

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Language enables human beings to convey their thoughts, ideas, and emotions to one another. It also has a certain word refers to the words or phrases surrounding it that help to convey its meaning. In linguistics, there is a study that discusses how people use language in context. It includes the study of language use in social, cultural, and interpersonal contexts, as well as the study of how context affects the interpretation of language. According to (Yule, 1996) “Pragmatic is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader).” In other words, pragmatics is concerned with the ways in which speakers use language to communicate effectively with their audience, taking into account the social, cultural, and situational factors that shape communication.

Since pragmatics is not only known as the study of language but also its implied meaning, it can be applied to analyzing Cooperative Principle and the reasons behind the action. As stated by Grice cited in (Yule, 1996), cooperative principle is to make sure your conversational contribution such as required, at that stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Maxim is a rule which can lead people to have a good conversation however sometimes the speakers do not always follow the rules and they violate the

maxims. There are four types of maxims; maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

However, not everyone has the ability to speak well and follow these rules, and therefore maxim violations can occur, which happens when someone directly violates one or more of Grice's four maxims in communication. These maxims include the maxim of quantity (giving sufficient information), maxim of quality (providing accurate information), maxim of relevance (talking about relevant topics), and maxim of manner (speaking in a clear and organized manner). When someone violates one of these maxims, it can create in misunderstanding and conflicts in the conversation.

By understanding the principles of effective communication and how they can be flouted and violated. We can develop strategies to improve communication by identifying patterns of problematic communication. Additionally, studying non-observance of maxim allows us to explore the impact of communication breakdowns on the interlocutor and the social consequences of miscommunication. Eventually, understanding flouting and violating of maxims can help us improve our ability to communicate effectively in various social settings, leading to more positive social outcomes. The reason of choosing the topic is the impact of flouting and violating of maxim toward the interlocutors have never been done by previous studies. Therefore, the researcher wants to discuss about "An Analysis of Flouting and Violating of Maxim Uttered in A Man Called Otto Movie Script" as the title of this research paper.

The story of the object of this research is based on *A Man Called Otto* which is a 2022 American comedy-drama movie directed by Marc Forster from a screenplay by David Magee. It is the second film adaptation of the novel *A Man Called Ove* by Fredrik Backman after the Swedish film of the similar name. The story is about a 60-year-old hot-tempered man named Otto Anderson intended to end his own life after his wife passed away and he was forced to retire from his job after almost 40 years of service. However, his attempts were always hindered by the noise from his new neighbours, which eventually led to a unique friendship as they challenged Otto to look at the positive side of everything.

1.2. Limitation of Problem

There are many things to explore and analyze about Cooperative Principle in many aspects, but the writer only focuses and limits on *An Analysis of Flouting and Violating of Maxim Uttered in A Man Called Otto Movie Script*.

1.3. Research Questions

Based on the background above, the questions are:

1. What kinds of violating of the principle of cooperation in conversation appear in “A Man Called Otto Movie Script”?
2. What kinds of flouting of maxim appears and implicature arises in “A Man Called Otto Movie Script”?

3. What is the impact of flouting and violating the principle of cooperation on the interlocutor (speaker-listener) in a conversation between speakers in “A Man Called Otto Movie Script?”

1.4. Objectives of the Research

Based on the questions above, this research is:

1. To identify the kinds of violating maxim that is uttered in the movie script.
2. To reveal the kinds of flouting maxim and the implicature that arises uttered in the movie script.
3. To discover the impact of flouting and violating maxim that is uttered in the movie script.

