	22
4. Flouting Maxim of Manner	22
H. Persuasive utterance.....	23
I. Rhetoric.....	27
J. Power in Persuasion	28
CHAPTER III RESEARCH METHOD	31

A. Research Design.....	31
B. Source of Data.....	32
C. Sample of Data.....	32
D. Technique of Collecting Data.....	35
E. Technique of Analyzing Data.....	35
CHAPTER IV FINDING AND DISCUSSION.....	37
A. Flouting Maxim in <i>The Dirty Dozen Movie</i>.....	37
1. Flouting Maxim of Quantity.....	37
2. Flouting Maxim of Quality	42
3. Flouting Maxim of Relation.....	55
4. Flouting Maxim of Manner	66
B. Power and Rhetoric in Persuasive utterances	73
1. Flouting Maxim of Quantity	73
2. Flouting Maxim of Quality	79
3. Flouting Maxim of Relation	91
4. Flouting Maxim of Manner	103
CHAPTER V CONCLUSIONS AND SUGGESTION	109
A. Conclusion	109
B. Suggestion	110
REFERENCES	112

