

FLOUTING OF CONVERSATIONAL MAXIMS IN 'AVENGERS : ENDGAME' MOVIE

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Abstract

To achieve the goals of communication, it is important for the participants in every conversation to obey the cooperative principle in order to avoid misunderstanding of interpretation between them. This research deals with the study of flouting maxim in a superhero movie entitled Avengers: Endgame movie. This research focuses on analysing the types of flouting maxim in Avengers: Endgame movie flouted the maxims. The researcher used the theory of cooperative principle proposed by Grice (1975) to analyse the types of flouting maxim. The researcher used descriptive qualitative method to describe the data to answer the problems of the research. The result of the research shows that there are 20 data of flouting maxim in Avengers: Endgame movie. The highest occurrence of flouting maxim in this movie is flouting maxim of quantity and quality with 7 data (35%). Then followed by flouting maxim of relevance with 4 data (20%). Flouting maxim of manner is the lowest occurrence of flouting maxim with 2 data (10%).

Keywords: *Avengers: Endgame, Cooperative principle, Flouting Maxim.*

Introduction

One of the important aspects of human's life is language, language is a form that used by humans to communicating with each other. There are two form of language, spoken and written. In communicating, spoken language is more often used than written form (Affifatusholihah & Setyawan, 2016). Communication is how people transferring an information, ideas and message to each other between the speaker and the hearer. People should be cooperative when they are communicating in order to avoid misunderstanding of interpretation between them, if the hearer failing to recognize the intentions behind the speaker's utterances it could lead misunderstanding and even a conflict between them (Ulfah & Afrilia, 2018). On the other hand if in a conversation the receiver could get the intention of the speaker's utterance, that conversation can be said successful (Rokhmania, 2012). Regarding to language and communication, to achieve effective communication, Grice (1975) proposed a theory called cooperative principle which explains that both the speaker and the hearer are expected to give a conversational contribution such as required, the information that they give to each other should be as informative as required, do not give more and less information to the hearer.

Grice (1975) outlined the maxims into four categories and these maxims are important to make the conversation between the speaker and the hearer will worked well. The first maxim is maxim of quality in which the speakers are expected to say the truth and to be able to give the evidence of what they are saying.

Second, maxim of quantity in which the speaker is expected to be as informative as required. Third, maxim of relevance explains that the speaker is expected to say something that relevant to the context they are talking about. Fourth, maxim of manner relates to the speaker expected to say something orderly, avoid obscurity and ambiguity expressions.

In daily life, when people are communicating, some of them are still disobeying the cooperative principle by giving an unappropriated answer (Cahyani, 2020). Sometimes the communication did not run smoothly because one of the participants failing to observe the maxims, they might give a statement with lack of evidence, give an irrelevant answer and give an ambiguity expression to the hearer. One of non-observe maxim called flouting maxims. Cutting (2002: 39) stated flouting maxims happens when one of the participants in the conversation break the conversational maxims.

Flouting maxims occurs when the speaker has an implicit intention behind their utterances, but when the speaker flouted the maxim, they did not want to misleading the hearer instead they want the hearer tries to find the hidden meaning or intention of their utterance. Flouting maxims consist of four, they are flouting maxim of quantity, quality, relevance, and manner. The study of flouting maxims is important to make a conversation effective and being acceptable for both the speaker and the hearer. This research focused to analyze the types of flouting maxim used by the characters in Avengers: Endgame movie. The theory of cooperative principle proposed by Grice (1975) was

used to answer the problem of the study which discuss about the types of flouting maxims.

Method

This research uses a descriptive qualitative method to analyze the types of flouting maxim that found in *Avengers: Endgame* movie in which the data was analyzed descriptively based on the flouting of the conversational maxim to answer the research problems and concerning on flouting maxim of quality, quantity, relevance and manner. The data was collected through observation method with some steps. The first step was downloading *Avengers: Endgame* movie. The second step was carefully and repeatedly watching the movie in order to analyze the types of flouting maxims that occurred from the dialogue among the characters. The last step was classifying the data into each types of flouting maxims based on Grice's theory.

Discussion

According to Grice in 1975 flouting of conversational maxims happen when the speakers blatantly disobey the cooperative principle and convey a different meaning behind speaker's utterances. There are 20 conversations from *Avengers: Endgame* movie that flouted the Grice's cooperative principle. The researcher found the characters in the movie perform all types of flouting maxims, those are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and flouting maxim of manner. In the calculation the researcher employed percentage technique as described below:

Table 1. Data of Flouting Maxims in Ready Player One Movie

No	Types	Total	Percentage
1.	Flouting Maxim of Quantity	7	35 %
2.	Flouting Maxim of Quality	7	35 %
3.	Flouting Maxim of Relation	4	20 %
4.	Flouting Maxim of Manner	2	10 %
	Total	20	100 %

From the table above, it could be seen that among four types of flouting maxim that occurs in *Avengers: Endgame* movie, flouting maxim of quantity and quality were the most dominant types with 7 numbers of occurrences. The second was flouting maxim of relevance with 4 numbers of occurrences. The last one was flouting maxim of manner with 2 numbers of occurrences. Based on the table above, here are the example of the data analysis of each types of flouting maxims that occurs in *Avengers: Endgame* movie.

1. Flouting Maxim of Quantity

Flouting maxim of quantity happens when a speaker blatantly gives more or less information than it is required to the hearer, the speakers may flout maxim of quantity and deliberately or accidentally talk either too much with the goal of the ongoing conversation (Grice, 1975:52). The example of flouting maxim of quantity can be seen in the following conversation.

Data 1:

Tony : Ratchet how is it going?

Rhodes : It is Rocket. Take it easy. **You are only a genius on Earth pal.**

(Avengers: Endgame, 00.57.52 - 00.57.57)

The conversation above is the data of flouting maxim of quantity. The conversation happened in the afternoon at the Avengers Compound. The participant of the conversation above were Tony Stark and Rocket. In this situation the team of Avengers were preparing the time machine for them to go to the past and found the sixth infinity stone again so they could change the destruction that was caused by Thanos. When Tony saw Rocket who still working to fix the quantum tunnel machine, the tools that could bring them back to the past. Tony asked Rocket to know if there were any problem or not with the machine by saying "*Ratchet, how is it going?*" while continuing his work, Rocket answer Tony's question by saying "*Take it easy. You're only a genius on Earth pal*".

In the conversation above, Rocket's answer classified as flouting maxim of quantity because he gave more information to Tony than it was required. Actually, to obey the maxim of quantity, Rocket should answer Tony's question by just saying "*take it easy*" which implied that Rocket could handle it and Tony only needed that answer. But, in the conversation, Rocket gave more information to Tony by giving a compliment to him by saying "*You are only a genius on Earth pal.*" while Tony did not ask for it, He said that because only Tony Stark who can discover

and create the time space GPS so the team of Avengers could go to the past in the right time that they wanted to. Since Rocket gave an answer more than it was required, his utterances belong to flouting maxim of quantity.

2. Flouting Maxim of Quality

This flouting happens if the speaker tries to deny something that she or he believes to be false or in other words, the speaker tells lie or giving untrue statement and saying something with lack adequate of evidence. (Grice, 1975:53) also the maxim of quality can be flout if it used figures of speech like irony, metaphor, meiosis, and hyperbole can flout the maxim of quality. The example of flouting maxim of quality can be seen in the following conversation.

Data 2:

Tony : Scott, how long you need to get that thing working?

Scott : **Uh, maybe 10 minutes.**

(Avengers: Endgame 02.21.45- 02.21.48)

The conversation above is the data of flouting maxim of quality. The context of the situation above was happened in the afternoon at the Avengers Compound which has been falling apart because Thanos and his allies destroyed it. The participants in that conversation were Tony Stark and Scott Lang. In this situation, The Avengers and the team were at war against Thanos and his allies, the Avengers tried to stop and won the war but there was no other option except returning Thanos,

his allies and the six infinity stone back to the past through the time machine that place in a brown van but because of the war, the time machine was broken, then Tony asked to Scott how long it will take him to fix the time machine on that brown van by saying *"Scott, how long you need to get that thing working?"* Scott answer Tony's question doubtfully by saying *"Uh, maybe 10 minutes"*.

In the conversation above, Scott's answer belongs to flouting maxim of quality. In his utterance he said *"Maybe"* it was clearly show that he still not sure if 10 minutes was enough to fix the time machine. Normally Scott should answer it briefly by saying *"I don't know yet"* because he not sure how long he needed time for fixing the time machine. Since Scott give a statement with doubtfully and lack adequate of evidence, his utterances belong to flouting maxim of quality.

3. Flouting Maxim of Relevance

Flouting of maxim relevance might occur when the receiver answers the speaker's question irrelevant to the topic. The flouting in this maxim usually happens when someone does not want to answer the question and directly change the topic of the discussion (Grice, 1975:54). The example of flouting maxim of relevance can be seen in the conversation below.

Data 3:

Tony Stark: Alright, move it Stuart Little. Things are getting dicey out here. Let's go.

Scott Lang : You promise me you won't die?

Tony Stark: **We're only giving me a mild cardiac dysrhythmia.**

Scott Lang : That doesn't sound mild

(Avengers: Endgame, 01.20.28-01.20.37)

The conversation above happened in the afternoon at the lobby of Tony Stark's penthouse. The participants on that conversation were Tony Stark and Scott Lang. On that situation Tony and Scott go back in time in 2012 to take the Space Stone and Mind Stone. To get that stone they must be undercover so the people in the past did not know their mission. On that time Tony Stark saw Tony Stark in the past who carrying a suitcase containing that stone through the lobby. In order to get the stone, they need to distract them by making Tony Stark in the past fainted. Scott Lang as an Antman could change himself to be very small, so he sneaked into Tony Stark clothes and enter the arc reactor that placed on Tony's chest. Because the things began out of control when the people from S.H.I.E.L.D in the past wanted to seize the suitcase that carried by Tony Stark in the past, so Tony Stark in the future told Scott to immediately launch his mission in which to made Tony Stark in the past pass out so that could distract the S.H.I.E.L.D people and got the suitcase then brought it to the future time. Scott who was afraid if Tony in the past would die so he asked him to make sure by saying "*You promise me you won't die?*" Tony answer Scott question by saying "*We're only giving me a mild cardiac dysrhythmia.*"

From the conversation above, Tony's answer classified as flouting maxim of relevance because he gave an answer that was

not relevant to Scott's question. It can be seen that Tony failed to be relevant in communicating. Actually, he should answer Scott's question by saying "yes" or "no" answer so the effectiveness of communication could be achieved and made Scott did not hesitate to do so, but here Tony saying that "We're only giving me a mild cardiac dysrhythmia" while Scott did not ask what they will give to Tony Stark in the past. Since Tony gave an answer with irrelevant answer, Tony's utterance belongs to flouting maxim of relevance.

4. Flouting Maxim of Manner

Flouting maxim of manner occurs when the speaker fails to fulfill the maxim of manner that requires the listener to be clear, brief, and orderly in stating their utterances (Grice, 1975:54). This type of flouting maxim also happens when the speakers show an ambiguity expression. The example of flouting maxim of manner can be seen in this following conversation below.

Data 4:

Natasha : That time stone guy,

Hulk : Doctor Strange

Natasha : Yeah, what kind of doctor was he?

Tony : **Ear- nose- throat meets rabbit-from-hat**

(*Avengers: Endgame*, 01.04.49-01.04.52)

The conversation above happened in the evening at the Avengers compound. The participants of that conversation were Tony Stark, Natasha and Hulk. In this situation, they still

discussing about where is the location of the six Infinity Stone so they could go to the past in the right time and in the right place. In their discussion Natasha was curious with the guy that brought the Time Stone, when hulk mentioned the name of that guy is Doctor Strange, then she asked Hulk and Tony randomly by saying *“yeah, what kind of doctor is he?”*. Tony answer Natasha’s question by saying *“Ear- nose- throat meets rabbit-from-hat”*

From the conversation above, Tony’s answer belongs to flouting maxim of manner because he could not say something in simpler manner. In the conversation, the Natasha was asking about what kind of doctor that they were talking about, but Tony answer Natasha’s question by giving ambiguous response by saying *“Ear- nose- throat meets rabbit-from-hat”* which the sentence was very strange and not everyone will understand it. Actually, the conversation could go briefer and Natasha could get the meaning easily if Tony answer it with the simple manner by saying that at the first dr. Strange is a normal doctor who served in hospital but then he serve as the Sorcerer Supreme which is the primary protector of earth against magical and mystical threats.

Conclusion

This research focusses on flouting maxims found in the characters conversation in Avengers: Endgame Movie. To analyze the types of flouting maxims in the movie, the researcher used the theory that proposed by Grice in 1975 about cooperative principle. The result of the research shows that the characters in

Avengers: Endgame movie perform all types of flouting maxim which are flouting of maxim quantity, flouting maxim of quality, flouting maxim of relation and flouting maxim of manner. From all the types of flouting maxim that are performed by the characters in the movie, the most dominant data that appear in the movie is flouting maxim of quantity and quality which have the same numbers of occurrences with 7 times or 35%. The characters in this movie mostly flouted the maxim of quantity to strengthen their ideas or the information that they want to share with each other. They were trying to persuade the hearer to agree with the speaker ideas. Moreover, the characters also give less information than it is required to avoid the topic of the conversation or the character did not want to talk about that topic. The characters in the movie flout the maxim of quality when they say something which they are lack adequate of evidence. Flouting maxim of relation appears 4 times in the movie. This type of flouting maxim occurs when the characters give a response that is not relevance to speaker's question or their answer is out of the topic of discussion. They gave irrelevant response to the hearer to change the topic of conversation that the speaker does not want to talk about. Flouting maxim of manner occur when the characters give ambiguous expression or when they give obscure expression to the hearer. This type is the lowest occurrence of flouting maxim that appear in the movie with 2 numbers of occurrences.

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