

CHAPTER I

INTRODUCTION

This chapter presents the context of the study, focus of the study, purpose of the study, significance of the study, scope and limitation of the study, and definitions of the key terms.

1.1. Background of the Study

Language serves as a fundamental medium for human connection, inherited and refined over generations to facilitate social interactions, nurture relationships, and strengthen communal ties. Its pivotal role in shaping social networks and community dynamics underscores the importance of effective communication strategies. English as an international language has an essential role in all aspects of life (Nurhayati, 2018). Pragmatics, as a field of study, focuses on the strategic use of language in context-specific settings. It guides individuals in choosing appropriate linguistic expressions to convey intentions clearly, foster mutual understanding, and mitigate potential misunderstandings. By studying pragmatics, researcher delve into how language functions beyond its literal meanings, exploring how speakers and listeners cooperate to navigate social interactions and achieve communicative goals. This understanding not only enriches linguistic studies but also provides insights into the intricacies of human behavior, cultural nuances, and the dynamics of interpersonal relationships.

Pragmatics is essential in teaching English, focusing on how language is used in various contexts. It involves instructing learners on what

to say (sociopragmatics) and how to say it (pragmalinguistics). To master language means to understand and use the language based on the context. This is the aim of pragmatics approach in teaching language (Nurhayati et al., 2021). Developing pragmatic competence in EFL students enhances their real-life communication skills. Explicit teaching of pragmatics helps learners understand sociocultural norms and choose appropriate expressions. Educators are exploring effective methods and materials for teaching pragmatics, emphasizing both content and methodology. Integrating pragmatics into English instruction is crucial for natural and effective communication. Public awareness of the significance of English as the primary mode of communication in the global era has been growing. (Nurhayati, 2020b).

In 1975, Paul Grice proposed a theory that reflected these humans' behavior in conversing, which is called the Cooperative Principle. In that theory, there are four maxims proposed by Paul Grice which is in today's era also called Grice's Maxim. Those four Grice's Maxim are: maxim of quantity, maxim of quality, maxim of relevance, and the last one is maxim of manner. However, in its actualization in the real world, these maxims are not always adhered to. Frequently, these maxims need to be flouted or violated inside the conversation between speakers and listeners to reach more meaning. Then, Thomas (1995) identifies five ways of non-observance of the conversational maxims, namely, by way of (1) flouting, (2) violating, (3) infringing, (4) opting out, and (5) suspending a maxim (Seken, 2015).

Flouting a maxim occurs when a speaker deliberately and overtly ignores or goes against one of Grice's maxims. This means that the speaker intentionally communicates in a way that is contrary to the maxim's guidelines. Flouting maxim is the case when a speaker purposefully disobeys a maxim at the level of what is said with the deliberate intention of generating an implicature (Seken, 2015). When a maxim is flouted, it typically leads to the generation of conversational implicature. The listener infers that the speaker is intentionally deviating from the maxim to convey an implied meaning. According to Izah (2019), concerning to conversational implicature, it is produced when the speaker flouts the maxim of cooperative principle in the conversation. Cooperative principles are used to create successful communication. In order to be accepted by the speaker and the hearer to be understood in a particular way. They must speak cooperatively and mutually.

Furthermore, conversational implicature is a term used in linguistics and pragmatics to describe the indirect and frequently suggested meaning that occurs in natural language communication. The language meaning can be understood from the intended meaning of the speaker and hearer. It is a major feature of the Gricean theory of implicature, in which speakers frequently convey more than the literal meaning of their words during a discussion. Conversational Implicature is basically defined as act of meaning, implying or suggesting something by saying a different thing (Seken, 2015). Based on Jazeri (2018), conversational implicature is the implied meaning of a speech that can be understood through its context. Context plays a big role in

conversational implicature. Through a context, a speech that literally has no relevance can be understood. Conversational implicature is important in how humans comprehend and interpret language, enabling us to convey nuanced messages, engage in humor, and understand social context.

At this time, pragmatics and context cannot be separated. Pragmatics is concerned with selecting the appropriate language for any particular situation. Pragmatics is the study of invisible meaning, or how we recognize to what is meant even when it isn't actually said or written (Yule, 2006). In order to optimize communication outcomes, individuals generally exhibit politeness towards their counterparts. Demonstrating manners, respect, and consideration in social interactions constitutes politeness. Brown and Levinson proposed a theory about politeness in 1970s this theory seeks to explain how individuals use language and communication to manage face, which represents a person's public identity and self-esteem, while engaging in social interactions. The theory is primarily focused on politeness in speech acts and face-threatening situations. Another theory from Leech (1983), curated by Sukarsono, conceives politeness as forms of behavior that establish and maintain comity, i.e. the ability of participants to keep an atmosphere of relative harmony in conducting social interaction. They define politeness as a strategic behavior demonstrating an understanding of the public self-image of another individual, which is formally referred to as "face" and is "the public self-image that each member wishes to claim for himself" (Sukarsono, 2015).

Conversational implicatures are essential to study because they hold significant importance in understanding communication subtleties across diverse contexts. Research indicates that implicatures are pivotal in everyday conversations, literature, machine translations, social media interactions, and even song lyrics. Analyzing implicatures allows researcher to uncover the underlying meanings, intentions, and implications behind both spoken and written communication, offering insights into the complexities of human interaction. Exploring implicatures aids in deciphering implicit messages, cultural nuances, and contextual factors that influence how information is conveyed and understood. This understanding not only enriches linguistic research but also provides valuable perspectives on social dynamics, cognitive processes, and the intricate use of language in various environments.

The researcher has compiled several previous research on this topic in this section. The first one a research by Jazeri titled “Conversational Implicature in Mata Najwa Talk Show on Trans7.” It investigates the types of conversational implicatures and their pragmatic meanings in the Mata Najwa talk show. Jazeri's research identifies several categories of implicatures: general conversational implicatures, specific conversational implicatures, implicatures in representative speech, implicatures in commissive speech, implicatures in directive speech, and implicatures in expressive speech (Jazeri, 2018). Another notable study is by Sheila Agustina, titled “Face-Saving and Face-Threatening Negotiation By

Lecturers: Gender and Teaching Experience Differences.” This research explores how EFL students manage Face Threatening Acts (FTAs) through Face Saving Acts (FSAs) strategies in panel discussions in a Speaking III class at Maulana Malik Ibrahim State Islamic University of Malang.

While much research has centered on conversational implicature in traditional contexts, there has been a noticeable shift in scholarly interest towards examining its manifestation in fictional contexts, including literature, film, and television. Scholars have recognized the value of analyzing implicatures in fictional dialogues as a means of gaining insights into language use and narrative construction. In particular, there is a growing interest in exploring how conversational implicature operates in cinematic narratives, with animated movies emerging as a compelling context for investigation.

The researcher also compiled several research on conversational implicature inside movies. A previous study by Izah (2019) titled "Conversational Implicature Analysis in Aladdin Movie" investigates the non-observance of maxims in the Aladdin movie. Using Grice's theory to analyze the conversational implicatures in the characters' dialogues, Izah identifies several instances of non-observance, including flouting maxims (quantity, manner, and relation), violating maxims (quantity, quality, manner, and relation), and infringing maxims (quantity) (Izah, 2019). Another study in the field of pragmatics, particularly focusing on conversational implicature, is by Maghfuro, titled "Conversational Implicatures Used by Stepmother

Character in Cinderella Movie 2015.” In this research, she investigated the types and properties of conversational implicatures used by the stepmother character in the 2015 Cinderella movie (Maghfuro, 2016).

After reviewing prior studies, the researcher identified a gap in the research literature: previous studies had not adequately explored why speakers form implicatures. This gap is crucial because forming an implicature requires a logical basis for the speaker's words to be understood and accepted by the listener. Speakers need a politeness motivation to be polite to the interlocutor, which influences how individuals mitigate threats to face using face-saving acts. This motivation drives the selection of specific politeness strategies to perform these acts effectively.

What means by face here can be thought of as a person's social or public identity, and it's closely tied to issues of respect, deference, and maintaining positive social interactions. There are two kinds of face in politeness: central to our model is a highly abstract notion of ‘face’ which consists of two specific kinds of desires (‘face wants’) attributed by interactants to one another: the desire to be unimpeded in one’s actions (negative face), and the desire (in some respects) to be approved of (positive face) (Brown & Levinson, 1987). Politeness face theory is particularly useful for understanding how people use language to manage the social expectations and norms surrounding politeness.

Building upon the foundation laid by previous studies, this research seeks to investigate conversational implicature in animated films produced by

Pixar Animation Studios. By analyzing implicatures in cinematic narratives, particularly in the context of Pixar films, this study aims to contribute to the growing body of literature on implicature in fictional contexts. Through qualitative analysis of dialogue scenes, the research aims to explore the creative deployment of implicature, its narrative functions, and its impact on audience interpretation and engagement. The researcher then choose “Elemental: Forces of Nature” given Pixar's reputation for creating family-friendly entertainment with depth and substance, analyzing "Elemental" can offer valuable insights for both scholarly research and educational purposes, particularly in the field of linguistics and communication studies.

1.2. Research Questions

1. What implicature are generated when the maxim flouting occur in the ‘Elemental: Forces of Nature’ movie?
2. What are the politeness motivation when the conversational implicature generated in the ‘Elemental: Forces of Nature’ movie?

1.3. Purposes of the Study

1. To analyze the implicature generated when the maxim flouting occur in the ‘Elemental: Forces of Nature’ movie.
2. To analyze the politeness motivation when the conversational implicature generated in the ‘Elemental: Forces of Nature’ movie.

1.4. Significance of the Study

1. Theoretically

This study aims to enhance understanding of conversational implicature and its delivery. It employs pragmatics, particularly focusing on conversational implicature and the cooperative principle, as an approach. The goal is to provide valuable insights and information to readers interested in exploring conversational implicature.

2. Practically

The outcome of this study is anticipated to serve as a valuable resource and supplementary information for the advancement of linguistic research. Furthermore, readers will gain a deeper understanding of real-life examples of conversational implicature through this research. The researcher hopes that this study will be beneficial to individuals in social interactions, particularly in navigating implicature involving cooperation during everyday conversations.

1.5. Scope and Limitation of the Study

The scope of this research is to investigate conversational implicature and politeness motivation within the dialogue of the "Elemental" movie. Specifically, the study focuses on identifying the types of conversational implicature present in the interactions between characters and analyzing the strategies employed to manage face-threatening situations through politeness motivation. However, the study is limited to the analysis

of these linguistic phenomena and excludes other aspects of communication within the film. Additionally, findings may not be generalizable beyond the confines of the "Elemental" movie, and constraints such as time and resource availability may impact the comprehensiveness of the analysis.

1.6. Definitions of the Key Terms

1. Conversational Implicature

According to Oxford Research Encyclopedia, conversational implicature is a subset of the implications of an utterance: namely those that are part of utterance content. In this research, what means by conversational implicature is all of the implicature that uttered by the characters inside the movie, by paying attention to all aspects of a movie scene. More deeply information about conversational implicature will be explained in the next chapter.

2. Maxim Flouting

According to I Ketut Seken, flouting a maxim is the case when a speaker purposefully disobeys a maxim at the level of what is said with the deliberate intention of generating an implicature (Seken, 2015). In the other words, maxim flouting refers to the intention of the speakers to ignore the maxim of cooperative principle, to make an implicature in their conversation. Further understanding will be added in the next chapter.

3. Politeness Motivation

"Politeness motivation" refers to the underlying drive or intention behind the use of politeness strategies in communication. It encompasses individuals' desire to maintain positive social relationships, avoid conflict, and uphold social norms of courtesy and respect. Politeness motivation influences the selection and deployment of specific politeness strategies, such as politeness markers, indirect speech, or expressions of empathy, with the goal of fostering harmonious interactions and preserving social harmony.

4. Face Saving Act

"Face-saving act" refers to a communicative strategy employed by individuals in social interactions to mitigate or prevent potential damage to their self-image or social status, often in the face of face-threatening situations. This concept originates from politeness theory and encompasses a range of verbal and non-verbal behaviors aimed at preserving one's "face," or public identity, during interpersonal communication. Face-saving acts may involve strategies such as politeness markers, indirect speech, humor, or apologies, all aimed at maintaining positive social relations and minimizing potential embarrassment or conflict.

5. 'Elemental: Forces of Nature' Movie

"Elemental: Forces of Nature" is a 2021 animated film by Pixar Animation Studios that explores the interconnectedness of the natural elements—

earth, water, fire, and air—in a visually stunning and emotionally resonant narrative. Set in a fantastical world where elemental spirits govern the balance of nature, the movie follows the journey of a young protagonist as they navigate personal growth, environmental challenges, and the power of friendship. Through its captivating storytelling and vibrant animation, "Elemental" offers a thought-provoking exploration of environmental stewardship, resilience, and the enduring bond between humanity and the natural world.