

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Movie or film is a moving image that recorded by camera which tells about story or an event then it shown at cinema/theatre or television (Hornby 2008). Nowadays, people from any era like to watch movie. From adult to children, all of them are enjoying while watch movie with any genre they like. In movie, we also find if the characters do communication like we always do in our daily life. In communication, there will be participants who are the speaker and the hearers. The purpose of the communication itself is to link humans to others in conversation. The conversation is the form of humans in communication which commonly used in daily life. When they interact, the speaker will utter the topic, and the listener will try to get what the speaker means and the context to makes excellent communication. As a reciprocal act, conversation contains some specific rules, regulations, and individual strategies. So, the participants should involve the cooperative principles by H.P Grice to avoid some misunderstandings and make the conversation cooperate or successful (Khosravizadeh and Sadehvandi 2011).

In order to make the conversation meaningful and understandable, Grice cited in Yule (1996) argues some kinds of cooperative principles or

conversational rules. In cooperative principles, there are some conversational rules in order to keep the conversation successful and should be obeyed, called as a maxim. Four maxims are organized which are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. The speaker expected to give a contribution as required during the conversation occurs in order to maintain the conversation (Yule 1996). However, communication does not run smoothly. People make some failure while doing communication, and it causes misunderstanding among the speakers. They scoff the cooperative principle for an excuse. Paltridge (2006) defined if someone flouting a maxim, it means they want to misinform their listener, but they do not follow the maxim intentionally. So, their listeners understand the set of other meanings. Flouting maxim is determined as when the speaker does not emerge to obey the maxim, but they put a hope to the listener to infer the hidden meaning behind their utterances (Levinson 1983). Therefore, sometimes people are using particular meanings to deliver their message, which means the speaker usually means different from the sentence meaning. If the situation happened, the listener should interpret the meaning that the speaker implied to be successful while making conversation. According to Grice (1989), this kind of situation called an implicature. Implicature is a part of speaker meaning, which determined as an aspect of what is mean in a speaker's utterance without being part of what is said (Horn and Ward 2006).

In this research, the writer wants to analyze utterances between two main characters in this movie by finding what kind of flouting maxims they have flouted and what is their reasons to flout the maxim. Basically, flouting maxim is a kind of conversational problem. It is interested to be analyzed because flouting maxim have the difference between what the speaker literally said and what is the intended meaning behind their utterance. Also, the hearer may imply the meaning from what the speaker literally conveys. The reason of the speaker flouted the maxim also be analyzed in this research. It uses Leech (1983) illocutionary functions theory which related with cooperative principles theory. He stated that politeness has a link with cooperative principles because cooperative principles also need to be broader in social and psychological aspects. There are four types of illocutionary functions that relates to the social goal which are convivial, collaborative, conflictive and competitive. Those types have their own excuses between the speaker's illocutionary goals and social goals within flouting maxim that flouted by the speaker.

The conversation also happens in literary work, such as a novel and movie. Recently, movie is being a favourite thing for people to entertain themselves. Many exciting genres served, such as action, Sci-Fi, drama, comedy, and many more. According to Hornby (2008), movie or film is a series of moving pictures recorded with sounds that tell a story shown on television or movie cinema. A movie or film is a kind of entertainment act in the capacity of establishing a relationship with society. It creates an image

of society, organizations, recent issues that affect policy-making, or promotes certain practices (Clair, Fox and Bezek 2009). Thus, the movie can also define as the human's reflection because it contains some phenomenon of human activities and values. In the movie, people also found some conversation between those characters within it. When those characters make conversation with each other, they are trying to construct a meaningful conversation by cooperating with their listener.

Nowadays, superhero movies become famous in children, teenagers until adults circle. They served a good animation, action, and plot, which can make the viewers enjoy the movie instead of reading the comics. Nevertheless, viewers also have to know what is precisely meant by the utterances of the characters for enjoying the movie. It also becomes the reason why the writer takes one of the superhero movies as the subject to analyze the flouting maxims. Nowadays, there are many superhero movies produced by DC Films or Marvel Films. They were also competing when they released some of their best movies. *Shazam!* is a movie with a warm and fuzzy feeling because they never put more effort to the core hilarity and action of the movie itself (Goins 2019). According to Bean (2019), *Shazam!* had blasted off to the top box office and successfully being a best cinematic from DC production since 2008's *The Dark Knight* has released. It also has the 13th most wide release for a PG-13 movie behind several superhero movies, including several Marvel's productions such as *Avengers: Endgame*, *Avengers: Infinity War*, and *Captain America: The Winter*

Soldier. On the worldwide rankings, *Shazam!* moves up seven positions and making it the 54th highest-grossing superhero movie ever (Bean 2019). It is also the reason the writer chooses *Shazam!* because it is a superhero movie that served a new plot and became a new gate of success in the DC Universe.

The writer chooses *Shazam!* movie which tells about action, family, fantasy and comedy. According to IMDb (2019), this movie tells about Billy Batson, who played by Asher Angel, a 14 years old orphan boy who can turn into an adult suddenly and become a superhero named Shazam! played by Zachary Levi after he met an ancient wizard who played by Djimon Hounsou. Although he was in the adult body, he still a kid at his heart. *Shazam!* revels in this adult version of himself by doing any teen would do, but the difference is he has a superpower. In his action, Billy gets help to find what are the superpowers he had from Freddy Freeman, who played by Jack Dylan Grazer, as the superhero enthusiast and also becomes Billy's step-brother. Being a new superhero also has a mission to do. Billy, in his adult version, Shazam!, should catch the 7 Deadly Sins back to the cave and stop the evil, Mark Strong as Dr Thaddeus Sivana because it is dangerous and it will harm the world. *Shazam!* was released in April 2019. It has directed by David F. Sandberg and distributed by New Line Cinema, The Safran Company, Warner Bros, and DC Films. The duration of this film is 132 minutes. It is adapted from the comic titled Captain Marvel in 1940 before it changed into Shazam. Shazam is the oldest version of superhero

character in this movie who has magic as the leading superpower. Fawcett Comics produces it then bought by DC Comics in 1991.

However, some researchers have conducted a study about flouting maxims that occur in media. First, Prastyaning (2011) conducted the study of flouting the maxim in the Indonesian talk show. She intended to figure out the flouting maxim based on the less formal object. Putri (2016) researched the same topic with the writer but with different objects. She researched conversational implicatures and flouting maxims found in a situation comedy. Fang and Xin (2017) researched about conversational implicature generated by violating the maxim of quantity and caused by flouting the four maxims, which are quality, quantity, relevance, and manner. While Adhityawan (2018) researched the *Deadpool 2* movie, he analyzed the flouting maxim by the main character of the *Deadpool 2* movie as an action-comedy movie and whether the movie only relied on visual humour but also the verbal humour. Meanwhile, in this research, the writer would like to conduct the research about flouting maxim of Cooperative Principles and the reasons that may lead the characters to flout the maxims in *Shazam! Movie*.

The gap between this research with those previous researches lies in the object of the research and theory used. This research also considered a fiction, which is about a superhero movie since those previous research conducted talk shows and sitcom as the objects. However, one of the previous research has the same superhero movie as the object. In contrast,

this research only analyzed the flouting maxim in both two characters involved without relied on humour things and analyze the reasons for the characters while flouted the maxims.

This research aims to analyze the flouting maxim that flouted by the two characters in *Shazam!* (2019) with cooperative principle theory by Grice 1989 and the reasons they flouted maxims. Specifically, the writer hopes to find out the answer regarding what reasons for both characters use flouting maxim in their conversation by Leech (1983) theory.

1.2 Statement of the Problems

Based on the background of the study, the questions below as presented as the focus of the research in analyzing the flouting maxim of cooperative principles in *Shazam!* Movie which flouted by Billy Batson and Freddy Freeman as follows:

1. What types of maxims are flouted by Billy Batson and Freddy Freeman in *Shazam!* Movie (2019)?
2. Why are the flouted maxims used by Billy Batson and Freddy Freeman as main characters in *Shazam!* Movie (2019)?

1.3 Objectives of the Study

The research objectives derived from the statement of problems above stated as follows:

1. To find out the types of maxims that flouted by Billy Batson and Freddy Freeman in *Shazam!* movie, (2019).

2. To find out the reasons for Billy Batson and Freddy Freeman in *Shazam!* movie (2019) to flout the maxims.

1.4 Significance of the Study

This research is expected to give both theoretical and practical contributions. Theoretically, this research is beneficial for pragmatics study especially about Grice's cooperative principles, specifically on flouting maxim and the reasons why flouting maxims are flouted by Leech's illocutionary functions. The writer expected that this study could help to increase knowledge of the linguistic field. It also can help to give more understanding about flouting maxims, especially in the movie.

Practically, the writer expected the people to be aware of cooperative while watching the *Shazam!* movie, so, they can avoid several misinterpretation or miscommunication in the communication between the characters. Furthermore, it also expected to help the readers reveal the implied meaning in the conversation in the movie.

1.5 Scope and Limitation

The subject of this research is a movie titled *Shazam!* which released in April 2019. The film contains some genres, such as fantasy, action, adventure, and comedy (IMDb 2019). The writer primarily focuses on the types of flouting maxim, which floated by the characters of *Shazam!* Movie. Moreover, the writer will also focus on cooperative principles that contain four aspects of communication called

maxims. There are the maxim of quality, the maxim of quantity, the maxim of relevance, and maxim of manner.

1.6 Definition of Key Terms

1. Movie

A moving image which recorded by camera which tells about story or an event then it shown at cinema/theatre or television (Hornby 2008).

2. Cooperative Principles

Principles that make the conversational of contribution becomes appropriated by accepted purpose or direction in communication which engaged (Grice in Davies, 2000).

3. Maxim

A general standard in which the speaker and the listener will be expected to observe the general truth in conversation (Grice 1989).

4. Flouting Maxim

It happens when the speaker fails to obey the maxim in conversation and deliberate an intention of generating an implied meaning (Grice 1989).

5. Illocutionary Functions

Speaker's aims in conveying utterances or it is kind of illocutionary act that the speaker doing (Leech 1983).