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AN ANALYSIS OF NON-OBSERVANCE OF GRICE'S COOPERATIVE PRINCIPLE IN DEAD POETS SOCIETY MOVIE

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ABSTRACT

The board description of this research is a concern of describing the using of non-observance of Grice's cooperative principle existed in the movie entitled "Dead Poets Society". One important question that arises out of this is: How are types of the non-observance of the cooperative principles used in Dead Poets Society movie performed by the characters of Neil Perry and John Keating? In this research, descriptive qualitative was used as the research method. The data were collected by downloading the selected video from INDOXXI. The researcher used document analysis in collecting the data. Descriptive notes taking and human instrument became the primary instrument in gathering and analyzing the data. The using of five types of non-observance is influenced by the power of interlocutor of Neil and Keating. When the power of interlocutor is higher, the speaker will use implicit and explicit utterance in formal way. Furthermore, when the interlocutor and the speakers has some power, they tend to use informal language when uttering non-observance. While, when the interlocutor has lower power than speakers, they tend to use metaphora, hyperbole and other imagery forms.

Keywords: Cooperative Principle, Non-Observance, Pragmatic, Context

1. INTRODUCTION

In the conversation, the speaker often means more than what he/she literally says. It needs rule to govern the use of language since it cannot be expected to behave in reasonable ways without it. Thus rule is known as cooperative principle that called with "Maxim", this is appropriate with what English philosopher Grice

(1975) believes. However, due to the fact that people often ignores the maxim and makes a maxim fails to be observed, these reasons are causing the conversation run uncooperatively. Hence, maintaining cooperative principle and understanding the thing that can break a maxim are the theorems which are basically important to analyze.

This study focuses on the theory that is proposed by Grice, the non-observance maxims. In having daily conversation with someone, the speaker does not know whether he or she follows the rules or fail to observe the maxims. The communication may be successfully delivered a message when the hearer decodes the same message which the speaker encodes. It indicates the hearer has to recognize and understand appropriately the speaker's utterance. But, if the principle of cooperative does not apply well in the conversation it will invite the non-observance maxim, the maxim that break by the actor of speech. That case is existing in the conversation that need to be elaborated deeply in pragmatics.

Pragmatics can touch the contexts of utterance dependently so the utterance that will be taken in this research proposal can be analyzed by using of this field. Remembering, the phenomenon, what people say may differ to some extent from what they really mean even say something which is opposite of what they mean surely. Leech (1983) states that pragmatics learn the meaning of speech (for what the utterance to do), and associate meaning with who speaks to whom, where, when and how. Moreover, this research conduct the data from a movie because movie is one picture of human life which is including human interaction with one another by using various means of communication to make a point or interpret something. Dead Poets Society provides conversation cases where non-observance of Grice's cooperative principle can be identified and analyzed using theories of pragmatics.

1.1 Research Question

The research question of this study is "How are types of the nonobservance of the cooperative principles used in Dead Poets Society movie performed by the characters of Neil Perry and John Keating?"

1.2 Objective of The Study

To describe the non-observance of cooperative principles which are used in Dead Poets Society movie performed by the characters Neil Perry and John Keating.

2. REVIEW OF RELATED LITERATURE

2.1 Pragmatics

What and how people mean when they use language as an accommodation of action in a particular context and with a particular goal in mind that systematically investigated known as pragmatics (Bublitz and Norrick 2011). Furthermore, Griffith (2006) states that utterance meaning is a focus of pragmatics. The communication that highly evolved as the result of global world which is rapidly developed makes pragmatics as important thing to understand, Adrefiza (2011). Pragmatics is really crucial in our daily activity, causedperson cannot be separated of conversation that definitely connected with interpretation the meaning which need to consider some aspects, one of them the intended meaning delivered by our interlocutor and also the context of speech. According to Yule (1996), pragmatics is a study that concerns to deal with the relationship between linguistic forms and speaker who use those forms. a focus an language in use is obvious in another definition of pragmatics, in which pragmatics is referred to as "the study of meaning in interaction", Grundy (2000). The significant point of this definition, language is meaningful only when it is used, and the only use of language that build sense to any speech actor is its use in interaction.

2.2 Context

Linguists have turned out to be progressively mindful of the significance of context in the interpretation of sentences, Dark colored and Yule (1983). Moreover, Paltridge (2006) says that a comprehension of how language works in context is the central in a comprehension of the connection between what is said and what is comprehended in written discourse and spoken. The role of context is always important in the study of the use of pragmatics.

2.3 Cooperative Principle

Grice (2002) in Lu Weifang (2014) concludes the cooperative principle is used to facilitate communication in a simpler way, is to "make our conversational contribution such as required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which we are engaged".

In other words, cooperative principle is the principle that the member in conversation work together to manage will be efficient. Those maxims are quantity, quality, relevance, and manner. The explanation of those will explain in further point. Cooperative is needed to trigger the right meaning conveyed by the speaker. When people engage in one kind of communication, they are actually cooperating, thoough they might not be aware of this cooperative operation.

2.3.1 Maxim of quantity

Maxim of quantity concerns of the amount of information declared by us not exceed the supposed contribution as required as needed even do not give information less than necessity. "Make your contribution as informative as is required (for the current purpose of the exchange). Do not make your contribution more informative than is required." (Grice 1975:45).

2.3.2 Maxim of quality

Maxim of quality deals with the quality of righteousness information. Maxim of quality focused on the presentation of information correctly, real, and appropriate with facts. In other words, neither the speaker nor the interlocutor said anything that was considered wrong, and any contribution of the conversation should be supported by sufficient evidence. "Do not say what you believe to be false. Do not say that for which you lack adequate evidence." (Grice, 1975:46)

2.3.3 Maxim of relevance

The third maxim from Grice is maxim of relevance, from that's name it can be known that this maxim governs us to contribute relevant to the issue of the conversation. Grice gives only one sub-maxim under relevance, and simply, it means exchanging information relevant to the purposes of the conversation (Zor and Mustafa 2006).

2.3.4 Maxim of manner

The last Grice's cooperative principle is maxim of manner. The implementation of this maxim requires the participant of conversation to speak directly, clearly and not giddy. In conversation, we have to try to avoid the ambiguity of our speech. "1. Avoid obscurity of expression. 2. Avoid ambiguity. 3. Be brief, 4. Be orderly." (Grice, 1975:46)

2.4 Observance of cooperative principle (maxim)

Observance of cooperative principle is an act of obedience to the principle of language that is of the four maxims in the trigger by Grice. Observance of cooperative principle is all the maxims that can be observed.

2.5 Non-observance of cooperative principle

Non-observance of cooperative principle (maxims) is when people cannot observe these maxims under all conditions all the time though the cooperative principle is shared by most of the people in their daily communication. Grice has categorized the non-observance of cooperative principle, there are five ways people fail to observe a maxim, among others: flouting a maxim, violating a maxim, opting out of a maxim, infringing a maxim, and suspending a maxim. Sometimes in real context of conversation, four maxims fail to observe by language-user or actor of communication (Grice 1975). Thomas (2013) states that there are many causes when people fail to observe the maxims, that is well known as non-observance maxims.

2.5.1 Flouting a maxim

Flouting maxim can be defined, in conveying information or speech, a person who speaks deliberately or ployally violates the maxim in the hope of encouraging the listener to obtain a different form of a purpose in accepting an utterance. A flout occurs a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature."

2.5.2 Violating a maxim

Violating a maxim speaker intends to mislead the hearer, it means that the speaker is telling the untruth utterance to the hearer. According to Grice (1975) the speaker violates a maxim when s/he will be liable to mislead the hearer to have such implicature. The speaker deliberately tries to make his utterance overt or to be noticed. This makes the hearer infers an implicature in the real life situations, many people tend to tell untruth and break the maxims of Grice's cooperative principle when they communicate, they even do multiple violations for lying purposes.

2.5.3 Opting out of a maxim

Opting out of a maxim indicates that the speaker is unwilling to cooperate reveal more than she or he already has. The speakers prefer not to observe the maxim and says the unwillingness to the hearer. When the speaker opts out from the maxim, s/he seems unwilling to cooperate in the way the maxim requires (Grice 1975).

2.5.4 Infringing a maxim

Thomas (1995) explains that infringing maxim of non-observance should occur because the speaker has an imperfect command of the speaker's performance is impaired in some ways. Because of some cognitive impairment or simply the speaker is constitutionally incapable of speaking clearly, to the point, etc. Infringing a maxim is the case when the speaker fails to observe a maxim at the level of what is said with no intention of generating an implicature and with no intention of deceiving.

2.5.5 Suspending a maxim

"Suspending a maxim is a case in which the speaker needs not opt out of observing the maxim because thereis no expectation for the maxim to be observed." (Thomas, 1995: 76)

If there is no expectation on the part of any participant that the maxims will be fulfilled (hence the non-fulfillment does not generate any implicatures), the speakers do not observe the maxims.

3. METHODS

The aim of this research describes the non-observance of cooperative principle used in the movie that focus with the involvement of two characters "Neil and Mr.Keating" who are specialize characters. In this research, descriptive qualitative was used as the research method. In collecting the data, the researcher used document analysis with steps of collecting data as follows; firstly, the steps of collecting data were watching the movie entitled "Dead Poets Society" for several times, took all utterances which contain the non-observance maxim as the data. Secondly, the researcher marked and noted all the dialogue used by the characters that shows a non-observance maxims taken from the movie. The last step was grouping the data, classifying and giving a code for each and analyzing all the data of non-observance maxims that were used by the characters in Dead Poets Society movie. The data of pragmatic terms used in this study were taken from movie entitled "Dead Poets Society" in English translation. The researcher took the movie from INDOXXI in English subtitle.

There are two research instruments in this research, first, descriptive notes taking. To record the description of what the researcher heard, saw, and thought when collecting the data during the film is played, researcher used notes taking. The aim of researcher used note taking was to prepare the possibility of losing the relevant data during the implementation of action. Second, "Human instrument".

4. FINDING AND DISCUSSION

The finding of Non-Observance of Grice's cooperative principle in Dead Poets Society movie is divided into two categories. The first, the non-observance is done by Neil in his interaction, the second, in utterance of John Keating.

4.1 Flouting Maxim

1. By utterance that involved Neil

In the library, the boys are all gathered around one of the tables with a map laid out on it. Neil was busy to whisper the other boys about the planning of the creation the Dead Poets Society tonight in the jungle. The boys take their seats once again and Neil goes over and sits next to Todd, who is sitting by himself.

NEIL: Todd, are you coming tonight?

TODD : No.

NEIL: Why not? God, you were there. You heard Keating.
Don't you want to do something about it?

TODD : Yes, but-

NEIL: But? But what?

TODD : Keating said that everybody took turns reading and I don't want to do that.

Todd's utterance "Keating said that everybody took turns reading and I don't want to do that" is a form of an apologizing act. "Keating said that everybody took turns reading" is the reason that make an act of apology which is conveyed by Todd make the assertion less bold than it would be without it. Using this form, Todd as a speaker looks like giving an impression that, because of his weakness, he is unable to do what Neil requested to him, even Todd did not want dissapointed Neil and his other friends, but the condition forced him to reject Neil's wish.

Floating a maxim of quality is done by Todd when he said "Keating said that everybody took turns reading and I don't want to do that." In floating maxim of quality, the speaker has a reason on what they believe to be false or avoid the falsehood. Neil still forced Todd to join with them in Dead Poets Society after Neil met Mr. Keating and asked him to explain what Dead poets Society actually. In the context of situation, Todd rejected the

offering of Neil because he knew how the character of himself is, he never felt confident to stand in front of people even now he has to convey something as form as poetry in front of his friends although they were his close friends. Todd did not explain explicitly about the reason why he did not want to join in that group.

2. By utterance that involved Keating

In the poetry class. Mr.Keating asked Neil to read the preface of the book. After Neil read that page, Mr.keating explained some description about what neil read. Mr. Keating is disagree with what the explanation on that book. He asked his students to rip out the page.

CAMERON : (Keating goes over to his room. Cameron turns around to Neil). We shouldn't be doing this.

NEIL : Rip, rip, rip

"It's not the bible, you're not going to go to hell for this" it deals with flouting a maxim of quantity because it seems too excessive if Keating said "It's not the bible, you're not going to go to hell for this" just to convince his students to rip out the pages of the book. He used the speech figure of comparison to distinguish between books and bible. As already mentioned in the previous example, flouting maxim can occur when the speaker uses figurative of language such as metaphors or hyperboles as well as other imagery to make the listener search for other meanings of his speech which often makes the listener completely unaware of the intent of the conversation they are discussing.

In this case, Keating seems to imply that when a book page is inconsistent with the fact or belief of one's own knowledge, especially in this case about poetry, it is not wrong if the page is torn apart even though it is a textbook that is supposed to be a teacher teaches that the book is a valuable thing for the student, but this is the opposite. Apart from that, as seen in the movie, the students

had already tore up their book even most of them enjoyed the moment before Keating said that utterance. As a consequence that speech is not necessarily done anymore, this is the reaseon why violating the maxim of quantity happen where Keating provides information that is too informative of what is needed.

While rendering too much information may end up in an inefficient and unnatural conversation in which the extra-excessive information may create confusion of meaning and focus in conversation, even the exaggerate contribution will also break another maxim, namely, maxim of manner, because the conversation will run twist in and out.

4.2 Violating a Maxim

1. By utterance that involved Neil

The boys are all sitting around the cave lighting their pipes in Dead Poets Society.

NEIL : Friend, scholar, Welton men.

MEEKS : What is that, Neil?

PITTS : Duh. It's a lamp, Meeks.

Neil removes the shade from the lamp, revealing the shape of a man as the base of the lamp.

NEIL : No. This is the god of the cave.

MEEKS : The god of the cave.

"No. This is the god of the cave" is an utterance which violated a maxim of quality. Neil look like said the truth information for hiding his lying or there is something that he wanted to hide. That is causing misunderstanding for the interlocutor who believed for what Neil said. Neil said something that is not proven true or even highly unlikely. When, they are gathered in the cave. Neil suddenly came with a lamp that looks like a desk lamp placed in the room. So it is normal if Pitts answered "Duh.it's a lamp, Meeks" when Meeks asked about what the object is, because it looks like a room light in general.

However, Neil immediately opened the shade of the lamp and revealed the shape of a man as the base of the lamp. Neil responded with "No. This is the god of the cave. "With a slightly serious face but accompanied by lips that laugh the knot, the statement is accidentally Neil did and it sounds like an awkward joke. Neil clearly brings the lamp to put candles on it to help enlighten them in the cave but not to make the thing a cave keeper. Because of the untruth information that Todd gave to Meeks, Meeks as the listener considered that utterance as a right information. It shows by seeing Meeks' face expression, he noded and repeated the utterance as his understanding of Neil's answer. He did not say something as disapproval.

2. Utterance that involved Keating

MCALLISTER : I'm sorry, I- I didn't know you were here.

KEATING : I am.

MCALLISTER : Ahh, so you are. Excuse me.

Keating violated maxim of relevance. The utterance of "I am" is a violating a maxim of relevance. Because Keating provided very irrelevant information when he answered Mr. Allister's utterance, Mr. Keating can answer with "No problem Mr.", "Never mind, I am here to guide the students" or another response that relevance with Mr. Allister's utterance. This conversation run uncooperatively, it can be seen from Mr. Allister's response, he paused and then smiled thinly and rather forced as a sign that he was actually still surprised by Mr. Keating's answer. This lack of coherence may result in unity of the conversation in the sense that it does not run naturally following its normal flow or direction.

4.3 Opting Out a Maxim

Mr.Perry scolded Neil because Neil so barve to follow the drama show without his permission. Mr.Perry picked up Neil to go home and scolded him directly after arrived at home in front of Mrs.perry. in this time Mrs.Perry just

silence seeing her lovely son bowed lethargic receive the anger of his father. Neil had convyed several arguments until he stood because of his emotions already unbearable, even in the end he silence back and said shortly word to reduce the anger of Mr. Perry, Neil turned out to the mother, therefore he tried to not against his father more because he did want to make Mrs. perry getting sadder. After Mr. perry stopped to scold Neil, he left that room.

The opting out a maxim of quantity is caused by *Mrs.perry said nothing*. She just kept silent when she kneels behind Neil. Mrs.Perry chose to silence because she really knew the pain that Neil felt. She cold not say anything, because her sadness when seeing the condition of her son. She scared that her utterance make Neil become worse. The silence that did by Mrs.Perry is categorized as an offesinve opting out silence that refers to the case when a person (the speaker) does not say anything while there is a strong expectation that he or she should say something so that saying nothing is a massive offence. It same as like Mrs.Perry did, she chose to say nothing whereas she strongly expected to say something to express her concern for her son, whether it is deliberate or not, is a threat to addressee's face (Neil). Neil knew that his mom also be hurt with this situation. For that he said "I was good. I was really good" to make her did not worry about him copiously.

After Mrs.Perry listened Neil's utterance she said "Go on, get some sleep" this utterance does mean that Mrs.Perry believed with what Neil told. Mrs.Perry really understood that her son was not good, he depressed and tortured with what he got in this night. Mrs.Perry said thus utterance to hides the truth that she also good after knowing that her son is well. Mrs.Perry did not want to continue the situation longer, she wanted Neil to take a rest and forget the occurance although it is also hard for her.

4.4 Suspending a Maxim

In the classroom, Mr. Keating teaches poetry. He invites one of the students to read the first stanza of poetry. This is the first time for all students follow Mr. Keating's class. Therefore, it is proper when Mr. Keating still did not recognize the name of his students. Mr. Keating asks his student's name first before he asked the pupil chosen to read the poetry.

KEATING: Mr. Pitts, would you open your hymnal to page 542 and read the first stanza of the poem you find there?

PITTS : "To the virgins, to make much of time"?

KEATING: Yes, that's the one. Somewhat appropriate, isn't it.

"Yes, that's the one. Somewhat appropriate, isn't it." is classified as the example of suspending a maxim of manner by hiding the information because that is related with a social. From the movie, when Pitts said ""To the virgins, to make much of time"? the other students laughed him. It can be seen like this utterance contains something funny or it can be awkward thing. Then, Mr.Keating who suspended a maxim of manner just answered with "Yes, that's the one. Somewhat appropriate, isn't it" while giving a little batted his eye with smile that tickles. These gestures, show that something hidden with the title of the poetry. But Mr.Keating did want to explain the word "Virgin" at that time he just tantalized Pitts by saying "Somewhat appropriate, isn't it". In fact that "Virgin" in that poetry has meaning as a girl that creates much time.

Mr. Keating may consider it unwise to tell clearly about the meaning of that words under the circumstances in which the student is in such a state of astonishment. Perhaps, also for students of Welton Academy who basically all boys, the words "Virgin or girl" becomes something inappropriate with their conditions. So, the students look surprised with giving a little bit cynic face when they heard that sentence.

Therefore, Mr. Keating just explained the meaning of the whole sentence for the next lines of that poetry and described the factual meaning of that poetry to prevent misunderstanding. Opting out in this case is used to maintain good condition among students, because something that related with cultural taboo is better to prevent.

4.5 Infringing a Maxim

This conversation is running in the first time of Keating's classroom like has explained in the previous example.

KEATING: Meeks. Another unusual name. Seize the day. Gather ye rosebuds while ye may. Why does the writer use these lines?

CHARLIE: Because he's in a hungry.

KEATING : No, ding!

"Because he's in a hungry" is the utterance of infringing a maxim of quality, because Charlie has been wrong answer the question. Charlie answered the question with an expression that is very relaxed while raising his shoulder as if he was sure with it. In the maxim of quality a speaker should not say something where he lacks evidence of the utterance or say something that he believes is wrong.

Charlie did not has the strong evidence of his answer, he just tried to answer the question and saw the response of Mr.Keating. it can be seen by his expression after Mr.keating uttered "No, ding!", Charlie pierced to Neil while smiling. There is no sign that Charlie feel guilty or worry after he answered. Mr.keating also gave response like they were in playing of guessing. Charlie answered with wrong answer because he has imperfect knowledge about that material, it cause why he opted out the maxim of quality. Charlie brave to answer with his way when he interact with friends, because he was considering that Mr.Keating is not a stiff person like other teachers in Welton. Therefore, the using of opting out a maxim in this conversation happens with unseriously way, because both sides know each other's attitude.

5. CONCLUSION AND SUGGESTION

After doing the research and analysis, the researcher concluded that nonobservance maxims used in this film are influencing by the power of interlocutor. Five types of non-observances maxims are used differently. When the speakers, John Keating and Neil, interact with someone who has more power in social status, age, distance, family relationship, they tend to use the formal utterance in implicitly. Moreover, when the interlocutors has same power or even lower power with the speakers. They will interact more chill out without considering the politeness seriously. In this situation, the speakers are more likely using the metaphor, hyperbole or other imagery in communication. Therefore, the using non-observance of Grice's cooperative principle in the movie, also can be the references from the readers who read this research to consider some aspects in communication like politeness, or the way of choosing the sentences, by seeing from how the interlocutor's position does. Non-observance in the movie is the good way to make the movie more attractive, because the readers will get new point of view in interpreting the utterance that not the ordinary one.

The researcher eminently hopes that this research will give the benefits for all the readers and the result of discussion can be added the references for further researcher who wants conduct the same topic related to this research. It is suggested to them to develop this research by finding another point of view and other theory to create more explanation based on this topic. The further researchers can be taken the data from the real conversation by giving DCT to participants or use another source of data such as: Novel, short story, chat room in media social, etc.

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