

CHAPTER I INTRODUCTION

This chapter is divided into some subject matters. This chapter explains the background of the study, research question, research objective, research significance, previous studies, and definition of key terms.

A. Background of The Research

The function of maxims in the conversational principle is crucial to make communication run well. As we know that language has emerged and developed in human history as a form of communication needs, people involved in the conversation intend to convey their messages. The conversation can be said to be communicative when they understand the language used and understand the meaning contained in the conversation. According to Kourkouta and Papatthaniou (2018), communication can be defined as transactions and message creation that cannot be separated from the context. By communicating, we can understand other people and the environment and describe the world's purpose, feelings, and views. Everyone is asked to communicate well to avoid misunderstandings in communication.

In order to make a good conversation, Grice stated that both speakers and hearers are generally cooperating. This means that they must adhere to the cooperative principle, so they should be quite careful to use language so that the purpose of their communications must not fail. The cooperative principle is the assumption that speakers in the conversation try to be informative, truthful, relevant, and clear with each other when communicating. The cooperative principle can be divided into four maxims, and there are; the maxim of quantity, a maxim of quality, maxim of relevance, and maxim of manner; with these maxims, the speakers are expected to be able to adhere to the cooperative principle. Those maxims look like rules people should follow to efficiently further the conversation.

However, people sometimes do not adhere to the maxims for certain reasons. They may intentionally or unintentionally fail to fulfill maxims because of their purposes of interaction. For instance, they are incapable of speaking clearly, or

because they deliberately choose to lie. When a maxim is violated, the communication does not go well. Grice stated (in Thomas 117) that speaker blatantly fails to observe a maxim, not with any intention of deceiving or misleading, but because the speaker wants to encourage the listener to look for meaning in the utterance. This additional meaning, he called 'conversational implicature.'

As a social being, human needs each other. For this reason, humans need to communicate to convey messages, exchange ideas, knowledge, and feelings or persuade other people. communication is between two or more people; some act as speakers, those who deliver information, and also as listeners, those who receive information. According to Merriam-Webster dictionary (Webster, 2020), communication is a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.

In Cooperative Principle, there are maxims not observed. That is called a flouting maxim. The situation when a speaker does not seem to follow the maxims, but the listener accepts to appreciate the implied meaning is known as Flouting Maxim. Someone who flouts a maxim does not have the purpose of deceiving or tricking the hearer. However, the speaker knows that even though the flouting maxim appears, the hearer will be able to understand the implicit meaning that the speaker wants to say.

When persuaders try to persuade other people, sometimes they do not observe the cooperative principle's maxim. Generally, people will not think about the rules that exist in linguistics to get the information that they want. They will persuade as naturally as possible, which is used spontaneously without thinking whether this is breaking the rules. In Yule's book (1996, p. 37), Grice says the cooperative principle: 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.

Persuaders use words in their communication as the way they persuade the persuadee. Persuaders should observe the context in their communication that relates to the target or persuadee to be easily received by them. In linguistics, there is one science that studies sentences and context in communication, which is pragmatics.

According to Yule (1996, p. 3), pragmatics is the study of speaker meaning and interpretation by the interlocutors. In pragmatics, there are several rules in terms of communication. The part of a study in pragmatics that explains the rules of communication is cooperative principles.

A conversation or dialogue between characters in a movie sometimes does not obey the rules of Cooperative Principles. And the writer found the characters in *The Dirty Dozen* movie who flouts maxim in their persuasive utterances. The object that will be analyzed movie was directed by Robert Aldrich, “*The Dirty Dozen*.” This movie has gotten great attention and popular acclaim since it was released, and it is a winner of Oscar in Academy Awards, Best Edited Feature Film (1968), Laurel Award Best Action Performance (1968), Winner Photoplay Awards (1968), etc. This movie has a duration of 2 hours and 30 minutes.

Sometimes in Communication, there is a person who wants or tries to persuade other people or his interlocutors with the aim that can change the way they think or behave. It is called persuasive Communication. Persuasion is a psychological activity attempting to persuade a person's opinions, attitudes, and behavior to have an opinion, attitude, and behave as expected. A person who tries to persuade others is called a persuader, and the receiver messages or the target of persuasion is called a persuadee. Persuader has the purpose of changing the minds of the persuadee to accept and do things as desired. To achieve these purposes, conformity or agreement must be created.

Persuaders, or a person that try to persuade interlocutors, need strategies to make interlocutor interesting. One of the techniques is not observing the maxims. According to Simons (1976, p. 35), one of the strategies in persuasive utterance is to manipulate the words. The aim of manipulating the words is to make interlocutors want to do what the persuader says. In persuasive utterances, sometimes people are not observing the maxim or flout the maxim to manipulate the words.

In persuasive Communication, the participants must mutually understand what is being said then good Communication is created. A speaker will try to make the conversation relevant to the context, clear and easy to understand, compact and

concise, and always focused on the problem. The persuaders and persuadee have to follow the Cooperative Principle then the persuasive Communication can proceed as it should. Persuaders and persuadee will have a successful conversation if they fulfill the Cooperative Principle.

In persuasive Communication, the persuader is not always observing the maxim to get attention from persuading. They use some techniques to persuade the target or persuadee, one of them is flouting maxim. They flout in the maxim of quantity, quality, relation and manner to reach their purposes to persuade the target. So, they will have followers, adherents, or someone who agrees with their opinions. Persuader who flouts maxim usually does not realize that they are not observing or breaking the rule of maxim because they do not have the intention to deceive the hearer, but flouting a maxim makes the process of persuasive Communication more effective to get persuade attention.

By not following the maxim or flout maxim, the persuader creates effective persuasive Communication to get attention from the target. And this problem will be discussed by the writer.

The movie looks like a picture of human life and various real behaviors. In other words, movies tend to represent real-life human activities, which involve many things and aspects such as ambition, feelings, emotions, desires, obstacles in life, problems, etc. A movie can be said to be divided into two elements; there are extrinsic and intrinsic. Extrinsic elements are outside elements within the social scope of the writer himself and his community. This element can be said to include the writer's background, environmental influences, and the writer's view of life. This element also includes various views on social life, forming the basis for writers to do literary works. While intrinsic elements in literature also influence the creation of a work consisting of themes, plot, angle of separation, background, and characterization.

A movie is a medium that can educate people and enable them to improve their understanding of a specific subject through reading. The movie is a media that have an important influence on giving information and as a tool to deliver messages to the audience or people. The messages can be positive or negative depending on the

audience because movie show to the audience by reading. The movie is able to show the audience an image. Therefore, it can present itself to the viewers lucidly. Most people engage the messages clearly from the narrative, but some find it difficult to engage. One of the messages that we catch in the movie is about maxim.

In World War 2, there were many things that happened, both from sacrifice and, most importantly, the Communication between fellow soldiers. Communication is needed in winning the battle; without Communication, the command network of soldiers' attacks will not work.

The film *The Dirty Dozen*, this film was broadcast in 1967. In this work, the writer make the object of study for thesis proposals because Persuasive relationships often occur in these objects. Persuasion in the background of war plays a very big role in terms of good Communication between officers and non-commissioned officers even enlisted men.

Each character who plays a role has its own mastermind and cannot be focused on just one protagonist. In this film, the writer finds a special case in terms of the persuasive Flouting maxim. An element in which many people are involved becomes a special unit in one mission.

In this film, the writer see many things that need to be analyzed in terms of the flouting maxim theory because in the world of military and war, many communication issues can be analyzed in more depth.

In this research, the writer stated several previous studies. The first previous study is a thesis researched in 2013 by Dyah Ayu Puspitaningrum from Yogyakarta State University. The title is *Maxim Flouting in the maxim Characters' Utterances in Confessions of a Shopaholic Movie*. This previous research was taken because it relates to the research topic, Flouting of Maxim. The problem in this research is what the types of maxim flouting used in the main characters' utterances in *Confessions of a Shopaholic* movie and what the strategies of maxim flouting used in the main characters' utterances in *Confessions of a Shopaholic* movie. The result of her research is the writer found all of the types of maxims flouting. Based on the findings, 41 data represent maxim flouting in the utterances of the main characters in

Confessions of a Shopaholic movie in this study. The second question is the findings and discussion show that the main characters use several strategies to flout the maxims. They flout the maxim of quantity by giving too much and too little information than required. The main characters mainly flout the maxim of relation by giving irrelevant answers and changing the conversation topic. To flout the maxim of quality, the main character uses the strategies of irony, metaphor, banter and sarcasm in responding to any statements or answering questions. In the flouting of manner maxim, the main character flout this maxim by being not brief and by giving ambiguous information.

The second previous study is an undergraduate thesis researched in 2013 by Ratih Winanti Rahayu and Diding Fahrudin from University of Indonesia. The title is The Analysis of Flouting Maxim as a Persuasion Strategy on Madagascar 3: Europe's Most Wanted: A pragmatic Analysis. This previous study was taken because it relates to the research topics, flouting of maxim and persuasion. This previous study more focus on the aim of persuasion that characters do. 25 utterances contained flouting maxim and strategy of persuasion. In this previous study, the writer not only explained about flouting maxim but also violating maxim. The difference between this previous study and the research is that if the research is not discussed about violating, then the object is not the same. The characters in this previous study more often violate than flout the maxim.

The third previous study is a thesis that was researched in 2015 by Wisnu Ngudi Arto from Yogyakarta State University. The title is A Pragmatic Analysis of Maxim Flouting performed by The Characters in This Boy's Life Movie. This previous research was taken because it relates to the research topics, Flouting of Maxim. The questions in this research same as the research before. He concluded that all types of maxims are flouted in this Movie. The characters in the movie flout the maxims by using some strategies. Maxim of quantity is flouted by overstatement and understatement strategy. Maxim of quality is flouted by hyperbole, metaphor, irony, banter, and sarcasm. Meanwhile, the maxim of relation is flouted by changing the topic. Lastly, the maxim of manner is flouted by being obscure.

From the previous study above, the writer takes reference as a reference and the difference with the writer focus is on the theme of the object, namely a war genre film where the author analyzes the flouting of the maxims used by the characters in the persuasive utterances conveyed. Also, the writer will analyze how power and rhetoric in flouting maxim are used in the film *The Dirty Dozen*.

B. Statement of Problems

This research discusses the types of flouting maxims in persuasive utterances in the movie entitled *The Dirty Dozen*. This research focused on the pragmatic process of Maxim Flouting in *The Dirty Dozen* movie. Sometimes the characters in this movie are not follow the maxim in their conversation. The Emotion characters in this movie have their characteristics, making it possible the characters flout the maxims. And the writer has analyzed the rhetoric in flouting maxim in persuasive utterance. Based on the background and statement of problems above, the research is formulated into the following question:

1. What types of flouting maxims are used by characters in their persuasive utterances in *The Dirty Dozen* movie?
2. How do power and rhetoric in flouting maxims take part in persuasive utterances by the characters in *The Dirty Dozen* Movie?

C. Research Purposes

Based on the research question formulated above, writer focuses on flouting of maxim used in movie entitle in *The Dirty Dozen*. The aims of research are:

1. To find out the types of maxims that are flouted in *The Dirty Dozen* movie.
2. To analyze power and rhetoric in flouting maxims in persuasive utterances of *The Dirty Dozen* movie characters.

D. Research Significances

This research is to improve of knowledge about politeness strategies in language through pragmatic studies, and to be a reference for the readers who wants to analyze a similar problem in order to be able comparing discoveries. The research has developed broaden thinking. The writer expects this research can give a significance benefit for the readers.

1. Theoretically

This research can give knowledge to others and increase the understanding about flouting maxims and persuasive utterances in the movie script of *The Dirty Dozen* movie. Theoretically, these research findings are expected to give information in linguistics research and enrich the specific knowledge in the linguistics field, especially on Flouting Maxim in a comic strip context. Practically, the research findings will be useful for the first English Lecturers; this research is expected to contribute to helping English lecturers in teaching pragmatics, especially in Flouting of Maxims. Lecturers can use the findings of this study as an additional resource in pragmatics subjects.

2. Practically

- a. For the writer: this research is arranged to fulfill the requirements for the degree of Sarjana Humaniora in the English Department of Adam and Humanities Faculty State Islamic University of Sunan Gunung Djati Bandung
- b. For the next writer: This research is expected to be a reference for the next research related to persuasive utterance, especially politeness strategies by Grice Cooperative Principles theory.
- c. For the readers: The research has developed broad thinking. This research is to improve knowledge about utterance in language through pragmatic studies and to be a reference for readers who want to analyze a similar problem to be able to compare new discoveries. The writer expects this research can give a significant benefit to the readers.

E. Definition of Key Terms

1. Definition Pragmatic

Pragmatics is the branch of linguistics dealing with language and contexts. Pragmatics discuss practical aspects of human action and thought. The context and significance of utterances are taken into account by pragmatics. Pragmatics focused on the speaker's intention, the listener's ability to comprehend what was being said, and the meaning of what they were talking about. When there is a connection between the speaker and the hearer.

Consider the background to back up the claim that there is a hidden meaning between the speaker and the hearer. There are many topics in pragmatics that deal with the interaction between speaker and hearer. One of them is the idea of cooperation.

2. Definition of Maxim

The writer took the object in which persuasive utterances are not observing the maxims. The pragmatic maxim is closely related to pragmatism, a philosophical approach that emphasizes practical consequences and real-world effects over theoretical or abstract concepts. Pragmatists believe that ideas and beliefs should be judged based on their practical usefulness and their ability to solve real-world problems. Before focusing on the

3. Definition of Flouting Maxim

Flouting of the maxim is typically done by uttering something absurdly false, wholly uninformative, completely irrelevant, or abstruse so that the hearer understands the speaker is implying something entirely different. Cutting (2002, pp. 37-39) explains four types of the maxim: Flouting maxim of Quantity, quality, relation, and manner.

4. Definition of Power and Rhetoric

Power can be used to influence or control others to achieve a desired outcome. For example, a political leader may use their power to persuade others to support their policies or to implement changes that they believe will benefit society. In this sense, power is a means of achieving practical results and advancing a particular agenda. Rhetoric, on the other hand, refers to the use of language or Communication in order to persuade or influence others. Rhetoric can be used to present arguments or ideas convincingly and compellingly, and is often employed in political, social, and commercial contexts. In this sense, rhetoric is a means of achieving practical outcomes through effective Communication and persuasion.

5. The Dirty Dozen Movie

This movie is a classic American war film released in 1967. The movie is set during World War II. It follows a group of twelve military convicts who are given a chance to redeem themselves by carrying out a dangerous mission

behind enemy lines. The twelve convicts, each with their unique skills and personalities, are trained and led by a challenging Army major.

