

AN ANALYSIS OF FLOUTING GRICE'S MAXIM IN *FIGHT CLUB* MOVIE

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ABSTRACT

This thesis focuses on flouting maxim and its conversational implicature. Grice formulated four maxims in the cooperative principles as a conversation rule. This thesis studies the flouting of maxim in *Fight Club* in the form the utterances of movie's characters. To achieve the objective, the researcher applies theory of Grice. The method that used in this research is Grice's cooperative principles along with descriptive qualitative analysis. Subsequently, four types of flouting on maxims are committed by the characters in the movie. Maxim of quantity flouted by giving wrong amount of information which is not required. Maxim of quality flouted by providing false information. Maxim of relation flouted by being irrelevant. Maxim of manner flouted by being obscure. The flouting on four types of maxim are carried with conversational implicature since flouting is the only type of violation that give arise to conversational implicature. The flouting on four types of maxim and along with the conversational implicature are determined based on the context which according to the conversation. As the result of the research, the maxims of quantity becomes the type of maxims with the most floutings with 25 floutings. The floutings of maxims of quantity followed by the floutings of maxims of relation with 21 floutings. In the other hand, the floutings of maxims of relation followed by the floutings of maxims of manner with 7 floutings. While the maxims of quality is the type of maxims with the least floutings with 3 floutings. All of the utterances that flout all type of maxims generate conversational implicatures behind them. The fulfilling on four types of maxim are important to make a cooperative and effective conversation. Moreover, flouting maxim does not mean the conversation ends as long as the addressee notices the conversational implicature behind the utterance.

Keywords: *Cooperative principles, Grice's maxim, Fight Club (1999), flouting of maxims.*

INTRODUCTION

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 fulfill 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. The researcher has two objectives which are to find out the floutings on four types of maxims and the conversational implicatures that generated as the result of flouting maxims in the movie entitled *Fight Club*.

METHOD

In the method of the research, the data are collected through watching the movie. Then the researcher pausing it in order to analyze the maxim flouting through the English subtitle. The next step is the researcher annotating the data to help the researcher categorize which maxim is being flouted and its implicature. After the previous step, the researcher screen-shooting the data to collect the evidence of the research data. The next

step is coding the data. Coding is “how you define what the data you are analyzing are about” (Gibbs:2007). Coding is process to identify a passage in the text or other data items for instance photograph or image and then searching and identifying the concepts to finding relations between them. The final step is data reduction. The data reduction helps the researcher to process the data through selecting, focusing, simplifying, abstracting, and summarizing the data to the next step of the process of the research.

After collecting the data, the researcher continues to the next section which is to analyze the data. The researcher used descriptive qualitative theory as method of the research. According to Bogdan and Biklen (1992:28), the data in qualitative research are collected in the written forms or pictures rather than numbers. Moreover, the researchers have to analyze the data along with all their richness of their knowledge as close as possible. The researcher also focused in analyzing the Grice’s maxim flouting which appeared in the conversation between characters in *Fight Club* (1999) through the movie’s screenplay.

In analyzing violation of maxim in *Fight Club* (1999) movie related to the research questions. First is analyzing the collected data refers to the type of maxims which flouted by the characters in the movie. Second is the implicatures which generated by flouting the maxim. Then, the researcher interpreted the results and draw conclusion. Therefore, the data can be presented in this research.

FINDINGS AND DISCUSSION

The researcher describes how the findings are being discussed based on the source of the data. It is also related with the two purposes of the analysis which are to find out the flouting on four types of maxims and the conversational implicatures that generated as the result of maxims flouting. The first part presents particular data which collected from a movie entitled *Fight Club* in the table form. Subsequently, in the discussion section, the findings are analyzed in detail with the aim to match the research questions.

In the findings section, there are tabulated data below that presenting the chosen data in

the analysis. The data of maxims flouting in four types of maxims (Quantity, Quality, Relation, and Manner) are used in *Fight Club* movie and analyze them with the theory of Grice’s maxims and implicature by Grice (1975). In the findings, all types of maxims which the maxims of quantity, the maxims of quality, the maxims of relation, and the maxims of manner are flouted.

Table 1.1 Result of Findings

No	Maxims	Floutings
1.	Quantity	25
2.	Quality	3
3.	Relation	21
4.	Manner	7
Total		56

In the data of findings above, the maxims of quantity becomes the type of maxims with the most floutings with 25 floutings. The floutings of maxims of quantity followed by the floutings of maxims of relation with 21 floutings. In the other hand, the floutings of maxims of relation followed by the floutings of maxims of manner with 7 floutings. While the maxims of quality is the type of maxims with the least floutings with 3 floutings. All floutings on four types of maxims also generated the conversational implicatures.

CONCLUSIONS AND SUGGESTIONS

According to the first research questions which is describing the types of maxim flouting that committed by the characters in *Fight Club*, it can be concluded that all four types of maxim flouted by the characters in the movie. Also with the second research questions, it can be concluded that all of the utterances that flout all type of maxims generate conversational implicatures behind them. The fulfilling on four types of maxim are important to make a cooperative and effective conversation. Moreover, flouting maxim does not mean the conversation ends as long as the addressee notices the conversational implicature behind the utterance.

In the end of the research, the researcher proposes suggestions for the students of

English Department, further researches with the same topic, and readers in general.

To the students of English Department who are majoring in linguistics are suggested to learn and seek more about flouting on maxim because it is a common phenomenon in language use in daily life. It is also suggested to them who conduct a research about flouting maxim with different objectives of study since it has numerous aspects besides the flouting and conversational implicature that can be explored.

To the readers in general are also suggested to be more aware to the common phenomenon as such as flouting maxim since it is a part of daily life and it often happens in daily conversation. By being more aware with this phenomenon, readers can be more considerate in understanding the implied meaning which are uttered by flouting maxim.

The researcher recognizes this thesis is far from perfect. As a result, criticism and suggestions on this study would be preferable.

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