

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Most people have experience humor and laughter in their daily life; the laughter of the audience indicates that humor performs in that utterance. Humor itself is ubiquitous in human social life (Dynel 2013). Humor, jokes, and funny story are things that interest most people. Ross (2005) defines humor as something that makes a person laugh or smile. People communicate humor in different ways. Humor itself could frequently occur in any social situation such as close friend's conversation or even in the business people's interactions in order to make conversation lively and friendly.

Humor could come to the hearer or reader through mass media such as stand-up comedy, sitcoms, cartoons, movies, and humorous books. People create playful interactions with humor. Breaking the Cooperative Principle is one of the processes of creating humor.

Grice in Yule (1996) argues that the Cooperative Principle involves having a conversational contribution, as necessary at the point at which it happens, to the accepted purpose or direction of the conversational interaction in which you are engaged. These Cooperative Principles are further elaborated into four sub-principles known as Maxim. Maxim is a short statement that reflects the general truth and is separated into the maxim of quantity, the maxim of quality, the maxim of relationship, and the maxim of manner. Via these four maxims, participants,

when they are participating in a conversation, can act appropriately, such as telling the speaker's truth about something, the relevance of what they say, and making the conversation accepted as clearly as they can.

However, in some conditions, the participant is deliberately or even purposely flouts the maxim in their conversation. Flouting maxims may be found in a variety of ways, such as literature, religion, satire, and jokes, both in oral and written forms (Ayasreh, et al. 2017). When people are breaking the rules of cooperative principle – it means that they are flouting the principles. For the most part, getting an addressee to guess inference silently and hence getting an implicature recovery that is what was meant by flouting maxim suggested Grundy (2000). Nowadays, movies often take advantage of implicature –it involves the flouting of Grice's maxims in their movie for a specific purpose such as to create humor effect in their utterances – as the writer has mentioned so that the audience's interest could increase. Flouting of the maxim will convey certain information that is delivered through humorous utterances. The hearer or the reader might recognize and assume that the deliver's words implied meaning rather than their true meaning; there are some intended meanings and purposes on its utterance.

According to Grice, as cited in (Yule 1996), an extra meaning of an utterance can be known as a conversational implicature. So, there is an implied meaning behind the utterance in order to create a humorous effect. Attardo (1994) states that the information in humorous texts is likely left implicit because if it is stated explicitly, the humor will no longer be funny. In conclusion, conversational

implicature that appears on a media such movie might have a purpose to create humor in a movie. Moreover, there is a reason why movie become one of the objects of humor.

The writer thought that movie is a massive reference for entertainment or even education. Bordwell and Thompson (1997) believe that buildings, books, and symphonies are equal to the movies. They said that a movie is a form of art that is made by humans for humans' purposes. Nowadays, whether it is old or young people, they usually drive to the cinema every time a movie aired even to watch a movie that has not so good quality in various aspects just to fill in their spare time. Thus, the writer chooses a movie that contains a humor effect as an object because nowadays, many people are interested in watching that type of movie. Furthermore, the moviemakers try to give humor effect in their movie to elicit the audience, in which the audience may not pay attention. Through the movie, people may know that some characters in the movie are flouting the maxims, but they do not know what the maxim itself is and how the characters flout the maxim itself.

Here, the researcher has an interesting idea to see the flouting of Grice's (1991) maxims used by the main characters and then how the flouting maxim could create humor that the main characters in the *Guardians of the Galaxy Vol.2* used in their movie through theory of humor by Attardo (1994).

In this study, the writer chooses *Guardians of the Galaxy Vol. 2* movie since this movie presents a comedy as one of its genres and presents main

characters who are flouting the Grice's maxim to create humor. *Guardians of the Galaxy Vol. 2* is the extension of *Guardians of the Galaxy* movie, which did not present comedy genres. This movie is the fifteenth film that Walt Disney Studios Motion Pictures distributed for the Marvel Cinematic Universe. Shot in Fayette County, Georgia, this film feature Peter Quill played by Chris Pratt. Peter Quill is the guardian who is traveling through the cosmos helped by his guardian's friends, namely Drax, Rocket Raccoon, Gamora, and Groot, to learn more about his mysterious parentage. In this movie, the flouting of maxims often occurs in the conversation between members of the *Guardians*. The flouting of maxims that occur in most of their conversation creates humor among their close friends. This 138 minutes long movie was released worldwide on May 5, 2017. The writer insists mainly on the flouting of maxims that the main characters did in the *Guardians of the Galaxy Vol.2*.

A few studies regarding this topic have been conducted. One of which is a journal examined by Maqsood, Waqar, and Khalil (2018) entitled *Flouting of Grice's Conversational Maxims in the Movie John Wick*. The study's analysis focuses on the study of the flouting of maxims in Hollywood movie *John Wick – Chapter One* (2014) and analyzes the flouting of maxims of the protagonist (John Wick) and other significant characters to help readers understand the maxims once flouted. The study indicates that the aim of flouting of maxims is to point to a specific dimension, to mask the truth, and to prevent negative stuff that could happen.

Another study is a research study by Kehinde (2016) entitled *A Night of a Thousand Laughs: A Pragmatic Study of Humor in Nigeria*. The thesis tries to demonstrate how the abuse of Gricean maxims is used to build humor in Nigeria's stand-up comedies. The findings of the analysis indicate that humor sometimes stems from perceived violations of cooperative maxims. It has been established that the cooperative theory of Grice is a prerequisite for a productive conversation. However, in some situations, people are trying to achieve a goal or to have special effects.

Another previous study is by Augusta (2018), where she uses flouting maxim as the basic theory. Augusta made a study titled *A Study on Conversational Implicature of Sarcasm in Brooklyn Nine-nine Sitcom*. Her study aims to discover the maxims flouted in the implied sarcasm and try to analyze the type of sarcasm that the main character utters. She observed that all maxims were flouted in her analysis and that three forms of sarcasm that existed in her studies included illocutionary, propositional, and lexical sarcasm.

It is, therefore, essential to carry out this study because it is essential to understand the phenomenon of humor that exists in the film dialog by using Grice's (1991) conversational implicature theory and Attardo's (1994) humor theory, which describes forms of humor. This study could be a reference point for linguistic research.

## **1.2 Statement of the Problem**

There are two problems concerning the background of the study above to conduct this research. They are as follows.

1. What are the types of flouting maxims presented in the dialogue among the main characters in *Guardians of the Galaxy Vol. 2* movie?
2. How is the humor presented in a dialogue among the main characters in *Guardians of the Galaxy Vol.2* Movie?

### **1.3 Objectives of the Study**

1. To find out the types of flouting Grice's maxims and the implied meaning of utterances produced by the main characters in *Guardians of the Galaxy Vol. 2*
2. To find out the humor that could be created through flouting the Grice's maxim conduct by the main characters in *Guardians of the Galaxy Vol. 2*.

### **1.4 Significance of the Study**

Theoretically, this study is useful for the subsequent studies to acquire and enrich the linguistic research knowledge related to the movie, especially from the pragmatics area that this study uses – conversational implicature and cooperative principle. The writer hopes that this study will contribute to a better understanding of the cooperative principle, in particular of Grice's four maxims in film.

Practically, people might be interested in conducting subsequent research by researching the other movie or another object and could use it as an additional

reference for the linguistic study. Furthermore, the writer hopes that the findings of this study could open the doors up to conversation analysis of the dialogues in the movie so the people could avoid misinterpretation in a conversation. So, the hearer would realize and wisely cooperate when the utterer tries creating humor.

### **1.5 Scope and Limitation**

The primary scope of this study is a conversation in contact with the cooperative principle in terms of flouting maxim. There are many characters in the *Guardians of the Galaxy Vol. 2* movie, the writer limited investigation to the selected scenes, which the main characters were flouting maxim to create humor.

### **1.6 Definition of Key Terms**

**Conversational Implicature** : An additional and implied meaning which lies behind the literal meaning of an utterance (Yule 1996)

**Cooperative Principle** : A Principle in which allows the speaker to comply while they have a conversation (Thomas 1995).

**Maxim** : The assumption that people have which is not stated in a normal conversation (Yule 1996)

- Flouting maxim : The speaker in the conversation does not abide by the principle of cooperation (Yule 1996)
- Humor : Anything that is (or maybe) regarded as funny, amusing, or ridiculous (Attardo 1994)