

**THE FLOUTING MAXIM USED BY MALE AND FEMALE
CHARACTERS IN *EMILY IN PARIS* SERIES:
A PRAGMATIC STUDY**



A THESIS

Submitted to the Faculty of Cultural Sciences Hasanuddin University
As Partial Requirements to Obtain Bachelor's Degree in
English Literature Study Program

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

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ENGLISH LITERATURE STUDY PROGRAM
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LEGITIMATION

THESIS

THE FLOUTING MAXIM USED BY MALE AND FEMALE CHARACTERS
IN *EMILY IN PARIS* SERIES: A PRAGMATIC STUDY

BY

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It has been examined before the Board of Thesis Examination on April 1st 2022 and is
declared to have fulfilled the requirements.

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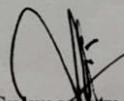
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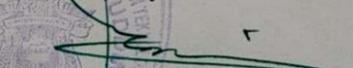
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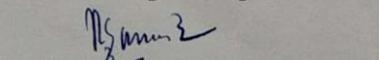
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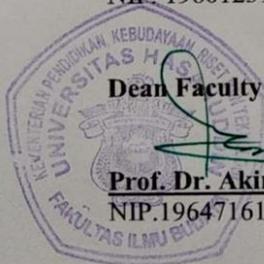


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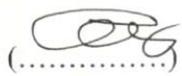
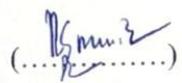
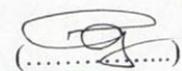
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AGREEMENT

On Friday, April 1st 2022, the Board of Thesis Examination has kindly approved a thesis by Rada Bonita Anggraeni (F041181002) entitled *The Flouting Maxim Used by Male and Female Characters in Emily in Paris Series: A Pragmatic Study* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, 1st April 2022

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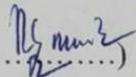
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DECLARATION

The Thesis by Rada Bonita Anggraeni (F041181002) entitled *The Flouting Maxim Used by Male and Female Characters in Emily in Paris Series: A Pragmatic Study* has been revised as during the examination on 1st April 2022 and is approved by the Board of Undergraduate Thesis Examiners.

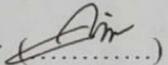
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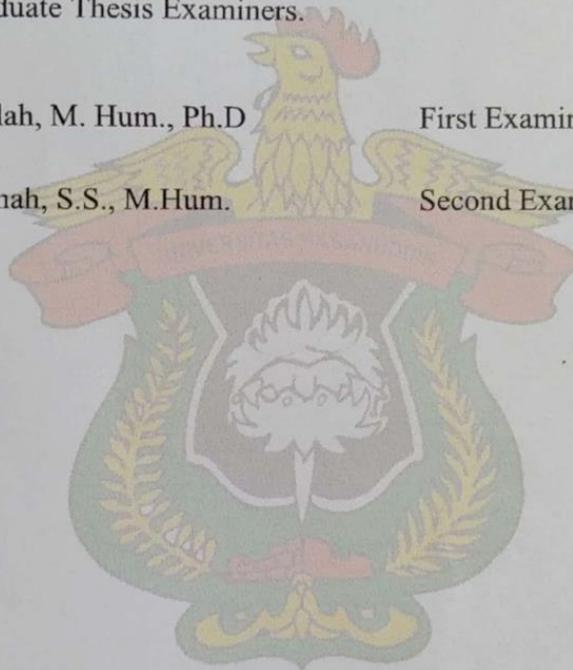
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**SURAT PERNYATAAN
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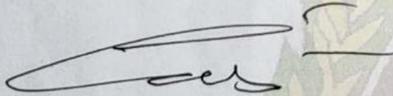
With reference to the letter of the Dean of Cultural Science No. 5880/UN4.9.7/TD.06/2021 regarding supervision, we hereby confirm approve the thesis draft to be examined at the English Department Faculty of Cultural Science.

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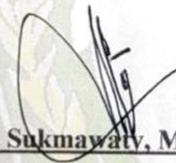
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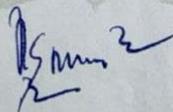
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ABSTRACT

Rada Bonita Anggraeni, 2022. The Flouting Maxim Used By Male and Female Characters in *Emily in Paris* Series: A Pragmatic Study. (Supervised by **Abidin Pammu** and **Sukmawaty**)

This research was conducted to analyze the flouting maxim on the female and male characters' utterances in *Emily in Paris* Series Season 1 (2020). Following the statement, the author came up with two questions: (1) What types of flouting maxims are used by male and female main characters in *Emily in Paris* Series? and, (2) What are the flouting maxims strategies used by both male and female characters in their utterances?

In analyzing the utterances uttered by the characters in this series, the author decided to use a descriptive qualitative approach to analyze and describe the data. The theories used in this research are from Grice (1975) for the Cooperative Principles and Cutting's (2002) for maxim flouting strategies.

The finding of this research showed that all maxims of the Cooperative Principle are flouted. The female main characters are most often found to flout maxims rather than the male with 62 utterances and completely flouted all the maxims, as flouting maxim of quality as the highest rank. Besides, for the strategies used to flout the maxims, while the female main characters actively used all of the nine strategies, the male main characters only used seven strategies on their utterances with changing topics as the most often strategy that applied.

Keywords: Pragmatics, Flouting Maxims, Cooperative Principle, *Emily in Paris*

ABSTRAK

Rada Bonita Anggraeni, 2022. Pelanggaran Maksim yang Digunakan Oleh Karakter Pria dan Wanita dalam Serial *Emily in Paris* Series: A Pragmatic Study. (Dibimbing oleh **Abidin Pammu** dan **Sukmawaty**)

Penelitian ini dilakukan untuk menganalisis pelanggaran maksim pada tuturan yang dituturkan oleh karakter perempuan dan laki-laki dalam serial musim pertama *Emily in Paris* (2020). Dalam penelitian ini, penulis mengajukan dua pertanyaan: (1) Jenis pelanggaran maksim apa saja yang digunakan oleh karakter utama pria dan wanita dalam serial *Emily in Paris*? dan, (2) Apa saja strategi pelanggaran maksim yang digunakan oleh tokoh laki-laki dan wanita dalam tuturan mereka?

Dalam menganalisis tuturan yang dituturkan oleh para pelakon dalam seri ini, penulis memutuskan untuk menggunakan pendekatan kualitatif deskriptif untuk menganalisis dan mendeskripsikan data. Teori yang digunakan dalam penelitian ini adalah dari Grice (1975) untuk Prinsip Kooperasi dan Cutting (2002) untuk strategi dalam pelanggaran maksim.

Temuan penelitian ini menunjukkan bahwa semua maksim yang terkandung dalam Prinsip Kooperasi dilanggar. Karakter utama wanita paling sering ditemukan dalam pelanggaran maksim daripada laki-laki dengan 62 tuturan dan sepenuhnya melanggar semua maksim. Maksim kualitas menduduki peringkat tertinggi dalam pelanggaran yang dilakukan oleh karakter wanita. Selain itu, untuk strategi yang terkandung dalam pelanggaran maksim, karakter utama wanita secara aktif menggunakan sembilan strategi yang tersedia, sementara karakter utama pria hanya menggunakan tujuh strategi pada tuturan mereka dengan strategi perubahan topik sebagai strategi yang paling banyak diaplikasikan.

Kata Kunci: Pragmatik, Pelanggaran Maksim, Prinsip Kooperasi, *Emily in Paris*

CHAPTER I

INTRODUCTION

A. Background

Humans essentially have extraordinary communication abilities compared to other living things, in which they can be more communicative, measurably, and organized in order to communicate with people around them. In communication, humans tend to make some utterances such as exchanging information, giving and asking a question, and doing discussion until they can make some jokes that will prove that they are social creatures who constantly interact in their daily lives. Communication habits are evidence that communication is one of the most important things humans always do in living with others or around them.

In communicating, people tend to have some purpose when they are making conversation. One example is both speaker and hearer want to make sure that their message can be understood by each other so the conversation will be successful as they are expected. In this case, both the speaker and the hearer must share knowledge to create a significant relation. Nevertheless, sometimes not all the conversation will run very well. Misunderstanding often occurs in interaction because there is usually an absurd meaning or unclear message by the speaker, so the listener has difficulty understanding the speaker's utterance.

According to a linguist commonly known as Paul Grice, in 1975 'sparked a famous theory that contains rules in the speech. It is the Cooperative Principle. This theory provides rules for speaking to create a slick and comfortable conversation. Not only for speakers but also listeners. This theory contains a term that is commonly referred to as a maxim, such as the maxims' quantity, the quality of the maxims, the relevant maxims, and the maxims. By

following this rule, when speaking, it will not work correctly without conflict in the future, such as a misunderstanding in interpreting the speaker's meaning or intent.

However, the issues of flouting of maxims still often happen in daily conversation. Sometimes people are more likely to say everything based on the context of their knowledge rather than obeying the principles or their own language's rules. Here, the hearer must have the same knowledge as the speaker because sometimes the speaker is doing flouting the maxim. Sometimes, there is a hidden meaning or indirect meaning in the conversation, and Grice (1975) states it as implicature. As long as the speaker is flouting maxim but the hearer can recognize it, it will not be a problem. It will be a problem if both parties do not have the same understanding of flouting when having a conversation.

The flouting of maxims can be found anywhere, not only in the oral statement but also in the written statement. For example, in TV Series, Novel, Podcast, Film, Advertisement or anything which contains conversations. This research is undertaken with the TV Series Original on Netflix with the title "Emily in Paris Season 1" which was published in October 2020 with romantic comedy genres set in Paris, France. The researcher chooses this TV Series as the object of research because; *first*, TV series has a significant impact on the way they are influencing the audience it is due to great visualization by the actors so that the audiences will be more clearly rather than only read some sentences; *second*, in the way the main characters are communicating, especially male and female, there are many flouting the maxims can be found; *third*, both of male and female main characters in there, they were not only flout the maxims. Also, they used some strategies to accompany their action in order to deliver their message. Even though *Emily in Paris* mostly talked about how Parisians react to Americans especially in the work's life, however, in the way they talk and communicate, some of the conversations were flouted by the male and female characters since this series also has a romantic comedy genre.

Then, this study aims to analyze the type of maxim flouting such as maxim of quantity, maxim of quality, maxim of manner, and maxim of relation. Also, the strategies used between male and female characters' utterances are based on the dialogues in *Emily in Paris Series Season 1 (2020)*. The theories used in this research are from Grice (1975) for the Cooperative Principles and theory from Cutting's (2002) for maxim flouting strategies. Including overstatement, understatement, metaphor, irony, banter, sarcasm, changing topic, and ambiguous statement. Hence, this study is entitled *The Flouting Maxim Used by Male and Female Characters in Emily in Paris Series: A Pragmatic Study*.

B. Identification of the Study

- a. The main character of *Emily in Paris Series* both male and female characters tend to flout several types of conversational maxims.
- b. In order to convey the true meaning or indirect meaning, sometimes both male and female characters as speakers in this series also confuse the hearer to draw out the meanings.
- c. Both female and male characters have their own strategies in order to flout the maxims when they do the conversation.

C. Scope of the Study

Based on the identification of the problems, the researcher put in this study on some limits:

1. The types of conversational maxims are based on the utterances by *Emily in Paris'* main characters Season 1 (2020).
2. The flouting maxim strategy research that used by both male and female main characters in *Emily in Paris Series Season 1 (2020)* only focuses on their utterances with theory of Pragmatics' study.

D. Research Questions

Based on the scope of the problem, the research question on this study are formulated on this questions:

1. What are the types of flouting maxims used by both male and female main characters in *Emily in Paris Series*?
2. What are the flouting maxims strategies used by both male and female characters in their utterances?

E. Research Objectives

According to the research question above, the objective of this research are;

1. To reveal the types of flouting maxims that are used by both male and female characters in the *Emily in Paris* series.
2. To investigate the strategy of flouting maxims used by the main male and female characters in the *Emily in Paris* series.

F. Significances of the study

This study is expected to have a significant impact both theoretically and practically.

1. Theoretically, to enrich the conversational implicature theory, especially in linguistics, namely pragmatics, which discusses the flouting of maxim and its strategies so that this theory continues to exist.
2. Practically, to help readers or other researchers who want to learn and understand about flouting of conversational maxims. Through the *Emily in Paris* series, researchers also hope that the audience can get meaningful and valuable information.

CHAPTER II

LITERATURE REVIEW

A. Previous Studies

In research that raises the issue of *flouting of maxim analysis and the strategies*, previously there have been many scholars who have researched it with a variety of different research objects such as films, novels, TV shows, social media users, series, and others. With this, the writer take three previous studies that are in line with the research that researchers will carry out in this study:

1. Indah Nadya Irnanda and Hamzah (2017) in their paper entitled *Conversational Implicature as Found in Buyers' and Sellers' Interaction in the Traditional Market of Lubuk Alung* examines about how the utterance can go beyond the literal meaning by flouting some maxims by the speakers. Also, they analyzed the comparisons between male and female as seller and buyer in order to interact in the traditional market of Lubuk Alung by doing flouting of maxim. The type of the research was descriptive qualitative by explaining the data without statistical procedure and counting process. In the end, the result of this research is that both seller and buyer were more often flouted the maxim of manner also some of them went to the maxim of quality. It is because females were more likely to bargain when they were doing the agreement of their transaction in the traditional market, they were more often did the maxim flouted rather than male.

2. Aghnia Nur Rahmah (2016) in her research with the title *A Pragmatic Analysis of Maxim Flouting Uttered by the Characters in Muccino's Pursuit of Happiness Movie* investigates about the type of flouting of maxim and the strategies of maxim flouting which was uttered by the characters in the movie. The type of this research used

descriptive qualitative. In the end, the writer found two important findings in this study, such as; 1) the four types of maxims had flouted. The first rank of maxim flouting is quantity, because the speakers or characters decide to give more information than is required in the conversation; 2) All of ten of strategies of maxim flouting was found in this investigation, with the highest rank of the strategy is overstatement to flout the maxim. In other words, the overstatement's strategy is commonly used to force hearer in other to accept speaker's idea.

3. Dyah Ayu Puspitaningrum (2013) examines about the type of maxim flouting also the strategies based on main characters' utterances in *Confessions Of A Shopaholic Movie* is her papers with tittle *Maxim Flouting In The Main Characters' Utterances In Confessions Of A Shopaholic Movie* in descriptive qualitative methods design as the method of the research. By this study, the writer found the final result on her research such as; 1) All of the maxims of Cooperative Principle are flouted; 2) Main characters used to flout the maxim quantity with the strategies of giving too much information and too little information; 3) In order to flout the maxim of relation, the main characters used changing topic and irrelevant answer as their strategies in flouting; 4) There is the differences between male and female characters in order they are flouting the maxim of quality and manner. To flout the maxim of quality, the female main character uses the metaphor, banter and sarcasm strategies. While, the male main character uses the strategies for being ambiguous and not being brief when they are flouting the maxim of manner.

From several previous studies, the writer believes that there are some differences with what the writer will investigate in this study. The differences lie in the object of the research and the results of the future research. The problem that the writer examines later is what types of flouting maxims are used by both male and female main characters in *Emily in Paris Series*

(2020) in their utterances and what the strategies are used by both male and female characters when they do the conversation.

B. Theoretical Background

1. Pragmatics

Both human language and the context have their own relation. Pragmatics is the study of linguistics which focuses on learning how the conditions of human language are used as these are determined by the context of society. Leech (1983) explains that pragmatics is the study with correlation of the speech situation and the meanings. Same here, according to Yule (1996), he states the study of speaker meaning actually defines pragmatics in general. The contextual meaning is the study of pragmatics due to the second definition. While the third definition is pragmatics, it is the study of how things can be more communicated rather than being said. Yule also states that the last definition of pragmatics is how this study is to learn about the expression of relative distance. Here, he understands that the definitions stated above in general are the easier way to understand pragmatics briefly.

Kecskes (2013) evaluates pragmatics from an intercultural pragmatic perspective by taking a socio-cognitive approach to interactions that involve especially in cultures. According to him, with the socio-cognitive approach, it emphasizes that the production and understanding of language adopts a previous experience and knowledge, where this previous experience and knowledge emerged that was constructed by the interlocutor. In this case, based on the study of meaning in linguistics, the role of the experiential context is very important in the construction of meaning and understanding the actual context of the situation.

2. Cooperative Principle

In conversation, both speaker and hearer need to respond to each other in order to get the information which is needed and also beneficial for them. By giving the information, it must be trusted, because it will make the hearer feel comfortable to hear and also understand what is the main point or information uttered by the speaker. These actions included cooperative principles, when they manage the conversation to make it successful. In the concept of the conversation, people tend to use the cooperative principle in order to make their conversation guided by consideration of quantity, quality, relevant and also manner. It will be figuring out the relationship between the said and the unsaid as the implicature

Grice in Wardhaugh (2011:253) the cooperative principle actually has purposes “make your conversational contribution as required, at the stage at which it occurs, and by the accepted purpose or direction of the talk exchange in which you are engaged.” In cooperative principle, there are four maxim as proposed by Grice, such as maxim quantity, maxim quality, maxim manner and maxim relevant.

a) Maxim of Quantity

Maxim of quantity have two characteristics such as:

- 1) Make your contribution as is required.
- 2) Do not make your contribution more informative than is required.

Example:

“Well, to cut a long story short, she didn’t get home till two.”

(Cutting, 2002:34)

In the example above, the use of the word “to cut a long short story” indicates that the speaker obeys the maxim of quantity. The speaker tries to provide sufficient information to the

listener and maintains that the information provided is neither deficient nor excess. Some speakers may have more information than what the listener is asking for, but that can be controlled by using words like *to cut a long story short, as you probably know or I won't bore you with all the details*, in order to keep the information does not fall into uninformative news.

b) Maxim of Quality

The characteristics of maxim quality are:

- 1) Requires the speaker to not say what they believe to be false.
- 2) Requires the speaker to not say the lack adequate evidence.

Maxim quality is where the speaker tells the truth. The point is where they must speak according to the facts which if they think it is true. Cutting (2002:35) explains that maxim of quality asks the speaker to say something accurately and reliably. In addition, they also take care of what is stated as something that is valid with no defects or shortcomings in evidence so that it does not cause doubt. This maxim has its own characteristics such as *make your contribution one that is true*.

Example:

A: *I will ring you tomorrow afternoon then.*

B: *Ermm, I shall be there **as far as I know**, and in the meantime. Have a word with Mum and Dad if they are free. Right, bye bye then.*

A: *Bye bye.*

(Cutting, 2002:35)

In this conversation, B used the word “as far as I know,” which is the same as “I cannot be sure if this is true,” in order to protect a statement or answer that is still certain to avoid statements that contain links that are not following the facts. So, when in the future, when A

calls B and B does not pick up the phone, then B will not be assumed to give an unreliable answer.

c) Maxim of Relevance

The characteristic of this maxim is only one. The speaker demands to “be relevant” about the statement or the topic that they are trying to deliver to the hearer. Cutting (2002:35) states that the maxim of relevance is where the speaker is asked to provide information related to what has been said previously. In addition, Grundy (2000:75) explains that to fulfill the maxim of relevance, the speaker must provide relevant information to the topic being discussed.

Example:

John: *How about your score, Jane?*

Jane: *I got an A.*

(Grice in Yule, 1996: 37)

This dialogue includes the maxim of relevance because Jane’s answer is relevant according to John’s question.

d) Maxim of Manner

This maxim requires the speaker to avoid the obscurity of expression and ambiguity, and to be brief and orderly. In other words, this maxim rules out the speaker to make their contribution as clear as possible. The contribution should have to provide the information which does not include the obscurity and ambiguity. Also, have to be brief and orderly so the misunderstanding would be avoided.

Example:

*Thank you Chairman. Jus – **just to clarify one point**. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.*

(Cutting, 2000:35)

From the example above, the use of the word “**just to clarify one point**” is where the speaker tries to protect the statement from ambiguous statements. The speaker realized that their words were still unclear enough, so they used the phrase to form a cooperative relationship with the listeners. Generally, some speakers use phrases such as *this may be sound a bit confused, I am not sure if this makes sense, I don't know how if this clear at all or just to clarify one point* to comply with the maxim of manner.

3. Flouting Maxims

Maxim flouting is a deliberation in order to break the maxims rule to convey the hidden meanings and try to lead the listener also the hearer to find out the implied meaning from it. Maxim of flouting is actually belongs to the forms of non-observed Cooperative Principle by Grice (1975). Thomas (1995:65) explains that in his definition, maxim flouting is a deliberate violation by not following the cooperative principle where there is no intention to cheat or create misunderstandings. On the contrary, the hidden reason for this action is for the speaker to want the listener or the interlocutor to be able to understand the meaning of what they are saying well, even though it is literal or hidden. In this, the speaker can convey a different meaning from what they are actually speaking. From this, the speaker will say that the interlocutor can deduce the meaning of the implied meaning that is trying to convey.

Levinson (1983) explains that flouting maxims is a phenomenon that occurs when a speaker or individual intentionally does not comply with the maxims properly, which aims to persuade the listener to conclude the hidden meaning behind the speech spoken by the

interlocutor. This states that there are specific aims and objectives of the participants involved in a conversation when flouting the maxims. There are specific goals that the speaker wants to convey as it is the factor that is why the flouting of the maxim occurs. Cutting in Faridah (2016) said that in his book, flouting the maxims is when the speakers do not follow the maxims, but they expect their hearers to understand or appreciate the meaning that is implied. (p.37) In other words, this is one of the tactics or efforts made by speakers to give a signal to their interlocutor to uncover the hidden meaning of what the speaker wants to convey.

The expression of flouted maxim can be seen in the below:

a) Maxim of Quantity

A: *Well, how do I look?*

B: *Your **shoes** are nice...*

(Cutting, 2002:37)

In the dialogue above, it seems like B flouts the maxim quantity by giving too little information than A's request. While A is questioning his whole appearance to B, but he gets only a piece of it. It does not mean that B says the sweatshirt and jeans do not look nice, but B understands that A knows its implication.

b) Maxim of Quality

Teacher: ***Wow, you're such a punctual fellow! Welcome to the class.***

Student: *I am very sorry, Sir. It won't happen again.*

(Khosravizadeh & Sadehvandi, 2011)

By this short conversation, the teacher flouts the quality of maxim by giving the wrong information about his student. The student was late when class was in progress, but the teacher praised the student in a mocking style and sarcastic tone. In this case, the student could

understand that there was a hidden meaning in the teacher's sentence, and that is why he responded by apologizing for the delay.

c) Maxim of Relevance

A: *Where's my box of chocolates?*

B: ***The children were in your room this morning.***

(Smith and Wilson in Puspitaningrum, 2013:15)

In the conversation above, B's answer is not relevant with A's question, so it can be assumed that B's flouted maxim of relevance. However, B's answer can still help A by suggesting that the child may have eaten the chocolate, or at least they can find out where the chocolate is through his child because only the children are in his room in the morning.

d) Maxim of Manner

Wife: *Darling..... What's the story with that new watch on your wrist?*

Husband: *Oh, this watch you're talking about! I knew it... **I told my boss that my wife would be curious when she sees it. Oh, honey you have no idea how much they're satisfied with my performance, lately!***

(Khosravizadeh & Sadehvandi, 2011)

In this conversation, the husband seems to flout the maxim of manner. Because what he answered had a different meaning to what his wife asked. It would be better if the husband told his wife how he got the gift from his boss. However, the husband chose to flout the maxim by convincing his wife that the watch came from someone she knew as a gift, and she should not be jealous about it.

By all the examples on the above, it can be concluded that speakers tend to flout the maxims because they want to deliver the true meaning behind their utterance.

4. Strategies of Flouting Maxims

a) Overstatement

Overstatement is one of the strategies of flouting of maxim, which is giving too much information on something than required and often is found in **flouting of maxim of quantity**. Cutting (2002, p.37) explains that giving too much information is one way of the speaker who flouts maxim of quantity by using overstatement's strategy when they want to give more explanation about something. In other words, Grundy (2020) states this situation as overstatement. For instance:

Luke: That's lovely. Um... Do you have a resume for me?

Rebecca: **I do. Yes, I do! Ah... I... could pretty much just tell you. My name is Rebecca Bloom Wood, I've been a journalist for five years, and I'm very comfortable juggling numbers, I speak fluent Finnish, I know...**

(Puspitaningrum, 2013:16)

Here, Rebecca flouts maxim of quantity by using overstatement as the strategy because she provided too much information than it should be. Meanwhile Rebecca can enough answer it with "Yes sir" rather than saying with the whole sentence that she uttered above.

b) Understatement

However, when sometimes speakers are giving much information and flout the maxim of quantity, sometimes they also give too little information or understatement to push something and make the meaning more straightforward and understandable for the hearer. Grundy (2000) defines *understatement* as the importance of the information provided by the speaker seems to be less than what is needed by the hearer. Understatement strategy is often used to amuse or decrease the truth. In other words, the relation of the statement that speakers have said sometimes is too weak or less informative and not informative.

The following example is taken from Cutting (2002:34):

A: *And you say that warden is a nice person.*

B: *Oh yes you will get other opinions but that's my opinion.*

In this case, B provides less information than A needs through the utterance that uttered by B. A knows that B has more information but keeps it hidden. Here B flouts maxim of quantity by using the understatement as a strategy.

c) Metaphor

Metaphor are often found in **flouting of maxim quality**. Hornby (1989:780) defines *metaphor* as a word or phrase to describe something different from the exact meaning. Here, metaphor sets out an object or action with something which does not intersect with the original meaning of the word or phrase that the speaker uses but has characteristics in common with the meaning of the message they want to convey. Thus, it will help the hearer to interpret the meaning of the idea. Cutting (2002) wrote the example of a metaphor in flouting of maxim such as

My love is a thunder.

This sentence does not make any sense in context. However, when the speaker says this statement to their hearer, the hearer will understand that the meaning of this statement is that what the speaker said about his/her lover is not thunder. However, the speaker illustrated or described their lover as like thunder.

d) Hyperbole

The strategy of hyperbole is often found in **flouting of maxim quality**. Cutting (2002: 38) said that hyperbole is often used as the basis of humor. Hyperbole occurs when a speaker is blatantly flouting on purpose to exaggerate something. For instance:

*Oh dear, **stop eating rubbish.** You won't eat any dinner.*

By that sentence, the speaker once said the word “rubbish.” It means that rubbish here is not garbage, but it might be the kind of food with less nutrition or not healthy such as junk food or snack which contains many calories. That is why if the hearer still eats that kind of food, they will not eat their dinner. It can be concluded that the speakers said that in a hyperbolic way.

e) Irony

As Cutting (2002:38) states in his book, the definition of irony is an expression that is actually respectful and friendly but honestly is offensive. Here, the speaker tends to say something nice but not truthful. The irony is often found in **flouting of maxim quality**. For example if a student comes to a breakfast in the early morning and says:

*If only you knew how much **I love being woken up at 4 am by a fire alarm.***

Here, the speaker is being an ironically and hope the listener know that the speaker means the opposite of the sentence that she uttered. It is an example of irony because what the speaker says goes against what they had in mind and looks like a sweet compliment as the speaker looks like love the idea when in fact, it is not.

f) Banter

Banter is the opposite of irony. Banter is used for expressing a negative sentiment while implying a positive one and is often found in **flouting of maxim quality**. In other words, Cutting (2002:38) explains that banter is a strategy used to express something offensive but honestly being friendly. It sounds like light aggression, but the meaning is expressing positive things such as friendship or intimacy. . For instance:

***You're nasty, mean and stingy.** How can you only give me one kiss?*

Banter can sometimes be a tease or a flirtatious comment as one of the example above. In the first sentence, the speaker looks like make an offensive comment to hearer as she said that the hearer as a nasty, mean and stingy person. However, in fact it is not, it can be one of the example that the speaker try to make a flirtatious comment to the interlocutor. The people who use this strategy can be close with the speaker, such as siblings, parents, and close friends. It is like their own special language to describe how close they are in a relationship or friendship.

g) Sarcasm

Cutting (2002: 38) claims that sarcasm is kind of irony and not very friendly. The purpose of using this strategy is actually to hurt someone and make the hearer feel foolish in a mocking tone also less friendly. In other words, sarcasm is an expression by saying something opposite of what is appropriate or true.

For example:

This is a lovely undercooked egg you've given me here, as usual. Yum!

The expression on the example above contain a sarcasm as the expression not friendly at all, and by saying “a lovely” it does not mean that the speaker do love the undercooked egg. The speaker want to convey that the hearer not have an ability enough to cook an egg so it always undercooked also excoriate it. Sarcasm is frequently used for making criticisms and is often found in **flouting of maxim quality**.

h) Changing Topic

In changing topic, when the speaker is **flouting maxim of relevance**, Cutting (2002:39) says that the speaker expects the hearer to understand and imagine what the utterances do not say in the conversation. People usually change the topic in conversation because they are not

comfortable talking about the issue or feel embarrassed and want to end the conversation, so they change the topic to avoid it. For instance:

Bob: *What were you and Anna talking about? You were looking at me all the time!*

Mary: *Oh well.... Why don't we go get something to drink?*

(Khosravizadeh & Sadehvandi, 2011)

The expression that Mary provide is one of the example that she flouts maxim of relevance also the strategy that she used is changing topic as she give an irrelevant answer to Bob. Mary did not reply what Bob wants to hear, however, instead of that, she changed the topic and offering Bob to get something to drink. It can be concluded that Mary changed the topic because she does not want to involve in the topic that Bob is trying to provide to her.

i) Ambiguous Statement

While talking about this strategy, as of their name, it must be related to **flout the maxim of manner** while ambiguously saying something to give information. Sometimes, it seems not to be unclear utterances, but it is the way for the speaker to hide the third party as the 'someone on topic' clearly, which probably may be near them. Here is a short conversation between husband and wife and exclude their daughter as third party by Cutting (2002: 39).

Wife: *Where are you off to?*

Husband: *I was thinking of going out to get some of that **funny white stuff** for **somebody**.*

Wife: *OK, but do not be long. Dinner's nearly ready.*

By this dialogue, the husband spoke ambiguously by saying "that funny white stuff" also "somebody," because he avoided to say "ice-cream" and "Michelle." In short, the daughter, Michelle, will not ask about the ice-cream but also its excitement before she gets her meal.