

**AN ANALYSIS OF FLOUTING MAXIM PERFORMED BY THE
CHARACTERS IN *NOW YOU SEE ME* MOVIE**



A Thesis

**Submitted to the Faculty of Cultural Sciences Hasanuddin University
in partial requirements to obtain Sarjana Degree in English Department**

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**ENGLISH LITERATURE STUDY PROGRAM
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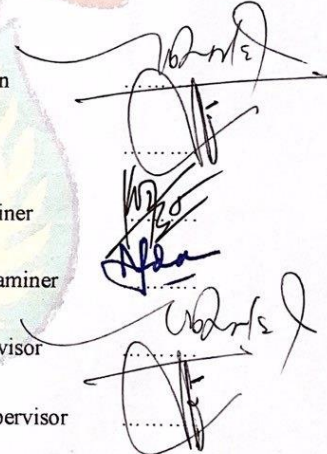
**AN ANALYSIS OF FLOUTING MAXIM PERFORMED BY ALL THE
CHARACTERS IN NOW YOU SEE ME MOVIE**

Submitted in fulfillment on of the requirements of undergraduate thesis examination to obtain Sarjana Sasta (S.S) Degree at the English Department, Faculty of Cultural Sciences, Hasanuddin University.

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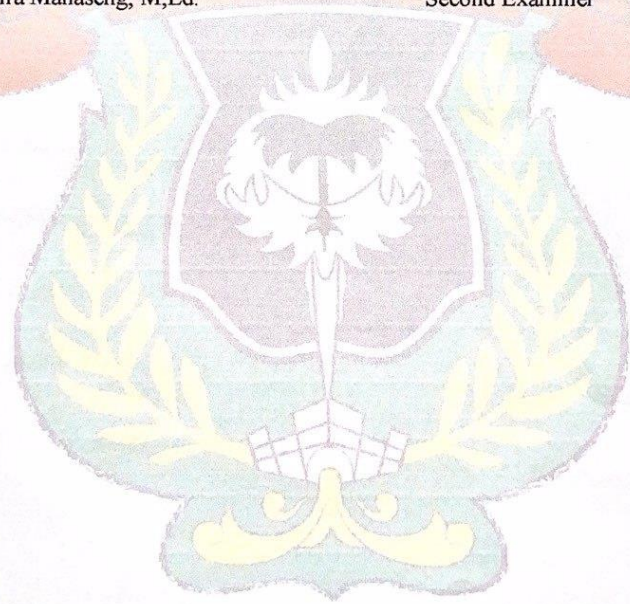
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THESIS

**AN ANALYSIS OF FLOUTING MAXIM PERFORMED BY ALL
CHARACTERS IN NOW YOU SEE ME MOVIE**

BY

ANISA FAHIRA

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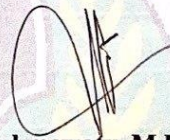
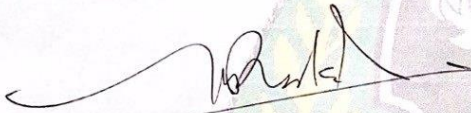
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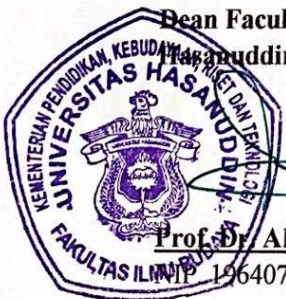


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APPROVAL FORM

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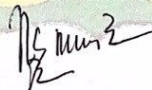


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**SURAT PERNYATAAN
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Anisa Fahira

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Finally, the writer realizes that this thesis is far from being perfect. Therefore, any suggestion or criticism related to this research are welcome to help improving this thesis in the future.

Makassar, November 28, 2021

The writer,

Anisa Fahira

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ABSTRAK

Anisa Fahira 2021. *An Analysis of Flouting Maxim Performed by The Characters in Now You See Me Movie*. (Dibimbing oleh **Marleiny Radjuni** dan **Sukmawaty**)

Penelitian ini bertujuan untuk mengidentifikasi bentuk-bentuk pelanggaran maksim yang dilakukan oleh karakter-karakter dalam film *Now You See Me*. Selain itu, penulis juga memaparkan makna dari setiap implikatur percakapan yang terkandung dalam ujaran-ujaran yang dikemukakan oleh karakter dalam film *Now You See Me*.

Penelitian ini menggunakan pendekatan Pragmatik dengan metode deskriptif kualitatif. Data yang diperoleh bersumber dari dialog yang dikemukakan oleh semua karakter dalam film *Now You See Me*. Metode pengumpulan data adalah dengan menonton film secara menyeluruh, kemudian menyeleksi dialog yang relevan dengan rumusan masalah dalam penelitian ini. Data tersebut kemudian dianalisis dengan menggunakan teori konteks situasi yang dikemukakan oleh Halliday untuk menjabarkan makna dari ujaran yang melanggar maksim percakapan yang ditemukan dalam film *Now You See Me*.

Berdasarkan hasil analisis, terdapat 29 pelanggaran maksim yang dilakukan oleh karakter-karakter dalam film *Now You See Me*. Pelanggaran tersebut termasuk 6 pelanggaran maksim kualitas, 7 pelanggaran maksim kuantitas, 11 pelanggaran maksim relevansi, dan 5 pelanggaran maksim cara. Adapun makna dari pelanggaran maksim di antaranya termasuk memberi informasi, menghindari pembicaraan, menyindir, dan menyatakan sesuatu.

Keywords: *Pelanggaran maksim, Pragmatik, Implikatur, Film Now You See Me*

ABSTRACT

Anisa Fahira 2021. *An Analysis of Flouting Maxim Performed by The Characters in Now You See Me Movie*. (Supervised by **Marleiny Radjuni** and **Sukmawaty**)

The purpose of this study is to identify the types of flouting maxim performed by the characters in the *Now You See Me* movie. In this study, the researcher also describes the meaning of conversational implicature that is implied in each speech uttered by the characters in the *Now You See Me* movie.

This study uses a Pragmatic approach with a qualitative descriptive method. The data presented in this research gathered from the dialogue of characters in the *Now You See Me* movie. The method of collecting data is to watch the movie thoroughly, then narrowing the obtained dialogue to get the data that is relevant with the formulated question in this study. After that, the data is being analyzed by using the situational context theory proposed by Halliday to describe the meaning of utterances that violate the conversational maxims the researcher finds in the movie.

Based on the result of the analysis, there are 29 maxim flouting performed by the characters in *Now You See Me* movie. Those flouting consist of 6 flouting maxim of quality, 7 flouting maxim of quantity, 11 flouting maxim of relevance, and 5 flouting maxim of manner. Moreover, there are few meanings of the utterance that flouts the maxim of cooperative principle. Those meanings include giving information, avoiding certain topics, throwing insults, or expressing something.

Keywords: *Flouting maxim, Pragmatics, Implicature, Now You See Me movie*

CHAPTER 1

INTRODUCTION

A. Background of Study

Language as a tool of communication has an essential role in human life. In this case, language helps human in conveying their ideas, thoughts, and feelings by producing words either in spoken or written form. Later when they were engaged in an interaction, the words they produce can be used to make common understanding between them, as a speaker, and the interlocutors.

Language also can be used to run an efficient interaction between participants in a conversation. To create mutual understanding, the speaker, of course, need to speak cooperatively by using appropriate language as the circumstances to avoid any misunderstanding. However, the fact that language is arbitrary should not be neglected. In reality, the speaker delivers information that sometimes irrelevant with the context of communication and might cause the hearer to misunderstood the speech. This situation is named as implicature.

When a conversational implicature occurs, it is best for the speaker and the interlocutor to share similar knowledge and cultural background, because the interlocutor might have to assume not only the conversational context of an utterance, but also the non-conversational context in figuring out the meaning behind speaker's utterance. Otherwise, both participants would not make end of the entire conversation. This situation relates to pragmatic approach, in which pragmatics deal with the process of meaning accentuation and is used to find out the meaning of an utterance.

In a conversation, figuring out the meaning involves truthfulness, relevance, informativeness and briefness of each utterance. The four aspects mentioned lie in Grice's four maxims of Cooperative Principle. When the speaker has successfully obeying the maxims and being cooperative in an interaction, the situation called as observance of maxim. Meanwhile, if there is a distinction between what the speaker explicitly said and what is actually intended by them, that is called the flouting maxim (Grice, 1975).

Occurs very often in real life conversation, flouting maxim also appear to be one of the major concern while watching a movie. Unlike the real life conversation where the utterances are produced spontaneously, which will lead the speaker to unintentionally disobey the maxim, the dialogues presented in a movie were prepared and designed beforehand. Nevertheless, there are some dialogues in the movie that flout the maxim of cooperative principle on purpose to create certain situation, or to add more entertainment value for the audience.

The researcher therefore, decided to analyze the maxim flouting in a movie, specifically a movie entitled *Now You See Me* directed by Ed Solomon. *Now You See Me*, which was first released in June 8, 2013, is a thriller, crime and comedy movie. It serves as the first sequel in the *Now You See Me* series. This movie is about the four well-known yet controversial illusionists called The Four Horsemen. They astonished the public by doing the seemingly impossible magic tricks. However, they are apparently the alleged criminal for plotting a robbery in a massive scale under the command of their leader.

The reason of using a movie, especially *Now You See Me*, as an object of the study is because despite of its interesting plot and screenplay, the flouting of maxim uttered by the characters contains various intention, which interests the researcher. Besides, analyzing pragmatics aspect from a movie is rather convenient as it depicts the gesture, intonation, and expression of each character better than written literature works. Therefore, the researcher believes that a movie will assist a better overview in doing the analysis of this research.

B. Identification of Problems

In accordance to the background of study, the researcher identifies several problems related to *Now You See Me* movie.

1. In *Now You See Me* movie, the characters performed maxim flouting. However, we are having difficulty in identifying which maxim that are flouted by each character.
2. There are few people who interpret the meaning of utterances differently than what is actually intended by the characters.
3. While watching a movie, people sometimes do not have any concerns toward the misunderstanding that occurs when a character flouts the maxim of cooperative principle.
4. People have no idea of the impact derived in the utterance that flout the maxim of cooperative principle performed by the characters in *Now You See Me* movie.

C. Scope of Problems

Based on the problems identification above, the researcher decided to limit the scope of problems only to:

1. Describe the form of maxim flouted by the characters in *Now You See Me* movie.
2. Find out the meaning implied in the utterances that flout maxim of cooperative principle performed by the characters in *Now You See Me* movie.

D. Research Questions

This research will be conducted using the scope of problems above, that are formulated into the following research questions:

1. What are the types of flouting maxim used by the characters in *Now You See Me* movie?
2. What are the meanings of the characters' utterances performed in *Now You See Me* movie?

E. Objectives of Study

Based on the formulated research questions above, the objectives of this study are:

1. To identify the form of maxim flouted by the characters in *Now You See Me* movie.
2. To find out the meaning of the utterance that flout the maxim uttered by the characters in *Now You See Me* movie.

F. Significance of Study

1. Theoretical

Theoretically, the significance of this research is to provide information for larger body of knowledge, specifically about the use of flouting maxim in the study of linguistics.

2. Practical

The researcher hopes that this study could be useful as a reference for future linguistics study related to pragmatics, especially in maxim flouting. The result of this study could also be a guidance for the readers in understanding the flouting maxim in the movie used as the objective for this research.

G. Sequence of Study

This research is divided into five chapters. Chapter one is an introduction, consists of background of study, identification of problem, scope of problem, research question, objective of the study, and significance of the study. Chapter two is literature review, consists of previous studies that related to this research, and the brief explanation regarding the material of this study. Chapter three consists of methodology which explains about the method used by the researcher in conducting this research, including the method of collecting the data, analyzing the data, and research procedure. Chapter four deals with the analysis of the flouting of Grice's four maxims of Cooperative Principle flouted by the characters of the movie. The last chapter is the conclusion of this research.

CHAPTER II

LITERATURE REVIEW

A. Previous Study

In completing this research, three similar studies related to flouting maxims of cooperative principle were taken as the references in order to solve the problem formulated in this study. The references consist of two undergraduate theses and a research paper as follows:

1. Ade Dwi Irjayanti in her thesis entitled “*Humorous Situation Created by Flouting Maxim of Quality in Deadpool*” (2017).

Similar to this study, Ade Dwi Irjayanti also use a movie as the object of her research. There are two objectives in this study. The first one is defining ways of flouting maxims of quality uttered by the main character in the movie, which includes Hyperbole, Metaphor, Irony, Banter and Sarcasm. The second objective is examining how the five ways of flouting maxim of quantity can generate a humorous situation.

The difference between her study and this study is in the theory applied by both researchers. Since Ade Dwi Irjayanti merely focused in analyzing the occurrence of humorous situation caused by flouting maxim of quality, she combined the five ways of flouting maxim with Theory of Humor proposed by Attardo (1994), whereas the researcher will analyze all of the four maxims of cooperative principle only by using the theory proposed by Paul Grice.

2. Alprida Riani Sari in her thesis entitled “*Tindak Tutur Pelanggaran Maksim Relevansi Dalam Film Marmut Merah Jambu*” (2017).

In her research, Alprida Riani Sari describe the flouting maxim occurred in *Marmut Merah Jambu* movie. In conducting this research, Alprida Riani Sari took samples from the dialogue presented in the movie, specifically the dialogue that flout the maxim of relevance. Alprida Riani Sari use taking notes as a method of gathering data. The analysis resulting in the finding of few dialogues in *Marmut Merah Jambu* movie that flout the maxim of relevance in the form of declarative, interrogative and imperative sentence.

The study conducted by Alprida Riani Sari and this study is in the object of the study. Meanwhile, the dissimilarity of both studies is in the language used by researchers. Alprida Riani Sari uses Indonesian language throughout her analysis, while the researcher use English in this research.

3. Melinda Kurniati & Sharifah Hanidar in their research paper entitled “*The Flouting of the Gricean Maxims in the Movies Insidious and Insidious 2*” (2018).

In the research conducted by Melinda Kurniati and Sharifah Hanidar, they attempt to examine the flouting maxims in horror movies, specifically the movies entitled *Insidious* and *Insidious II*. As a result, they find out that all maxims are flouted by the characters in *Insidious* with 23 cases in total, including 3 (13.1%) cases of flouting maxim of quality, 9 (39.1%) cases of flouting maxim of quantity, 6 (26.1%) cases of flouting maxim of

relevance, and 5 cases (21.7%) cases of flouting maxim of manner. Additionally, the characters in *Insidious II* flouts only two maxims with 3 (42.8%) cases of flouting maxim of quantity, and 4 (57.2%) cases of flouting maxim of relevance.

The dissimilarity between the study conducted Melinda Kurniati & Sharifah Hanidar and this research is their research use qualitative and quantitative method, whereas this research will use only qualitative method in analyzing the data.

Based on the explanation above, the researcher decided to fill in the gaps of previous research by conducting a research that analyses the flouting maxims of cooperative principle. In this research, the researcher uses the theory proposed by Paul Grice combined with the theory of context suggested by Halliday (1989). Moreover, a movie in English language is used as an object of the study.

B. Pragmatics

Levinson (1983: 5) refers to pragmatics as the study of language use that is associated with the relation between language and context as the fundamental account of language comprehension. It involves the conclusion making, which later will connect what is said and what is assumed by speech participant as the implicit meaning. Pragmatics can also be used to solve the distinction in point of view between both speaker and his interlocutor as implied by Leech (1983: 36).

The wider extent of pragmatics definition is from Yule (1996: 3-4). He states that there are three major aspects in pragmatics, which involve speaker's meaning,

contextual meaning, and expression of relative distance. In order to interpret the implicit meaning of speaker's speech, pragmatics combining the linguistics form with the three majors mentioned previously, as well as the action they perform in an interaction.

Therefore, based on the definitions of pragmatics above, it can be concluded that pragmatics is a sub-study of linguistic that is context-dependent as it shapes the meaning based on the context in which the utterance occurs.

C. Context

As pragmatic is the study of how context shape the meaning, occupying pragmatics analysis also involves the analysis of context as it cannot be separated from communication, especially in verbal communication. Halliday (1989) defines context as what is lying within the text, and it is more than what is said or written. Context give deeper meaning to an utterance.

Context can help the interlocutor to decide an appropriate meaning for an utterance, as context allows hearer to interpret the meaning of the utterance not only from its conversational context, but also from its non-conversational context. However, the hearer might identify particular speech differently than what the speaker intended to convey, which later trigger the occurrence of misunderstanding. To avoid such phenomenon, the interlocutor should at least share mutual cultural background or mutual knowledge towards particular thing as the speaker for them to able to assume the meaning of a speech accordingly. As stated by Spelber and Wilson in Wijana (1997):

“...A physical construct a subject of the hearer’s assumption about the world. It is this assumption, of course, rather than the actual state of the world, that affect the interpretation of an utterance. A context in this sense in not limited to the information about the immediately physical environment or the immediately preceding utterance; expectation about the future, scientific hypothesis or religious beliefs, anecdotal memories, general culture assumption, beliefs about the mental state of the speaker, may all play a role in interpretations.”

In Halliday’s framework, the concept of context is consisting of three main strata, including context of situation, context of culture, and co-text.

a. Context of Situation

Situational context is the immediate situation where the text is being uttered. In other words, it is the visible setting for a conversation where only the participants in the same location can understand the context properly. Halliday (1978: 10) points out that context of situation consists of three components. First, the component that consist of the event as a whole, including what is happening, and where the social interaction taking place, namely *field*. Second, there is a component that determines context based on each participant’s role in interaction, who is taking part, and even the participant’s social role. Halliday names this component as *tenor*. The last component is *mode*, which determines the context according to the function of a text in the event including its channel (spoken, written–monologue, dialogue–telephone, computer mediated communication) and its genre (rhetorical, persuasive, etc.).

Hymes (1974:33) also proposed a concept to describe situational context, which later presented as mnemonic called SPEAKING, where SPEAKING is an acronym for Situation (setting and scene), Participants,

End (the purpose of the utterance), Act Sequence, Key (intonation, facial expression, and body language), Norms of Interaction and Interpretation, and Genre.

b. Context of Culture

Cultural context is a part of background knowledge context along with interpersonal context. According to Halliday (1985: 46), cultural context is a general knowledge carried by each people in their mind, and shared by the members of the same particular culture, community, group, or nation.

However, although the members of certain culture share the same cultural background or knowledge, they do not always share the same attitude towards particular things. The occurrence of this phenomenon caused by several factors, including age, generation, gender or social status which are a part of speech community.

D. Implicature

Implicature firstly introduced by Grice in 1975. It is one of the concept in pragmatic study that is used as a tool in helping the hearer to generate meaning externally. Zamzani (2007:2) defines implicature as everything that is hidden behind the actual use of language. This means that every utterance expressed by the speaker has an implicit intent and is adapted to the context of the surrounding situation. An implicature can produce various implications that are strengthened by the context of the speech.

Grice (1975:307) differentiates implicature into conventional implicature and non-conventional implicature. As explained by Yule (1996:78), conventional implicature is neither based to the cooperative principle, nor the maxims, and is special context independent. This means that, although the hearer might have different interpretation, the meaning implied in each speech can immediately be recognized by the hearer. On the other hand, non-conventional implicature or is also known as conversational implicature is context dependent. Non-conventional implicature is the assumption given by the speaker and is received by the hearer in exchanging situation. The assumption itself is not presented in the former's utterance, but is generated by the latter's cooperation in achieving effective communication.

Levinson (in Asih, 2016:22-23) suggests four uses of implicature in various conversations. The four uses are:

- a. Provide a functional explanation of linguistic facts that are not explained linguistically.
- b. Provide an explicit explanation of how it is possible for a speech meaning to be different from what the speaker actually intended.
- c. Simplify semantic descriptions and differences in the relationship between clauses, although the clauses are linked with the same word structure.
- d. Explain various linguistic phenomena that seem to have no relation or even contradictory, but in fact have a communicative relationship.

From this explanation, it can be concluded that implicature is an important concept in pragmatic studies to understand the meaning of the utterances expressed.

E. Cooperative Principle

Conversation is an activity of expressing insight and notion where the people engaged are able to comprehend what they are talking about. In understanding the topic discussed, the parties involved in an interaction need to speak coherently to each other. In this case, the speaker has to obey the cooperative principle by being relevant, informative, honest, and brief to be able to achieve an efficient way of communicating.

The concept of Cooperative Principle firstly introduced by linguist Paul Grice in 1975. Levinson as cited in Irjayanti (2017: 26) defining cooperative principle as general principle which underlies the efficiency and cooperativeness in language use. Grice (1975) argues that people will definitely make a successful communication when they are successfully fulfilling the cooperative principle that he expressed in terms of four maxims as follows:

a. Maxim of Quality

Maxim of quality according to Widdowson (2007: 60) requires the speaker to be truthful and not saying anything that they know meant to be false, because the untruthful statement may cause misunderstanding to occur.

Example 1:

A : The weather outside is really nice.

The statement of person A above is being uttered when the blue sky is clear, and the sun shines brightly. Therefore, person A did not flout the maxim of quality, as person A is on good ground for saying so.

b. Maxim of Quantity

Grice in Widdowson (2007: 56) implies that to obey the maxim of quantity, the speaker should only provide information as necessary. Additionally, Widdowson (2007: 57) also argues that there is clearly no urgency for the speaker to provide more information by means of language if it is also understood by the interlocutors. If, in case, the speaker underestimating the shared knowledge that they eventually giving more information than is actually necessary, their words might be pointless in the interlocutor's point of view. On the other hand, if the speaker over-estimate the extent of shared contextual knowledge and provide inadequate information as needed, their words will be heard as obscure.

Example 2:

A : *When is your flight?*
B : *It's 5 in the afternoon.*

In the short conversation above, we can tell that person B has successfully obeying the maxim of quantity, by only providing information person A needs.

c. Maxim of Relevance

Widdowson (2007: 61) states that in maxim of relevance, the speaker need to make relevant of his utterance to the topic or purpose of the communication. Each participant involved in an interaction should give

relevant contribution to the topic by all means. They need to produce an utterance that is relate to what is previously said.

Example 3:

A : *Do you think this shoes would be good?*
B : *No, I don't think the shoes suit your outfit, though.*

The conversation above happens when person A is asking about person B opinion. By producing such utterance, person B is considered to successfully following the maxim of relevance.

d. Maxim of Manner

According to Levinson (1983: 108), as long as the speaker is not being vague and is clear about his utterance, he is considered as being observance to maxim of manner.

Example 4:

Merritt : *Where is Atlas and Lula?*
Jack : *They are going upstairs to get us some drink.*

In the example above, Jack has successfully obeying the maxim of manner because he can give a brief and orderly explanation about where Atlas and Lula is.

F. Flouting Maxim

Although it is mentioned earlier that following the conversational maxim is necessary, Grice realize that there is a circumstances where people will flout the maxim. Grice (1975) stated that flouting is an act of intentionally not being

observance to the maxim performed by the speaker as they perhaps want to create certain condition in non-blatant manner (implicature). When the speaker flouts the maxim, it does not necessarily mean that they disregard the maxim or trying to mislead the hearer. Rather, they wanted the hearer to apprehend the purpose behind what is being uttered by them at face value.

a. Flouting Maxim of Quality

Flouting maxim of quality happens because the speaker not being truthful. According to Widdowson (2007: 60), flouting maxim of quality is the maxim that flouted most frequently to add significance into an utterance. There are five familiar ways of flouting maxim of quality as expressed by Cutting in Irjayanti (2017: 26) including Hyperbole, Metaphor, Irony, Banter and Sarcasm. Thus, the flouting maxim quality is usually in the form of idiomatic word that has the effect of exaggerating an utterance. For instance:

“This car cost arms and legs.”
“My brother is a pig.”
“The sky is full of stars.”

b. Flouting Maxim of Quantity

Flouting maxim of quantity occurs when the speaker is not giving sufficient enlightenment for the interlocutor, as they are either provided too much or less information than expected by the hearer. Given inadequate information from the speaker may cause the hearer to misunderstood or dissatisfied with the utterance.

Example 5:

Jane : *Where did you put the spices?*

Yuri : *On the cabinet.*

The conversational above takes place in Yuri's kitchen, in which Jane did not familiar with the surrounding. Thus, since the answer given by Yuri does not provided with further explanation of which specific cabinet is the storage for all the spices, Yuri implies that she wanted Jane to look for the spices on the cabinet herself.

On the other hand, the hearer will get bored or find the utterance pointless when there is too much information given.

c. Flouting Maxim of Relevance

In flouting maxim of relevance, the speaker usually does the wrong causality yet they expect the hearer to infer the actual meaning behind their completely irrelevant utterance. Flouting maxim of relevance usually indicates a that the speaker is, perhaps, avoiding certain topic, expressing indifference, or any possible negativity. In order to make understanding, the hearer need to relate the speaker's utterance to previous speech.

Example 6:

Wife : *How do you like my hat?*

Husband : *It's ten past eight already.*

(Widdowson, 2007: 61)

The husband's answer is irrelevant on two counts; it is neither function as the answer for the question, nor makes any reference for the

topic of the hat. Thus, there is an implicature in the conversation above, in which the husband's utterance has significance beyond its apparent meaning. Without insight to more contextual information, it is difficult to identify whether the husband's intention is to avoiding negative response, or his impatience.

d. Flouting Maxim of Manner

Levinson (1983: 104) implies that the speaker considered to flout the maxim of manner when they are using ambiguous or foreign language that is not understandable for the hearer. Speaking in such a low voice, which make the utterance is unclear and cannot be heard, is also considered as non-observance of maxim, especially maxim of manner.

According to the explanation above, the researcher concludes that flouting maxim may cause misunderstanding. It is because the speech and the meaning sometimes are not related to one another. However, it does not affect to the efficiency of communication as long as the hearer are able to identify the implicature of an utterance, and associate them with related context to generate meaning.