

**FLOUTING MAXIMS IN THE MAIN CHARACTERS OF  
*UP!* ANIMATED MOVIE**

**Sarah Rosalina Burhan**

**Study Program of English, Faculty of Cultural Studies, Universitas  
Brawijaya**

**Abstract**

This study is design to find out what the maxims flouted by the main characters on the animated movie *UP!* and to find out the intended meanings of the utterances being flouted by the main characters on the animated movie *UP!* This study not only to know what the maxims are flouted but also to know why people do flouting maxims in their communication. The data source of this study is taken from *UP!*'s subtitle that was obtained from the internet and the data of this study are the utterances of the main characters that are flouted. The researcher only looks for the utterances that are flouting the maxims. The results of this study found that there were 47 dialogues containing flouting maxims in *UP!* animated movie. That consists of four kinds flouting maxims, namely flouting maxim of quality, flouting maxim of quantity, flouting maxim of manner, and flouting maxim of relevant. The purposes of flouting the maxims were to make the main characters are comfortable in the conversation, to avoid other questions, to show pleasure or anger, and to show their knowledge on something in this movie.

**Key word:** Cooperative Principles, Flouting Maxims, Intended Meanings, *UP!* animated movie.

The ground theory from this study is Pragmatics. Pragmatics is the study of speaker's meaning. Dealing with it, Yule (2006, p.112) says, "Communication clearly depends on not only recognizing the meaning of words in an utterance, but

recognizing what speakers mean by their utterances”, which is well known as Pragmatics.

Related with the language, it is very important thing that in people life, because language is used for maintaining and establishing the relationships between the speakers and the hearers in communication either in written or spoken language. A good communication is needed for everyone in interaction with others in order to make communication run well and effective. It is needed because it can avoid misunderstanding and misinterpretation between the speakers and the hearers. Thus people must comprehend the Pragmatics.

In dealing with speakers’ meaning, there are two kinds of meaning, explicit and implicit meaning. Explicit means the real meaning of the utterance. According to Sperber and Wilson (cited in Grundy 2000, p. 102), “explicit or explicature is an enrichment of an original utterances...”. In Grice theory (1991), implicit means the hidden meaning, or it is called implicature. It denotes either the act of meaning, implying, or suggesting one thing by saying something else, or the object of that act. It can be a part of sentence meaning or dependent on conversational context.

In addition, to identify and classify the phenomenon of implicature, Grice (1991) developed a theory, called cooperative principle which people must obey in communication. Thus, the speaker and the hearer should share a cooperative principle. However, in the real communication it usually does not happen like how it should be, at one time people will not obey one or more of the cooperative principles. This in Pragmatics is called flouting maxim. It happens because sometimes they want to explain something beyond the utterances they produce by giving much information and expect that the hearer will understand more about it.

Related to the object of the study is about *UP!* animated movie, the writer want to know what the maxims are flouted and also the intended meaning itself. *UP!* animated movie is a 2009 American animated comedy about an old man named Carl Fredricksen and Russell, produced by Pixar Animation Studios and directed by Pete Docter. This movie tells that the old man completed a promise to

his poor wife in the past, and Russell the earnest young Wilderness Explorer helped him to fulfill his promise.

The study of flouting maxim has been conducted by Thalita Charismarta Afrianti (2012) entitled *Implicatures used on 'Non Sequitur' Comic Strip Utterances*. This study is talked about the implicature in the comic, in which the utterances in the comic flouted the maxim that made the readers draw inferences beyond what was originally stated. The researcher applied such maxims analysis in the comic. She focused on the implicit meaning in the sentences used on “Non Sequitur” comic strip and also analyzed the types of maxim flouted. The researcher collected the data from “Non Sequitur” comic strip published from December 1<sup>st</sup> until 31<sup>st</sup> 2011, January 1<sup>st</sup> until 31<sup>st</sup> 2012 and February 1<sup>st</sup> until 29<sup>th</sup> 2012.

Another similar study has been conducted by Maria Helmi (2010) entitled *A study on Flouting and Hedging Maxims used by the Main Characters on 'Daddy Day Camp'*. She explained how the maxims were hedges and how the maxims were flouted by the characters. She explained that the maxims were flouted when the main characters on *Daddy Day Camp* produced the utterances in the form of rhetorical strategies, namely tautology, metaphor, understatement, overstatement, rhetorical question and irony.

The similarity among the previous studies and the current study is the theory used. They used Grice's theory of implicature or conversational implicature as well as the current study does. The differences are in the source of the data and the objectives of the study in which Afrianti's objectives of the study were to find out the implicature meaning on the *Non Sequitur* comic strip and what maxims are flouted, while Helmi's objectives of the study were to know how the maxims were hedge and flouted by the main characters on the *Daddy Day Camp* and the researcher's objectives of the studies are to find out the flouting maxims and the intended meanings by the main characters on the *UP!* animated movie., and the researcher used Grice(1991) theory to conduct this research in order to know about the maxims are flouted and also the intended meaning itself.

## METHODS

The researcher used qualitative research. This study can be classified as qualitative approach since the data are in form of words or sentence not a number or statistic (Ary, et al., 2002, p. 425). Here, the researcher analyzes the flouting maxim on the animated movie of *UP!* using Grice's theory. The type of the research is descriptive qualitative since the researcher describes the meaning of the flouting maxim in *UP!* animated movie. The analysis of this research is document analysis because the researcher analyzes the utterances on *UP!* animated movie. It is in line with Ary, et al. (2002, p.442) saying, "Document analysis is a research method applied in written or visual materials for the purpose of identifying specified characteristics of material. The materials analyzed can be textbooks, newspapers, speeches, television programs, advertisements, musical compositions, or any of host of other types of documents."

### Data Source

The data of this study are the utterances of the main characters that are flouted. The researcher only looks for the utterances that are flouting the maxims. The data source of this research is taken from *UP!*'s subtitle that was obtained from the internet.

### Data Collection

In the data collection, the researcher uses the following steps, first is find the movie's English subtitle of the movie, second is check the English subtitle with the movie, and the last is list the utterances of the main characters of *UP!* animated movie which flout the maxims.

### Data Analysis

The data were processed in this part of research. In this present research, the first step is arranging the data. The researcher arranges the whole data according to types of flouting maxims that she finds and analyzes them in accordance with the problems and the objectives of the study by interpret it by using Grice's theory.

Afterwards, the researcher identifying the data, the researcher identifies the data of the flouted utterances by the main characters on the movie *UP!*. Then,

categorizing the data according to the utterances by the main characters, the researcher categorise the utterances which are flouted by the main characters on movie *UP!* into four kinds of maxim, those are maxim of quality, maxim of quantity, maxim of relevance and maxim of manner.

The last is putting the data into a table, after categorizing the utterances which are flouted, the researcher classifies it by putting it into the table based on the criteria of the flouting maxim.

**Table 4 The Total of Flouting Maxims by The Main Characters of UP! Animated Movie**

Name of the characters	Flouting Maxim of Quantity	Flouting Maxim of Quality	Flouting Maxim of Manner	Flouting Maxim of Relevance	The amount of flouted sentences
Fredricksen	2	7	10	2	21
Russell	11	-	1	7	19
Charles	2	-	5	-	7
				Total	47

The researcher found out 47 sentences that flouted by the main characters of *UP!* animated movie. It shows that flouting maxims appears in the movie because movie as one of literary works also represents the real daily conversation between the characters.

The researcher found 15 sentences that flouted the maxim of quantity, 7 sentences that flouted the maxim of quality, 16 sentences that flouted the maxim of manner, and 9 sentences that flouted the maxim of relevance.

## DISCUSSION

From the analysis of the data, it can be seen that cooperative principles are needed in communication to make it run smoothly. Grice (1991) makes the rule called cooperative principles to make the speaker and hearer communicate well. However, people still do not always obey the maxims.

When the maxims of cooperative principles are flouted, it can be said that the speakers performed the flouting maxims because they produce utterances which have implicit meanings. Grice (1991) means the hidden meaning, or it is called implicature. It denotes either the act of meaning, implying, or suggesting one thing by saying something else, or the object of that act. It can be a part of sentence meaning or dependent on the conversational context.

In this movie, maxim of manner is often flouted by Fredricksen. Maxim of manner itself means talking in a clear or unambiguous way and orderly, like Grice (1991) states, "Be perspicuous, avoid obscurity of expression, avoid ambiguity, be brief and be orderly", but Fredricksen in this movie disobeys this rule or flouts the maxim of manner because it is obscure and ambiguous. Like Fredricksen does in this movie in order to show his anger to others in ambiguous ways and shows his feeling indirectly.

Maxim of quality is also often flouted by Fredricksen in this movie. Maxim of quality means telling the truth or giving evidence in the utterance, like Grice (1991) says, "Try to make your contribution true, do not say what you believe to be false, do not say that for which you lack adequate evidence", but Fredricksen disobeys this rule or flouts the maxim of quality because he tells a lie or says something that is false to the hearer, like Fredricksen does when he tells a lie to make the hearer believes what he says. This happens when he tries to avoid Russell who always disturbs him, and to create comfortable situation for himself during the conversation.

Maxim of quantity is also often flouted by Russell. Maxim of quantity means talking by giving an appropriate amount of data, not too long or not too short in giving the information, like Grice (1991) states, "Make your contribution

as informative as is required, do not make your contribution more informative than is required”, but Russell in this movie disobeys this rule or flouts the maxim of quantity because the utterances are more informative than is required.

Russell also often flouts the maxim of relevance. Maxim of relevance means talking in a related topic during the conversation, like Grice (1991) states, “Be relevant in building sentences or utterances”, but Russell disobeys this rule and it can be said that he flouts the maxim of relevance because he makes the conversation not related. Besides, the speaker does not want to continue speaking on the same topic thus he changes the topic or avoid by talking something else. Like Russell does in order to avoid the next questions from other people.

Lastly, Charles Muntz often flouts the maxim of manner in this movie. Maxim of manner itself obligated the speaker to make the utterances clear and understandable to the hearer, but Charles Muntz flouts this maxim by making his utterances unclear and ambiguous and prevents the hearer to understand what he means. Charles as an antagonist in this movie and always hides his motive by giving his contribution ambiguously.

From the findings of this research, it is clear that the characters in this movie sometimes need to flout the maxims to make comfortable situations for them and say something indirectly in order to make the hearers pay more attention on what they say. They flout the maxim of quantity to explain more or stress something in order to make the hearers understand more. They also flout the maxim of quantity to hide the truth from the hearers and also to make the hearers believe in what they say. In this movie, the maxim of manner is the maxim mostly flouted by the characters. They expect to get attention from the hearer or to show what they actually feel. In addition, they also flout the maxim of relevance to change the topic of the conversation, they do it to avoid the next possible questions or just to end the conversation or to avoid talking about a particular topic.

## CONCLUSION AND SUGGESTION

This research is conducted to find out what maxims are flouted by the main characters' utterances in *UP!* animated movie and also the intended meaning of the utterances.

Maxim of quantity is flouted by the main characters on *UP!* animated movie when they give long speech or give too much information in their utterances to others, sometimes they shorten their utterances in order to make the hearer get the point quickly. Flouting maxim of quality is performed when they make or tell a lie to make the hearer believe what they say. Then, flouting maxim of relevant happens when they change another topic in their conversation to avoid the next question which is undesirable. Lastly, flouting maxim of manner is performed when they make their utterances unclear and ambiguous and does not make the hearer know the meanings of it directly. From the findings, the maxims are not obeyed by the speakers. Moreover, the maxims are flouted by the main characters' utterances. It can be seen from the movie that when the characters flout the maxims, the meaning of the utterances become unclear. Although in the movie, the characters can flout the maxims because in movie there are conversation between the characters which contain implicit meanings that cause flouting maxims.

The suggestion is proposed for the next researchers can use the findings of the research to be an additional reference. For the students of English Department, it is expected that this research can make them understand more about the flouting maxims in Pragmatics. In addition, the researcher also recommends that the next researchers use Grice's maxim theory to conduct the research on other topics or problems.



## REFERENCES

- Afrianti, Thalita Charismarta. (2012). Implicatures used on 'Non Sequitur' Comic Strip Utterances. *Unpublished Thesis*. Malang. Universitas Brawijaya
- Allen, Robert C., Gomery .(1985). *Film History: Theory and Practise*. New York: Alfred A, Knopf.
- Ary, Donald., Jacobs, Lucy Cheser,. & Razavieh, Asghar. (2002). *Introduction to research in education, sixth edition*. United States of America: Wadsworth Group.
- Brown, Gillian., Yule, G. (1983). *Discourse Analysis*. Cambridge: Cambridge Univerity Press.
- Cook.(1989). *DiscourseAnalysis*. Oxford: Oxford University Press.
- Cumming. (2005). *Pragmatics, A multidisciplinary Perspective*. Edinburgh: Edinburgh University Press.
- Grice, Paul. (1991). *Studies in The Way of Words*. United States of America: Harvard University Press.
- Grundy, Peter. (2000). *Doing Pragmatics (second edition)*. New York: Oxford University Press.
- Helmi, Maria. (2010). A study on Flouting and Hedging Maxims used by the Main Characters on 'Daddy Day Camp'. *Unpublished Thesis*. Malang. Universitas Islam Negeri.
- Khosravizadeh, Parvaneh., Sadehvandi. (2011). *Some Instances of Violating and Flouting of the Maxim of Quantity by the Main Characters (Burry and*

*Tim) in Dinner for Schmucks*. Retrieved March 12, 2013, from <http://sharif.ir/~khosravizadeh/linkfile/violation.pdf>.

Levinson, Stephen C. (1984). *Pragmatics*. Cambridge: Cambridge University Press.

Mey, Jacob L. (2001). *Pragmatics (second edition)*. Willey Blackwell.

Miller, T., Robert Stam. (1999). *A companion to Film Theory*. Blackwell Publishing.

Sobur. (2001). *An analysis Text Media*. Bandung: PT. Remaja Rosdakarya.

Wardhaugh, Ronald. (2006). *An Introduction to Sociolinguistics*. Blackwell Publishing.

Yule, George. (2006). *The Study of Language (third edition)*. Cambridge: Cambridge University Press.

[http:// www.meriam-webster.com/dictionary/maxim](http://www.meriam-webster.com/dictionary/maxim). Retrieved March 14, 2013.

[http:// movies.about.com/od/up/a/up-trailer.htm](http://movies.about.com/od/up/a/up-trailer.htm). Retrieved March 14, 2013.