

Chapter 1: Introduction

This chapter consists of the Background of Study, which explains why this research is conducted and why the movie is chosen as the object of this study, Research Question, Aim of Study, and Research Scope. Then, following the research scope, there is an explanation of the objectives of the research and the significance of the study.

Background of Study

Human and communication are the unseparated two that we cannot imagine what it will be if they split. It is believed that communication is a significant part of human interaction. In two-way communication, misunderstandings often exist that hinder both parties from accepting the actual meaning. The misconception happens due to certain barriers, such as when one of the participants in conversation imparts too short or too long, untrue, irrelevant, or unclear sentences, which distort the original meaning. It seems the one who does that is not being cooperative, but actually, they do. They just expect the hearer to read between the lines. In other words, there is an implicit meaning behind it. This phenomenon is known as the flouting maxim.

Some people may choose to be straightforward or directly say what they mean to prevent confusion or questions. On the other hand, some prefer to make a point indirectly. Flouting maxim is a way of transmitting meaning implicitly by disobeying the conversational principle. Hence, people who do the flouting maxim know that they can count on their partner to derive what they mean. It is supported by Cutting (2002, p. 37), who argues that a speaker who flouts a maxim

expects the hearer to appreciate the meaning implied, but they come out not to follow the rule of maxim. At this point, the maxims or the conversation principles mentioned are the principles introduced by Paul Grice in 1975. It is named as Cooperative Principles. Grice developed it as a guideline for people to behave in conversation.

The Cooperative Principle consists of four maxims, i.e., Maxim of Quantity (should be informative), Maxim of Quality (should be truthful), Maxim of Relevance (should be relevant), and Maxim of Manner (should be clear) based on Grice (1989, p. 26). Admittedly, in everyday life, people often flout them, aware or not. In certain situations and purposes, people may be more or less informative, give such untrue statements, be out of content, or be ambiguous. Nonetheless, it is not because they do not want to pursuit efficient conversation. They do have reasons for the flouting maxim they perform. Wening (2017) mentions in her research, some reasons behind the flouting maxim can be s/he wants to create humor, to prevent uncomfortable situations, or to humiliate someone (p. 15). For these reasons, as long as the hearer can catch the meaning implied, it will not make the one who flouts the maxim be uncooperative.

Flouting maxim is always labeled as a wrong act since it results from disobedience towards the Cooperative Principle formulated by Grice. In spite of this, Grice (as cited in Fatmawati, 2015, p. 11) mentions that a conversation still will work even the speakers state their point indirectly. In the same way, although some speakers make the flouting maxim, the conversation will not be destroyed if other parties are able to apprehend the implicit meaning. The thing that makes

flouting maxim imparts a destructive impact to the hearer is when the speakers make their intention or point is tough to grasp. Furthermore, it can confuse the hearer and make room for misunderstandings. Conversely, although it is effortless to understand, if the hearer is in a condition where it is hard to adjust between what is being discussed and their situation, it still will make the conversation not run well. Thus, this is the reason why both parties need to cooperate in conversation whether they use flouting or not.

At this point, we just know that the flouting maxim is a phenomenon that commonly happens between humans. It is due to the fact that people cannot always follow the maxims Grice developed. Many researchers have observed flouting maxims in a different areas but still between humans. Nevertheless, this research was not conducted to examine the flouting between humans, but between human and non-human: animals. As we all know, animals, or in other words non-humans, also interact but not with formed words as humans have. They interact with several sounds and movements. Therefore, if someone is given an ability to understand animals' languages, it would be a very wide analysis related to linguistics field and the researcher are interested in observing it through flouting maxim approaches since it is already crowded analysis between humans. However, for this case, it only can be seen in a movie. A movie that represent a situation where someone is able to understand and even communicate with animals. If the interaction between humans is not always going smoothly, how about humans and non-human? Does flouting appear? If it does, then what type of

flouting will be made by the characters? It is the benchmark why the researcher chooses the topic of flouting between human and animals to analyze.

The researcher decided to analyze the flouting maxim in *Doctor Dolittle* movie. It is a movie that portrays a man who can communicate with animals. In the movie, the main character named John realizes that he can speak animals' language. He is able to communicate with animals such as dog, guinea pig, tiger, etc. that is explained in the chapter III. Betty Thomas as the author of the movie made the animals characters have a name but it is only names that given by humans characters in the movie. For examples, the name Lucky for the dog character is given by John, or the name Rodney for the guinea pig is provided by John's daughter because it is her pet. The researcher found some scenes that prove that John and the animals understand each other languages in the movie. They use sounds such as bark and chirp, but only John understands them. However, their interactions are performed like they are human beings using formed words to make the audiences understand. For these reasons, the researcher wants to illustrate if their condition or situation can be one of the reasons flouting occurs. Besides, the movie has never been observed its flouting previously.

The story about Dolittle had been told since 1920. Initially, it was a series of children's books made by Hugh Lofting. In this research, the researcher chose the movie version directed by Betty Thomas in 1998. There is also the newest version of the Dolittle movie, yet the researcher does not select the movie based on the year but the plot inside. The *Doctor Dolittle* (1998) movie's primary focus is the interaction or the communication between John Dolittle and the animals. The

main lead is in the state where he just realizes he can speak animals' language. Thus, John's condition could be one of the reasons he flouts the maxim. While in the *Dolittle* (2020) movie, John Dolittle already knew that he could speak with animals and the focus of the movie was to find a cure for the queen so that the interactions between humans and animals do not really matter in that version. To provide a little picture of the movie *Doctor Dolittle*, here the researcher gives one of the conversations identified as the flouting maxim cases in the movie to show.

Lucky: Why on earth would a guy go into a line of work like that?

John: All right. That's it for you. Hit the road.

Lucky: What? But I'm your pet.

(28:46)

The dialogue above contains the case of flouting towards maxim of relevance. We can tell that Lucky is talking about a job of a guy they just met. Usually, if the partner is interested in the topic, he will give such an answer related to the topic to make it still run. Yet, if the partner is not interested, it will be clear if he says what he means, e.g., "I don't know. I don't care of that guy." However, here John blatantly chooses to ignore Lucky's question. In other words, he flouts the maxim of relevance. The unsaid point John wants to express is he was not interested in the work of the guy Lucky has talked about. Based on the storyline, John wants to save time because he needs to meet his family. In *Doctor Dolittle* movie, there are so many utterances that are the same as the above example. John and the animals are often found to flout the maxim. It is one of the reasons why the researcher chose this movie.

There are many researchers have conducted the topic of flouting maxim for years and are still interested in analyzing it widely. In this case, the researcher

took three different studies with the same topic as the preliminary studies. The first one is research by Wahyudi et. al., (2020). They analyzed the case of flouting maxim between the teacher and students during classroom interaction. Their objective is to find types of flouting maxims and investigate the effects on classroom activity. They use five instruments: observation checklist, questionnaire, interview, field note, and the script of recorded video. The result shows that they found four types of flouting and four adverse effects of flouting maxim to the classroom activity. The similarities between their research and this research are that they used descriptive qualitative methods in conducting the research and used Grice's theory to analyze the data. In addition, they also examined the types of flouting maxim that occurred but in classroom activity. Whereas the differences are in the research questions and the media and instruments were used.

The second research was done by Syarifia Ulia (2020). She examined the case of flouting towards four types of maxims during the interaction in K-pop fan page on Twitter. She also analyzed the reasons why they flouted the cooperative principle maxim during the interactions. It was her way to make her research more comprehensive. Same as this research, Ulia also used descriptive qualitative research and did not involve statistical analysis. Yet, the source of data of this research is from the movie, while Ulia's source of data is taken from the *Twitter* app. It gives a gap between hers and the researcher's. It is such a creative and unique way to analyze the case of flouting maxims. It is indeed quite similar; we analyze the expression of four types of flouting maxims. Yet, Ulia's media is a

new thing. As a result, she found ten reasons why the people on the K-pop fan page flouted the maxims.

Another study about flouting maxim was conducted by Marlisa et al. (2020). They analyze the flouting maxim in Good Morning America (GMA) talk show in which Jackie Chan was invited as the guest star. By employing the qualitative method, they examined the performed flouted maxim by the hosts and the guest and revealed its reason. Their data is taken from the video of GMA. It is similar to Ulia's and this research, they also used Grice's theory in finding and analyzing the data. The result is they found that both the host and the guest were flouting the maxims. They revealed the rationales behind the flouting maxims were beneficial in building fun communication. The difference from this research is that we analyze flouting maxims in different objects.

Based on the explanation above, the flouting cases in the *Doctor Dolittle* movie need to be analyzed. Thus, this research is conducted to find and analyze the utterances in the *Doctor Dolittle* movie, which indicate as the case of flouting towards four kinds of maxim: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. Further, this research will be "The Flouting of Cooperative Principle Maxims in *Doctor Dolittle* Movie".

Research Question

Based on the background of study explained above, the researcher codifies the problem as:

What types of flouting maxim are found in the chosen characters' utterances in *Doctor Dolittle* Movie?

Aim of Study

In accordance with the formulation of the research problems, the objective of this research is

To identify the types of flouting maxim in the chosen characters' utterances in *Doctor Dolittle* Movie.

Scope of Study

This study will analyze the flouting maxim as one of the non-observance maxims of cooperative principle cases in the *Doctor Dolittle* movie. This movie has many characters, but this research focused on analyzing the flouting and its responses by the main character and some of the supporting characters who have many conversations identified as cases of flouting maxim.

Significances of Study

This research is expected to be useful both theoretically and practically. As clearly stated in the following:

Theoretical Significance

Theoretically, this research will enrich readers' knowledge in understanding meaning, especially in pragmatics. This research also intended to be used as references and guidelines for lectures to study flouting maxim in different situations as in the movie. To other researchers, this research is expected to be helpful to assist them in conducting the same topic.

Practical Significance

Practically, this research is prospective to help people communicate successfully by cognizing the four rules of communication, or we call it as maxims.