

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the background of the study, the research question, and the objective study. The other parts are the significance study, and the scope and limitation of the study.

#### **1.1 Background of the Study**

Language plays a fundamental role in human life, serving as the primary medium through which individuals express ideas, emotions, intentions, and social relationships. As a distinguishing characteristic of human beings, language enables complex interaction and cooperation within society. Linguistics, as the scientific study of language, seeks to explain how language is structured, used, and interpreted in communication. that linguistics examines language as a system of communication, a form of individual expression, and a cultural product of a speech community. It means that language cannot be separated from its social function. Language is not merely a collection of words, but a bridge that connects individuals and cultures. Successful communication requires cooperation between speakers and listeners in order to achieve mutual understanding (Marion, Sophie, & Katherine, 2022). Through language, people exchange information, negotiate meaning, and construct shared understanding in various social contexts.

Bara (2010) emphasizes that communication is a social activity that depends on conscious cooperation between participants to build meaning together. However, meaning in communication is not always conveyed directly or explicitly, as speakers often imply meanings that go beyond the literal interpretation of their utterances. As a result, listeners are required to interpret not only what is said, but also what is intended by the speaker by paying close attention to the context in which the utterance occurs. This phenomenon is examined within the field of Pragmatics, a subfield of linguistics and semiotics that focuses on how context contributes to meaning (Sunubi, 2016). In this sense,

context functions as a key element that bridges linguistic expressions and speakers' intended meanings. In line with this view, Sigarlaki et al. (2024) explained that, Pragmatics analyzes how humans use and interpret language in real communication situations, where understanding is shaped by social, cultural, and situational contexts. Therefore, Pragmatics plays a crucial role in uncovering implicit meanings in communication by linking linguistic expressions with the contexts in which they are produced and interpreted.

One of the most influential concepts in Pragmatics is conversational implicature, which is closely related to Cooperative Principle by Grice (1989). Implicature is a technical term in the Pragmatics subfield of Linguistics, coined by H. P. Grice, which refers to what is suggested in an utterance, even though neither expressed nor strictly implied (that is, entailed) by the utterance (Sunubi, 2016). Grice (1989) proposes 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. The Cooperative Principle is based on the assumption that speakers will contribute appropriately, at the required time, and in accordance with the purpose of the conversation (Yule, 1996). Grice (1989) formulates four conversational maxims: quantity, quality, relation, and manner. These maxims guide speakers to provide sufficient information, speak truthfully, remain relevant, and be clear in their expressions. According to Paltridge (2012), these violations can happen due to cultural differences, the need to convey implied meanings, or specific communication strategies. When speakers fail to follow the maxims of quantity, quality, relation, or manner, their deviations often reflect hidden information or power strategies.

To illustrate how maxim violation works, consider the following conversation:

- A: "Did you finish transferring the money to the account?"  
 B: "Yes, everything is done. You don't need to worry about it."

In this conversation, Speaker B violates the maxim of quality because the statement is intentionally false. Speaker B lies to Speaker A in order to hide the

fact that the money has not been transferred. This violation is not accidental, rather it is a strategic act of deception that produces a misleading implicature, causing Speaker A to believe that the task has been completed. According to Nunan (1993), context plays a crucial role in interpreting utterances, as it includes the participants, their relationship, the setting, and the shared background knowledge. Applying Nunan's concept of context to the dialogue above, the participants (A and B) are involved in a relationship that requires trust, the setting involves a financial transaction, and there is an expectation of honesty due to shared responsibility. Because of this context, Speaker A initially accepts Speaker B's utterance as truthful. However, once the broader situational context is considered, it becomes clear that Speaker B's utterance violates the maxim of quality and functions as a deliberate lie. This demonstrates how contextual factors determine whether an utterance is interpreted as cooperative or deceptive.

In the movie *Sharper* (2023), maxim violations frequently appear as a reflection of power relations, tension, and manipulation. The movie *Sharper* (2023), a psychological thriller, presents rich examples of conversational maxim violations. The film centers on deception, manipulation, and shifting power dynamics among its four main characters: Tom, Max, Sandra, and Madeline. Their dialogues often contain implied meanings, hidden intentions, and misleading statements that violate theory maxims by Grice (1989). *Sharper* tells the story of professional con artists who manipulate others emotionally and psychologically to gain wealth and control. The frequent violation of conversational maxims in the characters' dialogues functions as a linguistic strategy to disguise intentions and mislead others. Analyzing these violations provides insight into how language operates as a tool of deception within the conversation.

## 1.2 Research Questions

Based on the background of this study, this research will answer the following questions:.

1. What are types of maxim violated by the characters' *Sharper* movie?
2. What are the non-linguistic contexts found in the *Sharper* movie?

## 1.3 Objectives of the Study

Based on the background of this study, this research will answer the following questions:.

1. To identify the types violated maxim in the dialogues in the *Sharper* movie.
2. To explain the non-linguistic contexts and identify the most prominent types that contribute to the violated maxims in the *Sharper* movie.

## 1.4 Significance of the Study

The results of this study are expected to have impact both theoretically and practically.

First, theoretically, this study is expected to contribute to the development of Pragmatics, particularly in understanding theory of Grice (1989) cooperative principle through the analysis of maxim violations in film dialogues. In addition, this research applies the concept of context proposed by Nunan (1993), which emphasizes that meaning in communication cannot be separated from the situational, social, and cultural contexts in which interaction occurs. Through the integration of the cooperative principle, maxim usage and violation, and contextual factors, this study contributes to linguistics by illustrating how Pragmatics shape real communicative exchanges in film dialogue.

Second, practically, this study is expected to serve as a useful reference for students and future researchers who are interested in analyzing conversational maxims, Pragmatics meaning, and communication strategies in films or other literary works. Furthermore, this research can broaden understanding of how

language functions as a tool of manipulation, deception, and social interaction within cinematic narratives, thereby helping readers interpret dialogues not only linguistically but also contextually.

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

This study is conducted within the field of Pragmatics, with particular attention to Grice's Cooperative Principle. The analysis examines types of violation maxims based on the theory proposed by Grice (1989), while the examples and explanations of conversational maxims and maxim violations are supported by Cutting (2002). Furthermore, the analysis of non-linguistic context is based on the theory proposed by Nunan (1993), and the examples and explanations of non-linguistic context are supported by Fairclough (1989). This research is limited to the analysis of dialogues spoken by the four main characters in the *Sharper* movie, namely Tom, Max, Sandra, and Madeline, and focuses only on the violations of conversational maxims and the non-linguistic contexts found in their utterances.