

CHAPTER I

INTRODUCTIONS

4.1.1.1 Background of the Research

Communication is an activity of exchange information between speaker and listener to convey ideas, feelings or everything in their mind. The common form of communication is conversation. Conversation is an intersection activity where two or more participants use forms of linguistics and nonverbal communication to communicate with each other. (Brennan, 2010). Usually in a conversation, there are two roles in it, they are a speaker and a listener.

In delivering messages especially in the verbal form, the participants are expected to be cooperative. To achieve it, the participants of conversation are expected to follow the principles, the Cooperative Principles. According to Grice (1975: 45), make your conversation contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Grice (1975: 45) also distinguish it into four categories of maxims. Grice called these maxims categories as maxims of quantity, maxims of quality, maxims of relation, and the last is maxims of manner.

The participants of conversation have possibility to failing to follow maxims. Grice (1975: 49) describes that a participant of conversation has a possibility of failing to follow a maxim in several ways by violate, opt out, clash, and flout the maxims. In contrast with other ways of failing maxim, flout is a kind of way to fail to fulfil a maxim which generated a conversational implicature (Grice 1975: 49). Maxim flouting not only occurs in a talk exchange in daily life but also occurs in the dialogue of movies.

4.1.1.2 Research Questions

1. What are the types of the maxims that flouted by the characters in *Fight Club* movie?
2. What are the conversational implicatures that generated as the result of maxims flouting in *Fight Club* movie?

4.1.1.3 Purpose of the Research

The purpose of the research study is based on the previous section, the research questions. The point of purposes are followed as these following objectives:

- a. To find out the flouting on four types of maxims in the movie entitled *Fight Club*.
- b. To find out the conversational implicatures that generated as the result of maxims flouting in the movie entitled *Fight Club*.

4.1.1.4 Limitation of the Research

In this section, the researcher will describe the limitation of the Research. The researcher will limit the research in order to focus on specific objectives of the research in analyzing the flouting on the four types of maxims and the implicatures that generated in maxims flouting in *Fight Club* movie based on Grice's theory of maxims.

4.1.1.5 Significance of the Research

The conversations carried in *Fight Club* as the object the research will be conducted by the researcher in order to analyze the type of maxims that being flouted and the implicatures that generated in flouting maxim in *Fight Club* movie. This research can be used as a method in the education of pragmatic and can contribute to the development study of pragmatic, mainly in maxims flouting.