

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents the theories of related literature of the flouting Grice's conversational maxims in animated movie "*Big Hero 6*". Those are definition of Grice's cooperative principle, the classification of Maxims, the explanation of flouting the maxims, and previous study about flouting Grice's conversational maxims in animated movie "*Big Hero 6*".

A. Grice Cooperative Principle

In linguistics there is a principle belongs to rules and norms to communicate with people successfully, it is Grice's Conversational Principle. The Grice's Conversational principles was introduced by the Philosopher of language Paul H. Grice (Andresen:2013). The conversation needs at least someone to be the speaker and another someone to be the hearer. They have to be cooperative and purpose a message inside their conversation, which the hearer would be understood what was the speaker talking about, and after the hearer got the message and the meaning of their conversation it called be successful communication. Based on Grice (1975), people will have a successful conversation when they enforce the cooperative principles that related to four maxims of conversation for their communication. There are the maxim of quantity, the maxim of quality, the maxim of relevance, and maxim of manner. The maxims indicate that effective conversation means that the speaker should speak honestly, briefly, Relevancely, and clearly. The main part

of the cooperative principles theory by Grice (1975) (as cited in Ngenget:2017) is human interaction has the potential for misinterpretation meaning because they can not interpret some utterances by looking at the words only (Akerman:2009). The idea that conversation proceeds according to a principle, known and applied by all human beings, was first proposed in a limited form by the philosopher Paul Grice (1975), who put forward what he described as the co-operative principle. According to this principle, the sender of conversation obeying four maxims. Yuliasri (2014) states the principle says “make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. This principle is divided into several maxims, i.e. maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner, the writer assume he or she intending to: *be true (the maxim of quality), be brief (the maxim of quantity), be Relevance (the maxim of relevance), and be clear (the maxim of manner)*. The receiver can reason from the literal, semantic meaning of what is said to the pragmatic meaning and induce what the sender is intending to do with his or her words.

Cook (1989) said that people who followed the co-operative principle does not mean that they can consciously and explicitly formulate it to themselves. It means rather that people act *as though* they know the principle just as they act *as though* they know the rules of grammar-though very few people can even begin to formulate them, and nobody can formulated them completely.

Grice (1989) as cited in Herawati (2013) said that a participant in a conversation may fail to fulfil a maxim in various ways as stated: (1) He may quietly violate a maxim; if so, in some cases he will be liable to mislead. (2) He may opt out from the operation both of the maxim and of the Cooperative Principle; he may say, indicate or allow it to become plain that he is unwilling to co-operate in the way the maxim requires. He may say, for example, I cannot say more; my lips are sealed. (3) He may be faced by a clash: He may be unable, for example, to fulfil the first maxim of Quantity (Be as informative as is required) without violating the second maxim of Quality (Have adequate evidence for what you say). (4) He may flout a maxim; that is, he may blatantly fail to fulfil it.

Cooperative Principle Philosopher Paul Grice (1975 as quoted in a journal by Hanna, Esther., and Ghozali, Imam, 2017) said that both the speaker and listener will normally seek to cooperate with each other to establish their agreed meaning in communication and make the communication success and the messages from the speaker can received by people.

B. Flouting the Maxims

Flouting the maxims as Cook (1989) said it always provided that the sender intends the receiver to perceive them as such, and that this is how, in fact, the receiver does perceive them. If the sender does not intend flouts of the principle to be perceived as such, or if the receiver does not realize that they are deliberate, then communication degenerates into lying, obfuscation, or

simply breaks down altogether. It is possible to flout the quality maxim without lying.

According to Brown and Yule (1989 as quoted in a journal by Dwi, 2015), flouting of maxim made by speaker expresses an additional meaning (contextual meaning) to his or her utterance. A speaker who does not follow the conversational maxims can be categorized to be flouting the maxims and consequently, conversational implicature is produced by the speaker.

1. Flouting Maxim of Quality

Flouting maxim of quality will be done by the speaker because he or she lies or says and denies something that is believed to be false in order not to get some punishment from someone else. Then, the speaker uses irony statement when he/she flouts. Finally, the speaker distorts the information. It means that he/she misrepresents his/her information in order to make the addressees understand.

For example :

A: What is your name?

B: I'm the queen of Sheba

Implicature: B doesn't want to tell his or her name B's statement is flouting the maxim of quality because speaker B gives information which is not match with the actual fact but B still seems to be cooperative. B gives the untrue statement to B in order to make A to introspect that his statement is not correct. B's utterance suggests that A's is absurdly incorrect.

2. Flouting Maxim of Quantity

There are some reasons from (Levinson, 1983, and Coulthard, 1987 as cited in Hanna, 2017) why people flout the maxim of quantity. He/she does circumlocution. It means that the speaker does not explain to the point. Here, the speaker gives less information or too much information. Finally, the speaker usually flouts this maxim because he/she use insufficient words to talks. It means that he/she gives incomplete words when he/she is speaking.

A flout of maxim of quantity takes place when a speaker deliberately provides insufficient information within the situation require.

For example:

A : How are we getting there?

B : we are getting there in Budi's car.

The statement above was flouts the maxim of quantity since the information does not give a clear contribution to the information and it is not informative as required.

3. Flouting Maxim of Relevance

The maxim of relevance is flouted by making response which is very distinct unrelated to the topic. There are some reasons why the speaker flout the maxim of relevance rules. One of the reason is people do not pleasant about the topic discussed, sometimes people want to end the conversation quickly since they do not pleasure about their interlocutor. Apart from they do not want to talk about the identical case; they will change the topic or

escape the topic and talking about something. It means that the speaker keep secret or something in order that nobody knows about it.

For example:

A: Where will you go?

B: Out

Implicature: B offering an irRelevance response, the B's assertion implicates that B does not want to answer about the A's question. Because B does not want to explain A where exactly B want to go.

4. Flouting Maxim of Manner

People flout the maxim of manner when he/she uses ambiguous language, uses another language or foreign language which makes the people does not understand. Moreover, speakers use slang language in front of people who do not understand. For example:

A: I think the government needs to make a policy for expatriate. Do you agree with me?

B: Well, I won't try to turn you away from your opinion.

From the example above, it can be observed that the speaker B has been unsuccessful to monitor the maxim of manner by giving extremely long response for yes-no question posed by A. Actually, B just need to reply "yes" or "no".

Grundy (2000) said whenever a maxim flouted there must be an implicature to save the utterance from simply appearing to be a faulty contribution to a conversation.

C. Animated Movie “*Big Hero 6*”

“*Big Hero 6*” is an animated movie by Dolhan and Jordan Roberts. It is an animated movie produced by Walt Disney. It was one of the most anticipated movies of 2014. It was the first collaboration between Disney and Marvel. Disney adopted this movie from Marvel comics that released in 2009. According to Wikipedia (2019) *Big Hero 6* premiered at the 27th Tokyo International Film Festival on October 23, 2014. The film was met with both critical and commercial success, grossing over \$657.8 million worldwide and becoming the highest-grossing animated film of 2014. *Big Hero 6* won the Academy Award for Best Animated Feature and the Kids' Choice Award for Favorite Animated Movie. It also received nominations for the Annie Award for Best Animated Feature, the Golden Globe Award for Best Animated Feature Film and the BAFTA Award for Best Animated Film. “*Big Hero 6*” was released on DVD and Blu-ray Disc on February 24, 2015. A television series, which continues the story of the film, debuted on November 20, 2017 on Disney Channel and Disney XD. This movie changes the route of Disney dramatically since the story is about the future of technology with touches of imagination from the writer. And also the important things from this animated movie is about the language, the chosen language of this movie is simplified and easy to understand. Since the animated movie “*Big Hero 6*” is an animated movie that aimed at children, teenagers, adults, and family wherever they are, they can understand this movie.

D. Previous Study

The study about the flouting of Grice's conversational maxims has been conducted by many people. There are various types of study about maxims flouted using Grice's conversational maxims theory, the writer analyzed the maxims flouted in the conversation of main characters in the movie, novel and the conversation in real life for example in the class.

The first study about flouting of Grice's conversational principle conducted from Dwi, Asri (2015) entitled "Analysis of Flouting Maxim In EFL Classroom Interaction". This study focus to analyze the flouting maxim of quality, quantity, relevance and manner on EFL classroom interaction context by the applicability of grice's non-observance. Since the primary instrument of data collection in this study was compiled words, concerns with the meaning of participants, and describes expressive language processes this study used a qualitative approach. Based on this study, the researcher found that the maxim of quantity, maxim of quality, maxim of relevance and maxim of manner were flouted. Also, this study told about the reason why speaker flouted the maxims. The researcher said that maxims can be flouted when the utterances in the dialogue of a teacher and students during EFL teaching and learning process were analyzed by maxims of conversation which means they depend on the recognizing the cooperative principle. The maxims of quantity happened when the speakers give more or less information than the required. The speakers flouted maxim of quality when speaker contributed fake information. When the speakers have spoken not Relevance for the context of the conversation, the speakers flouted the maxim of relevance. Flouted maxim of manner happened

when speakers input may be incomprehensible, ambiguous and not reasonable directed.

Another similar study has been conducted by Citraresmana, Inayati, and Mahdi (2014) entitled "*Flouting Maxims In Particularized Conversational Implicature*", this study focus about maxims flouted in particularized conversational implicature which is an additional unstated meaning that depends on special or local knowledge. The method used in the research is the descriptive analysis method since the descriptive method is an attempt to describe systematically a situation, problem or phenomenon, or to provide information. The analysis of the particularized conversational implicature was carried out through pragmatics analysis based on particularized conversational implicature theories developed by Grice (1975) and Yule (1996). The data for the research were taken from a drama serial entitled *Gilmore Girls* written by Amy Sherman-Palladino. In the end of this study found the subject flouted two kinds of maxims which was maxim of relevance and maxim of manner since most of the speakers utterances contain irRelevance utterance, obscurity of expression, ambiguity, and unnecessarily prolixity which is a phenomenon of flouting maxim as cooperative principle.

Dealing with flouting maxims Dewi, and Putra, Dhanu (2014) wrote the journal about it by the title is "*An Analysis of Flouting Maxims In Toni Morrison's 'Beloved' (1987)*", this study is focus to finding the flouting maxims in the novel and the implicatures that caused by maxims flouted. This study used the descriptive qualitative method since the researcher tried to

observe it by using critical analyzing way for each conversation that occurred in the novel Toni Morrison's "*Beloved*" (1987). From this study the writer knew that implicatures that caused by the speaker is also become one important element in order to check the effect of flouting maxim. This study found that novel Toni Morrison's "*Beloved*", occurred all of four of maxims were flouted in the conversation between the characters. There are seven maxims flouted in quantity because the speaker giving more information, since the additional information that was added in the conversation has an implicit meaning like to convince or to attract the listener, there are seven maxims flouted in quality since the listener mostly does not give an answer that can make the speaker believe with the answer. There are three flouting maxims of relevance since mostly the conversation in the novel is cooperative. And there are six flouting maxim of manner since some conversation causes the ambiguity for the listener in the novel.

Another similar study that related with this journal is from Andresen, Niclas (2013) by the title "*Flouting the maxims in comedy: an analysis of flouting in the comedy series community*" this study focused to find out what maxims are flouted by people, the study showed that the maxim of quantity was flouted the most times in order to create comedy. Research question aimed to see whether there was a difference in what maxims the different characters flouted and how often they did so. Another important difference was that some characters flouted more maxims than others; i.e. Jeffrey flouted the most maxims and Shirley flouted the least. These results suggest that the use of

flouts has to do with their different personalities, which is why some characters did not use as many flouts in order to create comedy, since it would not be in line with their personality.

The other related study is from Hanna, Esther; and Ghozali, I (2017) with the title *“An Analysis Of Maxims Flouting In “The Jungle Book” Movie Script”* this study is about an analysis of maxims flouting in the movie script of The Jungle Book. The aims of this study are to describe the flouted maxims and to describe the function of the maxims flouting. This study applied discourse analysis. The study presented that the most frequently fulfilled is maxim of quality, while least frequently is maxim of relevance. Most frequently flouted by the characters is the flouting maxim of quantity, and then least frequent is flouting maxim of quality. The functions of flouting maxims used by the characters of flouting maxims were beneficial to avoid discomfort and to give more explanations (prolixity).

Another researcher is Adawiyah, R., she was analyzed about flouting maxims too, with the title is *“Flouting maxim used by the characters in “Focus” movie”*. This research is focus to analyzed flouting maxim used by main characters in "Focus Movie". Then to find out the types of maxims and the reason of the flouting maxims in "Focus" movie. This research use qualitative research, then the result of this study is all of the four maxims by Grice were flouted by the characters of this movie. the maxim are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner. those flouted maxims had certain hidden meaning that related to the context of the

topic they speak, it looks like unsuccessful conversation since the speaker does not deliver the meaning clearly.

Although the thesis which concerns with the same field from Purwanto, Agus (2008) from State Institute for Islamic Studies of Sunan Ampel, with the title is "*The Flouting of Conversational Maxims By The characters In Titanic Movie*", this study focused to find out the maxim that flouted by the characters in Titanic movie, the result said there are four maxims that flouted by main characters in Titanic movie. The most frequent reason used for flouting the maxim of relevance, the most reason employed by the addressee for flouting the maxim of quantity. Next to be sarcastic was the most common reason why the speaker flouted the maxim of quality. Finally, the speaker flouted the maxim of manner over flow the characters feeling. Punto said that the fact that a conversation will not always breakdown even though maxims are flouted, it should then lead to better understanding when an application of cooperative principle is the concern.

The other research which is similar with this thesis is from Faridah (2016) by the title is "*Flouting Conversational Maxim Used by Main Characters in 'Lie to Me' Movie*". This research deals with study of flouting maxim in scientific movie. The writer took two problems of this study which are about the types were flouted by the characters in "*Lie to Me*" movie and the reason of flouting maxim in "*Lie to Me*" movie, The researcher used Grice's theory to conduct the research. Finally, the results of this study is the maxim flouted by the characters of this movie is all of the maxims, then the researcher found

thirty maxim flouted in "*Lie to Me*" movie. and the reason of the characters flouted the maxim because they mostly give more/less information and irRelevance answer for their speak and makes the listener or the speaker partner misunderstanding.