

FLOUTING MAXIMS IN “FANTASTIC BEASTS: AND WHERE TO FIND THEM” MOVIE

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Abstract

This descriptive qualitative study was conducted to identify the types of flouting maxims expressed by the characters in the film "Fantastic Beasts: and Where to Find Them." The data source was derived from the movie "Fantastic Beasts: and Where to Find Them," which contained utterances that flouted maxims. Grice's cooperative principle theory was used to analyze the many forms of flouting maxims. For data collection, an observational method and a non-participatory technique were used. In addition, the pragmatic identity approach and pragmatic competence-in-equalizing technique were used to analyze the data. According to the findings, there were 15 utterances that featured flouting maxims expressed by the cast members. There were 9 instances of flouting the maxim of quantity, 1 instance of flouting the maxim of relation, 4 instances of flouting the maxim of relation, and 1 instance of flouting the maxim of manner. Because the characters in the film constantly flouted the maxim of quantity, it became the most commonly mentioned.

Keywords: Cooperative Principle, Flouting Maxim, Pragmatics

1. INTRODUCTION

Language plays a vital role in societal structure. People as social creatures that cannot live alone need language as a tool to communicate with each other in daily conversation. Language functions as a connection between two or more parties (Andy & Ambalegin, 2019). Language is a structured communication system used by people, including spoken, written, and gesture language. Communication occurs when a person or people, groups, organizations, and communities create and use language to connect with the environment and other people.

The usage of language is not only in society, but also in literary works. One of the examples is a movie. The existence of movies considered not only as a medium of entertainment and information, but also serves to provide

audio-visual communication media to convey a message. The movie represents everyday people's lives, but in form visual and it is able to combine between actions and conversations.

Both the communicating parties must be able to comprehend one another in order to obtain a great conversation, as well as the utterances themselves. The conversation is also about giving and getting information either spoken or written. However, sometimes the speaker's question and the hearer's answer is unrelated and unconnected, but both of the speaker and the hearer still can understand each other well.

For instance, in the YouTube channel 'The Ellen Show', there is an interview video entitled 'Howie Mandel's Daughter Is More Neurotic

Than He Is'. In that video, there was a conversation between Ellen as the interviewer and Howie Mandel as the interviewee. The conversation is shown below.

Interviewer : "How did you feel?"

Interviewee : **"You know, actually it was great. Actually, it wasn't from my house. It was from my garage and my driveway. So I'm used to working on the road, this is just a little up from the road. It's just my driveway. It actually was great."**

The phenomenon above was identified as a flouting maxim of quantity because the interviewee's answer was more informative than it was required. In that conversation, the interviewer asked about the interviewee's feelings. Then, the interviewee answered the question with long explanation related to what the interviewee did feel. Also, the interviewee gave additional information in the utterance that actually unnecessary. As agreed by (Birner, 2013), When the speaker's reply contained too many or too few information, the maxim of quantity was flouted.

In linguistics, good conversation can be built by obeying the "Cooperative Principle". (Grice, 1975) stated that you should make whatever conversational contribution is needed at the time, based on the agreed-upon objective or goal of the conversation exchanges in which you are participating. So that, a good conversation can be happened when both of the speaker and the hearer are cooperating with each other by obeying the principle in the conversation.

One of the phenomena of uncooperative conversation that found was happened in 'Fantastic Beasts: and

Where to Find Them' movie. The conversation happened between Mary Lou as the speaker and Newt as the hearer. The conversation is shown below.

Mary Lou : "Are you seeker? A seeker after truth?"

Newt : **"I'm more of a chaser, really."**

The conversation above appeared at the beginning of 'Fantastic Beasts: and Where to Find Them' movie at the minute of 05:56. Structurally, there was no mistake in the conversation, but the hearer's answer was unconnected with the speaker's question. The conversation above was classed as a flouting maxim of quantity because the hearer's answer was not informative as required. The speaker asked the hearer if the hearer was a seeker or not, but the hearer's answered the question with a statement that was not informative as required. As declared by (Birner, 2013), when the speaker failed to offer the necessary information, it was identified as flouting the quantity maxim.

The phenomena of the conversation above can be caused uncooperative principles during the conversation and it called as flouting maxims by (Grice, 1975). It can break the connection of the conversation because the answer to the question is unconnected. So, it can be said that there were some types of maxims that flouted in the conversation and it caused uncooperative principles that broke the conversation.

In this research, there are several articles that taken by the researcher in order to make the previous research as a comparison because they are relevant to the research's topic. The first article was by (Nuzulia, 2020) investigated the types and the most dominant types of maxims that flouted by Donald Trump in the interview with TIME in the Oval Office 2020. The data source was the

transcript interview of Donald Trump with Time. The primary theory that used in this research was proposed by (Grice, 1975). The result revealed 11 utterances that flouted the maxim of quantity, 3 that flouted the maxim of relation, 2 that flouted the maxim of manner, and none that flouted the maxim of quality.

The second article was by (Hariyani & Setiawan 2020) analyzed the types and the motives of flouting maxim in Pokemon: Detective Pikachu movie. This research used the movie of Pokemon: Detective Pikachu as the data source. The cooperative principle theory by (Grice, 1975) employed as the main theory. The result showed there were 8 cases of flouting the quantity maxim, 13 cases of flouting the quality maxim, 8 cases of flouting the relevance maxim, and 7 cases of flouting the manner maxim

The third article was by (Op.sunggu & Afriana, 2020) analyzed the types of maxims that were flouted in "Finding Dory" movie. The data source were taken from the movie of "Finding Dory". This article applied the theory of cooperative principle by (Grice, 1975) as the main theory. The result showed that there were 12 maxims flouted in the movie, such as 1 data of quality maxims, 2 data of quantity maxims, 7 data of relation maxims, and 2 data of manner maxims.

The last was by (Sinaga & Handayani, 2020) investigated the types of flouting maxims flouted by the characters in "White House Down" movie. The data source were taken from the movie of "White House Down". This article conducted the theory of cooperative principle by (Grice, 1975). The result revealed that there were 15 data of flouting maxims, such as 4 data of quantity maxims, 2 data of quality

maxims, 5 data of manner maxims, and 4 data of relation maxims.

It can be argued from the foregoing reasoning that cooperative principles were made in order to build a conversation related and connected between the speaker and the hearer. People can get the message that delivered clearly and avoid misunderstanding in the conversation. On the other hand, in *Fantastic Beasts: and Where to Find Them* movie appeared uncooperative conversation. Finally, the question from the speaker and the answer of the hearer was unconnected. Therefore, this research found out the types of flouting maxims that cause uncooperative principles in *Fantastic Beasts: and Where to Find Them* movie.

2. LITERATURE REVIEW

2.1. Flouting Maxims

(Grice, 1975) described that cooperative principles have four sub-principles or maxims. People always break those rules in many ways. (Grice, 1975) stated that flouting maxims is a result when the speaker fails to fulfill the cooperative principles. (Thomas, 1995) stated that People may disregard a maxim because they are unable to talk plainly or because they prefer to lie on purpose. The explanation of flouting maxims of quantity, quality, relation, and the way they are flouted are shown below.

2.2 Flouting Maxim of Quantity

According to (Grice, 1975), as is customary, the speaker is expected to be informative. In order to avoid uncooperative communication, the speaker should not include more information in their utterance. In order to make the utterance is clear, people always give additional information. The maxim of quantity is flouted when

people convey less or more information in their utterance. The following is an example of blatantly flouting the quantity maxim.

A: "Well, how do I look?"

B: "**Your shoes are nice.**" (Cutting, 2002)

b. Flouting Maxim of Quality

The speaker is expected to communicate truthfully based on what occurs in reality according to this maxim. (Grice, 1975). The speaker should not tell lies in utterance that will cause the utterance to be false. People always break the maxim of quality because the utterance that is given by them is not a fact. Simply, flouting maxim of quality happens when people are telling lies in the utterance. The following is an example of flouting a quality maxim.

A : "Teheran's in Turkey isn't it, teacher?"

B : "**And London's in Armenia I suppose.**" (Levinson, 1983)

2.3 Flouting Maxim of Relation

According to (Grice, 1975), the utterance of the speaker should be related to the previous question or statement. The speaker should be relevant in order to create cooperative communication. Sometimes, the hearer is deliberately give irrelevant answer because they do not want to talk about the topic discussed. In short, flouting maxim of relation tends to happen when the hearer answers the question from the speaker with irrelevant topic that is being discussed. To exemplify, consider the following example of flouting a relation maxim.

Russell : "Why do we go to paradise fall, Mr. Fredickson?"

Mr. Fredickson : "**Oh, let's play the game, whoever is silent id**

the winner." (Giriyani, 2020)

2.4 Flouting Maxim of Manner

In this maxim, the utterance that was given by the speaker should be clear and unambiguous in order to achieve cooperative communication (Grice, 1975). When the utterance that given by the speaker is unclear and ambiguous, it can lead misunderstanding in communication. In a conversation, people always give unclear statement about something because the speaker and the hearer has different knowledge about the topic discussed. The following dialogue is the example of flouting maxim of manner.

Tim : "Mr. Mime has an ability to create an invisible wall."

Pikachu : "**Yeah, I know. I've been a Pokemon too, remember?**" (Hariyani & Setiawan, 2020)

3. RESEARCH METHOD

Descriptive qualitative method by Sudaryanto (2015) employed in this research. As the data source, utterances by all characters that contained flouting maxims were taken. Observational method by Sudaryanto (2015) conducted for collecting data in this research. Non-participatory technique applied in this research because the researchers did not involve as the participant. There are several steps for collecting data. Firstly, the researchers watched Fantastic Beasts: and Where to Find Them movie. Secondly, the researchers downloaded the script of the movie. Lastly, the researchers rewrote utterances contained flouting maxims.

Pragmatic identity method and pragmatic competence- in equalizing technique by Sudaryanto (2015) implemented in this research for

analyzing the data. There are some steps for analyzing the data. Firstly, utterances that contained flouting maxims in the movie interpreted based on the context by the researchers. Secondly, the researchers analyzed the types of flouting maxims by applying the theory of (Grice, 1975). Lastly, the finding revealed the types of flouting maxims uttered by the characters in Fantastic Beasts: and Where to Find Them movie.

4. RESULT AND DISCUSSION

4.1 Result

This research revealed the flouting maxims happened in the movie. There were 15 flouting maxims uttered by the characters in the movie. The types of flouting maxim uttered by the characters were flouting the quantity maxim, flouting the quality maxim, flouting the relation maxim, and flouting the manner maxim.

No	Types of Flouting Maxims	Frequency
1	Flouting Maxims of Quantity	9
2	Flouting Maxims of Quality	1
3	Flouting Maxims of Relation	4
4	Flouting Maxims of Manner	1
	Total	15

Table 1. Types of Flouting Maxims

4.2 Discussion

DATA 1

Jacob : Hi. What brings you here?

Newt : **Same as you.**

(07.28-07.21)

The conversation above happened between Jacob as the speaker and Newt as the hearer. It was categorized as flouting the manner maxim because the hearer gave unclear statement that

might cause misunderstanding in communication. The conversation above took place in a bank. The speaker asked the hearer about the reason why the hearer came to the bank, but the hearer did not explain to the speaker the reason why the hearer came to the bank. The hearer answered with unclear statement. As argued by Grice (1975), when a speaker flouts a manners maxim, he or someone who makes a statement that is completely ambiguous, which might lead to confusion in the conversation.

DATA 2

Bingley : You are currently working... in a canning factory?

Jacob : **That's the best I can do – I only got back in '24.**

(08.24-08.33)

The dialogue above happened between Bingley as the speaker and Jacob as the hearer. Because the hearer provided more information in the utterance, it was classified as flouting the quantity maxim. The dialogue above happened in a bank. The speaker asked the hearer about the hearer's current job. However, the hearer responded to the inquiry by providing additional information that was not necessary. The speaker just needed to confirm the question by answering with 'yes or no' without giving more information. As stated by Grice (1975), when the speaker gives less or more information, it can cause flouting maxim of quantity.

DATA 3

Bingley : Mr. Kowalski, what do you propose to offer the bank as collateral?

Jacob : **Collateral?**

(09.21-09.28)

The conversation above happened between Bingley as the

speaker and Jacob as the hearer. Because the hearer provided less information than was required, it was identified as flouting the quantity maxim. The conversation above took place in a bank. The speaker asked the hearer what the hearer offer to the bank as collateral, but the hearer answered the question with another question. Because the hearer provided less information in the utterance, the hearer was thought to have flouted the quantity maxim.

DATA 4

Jacob : What the hell was that?

Newt : **Nothing that need concern you. Now unfortunately you have seen far too much, so if you wouldn't mind – if you just stand there – this will be over in a jiffy.**

(12.15-12.25)

The dialogue above happened between Jacob as the speaker and Newt as the hearer. It was categorized as flouting the relation maxim because the hearer gave statement that unrelated to the previous question. The speaker asked about what happened before, but the hearer answered by giving unnecessary additional information. Because the hearer's response was unrelated to the speaker's inquiry, the hearer was thought to have flouted the relation maxim. As stated by Grice (1975), flouting maxim of relation happens when the speaker give statement that unrelated to the previous statement.

DATA 5

Tina : Who are you?

Newt : **I'm sorry?**

(12.54-12.56)

The conversation above happened between Tina as the speaker and Newt as the hearer. Because the hearer

provided less information than was required, it was identified as flouting the quantity maxim. The speaker asked who the speaker are, but the hearer did not answered with enough information. The hearer only needed to tell his name. By providing insufficient information in the utterance, the hearer was deemed to have flouted the quantity maxim. As argued by Grice (1975), when the speaker provides less information in a conversation, it categorizes as flouting maxim of quantity.

DATA 6

Newt : Newt Scamander. And you are?

Tina : **What's that thing in your case?**

(12.58-13.01)

The dialogue above happened between Newt as the speaker and Tina as the hearer. It was categorized as flouting the relation maxim because the answer of the hearer was unconnected to the previous topic. The speaker asked the hearer's name, but the hearer answered the question by giving another question. The hearer was thought to have flouted the relation maxim by making an unrelated statement in order to shift the conversation's topic. As argued by Grice (1975), when the speaker gives statement that unrelated to the previous question, it can be classed as flouting maxim of relation.

DATA 7

Tina : Can you please tell me you took care of the No-Maj?

Newt : **The what?**

(13.38-13.40)

The conversation above happened between Tina as the speaker and Newt as the hearer. Because the hearer answered the question with little information than was expected, it was grouped as flouting the quantity maxim.

The speaker asked the hearer if he took care of the non-magic, but the hearer answered with another question. Because the hearer did not provide enough information in the statement, the hearer was thought to have flouted the quantity maxim. As stated by Grice (1975), when a speaker offers less details, it is regarded as flouting the quantity maxim.

DATA 8

Tina : Couldn't you have done that in London?

Newt : **No, there's only one breeder of Appaloosa Puffskeins in the world and he lives in New York, so no...**

(14.22-14.29)

The dialogue above happened between Tina as the speaker and Newt as the hearer. Because the hearer responded to the query by providing more information, it was classified as flouting the quantity maxim. The speaker asked the hearer why not the hearer bought the birthday present in London, but the hearer answered the question by giving more information. The hearer was thought to have flouted the quantity maxim by providing additional information in the statement. As argued by Grice (1975), a person flouts the maxim of quantity when the person gives more information in the conversation.

DATA 9

Tina : So, you got your wand permit?
All foreigners have to have them in New York.

Newt : **I made a postal application weeks ago.**

(17.13-17.20)

The conversation above happened between Tina as the speaker and Newt as the hearer. It was categorized as flouting the quality maxim because the

hearer answered the question by give false information. The speaker asked the hearer about the permit of the hearer's wand, but the hearer lied and said that the hearer already made the application of the permit. By providing misleading information in the statement, the hearer was thought to have flouted the quality maxim. As stated by Grice (1975), when a speaker provides misleading information, the speaker breaks the quality maxim.

DATA 10

Abernathy : Where've you been?

Tina : **What...?**

(17.56-17.58)

The dialogue above happened between Abernathy as the speaker and Tina as the hearer. It was classed as flouting maxim of quantity because the hearer did not answer with enough information. The speaker asked the hearer about the presence of the hearer lately, but the hearer did not answer by giving another question to the speaker. The hearer considered flouted the quantity maxim because the hearer did not give enough information in the utterance. As argued by Grice (1975), when the speaker gives less information, it can be said as flouting maxim of quantity.

DATA 11

Abernathy : Where'd she pick you up?

Newt : **Me?**

(18.00-18.02)

The conversation above happened between Abernathy as the speaker and Newt as the hearer. It was classed as flouting the quantity maxim because the hearer gave too little information. The speaker asked about the location Tina picked the hearer up, but the hearer answered the question by giving another question. The hearer was thought to

have flouted the quantity maxim by providing less information than was required in the response. As stated by Grice (1975), when the speaker provides insufficient information in the utterance, this is classified as flouting the maxim of quantity.

DATA 12

Newt : You're a Legilimens?
Queenie : **Uh huh, yeah. But I always have trouble with your kind. Brits. It's the accent.**
(30.24-30.29)

The dialogue above happened between Newt as the speaker and Queenie as the hearer. Because the hearer provided extra information than was expected, it was grouped as flouting the quantity maxim. The speaker asked if the hearer is Legilimens or not, but the hearer answered the question by giving extra information. Because the hearer provided further information than was necessary in the statement, the hearer was judged to have flouted the quantity maxim. As stated by Grice (1975), when the speaker gives extra information in the utterance, it can be said as flouting maxim the quantity.

DATA 13

Jacob : You know how to read minds?
Queenie : **Aww, don't worry, honey. Most guys think what you was thinking, first time they see me.**
(30.31-30.38)

The conversation above happened between Jacob as the speaker and Queenie as the hearer. It was categorized as flouting the relation maxim because the hearer's answer was unconnected to the previous question that was given by the speaker. The speaker asked the

hearer if the hearer was able to read minds, but the answer of the hearer was unrelated to the question because the hearer gave unnecessary additional information. The hearer considered flouted the maxim of relation by giving unrelated statement. As stated by Grice (1975), when a speaker breaks the relation maxim, the speaker makes a statement that is unconnected to the prior assertion.

DATA 14

Queenie : Hot dog... again?
Tina : **Don't read my mind!**
(30.56-38.58)

The dialogue above happened between Queenie as the speaker and Tina as the hearer. Because the hearer's response was disconnected to the speaker's inquiry, it was classified as flouting the relation maxim. The speaker asked the hearer if the hearer would make hot dog again, but the hearer answered by giving unrelated statement. The hearer was found to have flouted the relation maxim by making unrelated statements in order to avoid discussing the hot dog. As argued by Grice (1975), when the speaker makes a statement that is unconnected to the previous statement, the speaker is breaking the relation maxim.

DATA 15

Queenie : Hey, Mr. Scamander, you prefer pie or strudel?
Newt : **I really don't have a preference.**
(31.13-31.25)

The conversation above happened between Queenie as the speaker and Newt as the hearer. It was classed as flouting the quantity maxim because the hearer gave too little information. The speaker asked if the hearer prefer pie or strudel, but the hearer answer was not informative. The hearer was found to have flouted the quantity maxim by

providing lesser information than was expected. As argued by Grice (1975), when the speaker provides insufficient information in the utterance, this is classified as flouting the maxim of quantity.

5. CONCLUSION

In everyday conversation, flouting maxims are frequently uttered. It also happens in a movie as the representation of conversation. Furthermore, the characters in *Fantastic Beasts: and Where to Find Them* movie uttered four types of flouting maxims, including flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. There were nine flouting maxim of quantity, one flouting maxim of quality, four flouting maxim of relation, and one flouting maxim of manner.

Derived from the findings and discussion of the research, it is very important to understand about flouting maxims. It can benefit both of the speaker and hearer to avoid misunderstanding in communication. By knowing the function of cooperative principle, the speaker and hearer are able to create a cooperative communication.

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