

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

As social beings, we always relate to others by communicating what we know or think we know, expressing our feelings or asking questions. Through communication we are able to deliver messages, information, ideas and etc. It is as old as human. In the past, communication might be different like the one we know and use today. However, the significance of communication is still, undoubtedly, the basic need of human life. One of the best ways to communicate is to use language. The role of language in communication is crucial.

There are two kinds of communication, verbal communication using spoken language and non-verbal communication using written language. When people communicate, an utterance often conveys more than the literal meaning of the words uttered. Therefore, the speaker can only get the true meaning across if the listener cooperates. To capture this notion, Grice formulated a general principle of language use called the cooperative principle.

The cooperative principle is one of the parts of discourse analysis study which distinguished into four categories; maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner. If these maxims are used in conversation, then it can go on smoothly.

However, not all communications, either verbal or non-verbal communication, uses the maxims mentioned above properly. Some speakers often flout and/or hedge the maxims. Flouting the maxims means that the speakers violate the conversational maxims, while hedging the maxims means that the speakers do not want to be committed to the substance of the utterance. Flouting is often done through figurative language.

The speaker is said to flout the maxim when he/she wishes to prompt the hearer to look for a meaning which is different from, or in addition to, the expressed meaning. Grice called this additional meaning as conversational implicature. According to Thomas (1995:58), conversational implicatures arise only in a particular context of utterance. In other words, it also means that any utterances can take on various meanings depending on who produced it and under what circumstances.

Therefore, understanding conversational implicature could give deeper insight into spoken discourse, which often includes speakers' hidden intention and implication under the words and expressions uttered verbally, such as a movie.

Movie is a kind of entertainment that is made based on social phenomena, social interest, and cultural value. Douglass & Harnden (1996:250) describe a movie as a symbolic expression. The power of the moving images as a means of symbolic expression – as a form of language has been a subject of fascination and serious thought for almost as long as movies has been made.

A movie maker can communicate their wishes, ideas, thoughts and feelings through the movie they made. Therefore, a movie can be the source of information, knowledge even entertainment.

In this research, the writer enthusiastically focuses the study on flouting and hedging maxims since they are very important in making communication more effective both in verbal and non-verbal communication and to make sentences more acceptable to the hearer.

Therefore, the writer has chosen to conduct a research upon one of Disney's animated movie, *Ralph Breaks the Internet*. As cited from https://en.wikipedia.org/wiki/Ralph_Breaks_the_Internet *Ralph Breaks the Internet* is a 2018 American 3D computer-animated comedy film produced by Walt Disney Animation Studios and distributed by Walt Disney Pictures. It is the sequel to the 2012 film *Wreck-It Ralph*, making it Disney's 57th feature-length animated film. The film was directed by Rich Moore and Phil Johnston and executive-produced by John Lasseter, Chris Williams and Jennifer Lee. It features voice work by John C. Reilly, Sarah Silverman, Jack McBrayer, Jane Lynch and Ed O'Neill (reprising their roles from the first film) with Alan Tudyk, Gal Gadot, Taraji P. Henson and Alfred Molina to voice new characters and new additions to the cast.

The writer would like to analyze the Disney's Animated Movie *Ralph Breaks the Internet* by exploring the flouting and hedging maxims which are focused on the conversation among the characters.

The writer is interested in using the Disney's Animated Movie *Ralph Breaks the Internet* as the object of the analysis because the movie can influence the audience's thoughts on video games through language used in the movie. The movie mostly uses figurative language and metaphor used by the characters on the movie in order to

influence the audiences. Through this movie, the audience could also learn how to utter and pronounce words correctly.

1.2 Identification of the Problem

The cooperative principle is the assumption that participants in a conversation normally attempt to be informative, truthful, relevant, and clear. The mentioned concept was introduced by philosopher H. Paul Grice in his 1975 article "Logic and Conversation" in which he argued that "talk exchanges" were not merely a "succession of disconnected remarks," and would not be rational if they were. However, not everyone follows the cooperative principle. In *Ralph Breaks the Internet*, for example, there are lots of cases regarding flouting maxims and hedging maxims employed by the characters.

By analyzing the movie, the writer intends to show how certain maxims are flouted and hedged in a conversation. The writer also wants to find out the impact of flouting and hedging maxim to the hearer by examining Grice's Cooperative Principle and the evoking of conversational implicatures found in the movie script.

1.3 Limitation of the Problem

Based on the identification of the problems mentioned earlier, the writer limits the problem into two parts: flouting and hedging maxims found in the script of *Ralph Breaks the Internet*. As the first step, the writer gathers the transcript and video of the movie entitled *Ralph Breaks the Internet*. Even though, *Ralph Breaks the Internet* just released in 2018, it could be purchased easily through online shops worldwide, downloaded through several websites and it also available on Apple TV application for IDR 106.000. In order to have a thorough research, the writer gathers the transcript of the movie from several website sources and it will be compared to the subtitle in the movie. Additional data is also gathered through printed sources such as textbooks and digital sources such as e-journals, e-books and website articles.

1.4 Formulation of the Problem

Based on the limitation of the problem, the formulation of the problem are as follows:

1. What maxims are flouted in *Ralph Breaks the Internet* movie?
2. What maxims are hedged in *Ralph Breaks the Internet* movie?

3. How are the maxims flouted in *Ralph Breaks the Internet* movie?
4. How are the maxims hedged in *Ralph Breaks the Internet* movie?

1.5 Objective of the Research

Based on the formulation of the problem mentioned earlier, it can be inferred that the objectives of this research are as follows:

1. To find out the maxims flouted in *Ralph Breaks the Internet* movie.
2. To find out the maxims hedged in *Ralph Breaks the Internet* movie.
3. To produce descriptive analysis of the ways of the maxims flouted in *Ralph Breaks the Internet* movie.
4. To produce descriptive analysis of the ways of the maxims hedged in *Ralph Breaks the Internet* movie.

1.6 Method of the Research

The writer adopts the qualitative approach with descriptive method to conduct this research. As quoted in www.sciencedirect.com/topics/psychology/qualitative-research, retrieved on November 16th 2019, qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors, symbols, and descriptions of things. The aim of qualitative approach is to understand and represent the experiences and actions of people as they encounter, engage and live through situations.

The writer uses descriptive method because, as quoted in <https://www.scribbr.com/methodology/descriptive-research/>, retrieved on November 16th 2019, it aims to accurately and systematically describe a population, situation or phenomenon. It is an appropriate choice when the research aim is to identify characteristics, frequencies, trends, correlations, and categories.

First, the writer identifies the data that can be used. Second, the writer classifies which data flouted and which data hedged the maxims. Lastly, the writer analyzes how they are flouted and hedged the maxims.

1.7 Benefits of the Research

This research benefits readers to get deeper understanding about communication and language use in a conversation, the important of cooperative principle and more importantly flouting and hedging maxims in a conversation.

Furthermore, the writer expects the result of the research will be beneficial for current and further research. Thus, this research may encourage the readers to conduct more research on communication and language use in a conversation, the important of cooperative principle and also flouting and hedging maxims in a conversation.

1.8 Systematic Organization of the Research

CHAPTER 1 : INTRODUCTION

Chapter one explains about the background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, method of the research, benefit of the research, systematic of the research and framework of theories

CHAPTER 2 : FRAMEWORK OF THEORIES

Chapter two explains some theories of pragmatics, discourse studies, implicature, cooperative principle, flouting and hedging maxims.

Those mentioned theories will support this research.

CHAPTER 3 : FLOUTING AND HEDGING MAXIMS IN DISNEY'S MOVIE ANIMATED MOVIE *RALPH BREAKS THE INTERNET*

Chapter three explains the analysis of the case problem which is elaborated with the theories.

CHAPTER 4 : CONCLUSION

Chapter four concludes the analysis of the research.