

An analysis of flouting maxim in the Adam Project movie

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ABSTRACT

Language is used to communicate by humans with one another, not only in writing but also in the spoken form. Humans use language in spoken form to communicate. Sometimes the participants do not obey the Cooperative Principle. Some participant often gives more or less information, say something that glances at ambiguity, say something false and being irrelevant. This research focuses to find out the types of Flouting Maxim and the most Flouting Maxim frequently occurred found in The Adam Project movie. This research used descriptive qualitative method. In this research, the researcher used Grice's (1975) theory in analysing the data. The researcher found 30 data that contain Flouting Maxim in The Adam Project movie. The result showed that there are 4 types of Flouting Maxim, namely Flouting Maxim of Quantity (4 data), Flouting Maxim of Quality (8 data), Flouting Maxim of Relation (4 data), Flouting Maxim of Manner (14 data). Meanwhile, the most Flouting Maxim which is frequently occurred in The Adam Project movie is Flouting Maxim of Manner (14 data).

Keywords: *Cooperative Principle, Flouting Maxim, Grice, The Adam Project*

INTRODUCTION

Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols. These symbols are, in the first instance, auditory and they are produced by the so-called “organs of speech.” (Sapir, 2018) mean in this definition, language is used to communicate by humans with one another, not only in writing but also in the spoken form. Humans use language in spoken form to communicate. In the daily conversation, sometimes the participants do not obey the Cooperative Principle. Some participant often gives more or less information, say something that glances at ambiguity, say something false and being irrelevant. In Grice's theory, they are flouting maxim that explains the refusal of the Cooperative Principle.

The flouting maxim means that the speaker blatantly and deliberately fails to fill the certain maxim (Grice, 1991:30). People have some purpose in flout maxim, it can be to make a hidden meaning of their utterances. The focus of this research is to analyze and identify the flouting maxim. The researcher chooses the flouting maxim on this research is because this phenomenon often occurs in society around her. They do not apply the cooperative principle because sometimes they do it intentionally or unintentionally. Some cases are intentional for example, they do not tell the truth or lie to cover something or just to make other people happy, exaggerate words with a specific purpose or attract the attention of others. On other occasions sometimes they say something irrelevant or they give ambiguous and unclear information when communicating with others. The researcher

analyzes the flouting maxim because it is very important for the readers to be more aware and improve language accuracy when communicating, especially when doing flouting. Flouting maxim also can be found in the conversation of movies. In some movie's utterances, the characters do not follow the Cooperative Principle. They have some intention to do it, in order to hide the message of that conversation and make the audience guess the hidden meaning. In the movie, the story is supported by the setting, facial expression, and context.

By those interesting aspects, analyzing flouting maxim in a movie can be an interesting study. This research used *The Adam Project* movie as the object of the research. *The Adam Project* is a 2022 American science fiction adventure animation movie, co-produced by Skydance Media, Maximum Effort, and 21 Laps Entertainment, directed by Shawn Levy and distributed by Netflix. *The Adam Project* has received nominations for best movie and team at the 2022 MTV Movie and TV Awards. Specifically, this movie has various utterances related to the flouting maxim. From the utterances, the differences in the types of flouting maxim can be analyzed. It is argued that each character has a reason for flouting the maxims in their conversation. Therefore, the analysis was focused on the flouting of maxims in the *Adam Project* movie. Moreover, it is a reflection of our daily life conversations.

There are several research that has been done before in regard to the topic of flouting maxim which are relevant to this study. The first one is research written by Rizki Maulanawati from Universitas Syarif Hidayatullah in 2018 entitled "*Flouting Maxims in Central Intelligence Movie Script*". It was aimed to analyze the flouting maxims in the *Central Intelligence* movie. By using qualitative method, it identifies and documents various rhetorical strategies such as tautology, metaphor, hyperbole, irony, and rhetorical question, as well as the cooperative principle and conversational implicature theory from Grice and Grundy. The second one is a thesis entitled "*Analysis of Grice's Cooperative Principal Maxim in Inside Out Movie*" by Puteri (2018) from Universitas Muhammadiyah Sumatera Utara. The research was aimed to find the types of maxims that were flouted in *Inside Out* movie and to find the reason by the dialogues used by the characters. The analysis particularly discusses the flouting of maxim in the utterances, which are described in four types. They are the maxim of quantity, maxim of quality, maxim of relation and maxim of manner. The data of this study are the utterances of the main character in the *Inside Out* movie. The last one was entitled "*A Pragmatic Analysis of Flouting Maxims in Spider-Man: Into Spider-Verse*" by Adeta (2019) from Universitas Mercu Buana Yogyakarta. The last research was aimed to find the types of maxims that were flouted in *Spider-Man: Into Spider-Verse* and to find its reason within the dialogues between the characters; between Miles and his parents as well as between Miles and Peter. It is related with this study concerning the type of data and data analysis method.

THEORY OF MAXIM

When people have a conversation, people usually aim to convey information well because the better people convey information, more likely the other person is to understand what you are saying. However, we often make mistakes when trying to convey information to others. Fortunately, there are rules called maxims. Maxim itself aims to guide the way you communicate in various situations. There is a theory that can be used as a reference for us to guide conversations so that our communication efforts are effective as stated by Grice.

Grice (1975) state the ways so that we can communicate well according to cooperative principles. In this way people can distinguish four categories under one or the other which belong to certain more specific maxims and submaxims. The four categories are maxim of quantity, maxim of quality, maxim of relation, maxim of manner.

A. Maxim of Quantity

According to Grice (1975, p. 45) “*make your contribution as informative as is required and do not make your contribution more informative than is required*”. It means, the maxim of quantity states that a speaker must provide information or contributions as needed and not provide more information than what was asked or needed. For example:

A: How did Harry fare in court the other day?

B: Oh he got a fine

(Levinson S. C., 1983, p. 106)

In the conversation above, speaker B answered A's question according to his answer required by speaker A without adding any other information. Harry also gets a life sentence, and then B must be guilty of misleading A by not being able to provide all the information that might reasonably be required. Therefore, speaker B has given an informative situation.

B. Maxim of Quality

According to Grice (1975, p. 46) “*do not say what you believe to be false and do not say that for which you lack adequate evidence*”. It means, the maxim of quality explains that the speaker must convey something in accordance with the facts and a speaker is not allowed to provide information that he wasn't sure whether it was true or false, or in this case he does not have sufficient evidence to convey any information. For example:

A: I'll ring you tomorrow afternoon then.

B: Erm, I shall be there as far as I know, and in the meantime have a word with Mum and Dad if they're free. Right, bye-bye sweetheart.

A: Bye-bye, bye.

(Cutting, 2002, p. 35)

In the conversation above, B says ‘as far as I know’ to show that B is not completely sure that he/she will be there when A calls him. B prevents him/her from lying by stating that B is unsure with his/her statement.

C. Maxim of Relation

According to Grice (1975:46) “*be relevant*”. It means, that it is expected that a speaker must make a significant contribution appropriate or related to the topic discussed in the conversation. For example:

A: Where's my box of chocolate?

B: It's in your room. (Adawiyah, 2016, p. 11)

In the conversation above A asked about where's his/her chocolate box, and B's answer relates to the question asked by A, not talking about anything else.

D. Maxim of Manner

According to Grice (1975:46) "avoid obscurity of expression, avoid ambiguity, be brief, and be orderly". It means, in this maxim of manner, the speaker is required to speak briefly, concisely, clearly and uncomplicated in communicate. For example:

A: What time is it?

B: It is 09.30 a.m.

(Rebecca, 2021, p. 27)

From the example above, B answer A's question with clearly answer. It can be said that B fulfils the maxim of manner.

FLOUTING MAXIM

Flouting is 'calm' in the sense that when spoken it is clear that the speaker has deliberately lied, provided insufficient information, or became ambiguous, irrelevant or difficult to understand (Anneke H. Tupan, Helen Natalia, 2008). Cook (1989, pp. 31-32), states that there are five goals that can be achieved by maxims, namely showing respect to the listener, creating hyperbole and irony, changing the topic, keeping secrets, and creating humor.

A conversation of people can violate the maxims. The speaker intends to mislead the listener if it happens. Then the speaker must take responsibility for listening and providing information that is inadequate, ambiguous, or irrelevant. can have a negative impact on communication. (Pham, 2010:198).

Meanwhile Cutting (2002, p. 37) which states that "The speaker who flouts maxims expects the listeners to appreciate the meaning implied but they appear not to follow the maxims". Therefore, the floating maxims are the only ways to violate the maxims that produce implicatures, and there are four types the flouting maxims, as follows:

1. Flouting Maxim of Quantity

Flouting maxim of quantity occurs when the speaker provides more information than needed or lack of information than needed by the interlocutor. For example:

A: Well, how do I look?

B: Your shoes are nice...

(Cutting, 2002, p. 37)

Based on the example above, A wants to ask B what he thinks of his overall appearance, but B only comments on his shoes. There is too little information to fulfil the maxim of quantity. In fact, B has the intention that A can deduce the hidden meaning that good from his appearance only from his shoes. This is an example of a conversation that contains of flouting maxim.

2. Flouting Maxim of Quality

Flouting maxim of quality is where the speaker doesn't say anything the truth, in other words lying or providing false information. For example:

A: Teheran's in Turkey isn't it, teacher?
B: And London's in Armenia I supposed
(Levinson S. C., 1983, p. 110)

Based on the example above, B indicates that what A said earlier was wrong, but instead of saying "no", B says that London is in Armenia and Tehran is not in Turkey. In fact, London is in England. This is why B flouted the maxim of quality.

3. Flouting Maxim of Relation

There is a violation of the maxim of relevant if the speaker does not contribute related to the problem of the conversation. For example:

A: I do think Mrs. Jenkis is an old windbag, don't you?
B: Huh, lovely weather for March, isn't it?
(Levinson S. C., 1983, p. 111)

Based on the example above, it can be seen that B fails to fulfil the relation maxim. B gives an answer that is not relevant to question A. Moreover, answer B asks A back with an irrelevant question.

4. Flouting Maxim of Manner

Flouting maxim of manner occurs when both the speaker and the listener give an ambiguous, unclear or vague response. For example:

A: Where are you off to?
B: I was thinking of going out to get some of that funny white stuff for somebody.
A: OK, but don't be long—dinner's nearly ready.
(Cutting, 2002, p. 39)

Based on the example above, B becomes ambiguous by saying "funny white stuff" which apparently means ice cream, and "somebody" means his daughter. B flouts maxim of manner because B does not say something clear. The reason why B flouts this type of maxim because B does not want his daughter to understand the meaning which causes his daughter does want to eat her dinner before eating the ice cream.

RESEARCH METHOD

This study uses descriptive qualitative research. According to Creswell (2016), "Qualitative research is an approach to a study that follows traditional ways of conducting social, behavioral, and health science research." Meanwhile, Bogdan & Taylor (in Moleong, 2007) stated that "Qualitative methodology is a research

procedure that produces descriptive data in the form of written or spoken words from people and observable behaviour”.

From definitions above, this qualitative descriptive research method was used since this study analyzes the data in the form of words and phrases. Furthermore, this method is intended to describe everything related to the analysis of the types of Flouting Maxim used and frequently happen in The Adam Project movie.

Sources of data used as material for analysis in this study were taken from The Adam Project movie. This movie was directed by Shawn Levy, written by Jonathan Tropper, T.S. Nowlin, Jennifer Flackett, and Mark Levin. The movie was released on Netflix on March 11, 2022 and the duration of this movie is 106 minutes. The data used in this research are all the utterances that all characters said which contain flouting maxim in The Adam Project movie.

The data collection technique used in this research is the documentation. Documentation is a method to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research (Sugiyono, 2015). In collecting the data, the researcher used several steps; the first step is to watch The Adam Project movie repeatedly, and the second one is identifying the types of flouting maxim that are used in the utterances of The Adam Project movie. Last, the third step is to mark and take notes from the utterances which show the aspect of flouting maxim.

Moreover, for data collection, the researcher conducted several steps in analyzing the data. First, analysis began by classifying the data to categorize them into the types of flouting maxim. Second, presenting the data into the table. Third, analyzing the data in order to answer the problem formulation. Last, conclusion is made based on the analysis from the data found.

RESULT AND DISCUSSION

The researcher used Grice (1975) theory to analyzed Flouting Maxim in The Adam Project movie. This research presents two objectives in the research: the types of Flouting Maxim and the Flouting Maxim frequently happen in The Adam Project movie. Based on Grice (1975) theory, there are four types of Flouting Maxim, as follows: Flouting Maxim of Quantity, Flouting Maxim of Quality, Flouting Maxim of Relation, and Flouting Maxim of Manner.

NO	Type of Flouting Maxim	The Number of Data
1.	Flouting Maxim of Quantity	4
2.	Flouting Maxim of Quality	8
3.	Flouting Maxim of Relation	4
4.	Flouting Maxim of Manner	14
TOTAL		30

Table 1. Total numbers of flouting maxim

Based on the Table above, the researcher found 4 types of Flouting Maxim found in The Adam Project movie 30 data. There are Flouting Maxim of Quantity are (4 data), Flouting Maxim of Quality are (8 data), Flouting Maxim of Relation are (4 data) and Flouting Maxim of Manner are (14 data).

The Types of Flouting Maxim Used by The Characters in The Adam Project Movie

The researcher found 4 types of Flouting Maxim found in The Adam Project movie 30 data. There are Flouting Maxim of Quantity are (4 data), Flouting Maxim of Quality are (8 data), Flouting Maxim of Relation are (4 data) and Flouting Maxim of Manner are (14 data).

**Flouting Maxim of Quantity
(01:17:11,700 - 01:17:14,367)**

Dad	If you destroy the accelerator, Sorian will simply rebuild it.
Adam	So, what will work?
Dad	What you're after is ISPCA. Infinitely Shifting Plasma Containing Algorithm, which I designed to stabilize the wormholes. That is the mathematical equation that will make time travel possible.

Dad told Adam that if the accelerator was damaged, Sorian could reassemble it. Then Adam asked what the solution was. Dad replied that they should aim for the Infinitely Shifting Plasma Containing Algorithm. However, dad explained that the Algorithm was the one who designed it to stabilize the wormhole for time travel. Dad Flouted the Maxim of Quantity because Adam only asked about solutions, but dad added information that Adam did not ask.

**Flouting Maxim of Quality
(00:09:13,617 - 00:09:16,575)**

Little Adam	How did you get in my dad's garage?
Adam	I... It was open.
Little Adam	No, it wasn't. And that is a flight suit.

The utterance above occurred when Little Adam found a stranger alias Adam who was in his dad's garage. When Little Adam asked how he got into his dad's garage, Adam replied that his garage was open. In other words, Adam lied about what he said. The fact that his dad's garage is not open is confirmed by Little Adam's answer which said that the garage is not open. What Adam said was wrong information or something untrue so Adam Flouted the Maxim of Quality.

**Flouting Maxim of Relation
(00:08:51,825 - 00:08:53,908)**

Little Adam	Jeez. Who the hell are you?
Adam	Put the bat down. I'm not gonna hurt you, I promise.

In this situation, Little Adam discovered that someone has infiltrated his dad's garage just in case he is carrying a baseball bat. Little Adam was shocked and asked who he was, but Adam replied by asking Little Adam to lower his wand and he promised not to hurt Little Adam. Adam Flouted the Maxim of Relation because his response was irrelevant to the information Little Adam wanted.

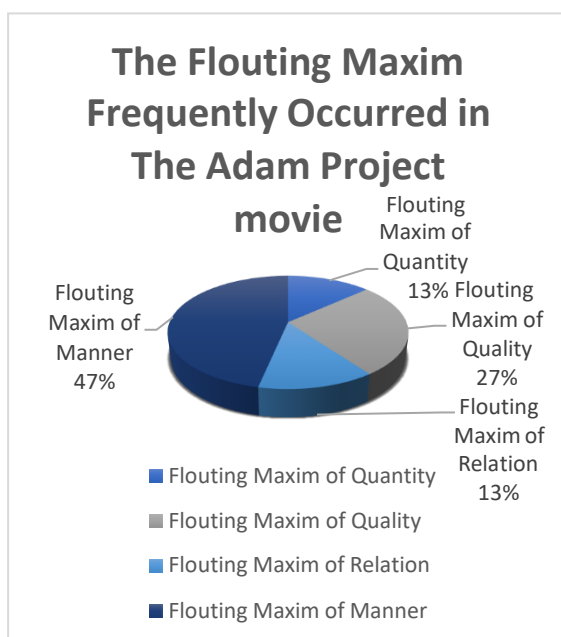
**Flouting Maxim of Manner
(00:11:55,075 - 00:11:59,325)**

Little Adam	Who even are you?
Adam	That is classified.

In this situation, Little Adam asked about who Adam really is because in this situation Little Adam did not know that Adam is him from the future. Adam replied that it was classified where in the word classified was ambiguous which made Adam Flouted the Maxim of Manner.

The Flouting Maxim Frequently Occurred in The Adam Project movie

After analyzing the kinds of Flouting Maxim, the researcher found the most flouting maxim frequently occurred found in The Adam Project movie by looking for the data that occurred the most.



Based on Chart above, the researcher found 30 Data from four kinds of Flouting Maxim in The Adam Project movie, such as Flouting Maxim of Quantity (13% or 4 data out of 30 data), Flouting Maxim of Quality (27% or 9 data out of 30 data), Flouting Maxim of Relation has the same number with Flouting Maxim of Quantity which are (13% or 4 data out of 30 data), and Flouting Maxim of Manner (47% or 14 data out of 30 data). As shown in the Figure above, the types of Flouting Maxim occur in The Adam Project movie. Here, the Flouting Maxim frequently occurred in The Adam Project movie is Flouting Maxim of Manner. This is almost half of Flouting Maxim occurrences in The Adam Project movie; (47%) or 14 data out of 30 data. This means that all characters in The Adam Project movie usually gives ambiguous, unclear or vague response.

CONCLUSION

After understanding the analysis and the discussion in chapter four, the researcher takes conclusions there are 30 utterances Flouting Maxim those found in The Adam Project movie, the researcher found 4 types of Flouting Maxim namely Flouting Maxim of Quantity are 4 data, Flouting Maxim of Quality are 8 data, Flouting Maxim of Relation are 4 data, Flouting Maxim of Manner are 14 data. Meanwhile the most Flouting Maxim frequently occurred found in The Adam Project movie namely Flouting Maxim of Manner there are 14 data. The researcher hopes that there will be other research on analytical Flouting Maxim with better development and can provide more information and knowledge so that readers or researchers will use this research as inspiration. The researcher hopes that it can be used as a supporting guide for many parties who want to conduct research on analyzing Flouting Maxim.

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