A STUDY ON FLOUTING AND HEDGING MAXIMS USED BY THE MAIN CHARACTERS ON "JHONNY ENGLISH REBORN" MOVIE

CHAPTER 1

INTRODUCTION

This chapter provides the background of the study, formulation of the study, objectives of the study, significance of the study, scope and limitation, and definition of key term.

1.1 Background of the Study

In daily life, we are as human being needed a tool of communication to interact each other. It is called Language. Language itself is an arbitrary system of vocal symbol used by social group for cooperation, communication, and identification (Djoko Kentjono, 2003: 2). People usually use language to inform and build up their social relationship, so that language is important thing for human being to maintain their life. By using language, it will make easy for the users to express whatever they feel, and easy to give and take information.

Basically, the function of language is to know and understand other people's ideas. Koran, as the main source of Islamic knowledge also teaches us how to understand other people. Al-Hujurât (*The Walls*) Verse 13 said:

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يَٰٓأَيُّهَا ٱلنَّاسُ إِنَّا خَلَقۡنَٰكُم مِّن ذَكَرٖ وَأُنثَىٰ وَجَعَلۡنَٰكُمۡ شُعُوبٗا وَقَبَآئِلَ
لِتَعَارَفُوٓاْۚ إِنَّ أَكۡرَمَكُمۡ عِندَ ٱللَّهِ أَتۡقَىٰكُمۡۚ إِنَّ ٱللَّهَ عَلِيمٌ خَبِيرٞ ١٣

Meaning*: O mankind! Lo! We have created you male and female, and have made you nations and tribes that ye may know each other. Lo! verily the most honored of you, in the sight of Allah, is the best in conduct. Lo! Allah is knower, Aware. (49:13).*

Allah has described clearly how He supposes us to know and understand other people by communication. Besides, Allah shows how He creates male and female in different nations and tribes to know each other. From this verse it can be understood how God reveals the use of language and the relation between language and society. Largely, language represents meaning as they are related to real life situation and experience. Halliday (1994: 16) states that language is an definitely expandable source of meaning potential (overall meaning).

A good communication is needed for everyone in interaction with others in order the communication run well and effectively. Besides, a good communication is needed because it can avoid misunderstanding and misinterpret between the speaker and the hearer.

There is a theory that helps people be cooperative in conversation, it is cooperative principle; a principle of conversation that was proposed by Grice 1975, stating that participants expect that each will make a "conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange". The cooperative principle describes

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how people interact with one another. People who obey the cooperative principle in their language use will make sure that what they say in a conversation furthers the purpose of that conversation.

According to Levinson (1983:10), "cooperative principle is a set of general rules to describe how participants 'cooperate' in conversation to achieve smooth and efficient interaction. Paul Grice proposes four conversational maxims that arise from the pragmatics of natural language. The Grice's Maxims are a way to explain the link between utterances and what is understood from them. The principle describes how effective communication in conversation is achieved in common social situations and is further broken down into the four Maxims of Quality, Quantity, Relevance and Manner. In fact, when we look at communication between people surrounding us, we will find many of them disobey the Grice's maxims.

People sometimes break the rule of maxims of quality, quantity, relevance or even manner. Breaking the rules of cooperative principle or Grice's maxims is called flouting and hedging. Usually, we can find some flouting in the form of tautology, metaphor, overstatement, understatement, rhetorical question, and irony. Furthermore, the maxims are hedged when the information is not totally accurate but seem informative, well founded and relevant; moreover the speaker quotes the information from other people.

In this research,the researcher discusses about flouting and hedging maxims used by the main characters on "Jhonny English Reborn" movie. In my opinion, discussing about flouting and hedging maxims used by the main characters is

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really an interesting topic because it has some uniqueness. First of all, languages that used by the main characters have many variations, for example they used irony languages, metaphor languages, hyperbole, irony and even idiom languages. Secondly, in communication people tend to speak what is in their mind, they never think about the rules, especially rules of cooperative principle. Therefore, they flout and hedge the rules of cooperative principle. Thirdly, this movie is a kind of comedy genre, so it will be interesting to be discuss.

This study has relation with the research done by Hanifa (2001) that investigates flouting of the felicity conditions of conversational maxims in Oliver Goldsmith's *She Stoops the Conquer.* The next research is done by Priambodo (2002) investigates violation and flouting of Grice's maxims in *Date of Salesman*. And the last, Rahma (2005) investigates flouting and hedging maxims found on *pojok* column in *Kompas*. While, in this study, This research is conducted to investigate flouting and hedging maxims used by the main characters on "Jhonny English Reborn" movie. Moreover, it also aims to identify, in what context flouting and hedging usually occur. Based on the description above, the research on "A study on flouting and hedging maxims used by the main characters on "Jhonny English Reborn" movie is significant to be conducted.

1.2 Formulation of the Study

Based on the background of the study, the problems of the study can be stated as follows :

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1. What are the kind of maxims flouted by the main characters on "Jhonny English Reborn" movie?
2. What ae the kind of maxims hedged by the main characters on "Jhonny English Reborn" movie?

1.3 Objectives of the Study

In line with the formulation of the problems stated previously, this study intend to :

1. To describe what kind of maxims are flouted by the main characters on "Jhonny English Reborn" movie
2. To describe what kind of maxims are hedged by the main characters on "Jhonny English Reborn" movie

1.4 Significance of the Study

There are two kinds of significance in this study, those are theoretical and practical. Theoretically, the research is significant to provide some information about flouting and hedging maxims for those who are interested in the study it. Practically, the result of the research will be beneficial for those who want to deal with understanding the novel, in the background of the story, and in analyzing the novel from other aspects.

This research is also important for those who are interested in some other subjects such as those which related to Discourse studies. In addition, the

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result of the research will be an additional material for Discourse studies. Also the result of the study is expected to be a contribution to others who are interested in doing similar field of the research as a previous.

1.5 Scope and Limitation

To avoid the discussion beyond the topic, this writing will be limited. It is concentrated to many aspects that have close relationship to the topic of the study. This is the kind of flouting and hedgin maxims that used by the main characters in "Jhonny English Reborn" movie. The data chosen are in the form of utterances of the characters within the movie. The narration is taken as it is necessary to clarify the context of the utterance. This is accomplished because a unique discovery is found within the movie.

1.6 Definition of Key Term

Below are definitions of specific terms which are mostly used in the study :

1. Flouting maxim : Flouting maxim means exploiting them or not following them for communicative purposes (Levinson, 1983:109)
2. Hedging maxim : Hedging maxim means that the speaker breaks the maxims when the information is not totally accurate but seems informative, well founded and relevant.

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3. conversational Implicature : the implication in the conversation that are oriented to and by an over-arching co-operative principle

4. Cooperative principle : A principle of conversation that was proposed by Grice 1975, stating that participants expect that each will make a "conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange." The Grice's four maxims, those are maxim of quantity (be brief), maxim of quality (be true), maxim of relation (be relevance), maxim of manner (be clear). (Cook, 1992:156)

5. "Jhonny English Reborn" movie : A 2011 British spy film comedy parodying the James Bond secret agent genre and franchise reboots. The film is the sequel to Johnny English (2003), and stars Rowan Atkinson reprising his role as the tittle character and directed by Oliver Parker. The film is has a slightly darker tone than the previous film but retains Atkinson's signature humor.

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