

CHAPTER I

INTRODUCTION

Basic Consideration

Cooperative principles is one of the branches in Pragmatics. This discipline is simultaneous with Politeness principles in order to achieve a successful discourse between speakers and interlocutors. Regardless, in taking and giving information between speaker and listener, it is essential to comprehend and to implement the cooperative principles in order to keep the discourse in obliged purpose. However, by do not pay attention to the cooperative principles, the aim of the discourse will not be easy to be interpreted by the speaker to adjust the comprehension.

According to Grice (as cited in Leech, 1993), there are four rules that should be paid attention in doing conversation. It is called cooperative principles. Cooperative principle means the main purpose is to make the conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which it is engaged. These statements were elaborated deeply that in implementing those cooperative principles, it is a necessity to know four conversational maxims (rules in conversation) as follow:

1. **Quantity** (Give as much information as is required, and no more than is required).
2. **Quality** (Do not say what is false or that for which you lack adequate evidence).
3. **Relation** (Be relevant).

4. Manner (Be clear, be orderly, and avoid ambiguity).

The cooperative principle (Grice 1989) (as cited in Mey 2009 pp.171)

Observing whether the rules are being followed consistently by the speaker or interlocutor in doing conversation, the rules was violated or disobeyed because of some reasons such as to maintain the politeness of the discourse, or in some other conditions, the reasons might be to maintain the good relationship between the speaker and interlocutor

In this study, the researcher intended to observe how the maxims was being disobeyed depends on the speaker in doing conversation especially in Titanic movie. The Titanic Movie had been chosen to be the object of study because of some considerations. The main consideration was because there were many maxim clashes that occured or happened in conversation of the movie. The next consideration why movie was chosen because movie could give a clear context better than any other literary works such as novel, and prose. However, while novel or prose could give one way of context interpretation, movie could give two ways of context interpretations. Those considerations finally strengthened the researcher to choose movie as the object of the study.

Conversational maxims purposed by Grice were crucial rules. Those rules have important role when taking and giving information is being occured where the speaker and interlocutor should cooperate each other in order to achieve the aims of the discourse. The rules direct the speaker and/or the interlocutor to give a

proper and accurate contribution in conversation. In another side, the rules also maintain the refinement of language.

In conversation, people sometimes failed to obey the maxims because of many reasons. Those reasons were acceptable according to the conditions. In a common conversation, someone might violated the maxim because of purpose and the purpose depended on the speaker itself. Whether it was intentionally or not, the big point was there must be a hidden reason behind it. By considering the hidden purpose which was hidden by the speaker, it must be a point that interested the researcher to formulate a research which is titled “ A study of maxim clash in titanic movie”.

The case did not end in the point of “hidden reasons” behind the maxim violation. There were more interesting points to be explored after finding the reasons. For example, let us just consider that someone violated the maxim deliberately.

A: can you lend me some money?

B: How much do you need?

A: It's not too much. Just five hundred thousand.

After doing analysis, it might be found that the kind of violation was Maxim of quantity violation. Anyhow, even though the kinds of violation was identified, it did not not end the case yet. There was a good point of view that even maxim was violated, basically there were more question that should be revealed. They were how did the maxim was violated and the next question was why did the speaker violate the maxim.

The condition when someone was able to fulfill one maxims, but in another side he/she had to violate one maxim is called maxim clash. Here is an example that can be found in Titanic Movie. One day, the conversation took place in Lovett's ship. Rose (old Rose) was asked to tell about the story of titanic. Marketing Lovett started the conversation.

Lovett : **Tell us, Rose.**

Rose : (take a deep breath) **It's been 84 years.**

Lovett : **It's okay. Just try to remember anything, anything at all.**

Rose : Do you want to hear this or not Marketing. Lovett?

It's been 84 years. And I can still smell the fresh paint.

In this conversation, Rose started with "It's been 84 years" which refers to the sinking of Titanic. This sentence is still ambiguous and directs the listeners towards two interpretation possibilities. The first possibility could be meant she was trying to inform the listeners that it was an old story. It might be hard to remember the story. The second interpretations was she would start the story with the sentence "It's been 84 years". In this case, Mr. Lovett took the first interpretation and answered "It's okay. Just try to remember anything, anything at all". In contradiction, Rose actually intended to the second possibility. Of course, there was a misunderstanding between Rose and Mr. Lovett in that conversation.

The case was not over yet in the violation of maxim above. There was more interesting case to be analyzed that appear after it. Let us just move to another viewpoint of that context. As it had been judged that Rose violated the maxim of manner which contended ambiguous in her sentence "it's been 84

years”, in another side, she actually obeyed two other Maxims; they were maxim of quality and maxim of relation. Maxim of quality appeared because she provided the truth that the story happened 84 years ago. The next maxim that she obeyed was maxim of relation. Beyond of the context, the sentence “it’s been 84 years” did not leave the line of conversation which connect to the previous sentence of Mr. Lovett “tell us Rose”.

By concerning those cases above, it interested the writer to do a deep study about the maxim clash in conversation in Titanic movie. That was why the cooperative principles by Grice took an important role in order to rule each participant of conversation. The cooperative principles meant to guide or rule the member of conversation to avoid misunderstanding in communication. Furthermore, this study is expected to be a reference for those who learn pragmatics study in order to know the conversational maxims which can be clashed each other.

Problem Statement

Refer to the explanation above; the researcher formulated the problem statement “What maxim clashes that occurred in “Titanic Movie?” in this case, the researcher would like to find and explore about the maxim clashes including the reasons of why the maxim clash occurred.

Research Objective

This study aimed to expand about the maxim clashes that were occurred in Titanic Movie, especially those four cooperative principles (the rule in Maxim Quantity, Quality, Relation and Manner) that clash to another maxim. Furthermore, this study explored about the reason why maxim clash was occurred in Titanic Movie.

Reason of choosing the topic

This study had many attractive sides to be analyzed because of some advantaged factors. Those factors were interesting to be explored deeply, than they become a strong reason why this topic was chosen. Those reasons will be explained bellow:

1. Linguistics is one of the lecture which has many disciplines of study. This lecture is important to be learnt by University student, especially for English Department students. Regardless, at the end of the study, student would have been required to choose one of the three big disciplines; Literature, Education or Linguistics to be studied and organized in thesis.
2. Pragmatics is one of the branches study in linguistics. This subject is important to be learned by students in order to understand all about speech and its influence to the speaker and hearer that is having conversation.
3. Cooperative principle is one of the discussions in pragmatics chapter. This is useful to be understood and implemented by university students. This discussion explains about four rules in conversation. Those rules is called

maxim. They are Maxim Quantity, Quality, Relation and manner. Each maxim has its rule and when the rule cannot be fulfilled by speaker or hearer, there will be a flouting of cooperative principle.

4. The next issue that interests the researcher is called maxim clash (in some sources it is called Violating Maxim). When conversation goes well in one maxim, but it breaks another rule, it is called maxim clash.

This was very interesting topic because the researcher did not only find out the violation of cooperative principle but also the maxim (rule) that clash each other.

Delimitation of research

This study focused on maxim clash in “Titanic Movie” as the object in this study. Maxim in this study used Grice’s cooperative principles as follow; Maxim of Quantity, Maxim of Quality, Maxim of Relation and Maxim of Manner. This study analyzed the script in “Titanic Movie” which was in one side, it follows/obeys one of the maxims, but in other side, it broke another maxim. Besides, this study explored the question of why maxim clash occurred in the conversations of Titanic Movie.

Significances of study

This study is expected to give a clear explanation about four maxims in cooperative principles. This is beneficial for students who are taking pragmatics subject. Pragmatics study has many interesting chapter to be explored in research, one of them is cooperative principles. Furthermore, this study could give a clear

information about maxim clash which was always occurred in language event or everyday conversation. Language event and everyday conversation will always be found in students' life, weather they are in formal or informal situation. Students will always be brought to condition where they must be able to handle conversation, discussion, having socialization or even interview with other people. This could give a convincingly affirmation that learning Pragmatics, especially about cooperative principles is critical in order to have a clear understanding with other. Besides, this study is also intended to enrich pragmatics study in linguistics.

Moreover, this study is not only beneficial in the pragmatics' students because it has more exploration in some other branches of study especially for English department students. The first one is this research has correlation with cross-cultural understanding because the research explores about the culture and also the social side in the movie. The next study which has correlation with the research is sociolinguistics because in analyzing the reason of why maxim clash occurred, social class has important role in the movie. Eventually, this study will be valuable as a reference for the next researcher.