

CHAPTER 1

INTRODUCTION

1.1. Background

Movies have been a major part of entertainment and media industry ever since it was first invented. The format has evolved significantly, from black-and-white footage to full-colored, technology-laden spectacle that it is today. To immerse the audience, there are various aspects in consideration. One of them is communication.

Communication can be described as the key to convey meaning among people. One theory that has been used plenty of times to determine whether a communication attempt is successful or not is the Cooperative Principles, first proposed by Grice. The theory argues that the participants in communication have to be cooperative. A cooperating participant is one that speaks truthfully, relevantly, and clearly, giving information without the generation of an added meaning. However, participants break these principles constantly, whether they are aware or not. The violation of the Cooperative Principles can generate an implicature, meaning that is not explicitly said or seen.

The focus of this study is the movie Guardians of the Galaxy vol.2 (2017). The study discusses how violations of the maxims found in Cooperative Principles gives rise to implicature. It also discusses how the implicatures affects the relationship between characters in the movie. The movie is well-known among the fans of the Marvel Cinematic Universe (MCU), as well as casual moviegoers.

In the movie, many violations of the maxims occur. The violations serve various purposes.

1.2. Research Problems

From the topic and field that I chose, several questions emerge that will be discussed further in this study. The questions are:

1. How many utterances that flouted the Cooperative Principles in the movie Guardians of the Galaxy vol.2?
2. What are the implicatures produced by flouting the maxims?
3. What are the relationships between the characters of the movie as suggested through the maxim floutings?

1.3. Purpose of the Study

This research is conducted to fulfill a number of purposes, they are:

1. To identify utterances that flouted the Cooperative Principles in the movie Guardians of the Galaxy vol.2;
2. To explain the implicatures generated by said utterances; and
3. To explain how these implicatures relate to the relationships between characters in the movie.

1.4. Previous Studies

To help contextualize the research, I found several past studies similar to this research. They are referenced below, in order from oldest to newest.

The first study is *Violating and Flouting of the Four Gricean Cooperative Maxims in Friends the American TV Series* (2015) by Jorfi and Dolatabadi. The study analyzed the first episode of Friends and focused on the series' main

characters. They found that the maxim of relevance was violated the most, while the maxim of quality was flouted the most. They found that most violations were done to create humor for the audience.

The second study is *Gricean Maxim in the TV Series The Office (2017)*, written by Loof. In the study, the writer analyzed the character Dwight and his maxim violations across four episodes of *The Office*. Dwight was found to break the maxim of relevance the most. The writer concluded that Dwight used maxim violations to contribute to the show.

A study titled *The Flouting of the Gricean Maxims in the Movie Insidious and Insidious 2 (2018)* by Kurniati and Hanidar explored how flouting of the Gricean Maxims affect characters' communication with each other. They found that the maxim of quantity was flouted the most in both movies. They also found that flouting may happen for various reasons, such as avoiding hurt feelings, criticizing an action, or explaining something in further detail.

The Flouting of Grice's Conversational Maxims: Examples from Bashar Al-Assad's Interview during the Arab Spring (2018) by Ayasreh and Razali studies a real-life interview during the 2012 Syrian war. It found that during the interview, Al-Assad flouted maxims to gain support from his people and diminish the war's impact on the nation and the people.

Next, Dewi's thesis, *Gricean Maxim Analysis on Youtube Talk Show Good Mythical Morning (2019)*, used several theories of humor to analyze maxim violations in several talk show episodes. The episodes were picked from those with a guest speaker and those without a guest speaker. The study found that the

maxim of manner was violated the most, while the incongruity theory of humor was invoked the most.

Next, I found a study titled *The Analysis of Flouting Maxim in Good Morning America (GMA) Talkshow (2020)* by Marlisa and Hidayat. The study analyzed an episode of GMA in where Jackie Chan was invited as a guest speaker. The study found that maxim of quality and manner were violated the most. The violations conveyed more information about specific events during Jackie Chan's career.

In a study by Sari, Nuraini, and Muthalib titled *An Analysis of Maxim Violations in a Movie and Their Impacts on Effective Communication (2019)*, the movie *Confessions of a Shopaholic* was analyzed for violations of the cooperative principles. In addition, the study also focused on the impact of maxim violations on the efficiency of communication between characters in the movie. 40 utterances containing maxim violations were found, with the majority being the maxim of manner. However, maxim of relations was found to be the most disruptive towards effective communication.

Next, Irawati created an article titled *Violations of Gricean Maxims by Cinta Laura Kiehl in the Forgiveness and Boundaries Series of The Powder Room Talk on YouTube*. The study found 25 utterances that violated the cooperative principles, with maxim of quantity being the most violated maxim. In the series, Cinta Laura often conveyed more information than is necessary. The study concluded that Cinta Laura used violations of the cooperative principles to make the dialogue more interesting and meaningful.

Nugroho and Arrifin wrote an article titled *The Multiple Violation of Maxim in Doctor Strange in The Multiverse Film (2022)*. They studied the movie *Doctor Strange in the Multiverse of Madness*, and found 20 utterances that violated the Cooperative Principles. They found that most utterances violated all four of the maxims. Maxim violations in the movie was done to obscure facts, avoid conflicts between characters, intimidate others, and protect the characters.

Finally in *The Realization of Maxim Flouting to Create Humour in Incredibles 2 (2019)* by Aristyanti, Sutopo and Yuliasari, maxim floutings were used to create 11 different categories of humor. The movie contained 180 utterances that flouted the maxims. The study also suggested connections between cooperative principles and other branch of pragmatics, such as speech acts and politeness theory. They suggest that the maxim floutings that occurred in the movie can give the audience knowledge about conversational implicatures.

From these previous studies, the writer sees a gap in discussing the cooperative principles and relationship between characters. Four of the six studies have humor as a central part of the reasoning behind people's non-compliance with cooperative principles. The rest does not cite any specific theory other than the cooperative principles.

1.5. Scope of the Study

This study is limited to observation of the violations of the Cooperative Principles and the implicatures generated from them, introduced by Paul Grice. The violations also include flouting of the Cooperative Principles. The study uses data of utterances from the movie *Guardians of the Galaxy vol.2* that violate one or

more of the Cooperative Principles.

1.6. Writing Organization

This study will be divided into four chapters. The chapters are as follows:

CHAPTER I: INTRODUCTION

This chapter consists of Background of the Study, Research Problems, Purpose of the Study, Previous Studies, Scope of the Study, and Writing Organization.

CHAPTER II: THEORY AND METHOD

This chapter discusses the theories used in the study, including Pragmatics, Conversational Implicature, Cooperative Principles, and Maxim Non-Observance.

This chapter also discusses the type of research, data, collection method, and analysis method used in the study.

CHAPTER III: RESULT AND DISCUSSION

This chapter select datum from the data collected are shown and discussed. The data presented will be categorized as violation of one maxim or violation of two or more maxims. Then, the writer will discuss the overall finds of this study compared to previous researches in the next section.

In this chapter, a table of an overview of the data gathered will be presented. From the table, there will be a discussion on the relationships between characters. Then, select portions of the overall data are presented and discussed. The data and implicature present within them are analyzed using the Cooperative Principles. The relationship between characters involved in the data will be discussed further.

CHAPTER IV: CONCLUSION

This chapter is concerned with the final results of the study and the implications of the study. Finally, there will be suggestions for further research.

REFERENCES