

Gricean Maxim in *Abominable* Movie

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Abstract: This study is entitled "Gricean Maxim in *Abominable* Movie". It aimed at finding out the types and the reasons Grice's maxims are applied and flouted by the main character. The data were taken from the movie entitled *Abominable*. The script and some pictures of the scenes in *Abominable* movie would be used to support the primary data. The documentation method was used in collecting the data. The descriptive qualitative method was applied to analyze the data. Furthermore, the theory which was proposed by Grice in his book *Logic and Conversation* (1975) guided the analysis of data. In presenting the result of data analysis, the informal technique was applied in describing or explaining through the form of words, phrases, clauses, and sentences. The result of this study presents that the four sub-principles of the Gricean maxim are applied and flouted by the main character named Yi in *Abominable* movie. The maxim of relevance is the most applied by the main character. It is because Yi responds the verbal or nonverbal communication cooperatively. Then, the most flouted maxim is the maxim of quantity. It is because, in this movie, Yi is described as a girl who has a sensitive feeling when there is someone who alludes to everything about her family, especially her late father. Therefore she often flouts the maxim of quantity.

Keywords: *maxim applied, maxim flouted, conversation, movie*

I. INTRODUCTION

In daily communication, people may exchange their ideas, thoughts, feelings, emotions, and behavior through verbal communication or nonverbal communication in society. Verbal and nonverbal communication are connected. In some conditions, the communication participants, which are the speaker and the hearer, communicate orally but to convey more emotion or feeling, they will communicate nonverbally. Most people only catch the information from verbal communication without comprehending the further meaning of the nonverbal expression in doing a communication. Whereas, nonverbal communication which includes body language, facial expression, eye contact, and paralanguage is important in transferring valuable information about a situation including the speaker's feeling.

Some people will think that nonverbal communication is often more ambiguous than verbal communication. It is because they do not quite understand the meaning of nonverbal communication. One point that needs to be highlighted is nonverbal communication is often more credible than verbal if the participants of communication can catch the information of nonverbal communication. To avoid ambiguous utterances or misunderstanding of communication, the speaker and the hearer should understand both the explicit and implicit meaning of

the utterances. Therefore, Pragmatics is the appropriate subject to learn about the intended meaning in a situation, including the speaker's feeling. Leech (1983:6) defines in his book that Pragmatics is the study of the intended meaning used in utterance related to the speech situation. The advantage of studying pragmatics is it can make the hearer easier to understand the speaker's utterances without ambiguity.

"Make your conversational 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). In this statement, Grice means that every participant, either speaker or hearer in the conversation, should make sure the cooperation among them, whether or not it can be understood mutually. Cooperative principle is a set of Grice's norms that are expected in conversation. The cooperative principle describes how the participants in the conversation achieve effective communication in a particular situation by communicating cooperatively and mutually.

Four kinds of cooperative principles, commonly known as Gricean Maxim or Conversational Maxim, are maxim of quantity, quality, relation or relevance, and manner. If those maxims are applied in the conversation, the conversation will run cooperatively and effectively in a particular situation. In particular cases, some people may fail to fulfill the rules of

Gricean Maxim in their conversation. This phenomenon is also called the flouting maxim. According to Grice (1975), The participant of conversations may fail to fulfill the maxims' rules for some reasons: 1. They may violate a maxim because they tend to mislead the conversation.; 2. They may opt-out from a maxim because they tend to be uncooperative with maxim requires.; 3. They may be faced a clash because they are unable to fulfill one maxim without violating the other maxim.; 4. They may flout a maxim deliberately. Therefore, although the participants flouted the maxims, there must be an implicature to save the utterances from simply appearing to be a faulty contribution to a conversation.

In the present study, the researcher was interested in analyzing the Gricean maxims and the flouting maxims that are applied in *Abominable* movies. Besides, the researcher also describes the reasons uttered by the characters in the movie. The following studies have also examined the cooperative principle. The studies such as Arie (2019) discuss the maxims applied and maxims flouted in movie series. Then Esti (2018) discusses the maxims applied and maxims flouted in an interview. Rayza (2020) discusses the maxims applied and maxims flouted in TV series. On the other hand, Dwi (2015) discusses the maxims flouted in EFL classroom interaction, and Ikhwanul (2014) discusses the maxims flouted and the implications in the novel. However, in this study, the researcher is attracted to take this topic again because there are still many people who cannot catch the valuable information in communication. The participants cannot contribute effectively to the conversation. Therefore, the researcher will explain clearly the Gricean Maxim and relate it the non-verbal communication in a particular situation.

Abominable is one of the cartoon movies which use the Chinese culture as the background of the movie. This movie is about rescuing a kind monster from wicked doctors by three teenagers. The main character in this movie, namely Yi is a unique girl. She can speak with the monster by her body language. This movie was chosen because there are a lot of Gricean maxims and the flouting maxims that can be analyzed. At the same time, the researcher wants to explain how maxims are applied by the monster which cannot talk. In addition, the language used by some characters is easy to be understood by the listener. Therefore the researcher is interested in using *Abominable* movie as the data source.

Regarding the background of the study above, the problems of study can be formulated as follows:

- a. What types of Grice's maxims are applied by Yi in *Abominable* movies and what are the reasons?
- b. What types of maxims are flouted by Yi in *Abominable* movie and what are the reasons?

II. RESEARCH METHOD

In this research, the primary data would be taken from the movie entitled *Abominable* movie (2019) which was created by Culton and Wilderman. This movie is an English movie which told about rescuing a monster from wicked doctors by three children. The script and some pictures of the scenes in *Abominable* movie would be used by the researcher to support the primary data. Moreover, the pictures are essential in this study because it provides a further explanation of nonverbal communication. They are extracted from the movie scenes. In addition, the script is used to help the researcher explain the context of the conversation's situation. The unit of the data is extracted from the utterances of the main characters in the movie. These utterances are limited to the application and the flouting of the maxims.

The method that was used in collecting the data was the documentation method. On the other hand, the technique that was used in collecting the data is note-taking. There were several procedures in collecting the data. First, the researcher watched the movie and listened to the conversation carefully and repeatedly. Second, reading the movie script and trying to find the utterances of the main character that applied the maxim and flouted the maxim. Last, writing down the utterances of the main character that applied the maxim and flouted the maxim. After that, the data were classified and separated based on the types of the maxim (Cutting, 2019; Sheriin, 1995; Yule, 1996)

In this study, the descriptive qualitative method was applied to analyze the data. There were several procedures for analyzing the data in this study. First, after the procedures of collecting data were done, trying to write the context of the situation of the data. If the pictures were needed to support the data analysis, taking the screenshot of the scenes in *Abominable* movie. Last, clarifying the reasons the main character applied the maxim or flouted the maxim according to the data (Creswell, 2014; Denzin, 2005; Sudaryanto, 2015). The informal technique was applied in describing or explaining the result of data analysis through the form of words, phrases, clauses, and sentences.

III. RESULTS AND DISCUSSION

This part focuses on the analysis of Gricean Maxim that is applied and flouted by the main character, namely Yi, through conversation in *Abominable* Movie. The analysis is also included the context of the situation and the reasons for applying or flouting. The analysis of the research is conducted based on the theory of Grice (1975) about the four sub-principal of the maxims.

6.1 Maxim Applied

According to the data analysis, several maxims were applied, including the maxim of quantity, the

maxim of quality, the maxim of relevance, and the maxim of manner.

6.1.1 Maxim of Quantity

Jin: Wait. Why are we still moving?

Yi: **Uh... 'cause we're not at the dock anymore.**

Jin: What? No!

[33.46 – 33.56]

The context of the situation above begins when Yi wants to accompany the Yeti to its home which is on Mount Everest. However, when the Yeti was being chased by the wicked group, Yi and the Yeti decided to jump into a cargo barge in the dock. Then it was followed by Jin and Peng. The cargo barge which is carrying many boxes of soda cans will be delivered to one place. After they arrive at the dock, they hide in a box of soda cans. These boxes of soda will be delivered to the factory by truck. Then inside the box, Jin asks Yi because he feels like he is moving.

Based on the dialogue above, Yi has successfully applied the maxim of quantity. The maxim of quantity requires the speaker to have to give informative answers. They are not allowed to utter the more or less informative answer. Yi's statement can be categorized as the maxim of quantity because Yi has given a piece of information to Jin informatively. Yi's utterance means that they are on the way to go to one of the places by the truck. Therefore, they feel that they are moving from the dock.

In this case, Yi does not deliver too much or too little information about their position. It finds there is a reason why Yi applies the maxim of quantity in this conversation. When Yi is asked by her friend named Jin about their conditions at that time, Yi directly checks to the gap of the box and says that they are not in the dock again. She answers Jin's question calmly. In this situation, Yi wants her friend to understand what is happening outside the box. She also does not want her friend to become afraid.

6.1.2 Maxim of Quality

Client: Oh, my babies. (She hugs her dogs)
Money transfer?

Yi: **Sorry. It's cash only.**

[05.23 – 05.28]

The data above presents the context of the situation about Yi is doing a dog-walking job. She is asked by her client to walking her dogs around the city. Her client has eight dogs. Then Yi brings all of the dogs together. After she is walking the dogs, she brings the dogs to their home. Finally, the client gives her some money.

The dialogue between Yi and her clients has presented the maxim of quality. Yi has contributed to apply the maxim of quality. It is because Yi says the truth things that she wants the money in cash only. According to [2], people can apply the maxim of quality when they try to make their true contribution. When the client offers her by transferring the money, Yi directly says *Sorry. It's cash only*. The conversation

above shows us the reason why Yi applies the maxim of quality directly. Yi wants to tell her clients that she only provides the payment via cash. It is proven by Yi's utterance when she has a conversation with her client after doing a dog-walking job.

6.1.3 Maxim of Relevance

Nai Nai: Stuff? What is this stuff? It's a summer holiday. Either be busy or be on holiday. That is what I say.

Mother : Be careful out there

Yi: **Of course**

[04.45 – 04.54]

The context of the situation from the dialogue above shows that Yi is a talented girl who loves to play the violin. She is also a very busy girl because she does some jobs to collect the money. Before her father passed away, she has an ambition to traveling around the world. Therefore, she works hard to make her dreams come true. Yi does not have a close relationship with her mother and her Nai Nai. In this movie, the word Nai Nai means grandmother. This conversation happens when Yi gets permission to go outside. Before Yi and her mother utter those utterances, her Nai Nai asked her where she wants to go because that was a summer holiday. However, she does not give a clear explanation to answer the question. Her mother also does not want to extend the conversation because she realizes that she does not have a close relationship with her daughter. If she continues to insist on the conversation, it just makes her daughter feel uncomfortable.

Based on the dialogue above, Yi has applied the maxim of relevance. She says, *Of course*, to confirm her mother's advice. Yi's answer is correlated with her mother's advice. Her mother says that she has to be careful when she wants to go outside. Then Yi replies with the relevant answer. There is also a reason why she applies the maxim of relevance. It is because she does not want to hear any other comments from her grandmother. Her grandmother is a chatty person. Therefore, Yi's mother responses to Nai Nai's statement by saying *Be careful out there* to give Yi a chance to leave.

6.1.4 Maxim of Manner

Nai Nai: No boys!

Yi: **What? No, no boys.**

Mother: Do you need any money?

Yi: **Mom, NaiNai, I've got it covered. Bye.**

[04.58 – 05.02]

From the dialogue above, the context of the situation presents Yi wants to go outside to do some jobs. She wants to collect some money to achieve her ambitions to travel around the world. However, she never talks about her ambitions with her mother or her NaiNai (grandmother) because she does not have a close relationship with them. When she asks permission, her grandmother interrogates her. She treats Yi like that

because she does not want something to happen to Yi. In contrast, her mother allows Yi to go but she is a little bit worry.

In this dialogue, Yi applies the maxim of manner. The two utterances which are uttered by Yi are strictly and clearly. It is following the maxim of manner which requires the speaker to avoid obscurity of expression, avoid ambiguity, be brief and be orderly. When her grandma says *No boys!* Yi strictly says *What? No, no boys.* It is because Yi wants to go outside for doing some jobs and there is no dating with other boys. Besides, her mother also says in a worried feeling whether or not she has any money. Then, Yi clearly says *Mom, NaiNai, I've got it covered.* It means that she can handle everything and they do not need to worry about her.

In this situation, the reason why Yi says that to her mother and grandmother is because she wants her mother and grandmother to give her trust. She feels like she is not a kid anymore. She wants freedom for her life. It is proven by her statement. She states it briefly and there is no obscurity of expression and ambiguity.

6.2 Maxim Flouted

According to the data analysis, all Grice's maxims were flouted, they are the flouting maxim of quantity, the flouting maxim of quality, the flouting maxim of relevance, and the flouting maxim of manner.

6.2.1 Flouting Maxim of Quantity

NaiNai : Yi, is that you? We've been waiting for you to eat.

Yi: **Oh, I-I ate on my way back, so I'm good.**

Nai Nai: Either eat here or there, but never on the move. That is what I say.

[08.20 – 08.33]

The data above shows that Yi comes from doing several jobs such as dog-walking, babysitting, and garbage removal. At that time, her mother and her NaiNai are cooking in the kitchen which is near the entrance to her apartment room. Then, Yi enters her apartment room quietly in order not to make her mother and grandmother know that she is coming. Yi does it because she does not want to have lunch together with them since she does not have a good relationship with her mother and her grandmother. Unfortunately, her arrival is known by both of them. Therefore, her grandmother says that she has waited for Yi to have lunch together. However, Yi does not want to have lunch with them and says that she already had lunch.

The conversation above shows that Yi delivers informative information. She says to her grandmother, *Oh, I-I ate on my way back, so I'm good.* At that moment, her grandmother even does not ask whether she already eats or not. It flouts the maxim of quantity because it is not appropriate with the rules of quantity maxim. Yi gives more information about her grandmother because she does not want to have lunch

together with her mother and grandmother. By her utterance, she wants to refuse it but without realizing it she is already giving more information to Nai Nai.

6.2.2 Flouting Maxim of Quality

Mother: Yi, wait. What would you say to play a little violin for us after supper? Remember when you used to...

Yi: I-I can't.

Mother: Can't? Why?

Yi: **Uh, because I...I-I sold it. I, uh... I'm sorry.**

Mother: No.

[08.45 – 09.05]

Referring to the data above, Yi's mother begs Yi to play the violin after having lunch. She wants Yi to do this because she misses the togetherness. Since Yi's father passed away, Yi has different behavior. Yi tends to become a lonely girl. She also does not have a good relationship with her mother or her grandmother. When her mother comes to her and begs her to play the violin, Yi quickly says that she cannot do it. She says that she has sold out her violin. She lies to her mother. With a disappointed expression, her mother leaves her alone in her bedroom.

Yi's utterance is not exactly the real reason she does not sell the violin given by her father. Therefore, this utterance can be categorized as the flouting maxim of quality. Maxim of quality requires the participants to make a false contribution or lack adequate evidence in making conversation. Yi says something that is not true because she does not want her to be forced to play the piano by her mother. For that time, Yi's mentality is still not strong enough because she is abandoned by his father.

6.2.3 Flouting Maxim of Relevance

Mother: Yi! I'm leaving for work. Yi? Are you awake? (Opens the door of Yi's bedroom)

Yi: **Bye, everybody. Have a great day.**

[04.26 – 04.36]

The data above shows that Yi's mother is going to go to work and she wants to say goodbye to her daughter. In the living room, Yi's mother prepares her bag and says, *Yi! I'm leaving for work.* However, Yi does not respond to her mother's statement. Yi's mother then opens the door of Yi's bedroom because she thinks that her daughter is still sleeping. However, Yi is not in her bedroom. Suddenly, Yi comes out of the bathroom and hurry to leave without answering her mother's question.

Yi's utterance flouts the maxim of relevance because she does not answer her mother's question when she asks if Yi awake at that time. Yi suddenly appears from behind her bathroom door and says *Bye, everybody. Have a great day.* She flouts the maxim of relevance. She does not give a relevant answer to her mother's question. She supposes to answer her mother's question first and after that, she can say goodbye to her mother.

In this case, Yi wants to hurry because she does not want to be interrogated by her mother or grandmother. Yi does not have a close relationship with them. Therefore, she prefers to say goodbye directly and wants to leave.

6.2.4 Flouting Maxim of Manner

Jin: Yi, I'm sorry. I'm-I'm sorry for what I said.
Too busy, never home. I...

Yi: **No. No, no, no, you-you're...you're right. I... I know I keep busy. I just... I don't know why. I mean, I... I-I... I miss him, and I don't want to miss him, but... I haven't even cried yet, Jin. And my family, we're all so distant, and I... I don't know. I don't... I-I... I don't know what to do.**

[1.02.31 – 1.03.05]

The context of the situation above presents Jin as saying sorry to Yi because before he was mad at Yi. He disagreed with Yi's decision about taking the Yeti backs to its family in Mount Everest. Before the conversation above happens, Jin, Yi, Peng, and the Yeti got an accident in the flower hills. It makes Yi's violin broken and she feels unfortunate. Then, she left to be alone in a forest. After that, Jin comes to Yi and asks about her condition because he is worried about Yi. However, Yi sadly reveals how important her violin is. Jin feels sorry to hear Yi's statement. With great regret, he apologizes to Yi for his mistakes. However, Yi says that Jin's opinion is correct because she thinks that she just missed her father and did not know how to reveal it since she does not have a good relationship with her mother and NaiNai (grandmother).

Yi's utterance can be categorized as the flouting maxim of manner. She does not clearly state the reasons for her change in behavior and habits when she lost a father. Her statement can make the speaker hard to understand since she does not give a clear connection to each utterance that she has said. Yi flouts the maxim of manner because she has many burdens that she has never conveyed before. She feels like there is nobody can understand her. Therefore, it makes her stammer in expressing it to her best friend.

IV. CONCLUSION

After analyzing the data, it finds that all types of the observance maxim are applied to the main character's utterances in Abominable movie. Those maxims are the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. The maxim of relevance is the most applied in the conversation. The major point is that the main character namely Yi has successfully observed all types of the maxim whether it is in verbal communication or nonverbal communication. Besides, Yi is cooperative in responding to the nonverbal language of her partner in the talk

exchange. It is proven that she can understand all meanings of the body language, facial expression, and eye contact that have been presented by her partner in the conversation. Therefore, with a good understanding of her partner in the conversation, the main character can apply the four sub-principal of the Gricean Maxim.

Regarding the data results, it can be concluded that all types of the non-observance maxim are flouted by the main character through her utterances. Those maxims are the flouting maxim of quantity, the flouting maxim of quality, the flouting maxim of relevance, and the flouting maxim of manner. The maxim of quantity is the most flouted in this movie. It is found that Yi often gives too much information to her partner in the talk exchange. She mostly explains something which is not required by her partner. In this movie, Yi is described as a girl who has a sensitive feeling when there is someone who alludes to everything about her family, especially her late father. Hence, that phenomenon makes the maxim of quantity.

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