



the conversation cooperatively. In daily conversation, this case often happens consciously to people.

In the way of people converse, there are particular principles to make a conversation effective and be understood by other people. This principle's theory is derived by Paul Grice (1989), the philosophy expert who proposes the co-operative principle in conversation. Grice's theory is one of the areas of pragmatics study.

Paltridge (2000) says that pragmatics is the study of meaning in relation to the context in which a person is speaking or writing. Co-operative principle is the rules or norms in doing conversation by set of principles to make the conversation contribute to each other as Grice (1989) defines "make our conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the exchange in which we are engaged" (p. 26).

By the definition above, people who do conversation requires a good feedback from their interlocutor to get a conversation contribute to each other. So that, people can get information as required as they need. In the book *Discourse Analysis*, comes from Grice's paper *Logic and Conversation*, he proposes four principles to support conversation namely, maxim of quality, maxim of quantity, maxim of relation and maxim of manner (cited in Paltridge, 2000, p. 62) and each of these has different function. These maxims are manners of conversation which is needed to cooperate among speaker and hearer. In certain case, there is a time when people cannot say

straight during conversation or even they find difficulties to say the truth. This phenomenon is described as flouting maxim which is defined as people do not observe the rule of maxim because of certain reasons. So, they prefer to say indirectly and sometimes ambiguity in giving feedback in conversation.

In the way people flout maxims, they have certain purpose to do it. The purpose which is intended by the speaker is expected to be understood by the hearer. Sometimes, we use this way to make people aware about something without hurting their heart. Rees (1999) gives example to advise somebody in indirect:

When Sir Maurice Bowra was Warden of Wadham College, Oxford, he was interviewing a young man or a place at the college. He eventually came to the conclusion that the young man would not do. Helpfully, however, he let him down gently by advising the young man, 'I think you would be happier in a large-or a small- college'. (As cited in Cutting, 2002, p.36)

In certain countries, saying actual words is good rather than makes it complex, but in the country like Indonesia which holds their tradition, this condition is more polite and people like to say in indirect way as flouting conversational maxim to deliver their intention. This phenomenon becomes behaves to people.

In the movie's dialogue, this case is often used by the characters in the movie. It is used to make the dialogue alive and make people guess what speaker's intention. Through the theory of flouting maxim, it is suitable to use this theory for analyzing a movie that contains of flouting conversational maxim. This study takes a concern in The Pursuit of Happiness movie which focuses on the conversation of the main character namely Chris Gardner.

This movie is a biography's movie. It tells a real story from a person, Chris Gardner, who always tries to get a better life. He starts his life from zero to be hero. Some of his conversations to other characters are indicated that he flouts the conversational maxims. By Grice's theory, people who flout the maxims of conversation or they do not give the information as informative means they keep a hidden meaning which wants to be expressed. In the theory of Grice, this is called as implicature. Grice states implicature as 'To imply is to hint, suggest or convey some meanings indirectly by means of language' (cited in Thomas, 1995). When the speaker says indirectly in his/her speech, he/she lets the hearer to seek for a hidden meaning which is uttered by the speaker. In this case, background knowledge of the case is needed to interpret the meaning.

After understanding the theory of flouting conversational maxim, the researcher is interested to take this field as her research because we often apply this way in our daily life including in the movie *The Pursuit of Happiness*. When people flout a maxim it means they have particular reasons to be expressed. This study is also important to understand somebody by his/her saying as a listener understanding the meaning from the speaker's saying.

The study about flouting conversational maxims has been conducted by many people. The most famous one is conducted to create humor through the theory. From movies, Aguslani (2012) conducted a research which provoked humor by using Gricean maxims with a thesis's title is "Flouting of Maxims

Which Provokes Humor in The Big Bang Theory and Office Boy Shift 2 Movie Series”. The second thesis which concern in this study comes from Diastuti (2012) which looked for the cooperate maxims in the movie of “*The Tears of The Sun*”. The other one comes from Fajrina (2014) entitled “An Analysis of Flouting Maxims Used by Elizabeth in Austen’s *Pride and Prejudice The Movie*”.

By all of these, the researcher looks for the object of flouting maxims in the main character namely Chris Gardner who plays in *The Pursuit of Happyness* for number of reasons. First, the character of Chris Gardner conveys flouting conversational maxims in the way he does conversation. Mostly, he likes to say indirect speaking to hide something. Some of his conversation lets the hearer to seek the hidden meaning inside and some again lets the hearer avoids the meaning of his speaking while he hides something through the conversation. This kind of his conversation makes the watcher easier to know the reason. Second, this movie conveys a moral value which poured in the dialogue conversation. Every person is touched to see the movie as they success to understand the story by understanding conversation holding.





