

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the study**

Human and communication are attached to each other. Human uses language to communicate or interact. The language itself carries social functions and is used to convey social meaning. People use a language to reach their expectations or express their feelings. Sometimes, they use a different style of language in different context. Communication is a process of information that is an exchange between individuals through a common system of symbols, signs, or general behavior. It means that one of the processes of communication can be done through language to exchange the information with others. Furthermore, one of the forms of communication is conversation, which can be described as the process of communication between individuals that consists of speaker(s) or addressee(s).

A speaker is described as a person who speaks particular words or utterances through which the hearer would hear the words and utterances that are spoken by the speaker. An addressee is a person to whom the words or utterances are addressed. Here I use the term addressee and hearer which sometimes refer to the same individual, but in some occasions, are not. So, to say, an addressee must be a hearer too, but a hearer is not always necessarily being the addressee. It depends on the number of people involved within the process of conversation itself. Moreover, the involvement of participants within the process of conversation forces the speaker to adjust and limit what they say in purpose for the addressee to comprehend what the speaker is trying to convey and, in return, provide responses

toward the utterances. In regard with this situation, a conversation can be considered as successful, if there is a cooperation between the participants.

Cutting (2002, p. 36) assumes that conversation is the meaning conveyed by the speakers and recovered because of the hearer's inference. It can show many perceptions in the hearer's mind, which consequently means that to avoid misunderstanding and the ambiguity in the conversations, people should cooperate one to another. The ways in which people are attempting to make conversation runs successfully is defined as the cooperative principles. It describes how people interact with one another to reach certain goals.

Grice (1975, p. 45) purposes that when people communicated they acted rationally and followed a cooperative principle. He did not think that this cooperative principle was specific to communication, but that it applied to other cooperative activities, for example baking a cake, or mending a car. Grice's (1975, p. 45) argues cooperative principle is as follow "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". Grice (1975, pp. 45-46) set out four conversational maxims that he asserted people generally follow when communicating efficiently. Those are maxim of quantity, maxim of quality, maxim of relation and maxim of manner. Those maxims can help the speaker and hearer or addressee in making the conversation work effectively and run well. Anyhow, sometimes there are still many opportunities when people either flout or violate the maxims. Definitely, this occurs because speakers are intentionally motivated to do that, or that they are not carefully aware of what they have said. Given this situation, the occurrence of the flouting and violating maxims

can lead to misunderstanding or miscommunication. Although there are some rules that should be obeyed to create cooperative conversation between the speaker and hearer, misunderstanding and miscommunication are still unavoidable concerning tightly with the situation and context. Here, the example of speakers observing all the maxims.

**A:** Hi. What would you like?

**B:** Two pounds of freshly ground meet, thanks.

**(Grice, 1975, pp. 45-46)**

The example above shows cooperative principle that observe all the maxims because both are telling the truth (maxim of quality), both are said what was required, no more and no less (maxim of quantity), what they are saying is relevant to the conversation (maxim of relation), and both were clear, unambiguous, brief and orderly (maxim of manner). So, in the conversation above included cooperative principles because both are saying what is *required* at the appropriate *stage*, observing the *purpose* and *direction* of the conversation.

Grice (1989.p. 30) argues that someone flouts a maxim when the speaker has intentionally and blatantly failed to fulfill the maxim and to observe the maxim for communicative purpose. Unlike the violation of the maxims, which occurs to cause misunderstanding on the part of the hearer, the flouting of maxims takes place when speakers stop deliberately to employ the maxims to persuade their participants to infer the hidden meaning. Here, the example of flouts the maxim of relation:

**A:** Whoa! Has your boss gone crazy?

**B:** Let's go get some coffee.

**(Renkema, 1993, p. 10)**

The example above shows that B flouts the maxim of relation to create a hidden meaning behind her answer. It is obvious that B's reply to A's question is intentionally made to be unrelated. It is possible that B's boss is within the vicinity area, and that A is also able to understand why Mary does not answer the question directly. Here, the example of violates the maxim of relation:

**Lecturer:** Why didn't you do your assignment?

**Student:** May I go and get some water? I'm so thirsty.

**(Renkema, 1993, p. 10)**

The example above, the student's answer is unrelated to the lecturer's question. The main reason is that the student wants to evade the interrogation and punishment of the teacher, and the student is trying to change the topic. Thus, the student violates the maxim of relation. This is what motivates the writer to analyze the application of cooperative principles in the conversation of a literary which leads to either flouting or violating of maxims, besides this study also aims to find out how the characters apply this theory in their conversation.

A movie is a recording of moving images that tells a story and that people watch on a screen or television, and a story represented in motion pictures in an action movie.

The Angry Birds Movie is an action animated film, adventure and comedy 2016 released to the United States and Finland. This movie was adapted from a video game series of the same title.

From the explanation above, the researcher is interesting analyzing this movie because the movie contains a lot of utterances which are related to flouting or violating of certain maxims. In addition, a film can show and describe a detailed

environment and circumstance that currently occur, and in addition, the expressions and emotion of each character can also be observed.

The data of this study are taken from the conversation between the characters in *The Angry Birds* movie directed by Clay Kaytis and Fergal Reilly. This film has a simple plot yet it covers up funny stories which can attract people to watch this movie. Besides this movie is also interesting to be analyze, because it contains flouting and violating of maxims. It aims to show the humor sense. Therefore, this movie has been chosen as the data of this study.

## **1.2 Statement of Research Problems**

Based on the background of study above, some problems are formulated in this part which are attempted to be discussed in this study. The problems are stated as follows:

1. What types of maxims do the characters of *the Angry Birds* movie flout?
2. What types of maxims do the characters of *the Angry Birds* movie violation?

## **1.3 Objectives of the Study**

Based on the previous research problem formulated above, this study is intended to:

1. To describe what types of maxims do the characters in *The Angry Birds* Movie flout.
2. To describe what types of maxims do the characters in *The Angry Birds* Movie violate.

#### **1.4 Significance of the Study**

This study is useful for the writer herself who studies in English Department because it can help her understand the application of flouting and violation maxims in the daily conversation profoundly. In addition, it can be applied to analyze real cases. It is also expected that it motivates and encourages other researchers who also study in English Department to carry out studies in the same field with different topics or in different settings because it is an interesting study to be analyzed.

Furthermore, the result of the study is expected to enrich the pragmatics studies particularly those concerning maxims of flouting and violation. In this case, this study also provides some theoretical contributions to the development and studies of pragmatics itself.

#### **1.5 Scope and Limitation of the study**

The scope of this research is Pragmatics because it discussed the speakers' meaning. This study is concerned with flouting and violation maxims in conversational interactions between the characters in the *Angry Birds* movie. In this case, the study is within the scope of pragmatics, because the scope of pragmatics study is so wide and large. The data and the participants of this analysis were limited in order to keep it out of the topic and ensure that there is still no research that had analyzed the same topic with the same data and participants. The data were limited to the discussion about flouting and violation maxims in the *Angry Birds* movie.