

CHAPTER I

INTRODUCTION

1.1 Background of the study

By watching the movie people can see the gestures and the utterances of the characters to get the message from the movie. Thus, movie is considered more quickly deliver the message to the audiences. One example is “*Alvin and the Chipmunks*” movie, which published on December 2007. One of dialog done by the main characters as follows:

Dave : Okay. New rule. No going out after 9. And not at all unless. I know where you're going.
Theodore : Were you worried about us, Dave?
***Dave* : No. I just need to know, that's all.**
Alvin : Wait. If you're not worried, then why do you need to know?
***Dave* : I need to know, okay?**

The bold utterances above is one of the example the utterances that contains flouting maxim. The utterances above show to the audiences about the messages that the parents always worried about their children, whatever they do not tell the truth. In conversation, people often disobeyed Cooperative Principle. One example is *Alvin and the Chipmunks movie*. Flouting Maxims is when the speaker assumes that the hearer knows that their words should not be taken at face value and that the can infer the implicit meaning (Grice 1989:30). It means that when the speaker delivers their words with the purpose the hearer found out the meaning of what the speaker says. The speaker has purpose which is he/she wants to deliver his/her message to the listener and get the respond with hope the listener was understood what he/she said.

Philosopher Paul Grice (1989; 26), who proposes a theory of conversation which consists of a Cooperative Principle (CP), declares “Make your conversational contribution such as it 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 states that hearers assume that speakers observe the cooperative principle and that it is the knowledge of the four maxims that allows hearers to draw inferences about the speakers’ intentions and implied meaning. The meaning conveyed by speakers and recovered as a result of the hearer inferences, is known as conversational implicature. Grice in Shagebi (2014; 92) states that the speaker is said to flout the maxim when he or she wishes to prompt the hearer to look for a meaning which different form, or in addition to expressed meaning. It can be said that the speaker hope the hearer get the point what the speaker means. According to Grice’s theory, the maxims of conversation are divided into four. They are maxims of quantity, maxims of quality, maxims of relation, and maxims of manner.

Sadehvandi (2011), analyzed the extent to which the maxim of quantity is either violated or flouted by the two main characters, in a movie entitled “*Dinner for Schmucks*”. The constant violation of the maxim of quantity by Barry seems to place the character in a higher position in terms of verbal humor. It can also be stated that comedies, mostly, portray a reverse relationship between the verbal humor and social status of individuals. This can justify Tim’s single flouting of the maxim of quantity.

The previous study only discussed about maxims of quantity, based on the reasons above, the researcher was interested in analyzing the conversational maxim proposed by Grice presented in a movie which not only maxim of quantity but also maxim of quality, maxim of relation and maxim of manner. Some people often break Cooperative Principle when they speak. For example: in *Alvin and the Chipmunks* movie. This movie is written by Ross Bagdasarian, Sr. It is the popular movie in 2007, it included in US box office and get \$ 217, 2 M with the duration 1 hours 31 minutes (http://www.fandango.com/alvinandthechipmunks_102886/plotsummary). From those movie can be found many utterances that contain flouting maxims. It relates to Pragmatics which is about the way to communicate. So, it is very important to learn more about Cooperative Principle.

Therefore, the researcher took the title of the study “*A Pragmatic Study of Flouting Maxims in Alvin and the Chipmunks Movie*”. This study is to identify and uncover the flouting of maxim by the main characters in *Alvin and the chipmunks* movie. The main characters in “*Alvin and the Chipmunks*” movie are Alvin, Simon, Theodore Dave and Ian. The researcher will use Grice’s theory to analyze the utterances of the main characters in “*Alvin and the Chipmunks*” movie.

1.2 Statement of the problems

Based on the background of the study, the problems to be solved in this study are:

1. What types of maxims are flouted by the main characters in “*Alvin and the Chipmunks*” movie?

2. How does the flouting of maxims occur in “*Alvin and the Chipmunks*” movie?

1.3 Objectives of the study

Related to the previous problems above, the objectives of this study are:

1. To identify the types of maxims flouted in “*Alvin and the chipmunks*” movie.
2. To uncover how the flouting occurs in “*Alvin and the chipmunks*” movie.

1.4 Significance of the study

This study is significant to be conducted due to the theoretical and practical functions:

1.4.1 Theoretical significance

Theoretically, this study is expected to broaden the theoretical perspective on flouted maxims that are performed in spoken and written language that is used in the “*Alvin and the Chipmunks*” movie and how to analyze pragmatics using Flouting maxims by Grice’s theory.

1.4.2 Practical significance

Practically, this study might be employed to help the reader become a good speaker. In other side, this study might be gave more the examples of flouting maxims, give the profit to the reader who studies Pragmatics and

Linguistics especially about flouting maxims, and to help the other researchers in conducting similar research as references.

1.5 Scope and limitation

This research is focused on pragmatics which is about Grice's theory on flouting maxims. They are types and how the maxims are flouted in "*Alvin and the Chipmunks*" movie using Grice's theory.

The utterances considered as the data chosen are those utterances done by the main characters in "*Alvin and the Chipmunks*" movie. They are Dave, Ian, Alvin, Simon and Theodore, who are involved in flouting maxims. Thus, the findings of this study are the utterances only from the main characters in "*Alvin and the Chipmunks*" movie.

1.6 Definition of key terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this study, the researcher gives some definitions of the key terms as follows:

(1). Flouting Maxims is when the speaker assumes that the hearer knows that their words should not be taken at face value and that they can infer the implicit meaning. It means that the hearers know what the speaker means (Grice 1989: 30).

(2.) Cooperative Principle is the theory of for maxims that explain how the hearers interpreted what the speakers are implying. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner (Grice, 1989; 26).

(4.) Pragmatics is the study of invisible meaning, or how we recognize what is meant even when it isn't actually said or written. It means that Pragmatics is the study how we interpreted or understand something that unexplained (Yule, 2010:128).

1.7 Thesis Organization

This study is divided into five chapters. They are chapter one until five. Chapter one is about introduction, consisting of the background of the study, statements of the problems, the objectives of the study, the significants of the study, the scope and limitation of the study, the definition of key terms and the thesis organization. The next chapter will be review of related literature which contains of Pragmatics, Cooperative principle based on Grice's theory, flouting maxim, previous study and "*Alvin and the Chipmunks*" movie, The synopsis of *Alvin and the Chipmunks* movie. The following is chapter three that contains of research methodology, consisting research design, data and source of the data, steps of data collection, steps of analyzing the data. The next chapter is chapter four, which contains findings and discussion. It talks about types of flouting maxims who flouted by the main characters in *Alvin and the Chipmunks*. Then, last chapter will be conclusion and suggestions. It talks about the conclusion and continuance of this study.