

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the study**

Conversation is very often spontaneous, natural and informal. Despite its informality, conversation is governed by rules and principles of language and behavior. While conversation is held, indirectly it has the primary aim to communicate. It does not only include in understanding the speaker's utterances but also receive the intended meaning of utterances that sometimes happen. Grice (1989: 26) declares, "Make your contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." That is to say that the speakers usually speak cooperatively to be understood by the hearers in a particular way, except they have particular reasons for doing so. Therefore, the speakers attempt to make the utterance meaningful and informative.

Communication can occur in many ways, for examples, the conversation between two people in the market, the dialogue which occurs in the movie, etc. Bohm (2003: viii) states that conversation is a simple communication. In other word, people sometimes have a dialogue with others without applying the conversational maxim in a certain situation, for instance, the conversations that happen among characters in the movie. However, the speakers and the hearers sometimes do not want to talk explicitly. It means that there has occurred the

maxim violation in their conversation. Davis (1998), cited in Boulkroune (2010: 17), says,

Violating a maxim is quietly deceiving, the speaker gives insufficient information, says something false, and provides irrelevant or ambiguous utterances with the purpose of misleading hearers. The speaker can achieve this because the hearers assume that she is cooperating with them.

It implies that having the maxim violation in conversation is possible for the speakers whether they realize it or not. This cannot be denied because there must be reasons why they make the maxim violation. Chowdhury (2012: 1) says, “Grice’s *Theory of Cooperative Principles* provides the maxims to be followed in conversation to be socially cooperative while people are engaged in an interaction with each other”. It can be concluded that Grice has made the maxim to be included in Cooperative Principle.

Based on Grice’s theory, this study will focus on Cooperative Principle in the movie in order to know what types of violation maxim occur in the conversation between actors and actresses. Furthermore, the researcher is interested in analyzing one of the box office movies entitled *Dinner for Schmucks*. It is based on a French children movie known in English as *The Dinner Game*. This movie was produced in 2010. It is included in an exemplary modern Hollywood comedy directed by Joy Roach. Here, there are many maxim violations conducted by main character with other characters in their utterances.

This movie is chosen to be analyzed because there are many conversations that relate to the implicit messages. It means that the dialogue is included in form of utterances that are communicated indirectly and had a joke because it is comedy genre. As stated by Attardo (1994: p.27), a joke involves the distinction

placed in linguistic perspective. That is to say that joke may convey the information that is literally said but it contains the implicit message. Thus, there will be many conversations which relate to the maxim violation of the Cooperative Principle. It will also be valuable to take a close look at the conversation in the type of this movie.

The movie tells about a rising business man (Tim) who has a very beautiful girlfriend (Julie) and also nice apartment. He has an obsession to move his office to the 7<sup>th</sup> floor because he wants to be promoted. One day, at a meeting he proposes a new strategy to Lance Fender, the head of the company, to get \$100 m. Then, his idea is accepted, but to be thankful to the boss he has to recognize a surprise and secret moment, dinner party. It is unusual party because Tim must bring the strange man as a guess to amuse everyone, especially Fender. In fact, the purpose of this party is to win the challenge by bringing the most idiot guest, but Tim does not know it. It will be “dinner for schmucks”. Then, he tells his girlfriend (Julie) about this foolish think. She does not like the idea at all, and Tim assures her that he is not going to join the party. In short, Tim finds the strange man (Barry). Tim considers that Barry can be his friend who comes to the party. Finally, Barry is successful to win the challenge given by Tim’s boss. To make the research background clear, here is one of the examples that contain maxim of violation found in this movie script:

At night in Tim’s apartment, when Tim is going to sleep, Barry comes to his room and tries to wake him up. He feels lonely when relaxing in the dining room.

**Barry:** *Tim? Tim...*

**Tim:** *What, Barry?*

**Barry:** *I can't sleep. I'm too excited about dinner.*  
**Tim:** *Oh, God!*

In the conversation above, Barry violates the maxim of quality when Tim is asking him a question. Barry answers it by telling an untruthful utterance that he cannot sleep. Barry intentionally says that he is too excited about dinner that will be on the next day to make Tim give him a response. Barry does it because he is not sleepy and he has tried to sleep but he cannot. Besides, Barry is not sure about Tim's invitation to ask him accompany Tim. In fact, it is because Tim ever said to him that their meeting is a strange way. Thus, Barry thinks that Tim is only kidding with him. It is showed by the following dialogue:

**Tim:** *You know, Barry, this was a very strange way to meet, but I think everything happens for a reason.*

The aim of analyzing the subject matter "The Maxim Violation" is to continue the previous research of journal entitled *Some Instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry & Tim) in Dinner for Schmucks* written by Khosravizadeh and Sadehvandi (2011). They only analyzed one of four maxim violations, the maxim quantity, and it only focused on the main characters. Furthermore, this study will focus on three types of maxim violation. These are the maxim of quality, relation, and manner. It will observe what types of maxim are violated by the main character with other characters in the movie script, and why the maxims are violated by them.

## **1.2 Statements of the problem**

Based on the background of the study above, there are some questions that need to be answered through this research. These are:

1. What types of maxim are violated in the “*Dinner for Schmucks*” movie?
2. Why does the violation of maxims occur between the main character and other characters in the “*Dinner for Schmucks*” movie?

### **1.3 Objective of the study**

The objectives of the study are to discover the violation of maxim found in “*Dinner for Schmucks*” movie. By determining the categories of maxim violation, it is directed:

1. To find out the types of maxim violation found in the “*Dinner for Schmucks*” movie script.
2. To explain the reason of the maxim violated between main character and other characters in the “*Dinner for Schmucks*” movie script.

### **1.4 Scope and Limitation**

Based on the title above, the scope of this study is in the pragmatic field because this research will focus on the meaning of implication that happens in the conversation with the contextualized meaning.

This research uses the Grice’s theory of conversational maxim in identifying the conversation to determine the violation of maxim in four ways. Because one of the four ways has been analyzed by another researcher, the limitation to the subject of the study in the “*Dinner for Schmucks*” movie script will only be focused on three kinds of maxim violation that are classified according to its function and become the scope of the study such as: maxim of quality, maxim of relation, and maxim of manners. It purposes to avoid the similarity with the previous researcher. Besides, it is limited to make a deep

analysis in order to have different results with the previous one. Also the other characters analyzed are whoever that have interactions with the main character. They are Julie, Barry, Kieran, Fender, Mr. Mueller, Mrs. Mueller, and Suzanna.

## **1.5 Significance of the Study**

### **1.5.1 Theoretical significance**

This research is expected to be beneficial in giving some examples of linguistic view especially in the pragmatic field about the study of maxim violation and its use in analyzing the movie with comedy genre. Besides, it can be a reference and comparison for other researchers especially for the Student of English Languages and Literatures to conduct a more in-depth research.

### **1.5.2 Practical Significance**

Particularly, this study can enrich the knowledge of other researchers and the reader generally in understanding maxim violation in the movie with comedy genre.

With the result of the study, firstly the readers are expected to be more cautious in having conversation because the maxim violation can happen in many ways without being realized. Secondly, the readers know how to communicate successfully and understand how to have good conversation.

## **1.6 Definition of key terms**

Pragmatics : the knowledge of understanding speakers' meaning of words which is interpreted by the hearers (Griffiths, 2006:

Cooperative Principle : the theory of four maxims that explains how the hearers interpret what the speakers are implying. (Cutting, 2002: 35)

Implicature : a part of meaning which is not implicitly can be understood by the hearers (Mey, 2001: 45)

Maxim : a kind of rule that is observed by the speakers and participants in doing conversation in order to have good communication (Cruse, 2006: 101)