CHAPTER I

INTRODUCTION

This chapter presents background of study, research problems, objectives of the study, significance of the study, scope and limitation, and definition of key terms.

1.1 Background of Study

Communication is the way of people to communicate each other. Through the conversation is being held, people can share what the world is going on to each other. As a language is the primary tool of communication, it carries an important role to communicate, to share the idea, to express, and to deliver the message. In a general communication system, people try to convey a clear and true message to their interlocutor in order to make a good feedback of their conversation. In certain condition, sometimes people let themselves to say untruth in order to show different meaning. Like when we want to stop the conversation in the phone, we like to say "I have to clean my house" rather than "can we stop the conversation now?". When the speaker does not cooperate the conversation well, he/she actually hopes their interlocutor will understand what he/she intends to. From this kind of conversation, it proves that people can read the intention from other people. It is the unique way since we never be thought to learn a procedure of reading intention from other people. With the norms of conversation, the speaker and the hearer try to bring

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 is 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 Happyness 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 Happyness. 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.

1.2 Research Problems

Based on the background of study presented above, the researcher formulates the problems as follows:

- 1. What maxims are flouted by Chris Gardner in The Pursuit of Happyness movie?
- 2. What are the reasons of flouting maxims showed by Chris Gardner in The Pursuit of Happyness movie?
- 3. How does the author characterize Chris Gardner by flouting maxim in The Pursuit of Happyness movie?

1.3 Objectives of the Study

In accordance with the formulation of the problems, the objectives of the study are as follow:

- To identify the kinds of maxims are flouted in by Chris Gardner in The Pursuit of Happyness movie.
- 2. To reveal the reason of flouting conversational maxim showed by Chris Gardner in The Pursuit of Happyness movie.
- 3. To find out the characterization of Chris Gardner as the author characterized him through his flouting maxims.

1.4 Significance of the Study

This research is expected to be useful both theoretically and practically.

1. Theoretically, this research can enrich the knowledge of linguistics research especially in discourse analysis and pragmatics field. It can also

be a source of information about conversational implicature of cooperative principle that is derived by Grice in the object of main character of the movie.

2. Practically, this research can make people understand about the conversation in virtual world. By having practice through this study they can be easier to interpret what other people intent to. It might also help students of English Department to understand deeper in studying cooperative principle.

1.5 Scope and Limitation

The scope of this research is a discourse analysis and pragmatics because it deals with co-operative principle and discourse which focuses in flouting the co-operative principle. This study focuses on the flouting maxims of co-operative principle that derived by Grice, namely; flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. Flouting is the way when people disobey to observe the Gricean maxims.

Even though, there are many characters in *The Pursuit of Happyness* movie, the research limits in the main character namely Chris Gardner. The way he makes a dialogue with others characters shows the disobeying him to observe the conversational maxim. The data is purely taken from The Pursuit of Happyness movie which released in 2006.

1.6 Definition of Key Term

1. Conversational maxim : The rules or norms that people should contribute

in conversation to make the conversation

required as they are expecting such as maxim of

quantity, maxim of quality, maxim of relation

and maxim of manner.

2. Flouting maxim : When speaker does not observe a proper maxim

during conversation to make certain meaning or

purpose.

3. The Pursuit of: The pursuit of Happyness is a movie inspired by

Happyness Movie true story that tells about a single father, Chris

Gardner, who is struggling to get a better life for

his life with his son. His success is not easy to

get. He has to face many problems in the way he

is trying to get job. His life is difficult. His wife

leaves him because he cannot fulfill all the needs

in their household. There remains only his son

who is a power for him to reach a better life.

. Chris Gardner : The main character of Pursuit of Happyness,

sometimes called as Chris. He is a single father

who tries to reach a better life.