

# CHAPTER I

## INTRODUCTION

In this chapter the researcher explains about background of the study, problems of the study, objectives of the study, significance of the study, scope and limitation and the definition of the key terms.

### **1.1 Background of the Study**

Language is a system to transfer and inform something through a communication. People usually use language to inform, to express their idea, and to build up their social relationship; so that language is important thing for human being to maintain their life. Saussure's (1974) theory can prove the statement above, he states that "language is a system of signs that express ideas, and is therefore comparable to a system of writing, the alphabet of deaf-mutes, symbolic rites, polite formulas, military signals, etc." (p. 16). Additionally that language is the most important tool for us to communicate with other people, whether in writing, gesturing, or speaking. Furthermore, Charles (2003) states that "humans communicate not just through language but through other means such as gesture, art, dress, and music" (p. 3). In the daily interaction, people need language as they tool to have a good communication. A good communication can avoid misunderstanding between the hearer and speaker. To make the communication be cooperative there is a theory named cooperative principle which it was introduced by Grice (1975), as stated by Grundy (2000) in his book that "Grice argued that speakers intends to be cooperative when they talk. One way of being cooperative

is for a speaker is to give as much information as is expected” (p. 73). According to Levinson (1983), “cooperative principle is a set of general rules to describe how participants ‘cooperate’ in conversation to achieve smooth and efficient interaction” (p. 101).

Cooperative principle has strong relation with the ‘four rules’ in communication, those are maxims. Maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner make the speaker transfer the information clearer to the hearer. Those four rules can make the conversation run well.

Obviously, it is impossible for people to obey those ‘four rules’ when they do the conversation. People may break the maxim when do the interaction. There are some possibilities for people to break the maxim; first, maybe the speaker needs to add too much information to the hearer to make it clearer. Second, perhaps the speaker wants to inside a humor in their conversation. Third, breaking the maxims is also appreciated in language as it may be found in the poems, music lyrics, novel or dialogue in the movie. Movie is the data chosen for this research because movie is the most complicated one that uses all of the elements of communication to transfer the message of the story to the audiences or hearers. *Flout* is one of the theories that can break the maxims which will be used by the researcher to analyze this movie.

The researcher analyzes the utterances spoken and flouted by Elizabeth. She is the main character in the movie *Pride and Prejudice*. *Pride and prejudice* the movie was directed by Joe Wright (2005) which is adapted from Austen’s novel

Pride and Prejudice. The object of this study is chosen because of many reasons. First, the researcher is curious with the utterances flouted by the main character and it will be an interesting topic to discuss. It is because the main character will give many effects to the audiences. Second, the utterances spoken by the main character may contain 'language style' that can break the maxims, such as hyperbole, metaphor, irony and banter.

From that phenomenon, it strengthens the researcher in conducting the study of flouting maxims used in the movie "Pride and Prejudice". Here the researcher carries out a research entitled "an analysis of flouting maxims used by Elizabeth in Austen's pride and prejudice the movie".

## **1.2 Statement of Problems**

In the study of flouting maxims used by Elizabeth in Austen's *Pride and Prejudice* movie, the researcher has three problems to answer as follows:

1. How the maxims are flouted by Elizabeth in the Austen's *Pride and Prejudice* movie?
2. What are the aims of flouting maxims performed by Elizabeth in the *Pride and Prejudice* movie?
3. What context does Elizabeth flout the maxims in the *Pride and Prejudice* movie?

### 1.3 Objectives of the Study

The writer's objectives of this study are to answer the problems that appear in this research as follows:

1. To describe types of maxims flouted by Elizabeth in the *Pride and Prejudice* movie.
2. To reveal the aims of flouting maxims performed by Elizabeth in the *Pride and Prejudice* movie.
3. To describe the context of flouting maxims used by Elizabeth in the *Pride and Prejudice* movie.

### 1.4 Significance of the study

The significances of the study are to give contributions in pragmatics study especially conversational implicature. The finding of the study is expected to be references or alternative information about how to apply pragmatics study especially in how to analyze flouting maxims in the movie. The result of this study is expected to give exploration and deeper understanding toward flouting maxims in the movie. This study is also expected to be a reference and alternative information for other researchers in conducting research in this area. In other words, the researcher hopes the result of this study can enrich the knowledge and add the new example object that can be analyzed by flouting the maxims; so the other researcher can easily do the research. Furthermore, the researcher hopes that this study can raise the reader's knowledge and understanding in predicting the conversation that delivers the meaning when doing communication and it will

successfully transform to the receiver. The research is also expected to arouse curiosity and interest in other linguists and students of linguistics to make further research on this kind of study.

### **1.5 Scope and Limitation**

This study focuses on Elizabeth Bennet, the main character in Austen's *Pride and Prejudice*. The researcher will analyze the conversations flouted by Elizabeth in that movie. The study is restricted to the utterances spoken by Elizabeth. Deeper understanding context will be taken in the dialog from the other characters who did the conversation with Elizabeth.

The reason why the researcher takes a movie is because movie takes place as an important media which can give influences directly toward the audiences because visualization will be easier to remember. The utterances spoken by the character in the movie can affect the audiences whether it will deliver bad or good messages to the audiences, especially if the utterances are spoken by the main character. The main character is the most important part of the story. The main character can give many influences for the readers or audiences because of the position in that story. Thus, to make it successfully deliver the messages to the audiences the researcher uses the theory of *implicature* in doing the research.

Actually, there are two kinds of *implicature*. Those are conventional *implicature* and conversational *implicature*. The difference of both of them is that the conventional *implicature* does not obey the cooperative principle but conversational *implicature* does. It is supported by Grice that, Grice (1975)

divides *implicature* into two types, conventional *implicature* and conversational *implicature*. First, conventional *implicature* is determined by the conventional meaning of the words used. Second, conversational “*implicature*” is the theory how people use the language. It is a theory how people communicate to others. Conversational “*implicature*” is something that deals with cooperative principle or maxims (Brown and Yule, 1983, p. 31).

Related with cooperative principle, it is also talking about maxims, and something that can break the maxims. Flout is one of the things that can be broken the maxims, and it will be used to analyze the utterances produced by Elizabeth in this movie.

## 1.6 Definition of Key Terms

In order to avoid any misunderstanding of the terms and to make them clearer, the researcher would like to give certain definition of key terms used in this study. The key terms are provided as follows:

1. **Flouting**, is a particularly silent way of getting an addressee to draw an inference and hence recover an *implicature*. (Grundy, 2000:78).
2. “**Implicature**” is the term which describes that there is another or hidden meaning in the messages delivered by the conversant. According to Grice, “*implicature*” is what speaker can imply, suggest, or mean as distinct from the speaker literally say (Grice, 1975: 45)
3. **Cooperative principle** a notion formalized by Grice in which people try to be cooperative when they talk (Grundy, 2000:273). It means that, there is a rule when the speakers convey the language and

listeners receive the message. They do the conversation and both of them are exchanging messages.

4. **Elizabeth** is the main character in the *Pride and Prejudice* movie that is used by the researcher to be analyzed in her research. She is the second daughter of Mr. Bennet in the Austen's *Pride and prejudice*.
5. **Pride and Prejudice** is a 2005 British romance film directed by Joe Wright and based on Jane Austen's novel. The film describes five sisters from an English family of landed gentry as they deal with issues of marriage, morality and misconceptions.
6. **Jane Austen** is an author of *Pride and Prejudice* novel.
7. **Context** the situation that gives rise to a discourse and it is within the discourse (Nunan, 1993, p. 6). It means that, that term can explain deeper understanding to support the atmosphere that happens when do the interaction.