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ANALYSIS OF FLOUTING MAXIM IN “NEED FOR SPEED (2014)” MOVIE

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Abstract: This qualitative research is about flouting maxim in Need for Speed movie. Flouting maxim was an action where the participants disobeyed the rule of cooperative principle in conversation. In this research, the researcher focused his research to analyze flouting maxims in Need for Speed movie and their effects in conversation. The research was conducted by accommodating one theory: flouting maxim by Herbert Paul Grice (1975). Grice's theory determined flouting maxim as follow: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevant, flouting maxim of manner. Techniques of data collection: downloading Need for Speed movie, watching Need for Speed flouting maxim utterances. The finding of the data analysis showed that there were fifteen data found in Need for Speed movie. From the data, the researcher found flouting maxim of quality (four data), flouting maxim of quantity (two data), flouting maxim of relevant (seven data), and flouting maxim of manner (two data). In addition, the effects of flouting maxim are angry (five data), disappointed (one data), normal (four data), confusion (one data), offense (one data), surprised (one data), suspicious (one data), and disappointed (one data). The researcher expected the next researchers to conduct analysis on conversational maxim with other objectives of research. And different theories.

Keywords: Flouting Maxim, Effects, Need for Speed Movie

INTRODUCTION

Maxim of quantity has the rule of conversation which the participant must convey information as informative as required by unreduce or adds the information as Thomas's statements (1995:63), "make your contribution as informative as is required" and "do not make your contribution more informative than is required". Maxim of quality has the rules that the participant should the truth in giving information. Maxim of relevant has the rule that the participants must act to be relevant. It means that the participants should tell the information that is relevant with the topic was being communicated. Maxim of manner has the rule that the participant must be told information "brief, be orderly, avoid obscurity of expression".

Flouting maxims means that the participants did not follow the rule or they are disobeyed the rules of conversational maxim. For example, flouting the maxim of quality, which the participants should telling the truth, if the participants lied or giving the false information, thus, it concluded to flouting the maxim of

quality because the participants disobeyed the rule of maxim of quality.

In this research, the researcher focused on flouting the maxims of conversation did by the characters in *Need for Speed* movie. In this movie, the researcher found that the use of flouting maxims occurred frequently. The researcher also conducted his research to identify the effects of the flouting maxims in the movie. Knowing the use of flouting maxims and their effects was important to do because it helped the researcher and the viewer of the movie to understand the content of flouting maxim and their effects well.

Based on that, the researcher conducted this research based on two research problems, they were: What maxims are flouted by the characters in *Need for Speed* movie? and What are effects of flouting maxims for the hearer in *Need for Speed* movie? then, the research objectives to answer the research problems were: *Need for Speed* movie.

REVIEW OF LITERATURE

Pragmatic

Pragmatic is a branch of linguistic field that studied meaning in context used by people in daily life. According to Parker (1946:11) in Wulandari (2013), pragmatic is the study of how language is used to communicate. Yule (1996) states "It concerns with the study of meaning as communicated by the speaker and interpreted by the listener". In addition, Crystal (1987: 120), explains that pragmatics studies the factor that govern our choice of language in social interaction and the effect of our choice on others. Based on the previous definition about pragmatic, it can be concluded that pragmatic is the study of speaker meaning (Yule, 1996). Learning language via pragmatic is important to do by the user of language because it will give many advantages such as we will be able to know what people mean (intended meaning, their assumption, their purposes and goal) and the kinds of action (e.g, request, command, promise, etc.) that they are performing when they speak (Yule, 1996).

Gricean Maxim Theory

Communication is a part of human life that is important. People can do communication by their language. Making a good communication between ourselves and others could make our relationship run well. In order to do that, Grice (1975) proposed a theory about how we use language to achieve a good communication in social life. Grice called it as cooperative principle. The main point suggested by Grice in cooperative principle is "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).

Types of Conversational Maxim

Grice (1975) states that in conversational maxim there are four types of maxim; maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. For the details, it will be formulated as follows:

a. Maxim of Quantity

The first maxim is maxim of quantity, which the rule of this maxim is every participants must convey

information as informative as required by do not reduce or adds the information as Thomas's statement (1995:63), "Make your contribution as informative as is required" and "Do not make your contribution more informative than is required". This rule is important to do because it will makes conversation will run effective, efficient and more cooperative.

b. Maxim of Quality

The second is maxim of quality. According to Black (2006) in Fajrina (2014) adds that "this maxim has to do with the truth of falsity of an utterance"(p. 30). The rule of this maxim is talking the truth. Every participant have to talk about the truth of the information. In other words, participants must talk honestly about the information conveyed.

c. Maxim of Relevant

On this maxim, participants must act to be relevant. It means that the information that is conveyed is in line or related to the topic of conversation.

d. Maxim of Manner

The last maxim is maxim of manner. The rule of this maxim is that the participants should convey information "brief, be orderly, avoid

ambiguity and avoid obscurity of expression" (Thomas 1995:63). In other words, briefly means participants must tell information briefly by do not adds and reduce the content of information. Participants must tell the information that deals with the context of the conversation (be orderly) and as well as possible to avoid information or statement that caused ambiguity on the hearer (avoid ambiguity) and tells information with the clearly expressed thus it can be understood by the hearer (avoid obscurity of expression).

Flouting Maxim

Flouting is a form of non-observance the maxim. Flouting happens when the participants clearly fails notice the rules of maxim, it is not aiming to deceive the hearer. However, he wants the hearer looks for other meaning (implicature). The meaning of implicature, Glundi (2000) in Fajrina (2014) stated that the theory of flouting is a quit rule conducted the hearer to describe a purpose in implicature. In addition, Catting (2000) states that a flouting maximum occurs when the speaker is looked that doesn't follow

a maxim, but, hope a hearer to understand the meaning of aim. Cutting (2000) classifies flouting maxim as follow:

a. Flouting maxim of quantity

Flouting a maxim of Quantity happens when the participants do not make their contribution as informative as required. They are usually told less information or more information. Thus, it makes the conversation is not cooperative. Cutting (2002) in Fajrina (2014), states that "the speaker who flouts the maxim quantity sees to give too little or too much information". It also makes the hearer feels something bad or boring because the information conveyed is not like they expected.

b. Flouting maxim of quality

Cutting (2002) in Fajrina (2014), defines the speaker who flout the maxim of quality may do it in several ways: They may quite simply say something that obviously does not represent what they think and the speaker may flout the maxim by using the hyperbole, metaphor, irony, and banter.

c. Flouting maxim of relevant

Cutting (2002) in Fajrina (2014) states if the speaker flouts the maxim

of relation, they expect that the hearers will be able to imagine what the utterance did not say, and make connections between their utterance and preceding one.

d. Flouting maxim of relevant

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Synopsis of Need For Speed movie

Need for Speed is an American movie that released in 2014. This film directed by Scott Waugh, written by George Gatins and John Gatins and produced by DreamWorks Pictures and Reliance Entertainment. Generally, the genre of this movie was racing where the content of this movie was about race. Tobey is the main character in this movie, he was a street racer in Mount Kisco. He has a garage where he and his friends worked as mechanic there. The conflict in this movie started by Dino, he ever took Tobey's woman in the past. In one day, Dino invited Tobey and his friend Pete to take a

race because he want to show them who the best racer is.

The race was done, where they overtake each other. Before they arrived in the finish line, Dino purposely crashed his car into the bumper of Pete's car. It made Pete got an incident and passed way. Dino who knew that, tried to avoid by take his car away from that place. Because of the incident that involved Dino, Tobey, and Pete, Tobey became the one who must be responsible because he was there when the incident happened while Dino ran away and free from the police. After Tobey was free from the prison. He committed to participate in a great street racer named De Leon where Dino always be the winner in that race. The reason why Tobey participated in that race was that he want to do a revenge to Dino because he caused Pete died. In the last part of this movie, we were presented by a great race where Tobey and Dino tried to lead each other. Finally, Tobey became the winner of this race while Dino was lost and arrested by the police because the police found his car that he used to crash Pete's car in the past.

METHODOLOGY

This research used qualitative approach and content analysis as the research design. The researcher used data derived from a movie entitled *Need for Speed*. Then, the research data were in the form of utterances that contain flouting Maxim and also actions that show the effects of flouting maxim in *Need for Speed* movie. Instrument of this research was the researcher as a subject of research. The researcher analyzed flouting maxim in the utterances in *Need for Speed* movie. The researcher used some tools to help in the process of finishing the research, as follows: internet, laptop, and sound.

There were some steps of collecting the data in order to complete this research, they were: downloading *Need for Speed* movie, watching *Need for Speed* movie to understand the content of the movie, finding out the utterances that contain of flouting maxim and noting down the flouting maxim utterances.

To analyze the data, the researcher used some steps that relevant with the data. For that, there were some steps to analyze the data. First, describing flouting maxim

found in *Need for Speed* movie. Second, explaining the effects of flouting maxims found in *Need for Speed* movie. The last, making a conclusion of the research.

FINDINGS AND DISCUSSION

Findings

In this study, the researcher found fifteen data of flouting maxim used by the characters in *Need for Speed* movie. They were flouting maxim of quality (four data), flouting maxim of quantity (two data), flouting maxim of relevant (seven data), and flouting maxim of manner (two data). In addition, the effects of flouting maxim are angry (five data), disappointed (one data), normal (four data), confusion (one data), offense (one data), surprised (one data), suspicious (one data), and disappointed (one data). Example of findings and analysis of this research are follows:

Datum 010/NFS/52:10,879 – 52:29,189

POLICE : “Why don't you just take it around the corner?”

JULES : “Oh, Officer, I am so sorry. My boyfriend was showing off. He's trying to impress me.”

POLICE : “Why don't we just take it around the block? Now.”

The utterance above took place in front of the office where *Finn* works. The utterance occurred between *Police*, *Jules*, and *Tobey* because *Tobey* tried to showing off to his friend (*Finn*) by making a noisy voices on his car. The *Police* tried to come them and suggests them to move into the corner of the street. *Jules* tried to calm down the *Police*. She said sorry to the *Police* because of *Tobey's* action by his car.

The use of flouting maxim of quality was appeared in *Jules's* answer. The *Police* suggested *Tobey* and *Jules* to move their car in to the corner of the street but *Jules* didnot give the true answer. She lied about the noisy that *Tobey* made by his car. Actually, *Tobey* made it to showing off to his friend *Benny*. That is included to flouting maxim of quality because *Jules* lied to the *Police*. The effect of flouting maxim

made by *Jules* in the utterance above made the angry.

Datum 013/NFS/55:35,917-55:39,796

- FINN : Did you miss this?
JOE : **No, I didn't miss it.**
 Don't touch me,
 man. Stay away!
 We got a go, let's go.
FINN : You missed me.

The utterances above took place in front of *finn* is work place between *finn* and *Joe*. *Finn* asked *Joe* whether *Joe* missed him or not and *Joe* forced to lie to *Finn* because *Finn* tried to liberate all of his clothes in his body, thus, it became a bad display for others around them. It is also made *Joe* felt so shy in that place. *Finn* became naked in order to resign for his work place and joined with his friends again. The use of flouting maxim of quality is found in *Joe's* answer. *Joe* didnot tell the truth about his felt to *Finn*. He lied to *Finn* about his feeling because of *Finn* being naked in that place. The effect of this flouting maxim made *Finn* disappointed in that time because *Joe* didnot missing him.

Discussion

After conducting the data analysis, the researcher presents the discussion about it. The first, the result of this research showed that the use of flouting maxim of relevant was dominant than other types of flouting maxim with seven data and the dominant effect of the flouting maxim was angry with five data. That is common because, flouting maxim means actions to be uncooperative with other participant. When the participant didnot cooperative in a conversation so the the most possibly is their utterances became irrelevant thus it made the recipient gets anger.

There are some previous researches of the maxim that became references in conducting this research. The result of the previous research are formulated as follow: the first research is *An Analysis Of Flouting Maxim Used By The Main Character In Homefront Movie* by Hadi (2015).

The researcher focuses on maxim are flouted by the main characters in *homefront* Movie. The writer of the research founds that Phil Broker flouted his utterance in four types of maxims, they are maxim of

quality, maxim of quantity, maxim of relevant, and maxim of manner. The second research is *Flouting Maxim Used By Elizabeth In Austen's Pride And Prejudices The Movie* by Fajrina (2014). In the end of the research concluded that Elizabeth flouted all the maxims; maxim of quality, maxim of quantity, maxim of relevant, and maxim of manner. The last research is *A Pragmatic Analysis Of Maxim Flouting Performed By Solomon Northup In 12 Years a Slave Movie* by Fatmawati (2015). The result of the research that (1) four types of maxim flouting are performed by Northup: quantity, quality, relevance, and manner maxim flouting, (2) five strategies of maxim flouting are applied by Northup: tautology, overstatement, understatement, metaphor, and irony, and (3) four reasons that lead Solomon Northup to flout the maxims are competitive, collaborative, convivial, and conflictive reason. In terms of types, quantity maxim flouting is in the highest rank and relevance maxim flouting is in the lowest rank.

CONCLUSION AND SUGGESTION

After the researcher conducted the data analysis, the result showed that all of types of maxim were being flouted by the characters in Need for Speed movie, they are maxim of quantity, maxim of quality, maxim of relevant, and maxim of manner. There are fifteen data in this study. From the data, the use of flouting maxim of relevant is dominant with seven data while the dominant effects of flouting maxim is anger with five data. In conclusion, the comprehension of pragmatic study such as flouting maxim is important to know because it can make our understanding about the meaning implied in the utterances that have flouting maxim run well. Thus, we can avoid misunderstanding when someone use implicature to flout the rules of the four maxim. The researcher also expected this research can be useful for the next researchers who conduct research on pragmatic study especially on conversational maxim as an additional reference. The researcher also suggested the next researcher who conducted the language research to analyze

conversational maxim from another point of view and with different of objectives.

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