

THE VIOLATION AND FLOUTING OF GRICEAN MAXIM COOPERATIVE PRINCIPLE REALIZED IN FINDING DORY MOVIE

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ABSTRACT

This research describes the violation and flouting of Gricean Maxim's Cooperative Principle in the conversation of characters in Finding Dory Movie. The present study aims 1) to observe the maxim types violated and flouted by the characters in their utterances in Finding Dory Movie, and 2) to find out the dominant maxims which are violated and flouted by the characters in the movie. This study employed the descriptive qualitative design. The results of the study revealed that the characters often violated the four maxims especially in maxims of quality because the characters lied in the conversation. Besides, the characters often flouted four maxims especially in maxims of quantity since they gave too much information and gave the parable in the conversation. Besides, the dominant violated maxims by the characters are maxim of quality and maxim of quantity, and the dominant flouted maxims are quantity and quality.

Keywords: flouting of maxims, Grice's maxims, pragmatics, violation of maxims

INTRODUCTION

One of the most people knows that pragmatics is an important aspect to learn the language at which the role of pragmatics in the study of language aids the speaker or the hearer to interpret the meaning of the speaker says. Meanwhile, Pragmatics is the study of meaning which is "invisible", or the way it recognizes what is meant even when it is not actually spoken or written (Yule, 2010, p. 128). According to the definition above that pragmatics is a part of study in language at which to learn what is the human says and to find out the meaning of the deep structure of human says.

Dealing with the present study, the writer selected some previous studies to support the present study. The first previous study was carried out by Jafari (2013). He

(2013) investigated a research entitled, “The Pragmatics analysis of Wilde’s Comedy: The Importance of Being Ernest”. The aim of this study was to analyze the the conversation in literary genre, comedy of manners from the pragmatics perspektive. In the study, he (2013) applied Grice’s cooperative principles to explore the conversational maxims are observed, floated or violated, and to identify the speaker deliberate or unconsciously. The results of this study show that in order to make the intended implicatures, the Grice’s four maxims of quality, quantity, manner, and relation respectively tend to be violated by most of speakers.

The second previous study was conducted by Jofri and Dowlatabadi (2015). They (2015) designed the study entitled, “Violating and Flouting of the Grice Cooperative Maxims in Friends the American Tv Series”. The aimed of this study was to investigate the instances of violation and flouting of Grice’s maxims in American Tv series “Friends”. In this study, they (2015) employed Grice’s cooperative principles to analyze the conversation of the speakers in American Tv series “Friends”. The result of this study shows that 1) there is almost evenly a distribution of each character which caused ia flout; 2) comparing to others characters, Monica did not very much do flouting or violating maxims; and 3) what Monica did might be as a result of her performance in the story in the first episode so that others laughed her and responded on what she is going on to do.

The last previous study was accomplished by Khosravizadeh and Sadehvandi (2011). They (2011) conducted a study entitled “Some instances of Violation and Flouting of the Maxim of Quantity by the Main Characters (Barry and Tim) in Dinner for Schmucks. The primary objective of the study was to identify 1) the extent to which the violation or flouting maxim of quantity offered by the two main characters in the movie of ”Dinner for Schmucks” ; and 2) whether there is any moment supporting party’ opting out of the talk. In the study, they (2011) employed Grice’s cooperative principles to identify the conversation of the main characters of the movie” Dinner for Schmucks”. The result of the study showed that in five occasions the characters violated the maxim of quantity.

With regard to the three previous studies above, the second previous and the third previous studies are similar to the present study, because the second previous study focused on analyzing the violation and flouting in conversation on a movie with using cooperative principle. Then, the third previous study focused on analyzing the violation and flouting the main characters of the movie with using maxim quantity. Meanwhile,

the first previous study is dissimilar with the present study because it focused on applied Grice's cooperative principles to explore the conversational maxims are observed, flouted or violated, and to identify the speaker deliberate or unconsciously. Nevertheless, all previous studies are used as the references to underpin the present study.

REVIEW OF RELATED LITERATURE

In this session, the writer highlights some terms to discuss. Those are defining pragmatics, the definition of Cooperative principle, the nature of violation, and the nature of Finding Dory movie.

Defining pragmatics

In this section, the writer highlights the term 'pragmatic'. Pragmatics are defined in various definition based on the different experts. Yule (2010, p. 128) defines Pragmatics is the study of meaning which is "invisible", or the way it recognizes what is meant even when it is not actually spoken or written (Yule, 2010, p. 128). In addition, Thomas (1995, p. 1) considers pragmatics as a relatively new domain of linguistics and until now there has not been the availability of introductory texts.

In line with the aforementioned experts' statements, the writer elaborates them that the definition of pragmatics is the study of the speakers' meaning that is interpreted by the listeners.

In short, pragmatics can be defined as a part of study in linguistics which focuses on the speakers' meaning. Besides, that pragmatics is concerning on the relationship between grammatical meaning and speakers' meaning used in social interaction.

Grice's Theory of Cooperative Principle Maxims

In this section, the writer tends to highlights the Grice's theory of Cooperative Principle and its Maxims. Grice (1975) as cited from Jafari (2013, p. 2151) claims that communication acts counts on the Cooperative Principle; meanwhile, interlocutors attempt to make a cooperation to each other in any colloquial the conversational exchanges, and offers some principles create the cooperative behavior among participants in conversations.

Moreover, The Cooperative Principle allows one participants of a conversation to create a communication at which they assume the other participant cooperative. In

addition, The Cooperative Principles avoids the breaking down of communication which results in unsuccessful conversation. There are four maxims in Grice's Cooperative Principle (Grice, 1975) with their own norms respectively: 1. The maxim of Quality (honest and based on evidence you have); 2. The maxim of Quantity (convey your contribution as informative as is required); 3. The maxim of Relevance; and 4. The maxim of Manner (convey your contribution briefly and orderly without obscurity and ambiguity).

The definition of violation maxim

Violation pertains to the condition where there is not speakers' fulfillment to certain maxim (Tupan and Natalia, 2008, p. 63). Another definition comes from Jorfi and Dowlatabadi (2015, p. 365) who claim that the violation of maxims which are deliberately manipulated result in the interlocutor's misleading. To emphasize, Grice (1975) asserts that violation occurs in conversation when speakers intend to utilize certain maxims with some other purpose resulting in misunderstanding.

Referring to the definitions above, the writer elaborates them that the violation of maxims is the condition at which the speaker cannot purposefully gave the interlocutor certain information; as a result, the maxims are deliberately manipulated. In the present study, the term violation of maxims is the situation in which the speaker deliberately disobey the maxims role in conversation so that it misleads the interlocutor.

In short, the term violation of maxims can be understood as the condition in which the speaker deliberately disobey the maxims role; therefore, it cannot fulfill the certain information which is needed by the interlocutor.

According to Grundy (2000, pp. 76-77) there are some rhetorical strategies which ever been considered flouts of Grecian maxims: Tautology, Metaphor, Overstatement, Understatement, Rhetorical Question, and Irony.

The Overview of Finding Dory

Finding Dory which is published in 2016, is an American 3D computer-animated comedy-drama adventure film. It is produced by Pixar Animation Studios and released by Walt Disney Pictures. It is directed and co-written by Andrew Stanton accompanied by Angus MacLane as co-direction. The screenplay was written by Victoria Strouse and Stanton. The premier film was launched at the El Capitan Theatre in Los Angeles on June 8, 2016, and the United States it on June 17, 2016. After being released, the film

becomes a critical and commercial success, and has grossing over \$1 billion worldwide. As a consequence, it becomes the first Pixar film to cross this mark since 2010's Toy Story 3.

METHOD

In this study, the writer highlights several points to divide into several points. Those points are research design, data collection procedure, and data analysis.

Research Design

In this study, the writer employs the descriptive qualitative research which basically has a purpose of describing a certain event. Qualitative research is an interpretative research which is characterized by the writer's interest on process, meaning, and understanding obtained from words or picture (Cresswell, 2012, p. 145).

Qualitative method is developed in social science, and it enables the writer to conduct a study in social and culture phenomena. The aim of this study is to analyze the movie by using pragmatics cooperative principle as a tool.

Data Collection Procedure

The data was gained from Finding Dory movie and the data analyses to find the utterance that including violation and flouting of Grice's maxims uttered by all characters. Then, collected the selected utterance at a guess the violation and flouting of conversation maxims.

Data Analysis

After collecting the data, the writer analyzes them by using Grice's theory of Cooperative Principle in order to find out the violation and flouting of the four maxims violated by all characters in Finding Dory movie. Moreover, the writer also employed the quantification to present the results of the Grice's Maxims analysis in percentage.

FINDINGS AND DISCUSSION

After analyzing the data from the script of Finding Dory movie, the writer then presents the results of the violation Grice's Maxims violated by the main characters in the table as presented below.

The table of violation and flouting maxim

| Name of characters | Violation maxim of quantity | Violation maxim of quality | Violation maxim of relevance | Violation maxim of manner | Flouting maxim of quantity | Flouting maxim of quality | Flouting maxim of relevance | Flouting maxim of manner |
|--------------------|-----------------------------|----------------------------|------------------------------|---------------------------|----------------------------|---------------------------|-----------------------------|--------------------------|
| Dory | 3 | - | 2 | 1 | 5 | 1 | 1 | 2 |
| Marlin | 1 | 3 | - | - | - | 1 | - | - |
| Hank | - | 2 | - | - | - | 1 | - | - |
| Bailey | - | 2 | - | - | 2 | 2 | - | - |
| Destiny | - | - | - | - | - | 1 | - | - |
| Charlie | - | - | - | - | - | 1 | - | - |
| Total | 4 | 7 | 2 | 1 | 7 | 8 | 1 | 2 |

The writer found out 45 utterances violated and flouted by the main characters of Finding Dory movie. It shows that violation and flouting maxims appear in the movie because as a type of literary work, movie has a representation of conversation among the characters which occurs in the real daily life.

Furthermore, the writer found 3 utterances delivered by Dory's character that violated maxim of quantity and 5 flouted the maxim of quantity, 2 utterances that violated maxim of relevance and 1 flouted the maxim of relevance, 1 utterances that violated maxim of manner and 2 flouted the maxim of manner, 1 utterance flouted maxim of quality. Thus, the total violation and flouting of the Grice's Maxims violated and flouted by Dory's character is 15 violations and flouting.

Besides, the writer found 1 utterances delivered by Marlin's character that violated maxim of quantity, 3 utterances that violated maxim of quality and 1 flouted the maxim quality, there was not founded the violation and flouting on them. Therefore, the total violation and flouting maxims violated and fluted by Marlin's character is 4.

Dealing with Hank the octopus's character, the writer found 2 utterances that violated the maxim of Quantity and 1 utterances that flouted the maxim of quality. In short, Hank's character only violated the maxim of Quantity and flouted maxim of quality.

The next is Bailey, the writer found that the character violated 2 utterances from maxim of Quantity, 2 utterance flouted maxim of quality, and 2 utterance flouted maxim of quality. Thus, the total of violation maxims violated by the character was 6 violation and flouting. Thus, Destiny is only flouted maxim of quality, and Charlie flouted maxim of quality.

Excerpt 1. Violation the maxim of quantity

Dory met the fish, she still tried to find her parents. Dory talked about her parents to the fish. The fish asked Dory to swim with him.

Fish : Aw, sweetie. Do you wanna come swim with us?

Tween Dory : That is the nicest offer I've gotten all day, I think, I can't remember. Anyhoo! Thanks but, heh, I'm looking for someone. Ugh, can't remember, can't remember, and can't remember! (Quantity)

Analysis : By Dory's utterance "That is the nicest offer I've gotten all day, I think, I can't remember. Anyhoo! Thanks but, heh, I'm looking for someone. Ugh, can't remember, can't remember, can't remember!" violated maxim of quantity, because she gives too much information to the speaker. Whereas, Dory just has to accept or reject the offer to swim together.

Excerpt 2. Violation the maxim of quality

Dory and Marlin did the adventure to find Nemo. They lived together until now, it is like a family. They started the activity in the morning, they went to Nemo's school.

Marlin : Anyway, I would say the scariest moment of the trip was the four sharks.

Nemo : Wait, I thought there were three sharks?

Marlin : No, no. There were defiantly four. (Quality)

Nemo : But last time you told it, there were three.

Analysis : In this exchange, Marlin's utterance violated maxim of quality, because when Marlin and Dory tried to find Nemo, they were only met 3 sharks. Marlin lied to make Nemo proud of him.

Excerpt 3. Violation the maxim of relevance

Dory is a Blue Tang who suffers from short-term memory loss. She lived with her parents. One day, Dory washed away from the undertow in the pipe that took her out into the open sea. Dory lost her parents, she tried to find her parents. In the sea, Dory met many of fish and asked where her parents are.

Stan : We'll look around... uh, are any of these fish your parents?

Young Dory : Hi, I'm Dory. Can you please help me? (Relevance)

Stan : Huh?

Wife Fish : Um, honey, you just... uh, you just said that.

Analysis : Dory's utterance "Hi, I'm Dory. Can you please help me?" violated the maxim of relevance. It is not relevant with Stan's question that asked "are one of fish is Dory's parents?" Dory who suffer from short-term memory loss is very easy to forget the little thing. When Dory looked around, she forgot about the question.

Excerpt 4. Violation the maxim of manner

Dory and hank followed the instruction to open ocean, and Dory make some mistake, she was wrong in chooses a direction.

Hank : Where are we? Are we close to Open Ocean?

Dory : Yes. I think... well, I don't know. But I saw that other sign so... (Manner)

Hank : What? What other sign?

Dory : The world's most powerful pair of glasses.

Analysis : Dory's utterance violated maxim of manner, what was Hank received from Dory is a protracted description of what was going on in Dory's head. The interpretations can be made from Dory's statement, she remembered about the sign, but she felt doubtful to say it.

Excerpt 5. Flouting the maxim of quantity

They were talked about family, someone wants to know how Dory memorize something, especially in remembering her parents.

Kathy : How can you remember your family if you have short-term memory loss?

Dory : Good question. See, I can remember some things because well...uh, they make sense. Like, um, I have a family. I know because I've--I must have come from somewhere. Right? Everyone has a family. I may not remember their names and what they look like. And I may not even be able to ever find them again, but, um...what were we talking about? (Quantity)

Analysis : Dory's statement flouted maxim of quantity. Since Dory clearly in a position to say more about how she remembered her parents. This response invites Kathy to infer how Dory remember her parents. She tried to remember their names and what they look like.

Excerpt 6. Flouting the maxim of quality

They are talked about Bailey, who has an echolocation. Bailey head is too big, it

makes Destiny always taunt him.

Destiny : Well, Bailey's head is supposed to put out a call, and the echo helps him find objects far away, oh, but apparently, he's still healing.

Bailey : Now I know you're talking about me. I really can't echolocate.

Destiny : Oh, I really can't have this conversation again, I just can't.

Bailey : I hit my head very hard out there, see how swollen it is? (Quality)

Destiny : Your head is supposed to be big, you're a beluga! (Quality included overstatement)

Analysis : Bailey's utterance "I hit my head very hard out there, see how swollen it is?" violated maxim of quality, he says like that because he felt annoyed to Destiny that always taunt him. Actually, Bailey head is too big because of genetic error. Besides, Destiny's statement flouted maxim of quality included overstatement, she said Bailey as a whale because of his head. In fact Bailey was a dolphin.

Excerpt 7. Flouting the maxim of relevance

Dory still tried to find her parents, in the other place she met the fish again. She asked for help and tells the fish about her parents. When Dory arrived in the coral reefs, she met Marlin. Their adventures begin here, when Marlin loss Nemo.

Fish : Well, I hope you find whatever it is you're looking for.

Dory : You and me both. Any idea what that was? I'm sorry. I'm sorry. I'm sorry, but - okay. I guess we'll hang out another time. Don't be strangers... stranger. Huh? (Relevance)

Analysis : Dory's statement flouted maxim of relevance, because it is not relevant with Fish's statement that give the solution to find her parents. Dory should say thank you, but instead she speaks unclear and changes the subject by herself.

Excerpt 8. Flouting the maxim of manner

Dory falls into the sea, she arrived in a place that she have been visit before. Dory felt sad, she tried to found her parents again in the sea. She asked many fishes to help her.

Dory : Mommy? Daddy? Help. No. No. No. Help. Help. Help me. Help. Help me. Please. Somebody help me! Hey, can... help me? Can you help me? I've lost them!

Female Fish: Oh. Lost who?

Dory : I-I-I-I... (Manner)

Analysis : Female fish asked a very simple question, however what she received from Dory is a protracted description of what was going on in the situation. Dory's answer flouted maxim of manner. Two interpretations can be made from Dory's answer: 1. she felt panic and she did not answer the question clearly. 2. Dory was really forgot about her parents and felt confused.

Based on the findings, it implies that the involvement of cooperative principle can create a communication which can run smoothly. Grice proposes this kind of rule, called cooperative principles, to provide both the speaker and the hearer well communication. It is unfortunate that people still disobey these maxims.

In this movie, maxim of Quality is often flouted by Dory at which Dori does not tell the truth to the hearer in order to make the hearer believes what he says. It means that Dory does not obey this rule or violates the maxim of quality. This situation is aimed to avoid Marlin disturbance and to build comfortable atmosphere for himself when the conversation occurred.

Maxim of Quantity is also often violated by Marlin in this movie at which Marlin's utterances are too informative; it is more than is needed.

In addition, Dory violates the maxim of Relevance at which he create irrelevant conversation or changing the topic or avoiding by talking something else. Consequently, the speaker does not have a desire to speak further with the similar topic.

Sometimes, Dory also violates the maxim of Manner with the purposes of avoiding the forthcoming questions from the hearer or other people. To follow the Maxim of manner, it is obligated for the speaker to produce the clear and understandable utterances for the hearer. In contrary, Dory violates this maxim through his unclear and ambiguous utterances so that it difficult to be understood by the hearer.

After discussing the results of the study, the writer tends to answer the research questions as presented in the preceding section.

Dealing with the first research question, the types of maxims violated and flouted by the characters in Finding Dory movie are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. It shows that all characters disobey Grice's maxims rule. Meanwhile, the dominant maxim violated by the characters in Finding Dory movie is maxim of quality.

CONCLUSIONS

An account of the findings on Gricean Maxim's Cooperative Principle in the conversation of characters in Finding Dory Movie has successfully delineated. It is observed that the types of maxims violated and flouted by the characters in Finding Dory movie are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. It shows that all characters disobey Grice's maxims rule. Meanwhile, the dominant maxim violated by the characters in Finding Dory movie is maxim of quality. Hopefully, the future research can apply The Gricean Maxim's Cooperative Principle for various discourse and methodology to broaden the horizon of related topic.

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