

CHAPTER I

INTRODUCTION

This chapter consists of background of the study, research questions, objectives of the study, significance of the study, and scope and limitation.

1.1 Background of the Study

Humans are social creatures who use language as a means of communication to interact with others in social life. One of the things that are close to social life and cannot be separated from humans is communication. Language is a human's tool to convey thoughts, feelings, and desires to other humans. Language is used in many activities, such as working, studying, and other activities in daily life. For example, teachers who deliver material to students, students who ask to the teacher, as well as other activities need a communication tool that we call language.

Language is divided into 3, they are the first language or can be known by the mother tongue, second language and foreign languages. Mother tongue is the first language that is learned and used by someone since childhood. The mother tongue is often referred to as the native language or first language. This is the language that is usually taught by parents or family members with whom the child is born. A second language is a language a person learns after their mother tongue. The second language is usually taught as a subject in school or learned independently. A foreign language refers to a language that is not the mother tongue or the language that is generally used in a particular community or country. Foreign languages can be different for each individual, depending on their mother tongue and cultural context.

Conversation is the way to communicate with others. In a conversation, there are several things that need to be considered: how the conversation is connected and related, honest and based on the facts, speak moderately without any information that the other person does not need. The aspects mentioned relate to Grice's (1975), four cooperative principles. In the cooperative principle maxim, when the conversation is in accordance with the rules in the

maxim aspect the conversation is considered perfect. Maxim of Quantity:

Make your contribution as informative as required, but not more or less. In other words, provide enough information to fulfill the conversation's informational needs without being overly verbose or withholding necessary information. Maxim of quality be truthful and do not say what you believe to be false or lack adequate evidence for. This maxim emphasizes the importance of honesty and sincerity in communication. Maxim of relation be relevant and ensure that your contribution is connected to the ongoing conversation or the topic at hand. Avoid introducing irrelevant or tangential information. Maxim of manner: be clear, avoid ambiguity, and express yourself in a coherent and orderly manner. This maxim encourages speakers to use language that is understandable and free from unnecessary obscurity or confusion. If the conversation is not in accordance with the four aspects of the maxim, then there will be a floating maxim because of a violation of the rules of conversation in the maxim. According to Cutting (2002) When speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, as in the case of the dress shop assistant, the romantic date and the chilly room, we say that they are 'flouting' the maxims (p.37)

Flouting maxim can occur in everyday life.

For example :

Diana : Have you had breakfast, Haqqi ?

Haqqi : I was in a hurry this morning because I woke up late.

Conversation above contains flouting maxim of quantity because Diana provide unnecessary information which Haqqi doesn't need to know. In language there are implicit and explicit meanings. This refers to the difference between the meaning that is explicitly stated (stated) and the meaning that is hidden or implied (implied).

The explicit meaning is the meaning that is directly and clearly stated in a sentence or utterance. This is the literal or literal meaning of the words used. In For example, if someone says "I am hungry," the literal meaning is that they are physically hungry. On the other hand, implied meaning is a meaning that is

not directly stated, but can be understood or interpreted from the context, the use of words, facial expressions, intonation or stress used. Implied meanings can relate to connotations, associations, or nuances involving social, cultural, or communication contexts. In this study, we will also discuss how the speakers violate the maxims and what meaning is implied in the violation of the maxims they commit. Flouting maxims an obvious way of alerting the address to an implicit meaning (Grundy, 2000)

The researcher uses the topic of the flouting maxim because flouting maxim can be studied in the interaction of daily activities that are close to humans who use language as an interaction tool. So that they can find out how the flouting maxim can occur in everyday life.

Flouting maxim can be found in film. One of interesting film is "Purple Hearts", it is directed by Elizabeth Allen Rosenbaum. The film "Purple Hearts" was first released on July 29, 2022, which is a romance genre film. The film is played by Sofia Carson and Nicholas Galitzine. This film tells the story of a singer who is forced to marry a soldier with a contract because he needs money for the treatment of his illness but must be exposed. At first their acting was fine as a married couple. However, eventually their secret was exposed, and the force had to be punished. They have to separate, the soldier carried out his sentence and the singer returned to his job and made a better life by composing songs from his life experiences with the soldier. Finally they meet again, and they can love each other outside of their marriage contract.

The reason why the researcher uses the "Purple Hearts" movie in the study is because this film is in great demand by film fans so it gets a lot of viewers. Apart from that, this film also got a fairly high rating on netflix in the year the film was released in 2022, so it attracted researchers' interest to examine this film from the point of view of the floating maxim. Besides that, the researcher is also interested in the storyline that makes the audiences feel satisfied, so that it is interesting for the researcher to see if there are any conversations in the plot of this film that are against the law and aspects of the maxim.

Based on the explanation described above, the researcher is interested in doing the research that analyzes flouting maxims in conversation found in the movie “Purple Hearts”.

1.2 Research Questions

This research was conducted with the scope of the problem which is summarized in the following research questions:

- 1.) What are the types of flouting maxims found in “Purple Hearts” movie?
- 2.) What are the rethorical strategies used to flout the maxims found in “Purple Hearts” movie?

1.3 Objectives of the Study

The aims of this research based on the research questions are:

- 1.) To explain the types of floating maxims are used in “Purple Hearts” movie.
- 2.) To explain the rethorical strategies that are used to flout the maxims in “Purple Hearts” movie.

1.4 Significance of the Study

The significance of the study that can be drawn from this research is as follows :

1.) Theoritically

This research can increase linguistic knowledge for readers such as students or people who want to learn Linguistics, especially in the realm of Pragmatics about floating maxims. how the conversation can be understood without any misunderstanding between the two parties.

2.) Partically

This research can be used as a reference for readers or further research related to the cooperative principle maxim and to find out how floating maxim occurs in conversation in the film and what strategies are used.

1.5 Scope and Limitation of the Study

Based on the research identification of the problem objectives, the scope of this study is in the field of Pragmatics, it focuses on types of flouting maxims and strategies used to flout the maxim. This study focuses on using Grice's theory (1975) and Grundy's theory (2000) in the formulation of the problem. Grice's theory (1975) is used to find the 4 maxims that are flouting in the movie "Purple Hearts". Grice (2000) divides the maxims into 4, namely maxim quality, maxim quantity, maxim relation, and maxim manner. Theory of Grundy (2000) is used to find out the strategies used in the flouting of the maxims committed by the characters in the movie "Purple Hearts". The strategy of Grundy's theory used in this study focuses on tautology, overstatements, metaphors, rhetorical questions, and irony. The limitation of this study is on utterances in conversation by all the characters of "Purple Hearts" Movie.

