

CHAPTER I

INTRODUCTION

This chapter discusses the background of the study, which provides the reasons for choosing this topic. It also presents the research questions along with the objectives of the study. Moreover, it explains the significance of the study, which provides contributions of the study for both theoretical and practical aspects. In addition, the scope and limitations of the study are also mentioned to give a boundary on how the study should be conducted.

1.1 Background of the Study

Language plays an important role in the communication process. That is because language is the primary element of communication. People use language to convey their ideas, thoughts, and also information about something. This indicates that without language, people cannot communicate with each other. There are various kinds of communication that could be conducted to convey and express those things, one of which is through conversation.

In general, conversation involves two or more people. Siken (2015) explains that when people take part in one kind of communication, such as a conversation, they are cooperating with one another, even if they are not aware of it. This means a partner is needed to conduct a conversation because as exchanging ideas, communication will be created. In a conversation, good communication is essential when interacting with others. It is to ensure that both speaker and listener understand each other, which will make the conversation run smoothly and effectively. In order to build a good conversation, the speaker and listener will cooperate with each other to make the communication successful. Both the speaker and listener will cooperate with each other to avoid misunderstanding and misinterpretation that could happen in the conversation. The cooperation between the speaker and listener to achieve a good

conversation is known as the cooperative principle, which is included in pragmatic studies.

According to Yule (1996), pragmatics is the study of speaker meaning. This study is related to the interpretation of what people mean based on the specific context that they are in and how that context influences what is said. Pragmatics plays an important role in effective communication since it helps both speaker and listener to understand how different contexts are able to build different meanings. One of the theories in pragmatics that discusses how to communicate effectively is known as the cooperative principle.

In order to have an effective and successful conversation, a set of rules named cooperative principle must be applied. The cooperative principle is a theory that is proposed by philosopher named Herbert Paul Grice. The theory involves the cooperation of a speaker and a listener to achieve successful communication. Grice (1989) states the cooperative principle as follows: "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.". It means that in a conversation, people are expected to give contributions in the conversation as required, based on the related context. Furthermore, Grice elaborates his cooperative principles into four sub-principles known as maxims. The four sub-principles include the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Those maxims must be obeyed by people in order to make the conversation as well as the communication run smoothly. However, in a conversation, sometimes people do communication that is not aligned with the maxims. They disobey the rule of cooperative principle in their communication for some reasons. This phenomenon could be called maxim flouting, which is a part of non-observance maxims.

In everyday life, there are still many people who disobey the cooperative principle when conducting a conversation. As they disobey the cooperative principle, it indicates that they fail to observe the maxims in their conversation. This could be considered as part of non-observance maxims. Grice (1989)

elaborates four main ways of failing to observe a maxim, namely: violating maxims, opting out maxims, clashing maxims, and flouting maxims. Among those four non-observance maxims, the most common one that occurs in everyday life is the maxim flouting.

Sometimes, the maxim flouting is done on purpose by the speaker but not with the intention of misleading the listener. Instead, the speakers want the listener to understand different interpretations or to infer the implied meaning of their utterances and words, which goes against the maxim (Manggalita et al., 2022). Furthermore, there are four types of maxim flouting, namely: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. As the speakers flout the maxims, strategies are used by them in order to convey the implicit meaning behind their utterances or words. According to Cutting (2002), there are eight strategies that are used by the speaker when flouting the maxims, namely: giving too little information, giving too much information, hyperbole, metaphor, irony, banter, being irrelevant, and being obscure. Moreover, the phenomenon of maxim flouting can be found not only in everyday life conversation but also in movies.

In this study, the writer is interested in analyzing the maxim flouting along with its strategies that occur in a movie entitled "Fantastic Mr. Fox". Furthermore, "Fantastic Mr. Fox" is an American animated adventure-comedy film that is directed by Wes Anderson. The movie is based on the "Fantastic Mr. Fox" novel by Roald Dahl, and it is released in 2009. This film tells about Mr. Fox, a family man, who is unable to resist his animal instincts, which cause him to pick back his old habit of stealing. Since he steals from three farmers, they decide to haunt down Mr. Fox's itself along with his family and community. There are two reasons for choosing this movie to be analyzed. Firstly, it is because the movie is interesting. The movie not only presents fun comedy, but it also delivers moral value that could be reflected in real life. Secondly, the writer finds a good amount of data regarding the maxim flouting and its strategies in the movie. Moreover, there are also two reasons for choosing this study. Firstly, it is to gain a better understanding of effective and

principled communication since this study concerns about the maxim flouting. Secondly, it is to enhance the writer's ability to detect maxim flouting and the strategies behind them. By choosing both of this film and study, it is hoped that the readers will be interested in reading and understanding this thesis.

Therefore, this study aims to identify the types of maxims flouting that occur in the conversations between the characters in the movie "Fantastic Mr. Fox" and to determine the strategies that are used in flouting the maxims.

1.2 Research Questions

Based on the background of study the research problems are:

1. What are the types of maxims flouted in the “Fantastic Mr. Fox” movie?
2. What are the strategies of maxim flouting used by the characters in the “Fantastic Mr. Fox” movie?

1.3 Objectives of the Study

Based on the research question, the objectives of the study are:

1. To identify the types of maxims flouting in the “Fantastic Mr. Fox” movie.
2. To explain the strategies of maxims flouting used by the characters in the “Fantastic Mr. Fox” movie.

1.4 Significance of the Study

The researcher hopes the results of this study will have advantages both theoretically and practically. The expected advantages of the study, both theoretical and practical, are:

1. Theoretically

The results of this study are expected to give insight about the study of pragmatics, especially in the understanding the use of cooperative principles, maxim flouting, as well as its strategies.

2. Practically

The results of this study are expected to provide references to other researchers who study pragmatics. Also, other researchers can use this study as guidance to enrich their comprehension about maxim flouting.

1.5 Scope and Limitation of the Study

In this study, the writer focuses on analyzing in the pragmatics field, especially in the types and strategies of maxim flouting used by the characters in the “Fantastic Mr. Fox” movie. The subject of this study is limited to the maxim flouting and the strategies used by the eight characters in the “Fantastic Mr. Fox” movie. This study uses the theory proposed by Grice (1989) to analyze the types of maxims flouting and the theory of Cutting (2002) to analyze the strategies of maxim flouting.