

CHAPTER II THEORY AND METHOD

2.1 Theoretical Framework

The theoretical framework forms the basis upon which the data collected in this study are analyzed. The framework covers the various theories that relate to Grice's Cooperative Principle and conversational implicature. The theories are used to analyze the implicatures that are implied in the discourse of the principal characters.

2.1.1 Cooperative Principle

In his book *Logic and Conversation*, Grice (1975) states that people must make a contribution or have a principle in making good conversation. This principle is called the Cooperative Principle, with the aim of creating effective communication. To create a good quality of conversation, Grice provides maxims of conversation that need to be adhered to.

2.1.1.1 Gricean Maxim

In Cooperative Principle, there are 4 types of maxims: quantity, quality, relation, and manner (Grice, 1975):

1. Quantity: Providing informative contributions in a conversation. It means not giving too much or too little information is required.
2. Quality: Delivering valid information in a conversation. It means not giving false and misleading information. The information should have solid evidence.

3. Relation: Providing relevant information in a conversation. The information should be relevant to the topic.
4. Manner: Delivering perspicuous and clear information in a conversation. It should avoid ambiguity and expression obscurity.

Some people might disobey these Gricean maxims when having a conversation. When someone disobeys it intentionally, it is termed Gricean maxim flouting.

2.1.1.2 Flouting the Maxim

The flouting of the Gricean maxim is to create implicature (Grice, 1975). Cutting (2002) argued that flouting maxim has various purposes, such as to create humour and irony, to show sarcasm, to criticize someone's action, to prevent interlocutors from being upset, to offer a comprehensive explanation, and many more. Below are types of flouting maxims explained by Grice (1975):

1. Flouting Quantity: This flouting happened when the speaker gave too little or too much information in a conversation.
2. Flouting Quality: The quality maxim could be flouted in several ways. This flouting could occur when the speaker gives information that is not real and does not have solid evidence.
3. Flouting Relation: When the speaker delivers information that is irrelevant to the topic, that speaker flouted the maxim of relation.
4. Flouting Manner: This flouting maxim occurs when the speaker gives unclear information in a conversation.

2.1.2 Conversational Implicature

In the aspect of meaning, there are explicature and implicature. Explicature is the direct and transparent meaning of the words spoken, without any additional meaning. While implicature is the indirect meaning with additional meaning behind it. In his book of *Logic and Conversation* (1975), Grice also explained that the occurrence of implicature depends on the conversational context. The context may be influenced by the conversational situation or the relationship among the interlocutors. Grice (1975) also divided implicature into two kinds, conversational implicature and conventional implicature. However, this research only focuses on the conversational implicature, since the conventional implicature implementations are not based on Grice's cooperative principle (Yule, 1996). The conversational implicature occurred based on the cooperative principle, maxim, and context. Implicature has a strong correlation with Gricean maxim flouting. When someone flouts the Gricean maxim, we can indicate that person creates an implicature, although it is mostly particularized conversational implicature. Abbas (2018) suggests that analyzing implied meanings and interactional strategies in fictional dialogue is important because it can enrich character interpretation through the characters' social interaction. Below is an example of exploring characterization by analyzing conversational implicature as the result of flouting maxim (Abbas, 2018):

In Episode I, where the characters talk about the papers that carry a message for their brother Benny in Ceylon. Con asks Jug a straight yes or no question:

Con : "Have you got enough stamps?"

Jug : "Oh, how could I tell? What's the good of asking me that now?"

Without offering an immediate answer, Jug formulates two questions, thus flouting the maxim of relation. In terms of the conversation process, Jug's reply does not relate to Con's question. The implicature generated by Jug's reply implies that she does not know the answer and is frustrated/confused by the question. Nevertheless, such flouting implicitly demonstrates the nature of their characters that they are naive, puzzled, and incapable of sustaining a coherent discourse, irrespective of the subject matter of the conversation. Whenever they have difficulty maintaining the discourse process, they usually change the topic through questioning or making demands.

2.2 Research Methodology

This section will discuss the type of research, data source, method of collecting data, and method of analyzing data in relation to analyzing the utterances of Pocahontas and John Smith in the movie *Pocahontas*.

2.2.1. Research Approach

This study employs a descriptive qualitative approach as it aims at describing and explaining the occurrence of Gricean maxim flouting within the dialogues of the two principal characters (Pocahontas and John Smith) in Disney's *Pocahontas* (1995) movie. The descriptive strategy is fitting because the research focuses on providing a clear explanation of the ways in which the characters flout conversational maxims, and the qualitative approach allows me to examine the dialogues in their contextual and cultural settings. The strategy favors

understanding the effects of maxim flouting on characterization over counting instances of dialogue for generalization.

2.2.2. Research Method

The method that will be used for the current research is content analysis. Kumar (2018) states that qualitative research involves gathering information through flexible questions, coding the information descriptively, and analyzing the data mostly using content analysis, which is aimed at detecting the central themes of the data. Content analysis involves the process of establishing the primary themes that arise from the field notes taken during observations through analysis (Kumar, 2005). With this approach, I can analyze not only the manifest content, which includes flouting of maxims in the statements, but also the latent content that contains implied meanings and characterizations based on the dialogue. Another feature of content analysis is a non-linear process when I continuously switch between data categorization, data interpretation, and data synthesis (Alem, 2020). This technique is appropriate for the current study since it ensures the retention of the movie's context in the analysis of the utterances made by Pocahontas and John Smith.

2.2.3. Data and Data Source

The dataset for this research involves utterances that involve the flouting of Gricean maxims, as made by the two main characters, namely Pocahontas and John Smith, in Disney's *Pocahontas* (1995). The dataset for this research can be derived

from the movie *Pocahontas*, as can be obtained from the movie version uploaded on the YouTube platform (<https://youtu.be/IJpBP9iNPko>).

The sample of the data used for this study involves 37 utterances that contains flouting of Gricean maxims made by the two main characters, who are Pocahontas and John Smith, in this movie. This particular set of data is collected using purposive sampling, where these utterances were selected based on how relevant they are to the research problem. Purposive sampling is a method in which specific individuals, cases, or events are specifically selected on the grounds of their relevance to the research problem to acquire an in-depth understanding of a phenomenon (Tajik et al., 2024). This sampling technique is particularly useful when the researcher aims to reconstruct a historical reality, describe a phenomenon, or develop an understanding of an area that is still limited in prior knowledge (Kumar, 2018). The use of purposive sampling in identifying the source of data will be evident by focusing on Pocahontas and John Smith as the key subjects who engage each other most often right from their first encounter until the movie ends.

2.2.4. Method of Collecting Data

Observation and note-taking methods were used for collecting the data. As stated by Kumar (2023), observation is a method of research that implies the process of observing and describing a phenomenon to get some important insights about it. For this study, this method consisted of repeatedly observing and listening to the utterances performed by the characters of Disney's film *Pocahontas*, released in 1995, along with taking notes on the relevant phenomena involving maxim flouting.

These data were obtained using several steps. To begin with, I watched the film *Pocahontas* and read its transcript in order to comprehend the environment of dialogue. Secondly, I determined which parts of the dialogue were associated with Pocahontas and John Smith, only where they interact with each other as key characters for analysis. Lastly, I focused on dialogues among these characters and only chose dialogues where the utterances contained flouting of Gricean maxims, which would be used to discuss the maxim flouting types, implicatures, and characterization.

2.2.5. Method of Analyzing Data

The data analysis involved the application of the content analysis method in the pragmatic framework. The choice of content analysis is justified by its ability to detect general themes on the basis of their frequency through the process of content analysis (Vaismoradi et al., 2013). According to Kumar, content analysis involves the analysis of observational notes to extract main themes from the collected data (2018). Therefore, I use content analysis to determine the main themes, which is characterization, from observational data presented as flouting maxim that creates implicature.

Kumar (2018) provides four steps for doing content analysis. The first step entails determining the major themes in the collected data through analyzing the meaning associated with the responses or observation data. The second step requires that the researcher code the identified themes using words or figures. The third step entails classifying the data into the relevant themes according to similarities. The fourth step entails incorporating the identified themes and responses into the

research report. In applying those steps, first, I was identifying utterances that flouted maxims in conversations between Pocahontas and John Smith. The second step was categorizing the utterances under the types of Gricean maxims flouted (quantity, quality, relation, or manner) in line with H.P. Grice's theoretical framework. The third step entailed interpreting the conversational implicatures derived from the utterances and categorizing them according to the characterization presented in the dialogue. The final step involved identifying recurring characterization themes and integrating the results in the discussion section. Utterances containing maxim flouting are written in italic to clearly differentiate them from the support utterances. In order to discuss them thoroughly, 16 utterances have been chosen randomly as examples, with two examples from each category of maxims per character. The discussed data are included in the findings section of the paper, whereas all the other data are provided in the appendix part of the paper.