CHAPTER I INTRODUCTION

1.1 Background of Study

A good communication can be well achieved when speaker and hearer can understand each other. In communication, people try to convey ideas and information by producing utterances. The speaker must share ideas or messages clearly to the hearer to avoid misunderstanding between them. In order to run effective and cooperative communication, the hearer needs to know what the speaker meant by giving the required information. Required information means information which is needed by the hearer.

There is a set of rules for effective communication. First, the communication must be informative means what the speaker wants to say must be properly spoken. Second, truthfulness means a speaker must deliver true ideas, avoiding the lack convincing or hesitating idea. Third, the communication must be relevance to the truth condition meaning the speakers are assumed to say which is appropriate and suitable to the need of the conversation. When the purpose of the conversation to give information, it must be match by giving the information what the hearer need. And the fourth rule of the communication is the idea must be clear. In this case, the speaker has to avoid ambiguity or giving slang in front of people who do not understand it.

Those set of rules are in line with what so called Grice's maxims. Grice's maxim is the principle of cooperative communication. The first maxim is called *maxim of quantity* in which people should make their contribution as informative as required. The second maxim is *maxim of quality*. In this maxim people should give the truth information or what they say must be true. Not telling the lie or hesitate. Be sides, the conversation must be relevance to the interaction. People are assumed to say something which is relevant to what has been said before. This relevance conversation is called *maxim of relation*. Moreover the fourth maxim is *maxim of manner* in which people must give clear idea, and do not use ambiguous language. (Paltridge, 2007:62).

Successful conversation occurs when the cooperative principles match. But in reality, people usually disobey the Grice's maxims. They sometimes break the rule of maxims of quality, quantity, relevance, and manner. Grice (1975) explained that intentionally breaking the rules in conversation to achieve some purposes is called violating maxims (Sadehvandi, and Khosravizadeh 2011: vol.26 page 122). There are many purposes why people violate the maxims. The possible purpose is that they want to mislead the other person. The speakers can be said to violate maxim when they know that the hearer not know the truth and only understand the meaning of words.

There are many reasons why a speaker violates the maxims. One of them is to hide the truth. For example taken from the expert of a film *Desperate Housewives*.

(Setting: Outside Susan's House. Susan is washing the trailer when Tom approaches.)

Tom : Susan, have you talked to Lynette?

Susan : Um, no. Have you tried her cell?"

Tom : Yeah, she isn't picking up. Do you know where she is?

Susan : Uh, no, I'm sorry. Tom : Susan, I think you do.

Susan : I really don't, Tom. . Is everything okay?

(Tupan and Natalia, 2008. Vol 10 page 27)

→ Susan lied to Tom that she did not know where Lynette was.

Fact: Susan lied dialed Lynette's cell phone and told her that Tom tried to look for his wife and sons.

In this case, Susan lied to Tom that she did not know where Lynette was. However, the truth was Susan knew where exactly Lynette and her children were. Susan did it because she had promised Lynnette to keep silent when Tom asked about it. Susan wanted to protect Lynette and did not want to impede Lynette's family problem.

When tom asked Susan where Lynette was, Susan was uninformative by giving too short answer. Besides, she also tried to change the topic of the conversation by asking Tom back whether he had tried Lynette's cell phone or not when she said "Have you tried her cell?", so that tom would believe that Susan had nothing to do with it. Thus, Susan violated maxim of quantity by giving too short, uninformative and unclear information. She also violated maxim of relevance by changing the topic of the conversation and avoided talking about it when she asked "is everything okay?"

She violated three of the four maxims because she wanted to concern about someone's positive face, that is, to hide the truth that she actually knew where Lynette and her sons were without hurting tom's feeling. Susan wanted to cheer Tom by giving no accusation to him and at the same time also to cheer Lynette her secret.

From the example of that film, we can know that violating maxims often occurs in communication and has many reasons to violate the maxims. The writer thinks that she needs to analyze or learn about violating maxims and the reasons deeply why violating the maxims happened. From *Desperate House* film, it possible, there are different reasons why violating maxims happened in other object. And she takes a movie to be object of her analyze about violating the maxims.

The object of this study is a movie entitled "Another Cinderella Story". It is retelling of Cinderella fairy tale in a modern setting. It combines the elements of family, romance, music, and comedy. This movie tells about struggling to achieve several dreams in love and career. The writer focuses on the utterances which violated by Mary and Joey as the main characters. The beautiful Mary has dance talent which makes Joey Parker fall in love. The stepmother and stepsisters are jealous to Mary because Joe Parker always cares and supports Mary. Mary's stepmother and stepsisters always prevent what Mary's worked. There are several utterances which the main characters violate the maxims. So that's way the writer wanted to analyze why the utterances violate the maxims.

In this study the writer uses Grice's cooperative principles. The writer also uses Christoffersen's classification. Christoffersen's classification is the reasons of

violating the maxims that proposed by Christoffersen. The reasons are hiding the truth, satisfying the hearer, cheering the hearer, saving face, avoiding to hurt the hearer, feeling jealous about something, convincing the hearer, and building one's belief. From those reasons, the writer tries to analyze the reasons why violating the maxims happened in her data. It possible her data match or different with Christoffersen's classification.

1.2 Statement of the Problems

Based on the background of the study, the statement of the problem can be stated as follow:

- 1. What kinds of maxims are violated by the main characters in *Another Cinderella Story* movie?
- 2. Why are the maxims violated by the main characters in *Another Cinderella Story*?

1.3 Objectives of the Study

This study provides the answer from the problems stated previously. The objectives of the study are:

- To describe the types of maxims violated by the main characters in A Cinderella Story movie.
- 2. To explain the reason why the main characters violate the maxims in *Another Cinderella Story* movie.

1.4 Significance of the Study

This study can be useful for two parties:

- 1. To the writer herself. By doing this research, the writer reinforces her knowledge because she would apply about Grice's maxims and Christoffersen's classification into a real data which taken from the movie.
- 2. This research is expected to be very useful for those who are interested in doing research related to violating the maxims.

1.5 Scope and Limitation

This is a pragmatics studies. The data focuses on the utterances spoken of the main characters in *Another Cinderella Story* movie. There are two main characters, they are Mary Santiago and Joey Parker. These main characters have the important part of the story because they can flow the story from the movie. Moreover this study is limited on Grice's theory of cooperative principles and Christoffersen's classification to get the meaning which is contained the utterances of the main characters in the movie.

1.6 Definition of Key Terms

In order to avoid misunderstanding of the key term in this study, the writer explains the definition of some key terms as follow:

Cooperative Principles : means a set of principles proposed by Grice. The principles are informative, truthfully, be relevant, and be clear.

Maxims

: the rules that must be fulfill to support successful conversation. These maxims refer to Grice's maxims. The maxims are contained (1) Maxim of quantity means giving necessarily information. (2) Maxim of quality means truth information (3) Maxim of relation means the information must be relevant to topic. (4) Maxims of manner means clear idea, avoiding ambiguity.

Violating Maxims

: Violating Maxims take place when speakers intentionally refrain to apply certain maxims in their conversation to achieve some other purposes (Grice in IPER, 2011: vol.26 page 123). Some reasons which violate the maxims are hiding the truth, satisfying the hearer, cheering the hearer, saving face, avoiding to hurt the hearer, feeling jealous about something, convincing the hearer, and building one's belief.

Another Cinderella story: it is teen comedy musical dance movie directed by Damon

Santostef and was released on September 16, 2008. This

movie starred by Selena Gomez as Mary Santiago and

Drew Seeley as Joey Parker. They are the main characters

in this movie. The main character is the superior part of
the story, because his position can influence audiences.