



TYPES OF FLOUTING MAXIM IN LADY BIRD MOVIE

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ABSTRACT

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The aim of this study was to find out types of flouting maxim in *Lady Bird* movie by using theory conduct by Grice (1975). The data was collected from *Lady Bird* movie, this movie talked about teenager's life. The data were collected by using library analysis method and analyzed by descriptive and qualitative method. The finding is presented in formal and informal way. Our findings show that there are four types were performed by the characters in *Lady Bird* movie. There were flouting maxim of quantity (47,7%), flouting maxim of quality (28,7%), flouting maxim of relevance (19%) and flouting maxim of manner (4,6%).

INTRODUCTION

Human as social creature needs another human to live, when people together they will be doing communication to transfer the meaning for each other. Every communication or conversation have a purpose, so people who doing communication should do it in appropriate way to make it useful and cooperative. Misunderstanding can be happened in communication when the speaker fails to deliver the meaning in correct way. It might because of the speaker utterance unclear or the listener cannot catch the meaning correctly. That is why cooperative principle is important in doing communication.

To make cooperative in the conversation needs cooperative principle. This theory is a principle of conversation that was introduced by philosopher (H. Paul Grice, 1975) in Zebua, (2017: 104). He states that the



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cooperative principle is the opinion that participants in the conversation usually trying to be informative, truthful, relevant, and clear. In effective communication, there are four conversational maxims cooperative principles purpose by H.P Grice (1975). They are Maxim Quantity, Maxim Quality, Maxim Relation, and Maxim Manner. These maxims can run the conversation smoothly.

According to Grice (1975) a speaker may flout a maxim, that is he or she blatantly fail to fulfill it and this situation is one of the characteristically gives rise to conversational implicature and when conversational implicature generated in this way, Grice says that a maxim being exploited. Levinson (1983) states that flouting is a kind of implicature that comes about by overly and blatantly not following some maxims in order to exploit it for communicative purpose.

Conversation also used in a movie and sometimes the character in the movie will flouted the maxim for several reason. Movie is one of the most interested entertainment nowadays. Lady Bird movie is a movie that talked about teenager's life and family issues. This movie got \$80 million in Box office and released in United State on November 3 2017. To make watcher understand all of the conversation in the movie is one of the reason why researcher choose this topic.

METHODS

The data used in this study were taken from the conversation that happened between the characters in Lady Bird Movie. It contains a total of 21 flouting maxim data which show that the character in Lady Bird movie flouted the maxim. From 21 data, flouting maxim of quantity is the most dominant types, the characters flouted this maxim for 10 times. It means most of the characters in the movie giving much or less information than required to hide the truth and other reasons.

The data were collected through the document analysis method by reading the script and doing a note-taking process while watching the movie. During the process of collecting the data, the data that was found directly classified into their categories based on the theory from Grice (1975) and supported by Thomas (1995).

RESULT AND DISCUSSION

RESULT

The finding of this study show that the character in Lady Bird movie performed 4 different types of flouting maxim, they are: flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. The data are presented in the table below:



No.	TYPES OF DATA FLOUTING MAXIM	FRECU ENCY	PERCANTAGE	
1.	Flouting Maxim of Quantity	<p>It's a collaborative effort with the men at Xavier</p> <p>Scholarships, financial aid. I'll figure it out. My Mom thinks I can't get in but she is sorely mistaken</p> <p>Yes, but that was terrifying wasn't it? Thank God you were there. I guess I can't have pencils anymore.</p> <p>First, yes that's why financial aid. Second, I have to get in first.</p> <p>When I was little, my Dad had a job that took him to Brazil. I remember from the pictures.</p> <p>Yes, but also those East Coast liberal arts schools. Like Yale, but not Yale because I probably couldn't get in.</p> <p>I know... it's just.... I respect you too much for that.</p> <p>With her new best friend. She thinks she's too cool for theatre.</p> <p>Let's be honest, I've had a dress for months. It's purple and you're really gonna like it.</p> <p>No... we can't afford to! I'm kidding, no. I love your Mom.</p>	10	47,7%
2.	Flouting Maxim of Quality	<p>Um, 44th it's, um, it's the three story blue house with the white shutters and the American flag in the front.</p> <p>Mom, we really can't talk right now.</p> <p>My Mom made me get a job at New Helvetia to learn "responsibility" Anyway we hang out there.</p> <p>Good girl. The government didn't have to put tracking devices on us, we bought them and put them on ourselves.</p> <p>No, me neither.</p> <p>I mean, if you're still Kyle's girlfriend, then yeah, I guess I'll see you around.</p>	6	28,7%
3.	Flouting Maxim of Relevance	Mike Kerry died. I didn't know he was sick again.	4	19%



		Is that your family? There are so many of you! Um, actually, I was thinking maybe we should go to the Deuce? Do you have any awareness about how many civilians we've killed since invasion in Iraq started?			
4.	Flouting Maxim of Manner	They aren't consecrated.	1	4,6%	
TOTAL			21	100%	

From the four types of flouting maxim that were found, there will be 1 selected example of each types that is presented in the discussion section.

DISCUSSION

3.1 FLOUTING MAXIM OF QUANTITY

According to Grice (1975) When a speaker blatantly gives more or less information than required, she or he may flout maxim of quality and deliberately talk either too much or too little in compliance with the goal of the ongoing conversation. The example of the data is presented below:

Data 1

Luise : "You doing okay, mama?"

Marion: "**Yes, but that was terrifying wasn't it? Thank God you were there. I guess I can't have pencils anymore.**"

(00:07:34)

The participants on the conversation above are Luise and Marion. Luise is a Marion partner in the hospital and Mario is Lady Bird mother. This conversation happened when Marion ended her work shift and fill the attendance list, then Luise came and asked "*You doing okay, mama?*", from Luise utterance is clearly he asked about Marion condition after Luise help her by giving pen when she needed it. After that Marion answer "*Yes, but that was terrifying wasn't it? Thank God you were there. I guess I can't have pencil anymore.*" Marion's utterance showed that she giving much information that required. Marion should answer Luise's question by Yes or No but she also explained about her felling and she thank to loise because he was there and help her. Marion's utterance belong to Flouting maxim of quantity because she gave much information than required.

3.2 FLOUTING MAXIM OF QUALITY

This flouting happens if the speaker says something untrue or the speaker tells lie which means he or she denies something that is believed to be false. Grice (1975) also adds if figure of speech like irony, metaphor,



meiosis and hyperbole can flout the maxim of quality. (Grice 1975, p.53-54). The example of the data is presented below:

Data 13

- Jenna : "How do you know Kyle?"
Lady Bird : "**My Mom made me get a job at New Helvetia to learn "responsibility" Anyway we hang out there.**"
(00:41:08)

From data 13 is the conversation between Jenna and Lady Bird. In that conversation Jenna asked "*How do you know Kyle?*" because she thinks that someone like Lady Bird being friend with Kyle is weird thing. Jenna is a popular girl so her friend is also popular like Kyle but in other side Lady Bird is unpopular girl that is why Jenna thinks that is weird. After that Lady Bird answer by saying "*My mom made me get a job at New Helvetia to learn 'responsibility' anyway we hang out there.*" It was clearly untrue because the reason why Lady Bird work at New Helvetia because she needed money but she said that because her mom made her did that to learn about responsibility. Lady Bird utterance can be classified into flouting maxim of quality because she said something untrue.

3.3 FLOUTING MAXIM OF RELEVANCE

According to Grice (1975) as a rule, such flouts tend to occur when the response is obviously irrelevant to the topic (abrupt change of topic, overt failure to address interlocutor's goal in asking question). The flouting in this maxim usually happen when someone does not want to answer the question and directly change the topic.

Data 18

- Danny : "Thanks, I'm super excited. You live in the neighborhood?"
Lady Bird : "Nah, I'm from the wrong side of the tracks."
Danny : "What?"
Lady Bird : "**Is that your family? There are so many of you!"**
(00:14:46)

From the conversation above happened when Lady Bird met Danny unplanned in the mall. The participants in that conversation are Lady Bird and Danny. They are friends and met in theater class, Lady Bird start to in love with Danny and she was nervous when met Danny unplanned. At the first Lady Bird asked about where Danny live and when Danny asked where she live, she answered "*Nah, I'm from the wrong side of the tracks.*" It makes Danny wondering what does it mean so Danny answer by saying "*What?*" but Lady Bird did not want to explained the meaning of her utterance so she changed the topi and said "*Is that your family? There are*



so many of you!". It was clear that Lady Bird utterance can be classified into flouting maxim of relevance because she changed the topic in the conversation.

3.4 FLOUTING MAXIM OF MANNER

According to Grice (1965) People who flout the maxim of manner, appearing to be obscure, are often trying to exclude a third party. Moreover, when the speaker flouts the maxim of manner, it means there is an absence of clarity in the utterance.

Data 21

- Lady Bird : "I don't know if mine is the right kind, though. Maybe it's different when you actually have a penis in there, like it's more intense."
Julie : "Mine is pretty intense, I think."
Darlene : "You're not supposed to eat the wafers!"
Lady Bird : "**They aren't consecrated.**"

(00:11:57)

The participants in the conversation above are Lady Bird, Julie and Darlene. In this situation Lady Bird and Julie are chilling in the dress room and ate wafer that only can eat when there is a special day in Christen. They actually talk about sex and in the middle of it, Darlene came and caught the was ate the wafer. Darlene said "You're not supposed to eat the wafer" and then Lady Bird answer by saying "They aren't consecrate.". Lady Bird utterance show that she excludes the third party which is Darlene. Lady Bird utterance belong to flouting maxim of manner.

CONCLUSION

As a result of the analysis that had been done, it was found the character in Lady Bird movie flouted the maxim. There are total of 21 data of flouting maxim which divide into 4 types, they are: flouting maxim of quantity (47,7%), flouting maxim of quality (28,7%), flouting maxim of relevance (19%), and flouting maxim of manner (4,6%). From the four types of flouting maxim found in Lady Bird movie, flouting maxim of quantity become the most dominant. It means that the character in the movie giving more or less information that required for several reason. By giving much information than required will make the hearer more believe the speaker because the speaker tried to convincing the hearer to hide the truth or any other reason. Flouting maxim of manner become the rarest because in Lady Bird movie the characters mostly only doing the conversation with 2 people



and when they doing conversation with more than 2 people they do not exclude the third party.

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