

CHAPTER I INTRODUCTION

1.1 Background of the Study

Pocahontas (1995) is one of Walt Disney Animation Studios' movies that is based on the real history of American Colonialism. This movie is about a Native American woman named Pocahontas who meets a British settler named John Smith. This movie shows how their love story unfolds in the midst of cultural differences due to the conflict between the natives and the British settlers. Pocahontas and John Smith dominated most of the roles and conversation in this movie. Those two main characters generally use an effective way of communicating. However, humans occasionally do not use the efficient way in order to convey implied meaning. Likewise, Pocahontas and John Smith occasionally did not use effective communication in *the Pocahontas* movie. Their contradictory cultural background and mindset occasionally influence them to use ineffective communication, which means they flout the Cooperative Principle's maxims of Grice (1975). Grice states that in the realm of communication, we need a proper and effective way to convey meaning in order to give maximum understanding for interlocutors and listeners (Kurniati & Hanidar, 2018). Grice said that people should make a contribution to good communication (1975). From the preliminary observation, I found that there are many utterances of the two main characters in *Pocahontas*, Pocahontas and John Smith, that flout the conversational maxims. For instance, when Pocahontas said, "I especially love his smile", while the man she is referring to does not even smile. This utterance contains an implicit meaning that will show Pocahontas's

characterization. However, the underlying motives for each flouting and its contribution to characterization have still been insufficiently explored. This is an interesting and significant gap because the study of flouting of maxims can show how language expresses character, personality, cultural viewpoints, and social interaction, but this has not been exhaustively explored pragmatically, and that is what the current study is about.

Previous studies of *Pocahontas* have mainly focused on ecological philosophy through the lens of ecocriticism (Jun-fang, 2016), racial and gender representation (İncegöl, 2019), or historical bias in Disney's adaptation of the movie (Eshow & Lundsgaard, 2023). Previous studies related to the film of *Pocahontas* only discuss limited pragmatics aspects, hate speech (Fadhel & Muhammed, 2023), while the analysis is not further developed to characterization. Whereas, as previously suggested, the characterization in the literary text can be analyzed through the implicatures derived from the utterances of the characters in the fiction (Mohammadpanah et al., 2018). Additionally, from the point of view of pragmatics, most previous studies, apart from the ones related to *Pocahontas*, only reach the analysis of implicatures after the flouting of the Gricean maxims is identified. One such example is in the conversation analysis of the *Kingdom of Heaven* carried out by Akmal and Yana (2020) and *Purple Hearts* by Luthfiyah and Rosalinah (2025).

Due to the lack of pragmatics studies related to *Pocahontas* and the limited studies that analyze how implicature plays a role in creating characterization, it is necessary for this study to be conducted in order to analyze how implicature creates characterization through flouting maxim. This gap merits exploring because

explaining the implicit meaning within the utterances of Pocahontas and John Smith can reveal how conversational implicatures created by the flouting of Gricean maxims serve as a characterization device in showcasing the communicative style, stance, and interpersonal orientation of each character.

This research is performed on a linguistic basis, as language not only expresses direct meanings but also conveys indirect meanings by means of interaction. In film dialogues, characters interact indirectly, and language can express much more about the personality of the characters than just their utterances. Characterization does not necessarily have to be explicit; rather, it can also be implicit through conversations. In this case, implicature takes center stage in portraying the personalities, intentions, and relationships between individuals (Mohammadpanah et al., 2018). As Yule (1996) points out, implicature is among the most essential ways of deciphering hidden meanings beyond and above literal words. Characterization is the process through which an author reveals the characters' personalities, traits, and identities through their words and actions (Kenney, 1966). The stable implied meaning of certain expressions shapes characterization and helps the audience's interpretation of the narrative without necessarily being explicitly stated. A study of implicature in *Purple Hearts* shows that personal beliefs, ideological battles, and emotional confrontations are hidden, while acting as interactional mechanisms that negotiate identity and power between the characters (Ayiz et al., 2025). Haugh states implicature refers to a pragmatic domain of research, which investigates the extra-propositional message meanings in the speaker's utterance, which can often be related to the degree of politeness or

impoliteness in communication (Akmal & Yana, 2020). Characterization for film, especially dialogue-based, is normally found not just through visualized action but also through the way characters interact and talk. Each linguistic choice, whether direct, indirect, polite, or sarcastic, aids in the building of how people perceive a character's traits.

From a pragmatic point of view, this study applies Grice's flouting of maxim theory to analyze conversational implicature in the conversation between Pocahontas and John Smith. Unlike the study of speech act and transitivity, which focuses on communicative action and grammatical structure, this study focuses its analysis on implied meaning based on the flouting of conversational maxims. Pragmatic study allows researchers to bring out tacit meaning in characters' dialogue and to observe how utterances that infringe the Cooperative Principle (Grice, 1975) can generate conversational implicatures. With the intention to flout the maxims, the speaker forces the hearer to derive a phenomenon that lies outside the mere wording of the message, thus creating an implicature (Culpeper, 2014). Therefore, pragmatic analysis, particularly in identifying flouting maxim to analyze conversational implicature, is important in literary and film studies due to the significance of the construction of narrative meaning.

The focus of this research is the pragmatic analysis of the film, with particular emphasis on the flouting of Gricean maxims in the interactions of Pocahontas and John Smith. This focus will demonstrate how maxim flouting is not a form of unsuccessful communication but rather a device that produces conversational implicatures essential to the understanding of character interaction. Through

conversational implicatures, this research hopes to reveal how the central characters of Pocahontas and John Smith establish their identities, traits, or true personality through implied meaning over what is communicated.

1.2 Research Problems

The study attempts to analyze the following questions:

1. What types of Gricean maxims are flouted by the characters Pocahontas and John Smith in the *Pocahontas* movie?
2. What implicature resulted from their flouting maxims?
3. How do the implicatures shape their characterization?

1.3 Objectives of the Study

The study tends to analyze and answer the formulated research questions, which include:

1. To examine types of Gricean maxims flouted in the *Pocahontas* movie by the characters Pocahontas and John Smith.
2. To elaborate, the implicit meaning resulted from their flouting maxims.
3. To explain Pocahontas and John Smith's characterizations based on the implicature pattern they created.

1.4 Significance of the Study

This research is crucial due to the implicit nature of communication that is usually conveyed through movie dialogues. Implicature analysis would be essential to uncovering the characterizations of characters since some aspects of

characterizations are likely to be overlooked. This study aims to provide benefits for theoretical and practical significance. From the theoretical perspective, the benefits of this study are the provision of insights regarding the application of Grice's theory of conversational implicature and the flouting of the Cooperative Principle, particularly in film analysis, specifically in the contribution of the flouting of the maxim and the implicatures derived therefrom in the characterization of Pocahontas and John Smith in the Disney movie *Pocahontas*. From the practical perspective, the benefits of the study are the provision of insights to the student regarding the concept of conversational implicature and how the pragmatic analysis of the concept is done, particularly in the context of the relationship between the two characters.

1.5 Previous Studies

Previous research has analyzed flouting of Gricean maxims and conversational implicatures in various films. Among them are included Ayiz, Carreon, and Yanottama (2025) on *Purple Hearts*, Kurniati and Hanidar (2018) on *Insidious and Insidious 2*, Dapowale, Sodiq, and Nur'Aini (2024) on *Locked Down*, Hamidah, Arifin, and Ariani (2022) on *The Help*, Mustika (2019) on *Frozen*, Al-Shboul (2022) on communication in everyday life in Jordan, Sunggu and Afriana (2020) on *Wonder Woman*, Putri (2020) on *Midnight Sun*, Rhamadani, Arifin, and Setyowati (2022) on *A Star is Born*, and Khairunas, Sidauruk, Pratama, and Natalia (2020) on *Beauty and the Beast*. They demonstrate that pragmatic analysis of maxim flouting and implicature makes interesting commentaries regarding character action, social interaction, and meaning in literature and film. However, most of the current

research mainly focuses on the identification of types of maxim flouting and implicatures. The particular role that conversational implicature plays as a systematic device in the construction of character thus remains comparatively underexplored.

Pragmatic studies of the American animated movie, Disney's *Pocahontas* (1995), are still very rare. Very few studies have been conducted to date, such as Fadhel and Muhammed (2023), who explored hate speech in some selected American animated films, one of which was the movie *Pocahontas* (1995). Their study was focused on the grounds on which hate speech was used, and pragmatic strategies utilized for the expression of hate speech, and the findings showed that even though identical strategies were utilized throughout the films, different grounds supported them. However, no such research exists investigating specifically the flouting of Gricean maxims and consequent conversational implicatures in *Pocahontas*. Most existing research on the film is about racial bias (Eshow and Lundsgaard, 2023), Ecocriticism (Jun-fang, 2016), or human rights issues and gender (İncegül, 2019). That is self-evident, and obviously, there is a gap, which this research tries to fill by investigating the pragmatic functions of language in the dialogue of Pocahontas and John Smith and showing how their dialogue signifies characterization and background culture.

Previous research has indicated that the flouting maxim theory has often been used to analyze conversational implicature. For instance, it is in the conversational analysis of the *Kingdom of Heaven* by Akmal and Yana (2020). Another one is Luthfiyah and Rosalinah (2025) on *Purple Hearts*. They use Grice's

Cooperative Principle, specifically the idea of flouting maxims, as an analytic tool to explore the conversational implicatures, which are derived from the characters' utterances and the encoded meaning in the conversations they have.

1.6 Scope of the Study

This study is mainly concerned with analyzing the flouting of Gricean maxims used by the main characters, Pocahontas and John Smith, in Disney's *Pocahontas*. The study is guided by Grice's theory of conversational implicatures and the flouting of the Cooperative Principle as the fundamental theory in analyzing the implied meaning created by the characters. The study aims to apply Grice's theory in identifying what maxim flouting is, what implicatures emerge from maxim flouting, and how implicatures affect characterization in Pocahontas and John Smith.

1.7 Writing Organization

This research is arranged in an organized manner into several chapters and sub-chapters. In the following section, an overview of the content of each chapter from Chapter I to Chapter IV is briefly described.

CHAPTER I INTRODUCTION

This chapter discusses the background of the study, research problems, objectives of the study, significance of the study, scope of the study, and organization of the writing.

CHAPTER II THEORY AND METHOD

This chapter discusses the theoretical framework and research method used in this study, such as Grice's theory of Cooperative Principle and Conversational Implicature, as well as the research method used in this study.

CHAPTER III RESULT AND DISCUSSION

This chapter discusses the findings of the analysis in relation to Maxim Flouting, Conversational Implicature, and Characterization.

CHAPTER IV CONCLUSION

This chapter discusses the conclusion of the research based on the findings of the analysis and offers some suggestions for future researchers.

REFERENCES

APPENDIX

