

## FLOUTING MAXIM IN SPIDER-MAN: NO WAY HOME MOVIE

Putri Mayang Sari<sup>1</sup>, Anita<sup>2</sup>

<sup>1,2</sup> English Department, Faculty Letters and Cultures, Gunadarma Univeristy, Jl. Margonda Raya No. 100, Depok, 16424, Jawa Barat

Corresponding Author(S): [mayangputrimay05@gmail.com](mailto:mayangputrimay05@gmail.com)

### Abstract:

The aims of this research are to find out the types of Flouting Maxim and Flouting Maxim that most frequently occurred in the Spider-Man: No Way Home movie. This research used Cooperative Principles theory that proposed by Grice (1975). The researcher used descriptive qualitative method and documentation techniques in collecting data. The data of this research were taken from the utterances by all the characters in the Spider-Man: No Way Home movie. Based on the result, the researcher found 32 data contained Flouting Maxim based on Grice's theory. The researcher found 4 types of Flouting Maxim, there are; 7 data of Flouting Maxim of Quantity, 8 data of Flouting Maxim of Quality, 10 data of Flouting Maxim of Relation, and 7 data of Flouting Maxim of Manner. Based on the result, it can be concluded that Flouting Maxim of Relation is the Flouting Maxim that most frequently occurred in the Spider-Man: No Way Home movie.

### Keywords:

Cooperative Principles; Flouting Maxim; Movie



Creative Commons Attribution 4.0 International License

## INTRODUCTION

Language is a tool for humans who are essentially social creatures, where they interact with each other. As social beings, people must interact with others in order to fulfill their needs. The process of exchanging information between two or more participants is known as communication. Communication is a way for humans to interact both verbally also non-verbally. In creating good communication, two important aspects are needed, namely speaker and listener. According to (Theodorson & Theodorson, 1969) communication is a process of transformation of information ideas, attitudes or emotions from one person or group to another or others premierly through symbols. By communicating, humans can exchange thoughts and ideas to achieve the same goal. To prevent misunderstandings in communication, speaker and listener must be clear in conveying message or information so that they can be understood.

Pragmatic is a discipline of linguistics that studies about language usage. In addition, pragmatics is the study of meaning and language that depends on the context spoken by a speaker. According to Levinson (1983, p. 21) Pragmatics is the study of the relations between language and context that are basic to an account of language understanding. Cruse (2006) explained that pragmatics deals with non-truth conditional aspects where

context must be taken into account. Both explanations infer that pragmatics is focused on the meaning of context that is applied in communication. If the context is known, the meaning of the conversation can be understood. Pragmatic is very useful in everyday conversation to understand and analyze the implied meaning or hidden meaning conveyed by speakers so that listeners can understand the speaker's intended meaning.

Implicature is a part of pragmatics where speakers want to convey meaning implicitly. Mey (2001) stated to imply means 'to fold something into something else' hence, that which is implied is 'folded in', and has to be 'unfolded' in order to be understood. It can be concluded that implicature is the intention meaning contained in an utterance, but it is less or not stated directly. Grice distinguished implicature into two, conventional implicature and conversational implicature. Grice (1975) stated that the conventional meaning of the word used will determine what is implicated, besides helping to determine what is said while conversational implicatures as being essentially connected with certain general features of discourse. The general feature is called Cooperative Principle that was proposed by Paul Grice (1975).

The problem between the speaker and listener can be solved by pragmatics. The Cooperative Principle is one of the discussions in pragmatics proposed by Grice in 1975. According to Grice (1975) cooperative principle makes the conversational contribute as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. In the Cooperative Principle, Grice introduced maxims and divides them into four categories in order to ensure that communication is understood and perceived, the speaker should provide the appropriate, true, relevant, succinct, and organized information.

The first maxim is Maxim of Quantity. According to Grice (1975) argue that the speaker must contribute as informative as is required and not giving more or less than is required. This mean the Maxim of Quantity is expected the speakers to give neither too little information or too much in a conversation. Too little or too much informativeness can be confusing or even misleading for listeners. The second maxim is Maxim of Quality. According to Grice (1975) to be specific, the speakers are expected to not say what they believe is false and lack adequate of evidence. The Maxim of Quality is required the speakers to give the information based on what their believe is true or based on fact. The third is Maxim of Relation. According to Grice (1975, p. 47) said that the partner's contribution is expected to be appropriate to immediate needs at each stage of the transaction. The Maxim of Relation is required the speakers to be relevant. The last maxim is Maxim of Manner. According to Grice (1975, p. 46) explained that the speakers should avoid obscurity and ambiguity also be brief and orderly. The Maxim of Manner is expected the speakers to give the information clearly.

However, it is difficult for the participants to follow the maxims in their statements. Sometimes the speaker intends to convey a hidden meaning, so that the listener is expected to understand the message conveyed. Speakers deliberately disobey maxim to encourage listener to look for different meanings or in addition to the meaning conveyed, this called Flouting Maxim. According to Grice in (Thomas, 1995) stated that A flout occurs when a speaker blatantly fails to observe a maxim at the level of what is said, with the deliberate intention of generating an implicature. This mean that, speakers

deliberately disobey maxim to encourage listener to look for different meanings or in addition to the meaning conveyed. According to Thomas (1995) To imply is to hint, suggest or convey some meaning indirectly by means of language. From the definition explained, the meaning contained in an utterance is less or not stated directly. Cutting (2002) stated that flouting maxim is when the speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. When the speaker conveys an implied meaning, it indicates that a maxim has been flouted.

There are four types of flouting maxim. The first is Flouting Maxim of Quantity. According to Grice in Thomas (1995) a flout of the maxim of quantity occurs when a speaker blatantly gives more or less information than the situation requires. The second is Flouting maxim of Quality. According to Grice in Thomas (1995) flouting maxim of quality occur when the speaker says something which is blatantly untrue or for which he or she lacks adequate evidence. The third is Flouting Maxim of Relation. According to Grice in Thomas (1995) the flouting maxim of relation occurs when the speaker makes a response or observation which is very obviously irrelevant to the topic in hand. This means, the speaker is not relevant or not gives related answer to the question. The last flouting maxim is Flouting Maxim of Manner. According to Grice in Thomas (1995) flouting maxim of manner occurs when the speaker failed to observe the maxim of manner by inability to speak clearly, orderly or using ambiguity.

Not only in a real conversation, flouting maxim can occur in a movie. The dialogues spoken by some characters raises the possibility that they will flouts the maxims. The creator deliberately added a fluting maxim into the dialogue so that the audience could guess and understand the hidden meaning to be conveyed by adjusting the context of the scene being shown.

The focus of this research is to analyze and identify the floating maxim. The reason why the researcher analyzes the Floating Maxim is because in everyday life, speakers often say something without obeying the rules of speaking, especially Cooperative Principles. The object of this research to identify the types of Flouting Maxim and the Flouting Maxim that most frequently occurred in the Spider-Man; No Way Home movie based in Grice's (1975) theory. Spider-Man: No Way Home movie is a 2021 American superhero movie based on Marvel Comic, Spider-Man, co-produced by Columbia Pictures and Marvel Studios, and distributed by Sony Pictures Releasing. The movie was directed by John Watss and produced by Kevin Feige and Amy Pascal. Spider-Man: No Way Home became the first film in the Covid-19 pandemic era to reach up to US\$1 billion at the worldwide box office.

Spider-Man: No Way Home tells the story of the dilemma that Peter Parker (Tom Holland) feels after he is slandered and his identity exposed by Mysterio (Jake Gyllenhaal) before dying in a fight in London. The information from Mysterio is growing with speculation and accusations after it was reported by the sensational media The Daily Bugle led by J Jonah Jameson (JK Simmons). Spider-Man, whose identity is revealed as Peter Parker, is branded as the murderer of Mysterio and makes everyone resent and hate him. Peter Parker who had never been seen by his surroundings suddenly became the center of attention. His house was never even quiet monitored by the media as well as the public. He also had to face various lawsuits after the news. This condition makes Peter

Parker feel increasingly cornered and exhausted, especially since he has just started a romantic relationship with MJ (Zendaya). Until then, Peter Parker had an idea. He went to Doctor Strange who had both fought against Thanos. To Strange, Peter asks for help to make everyone forget that he is Spider-Man. Dr. Strange (Benedict Cumberbatch) was actually warned by Wong (Benedict Wong), but he still chose to help Peter Parker. When Dr. Strange begins to cast a spell, Peter seems to be confused by the decision until he upsets the Master of the Mystic Arts and makes a mistake. The error caused the cross-universe boundaries to open and draw parties from other universes into the universe Peter and Strange currently inhabit.

Research about Flouting Maxim has been conducted by many researchers. The first previous research conducted by Tarra Widya Zahra (2020) from Airlangga University Surabaya entitled Flouting Maxim of Humor in Guardian of the Galaxy Vol. 2 movie. This research aims to find out the flouting maxim by Grice's (1991) theory used by the main characters and how the flouting maxim could create humor that the main characters in the Guardian of the Galaxy Vol. 2 through theory of humor by Attardo (1994). The second previous research conducted by Maryatul Kipya, Diana Rozelin, M. Beni Saputra (2019) from State Islamic University (UIN) Sulthan Thaha Saifuddin Jambi entitled Flouting the Maxim in Conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon. This research aims to analyze flouting maxim in conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon. The researcher used the maxim theory by Grice (1973) that discuss about the type of flouting maxim, rhetorical strategies theory by Grundy (1995) that discusses flout the maxim strategy and politeness principles theory by Leech (1983) that discuss about the usage and violation of politeness principle in the Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon. The third previous research conducted by Arum Setiani (2019) from Diponegoro University Semarang entitled Pragmatic Analysis of Maxim Flouting Creating Humor in Hangover Movie. This research aims to reveal the types of humor happens and how the flout of the maxims found in the Hangover movie can cause humor. This research used the humor theory of Salvatore Attardo and the theory of Cooperation Principles by Paul Grice in data processing. The fourth previous research conducted by Anisa Fahira (2021) from Hasanuddin University Makassar entitled An Analysis of Flouting Maxim Performed by The Characters in Now You See Me Movie. This research aimed to identify the types of flouting maxim performed by the characters in the Now You See Me movie by Grice's theory. In this research, the researcher also describes the meaning of conversational implicature that has implied in each uttered by the characters in the Now You See Me movie used the theory of context by Halliday (1989).

## **METHOD**

In this research, the researcher used descriptive qualitative method to analyze the data. According to Sugiyono (2019) qualitative research is used to examine the condition of natural objects and the researcher is the key instrument. Moreover, Suryana (2010) stated that descriptive research is focused to make description systematically and accurately based on facts about certain object.

The source of data in this research is from Spider-Man: No Way Home movie. This movie was directed by John Watson and produced by Kevin Feige and Amy Pascal. The data in

this research are the utterances by the characters in Spider-Man: No Way Home movie that contained the flouting maxim.

In this research, the researcher used documentation technique. According to Sugiyono (2015) documentation technique is a method used to obtain data and information in the form of books, archives, documents, written numbers and pictures in the form of reports and information that can support research.

In collecting the data, the researcher used several steps, the first step is the researcher downloaded Spider-Man: No Way Home movie and the script. Second, the researcher watched Spider-Man: No Way Home movie. Third, the researcher identified the utterances of all the characters that contained the flouting maxim. And the last is the researcher put the data into the table sheet.

The researcher conducted several steps in analyzing the data. First, the researcher analyzed the utterances of all the characters that contained the flouting maxim. Second, the researcher classified the utterances based on Grice's theory. Third, the researcher analyzed the implied meaning of the flouting maxim. Last, the researcher made a conclusion based on the result of the data.

## RESULTS AND DISCUSSION

### *Results*

From the research that has been done, there are several results regarding the floating maxim found in Spider-Man: No Way Home movie based on Grice's theory. The researcher also found the most frequently occurred floating maxim. The flouting maxim are, flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. The researcher compiled the data findings as follows:

**Table 1** Types of Flouting Maxim

No	Types of Flouting Maxim	Number
1	Flouting Maxim of Quantity	7
2	Flouting Maxim of Quality	8
3	Flouting Maxim of Relation	10
4	Flouting Maxim of Manner	7
	Total	32

There are four types of flouting maxim found in Spider-Man: No Way Home movie based on Grice's theory. There are 32 data found in Spider-Man: No Way Home movie, they are; flouting maxim of quantity with 7 data, flouting maxim of quality with 8 data, flouting maxim of relation with 10 data and flouting maxim of manner 7 data.

### *Discussion*

#### **Flouting Maxim of Quantity**

The flouting of the maxim of quantity occurs when a speaker blatantly gives more or less information than it is required.

**Data 1**

Officer: When MJ told you Peter was Spider-Man...

Ned : Whoa, whoa, whoa. Heh.

Officer: What's up?

Ned : I-I knew way before MJ did. I was Spider-Man's "guy in the chair."

Based on the data above, Ned's answer is an example of Flouting Maxim of Quantity because Ned gives too much information to the officer. The reason Ned flouts the maxim is to intend information that he is the one who helps Spider-Man to complete the mission by telling them about various things. According to Urban Dictionary (Noobzzz, 2020) "guy in the chair" means a characters in superhero movies that provide technical support to the main hero.

**Data 2**

Peter : So, what is this place?

Dr. Strange : The Sanctum's built at the intersection of cosmic energy currents. We weren't the first to seek them out. Some of these walls are thousands of years old. And they shot an episode of "The Equalizer" here in the '80s.

Based on the data above, Dr. Strange's answer is an example of Flouting Maxim of Quantity by giving too much information. The reason he flouts the maxim of quantity is to intend a hint that "this is not an ordinary place" to Peter, since this place was built at the intersection of cosmic energy currents. So, Dr. Strange flouts the maxim of quantity to tell Peter Parker about the Sanctum.

**Data 3**

Journalist : Who are you?

Ned : Ned Leeds. Spider-Man's best friend.

Flash Thompson : I'm Peter Parker's best friend. You come at my boy, you come at Flash Thompson. If you wanna read about our inspiring friendship, you can in my new book, Flashpoint. One spider, two hearts, a million crazy-ass memories. Check it out.

Based on the data above, Flash Thompson's answer is an example of Flouting Maxim of Quantity because he gives unnecessary information about his book. The reason Flash Thompson flouts the maxim is to give information that he has an inspiring book about his friendship and suggest the journalist to read his book.

**Flouting Maxim of Quality**

The Flouting Maxim of Quality occurs when a speaker says something that is clearly untrue or for which there is inadequate evidence.

**Data 4**

MJ : Oh, I...

Happy : I didn't see anything.

Based on the data above, MJ and Happy's conversation is an example of flouting maxim of quality because Happy is saying wrong information or something untrue. In other words, Happy lied about what he saw. Because based on fact, Happy saw what Peter and

MJ were doing. The reason why Happy lied was so that Peter and MJ didn't feel disturbed and embarrassed.

**Data 5**

Dr. Octavius : How did you do that?

Dr. Strange : Lots of birthday parties.

Based on the data above, Dr. Octavius and Dr. Strange's conversation is an example of Flouting Maxim of Quality because Dr. Strange is saying wrong information or something untrue. In other hands, Dr. Strange lied about what he said. Based on fact, Dr. Strange did a real magic instead of doing magic tricks like at a birthday party. The reason Dr. Strange flouted the maxim of quality is to be sarcastic towards Dr. Octavius who mocked him as a magician who did magic tricks like at a birthday party.

**Data 6**

Peter : What happened? Are you okay?

May : I'm okay.

Based on the data above, Peter and May's conversation is an example of Flouting Maxim of quality because May is saying wrong information or something untrue. In other hands, May lied about what she said. Based on the facts, May lost her balance due to the injury that caused her to fall. The reason May flouted the maxim of quality is so that Peter stayed calm and didn't panic.

**Flouting Maxim of Relation**

The Flouting Maxim of Relation occurs when the speaker says something irrelevant.

**Data 7**

Happy: I can be fun.

May : We'll hang out again.

Based on the data above, Happy and May's conversation is an example of Flouting Maxim of Relation because May is saying irrelevant to the topic. Here, Happy is expected to be able to receive May's intend message. The reason May flouted the maxim is to intend a hint that "I'm done the conversation, you may leave" because May said that while closing the door so Happy can leave.

**Data 8**

Officer: We have a warrant for the arrest of Peter Parker.

May : You know the Fourth Amendment?

Officer: Sure

Based on the data above, Officer and May's conversation is an example of Flouting Maxim of Relation because May is saying irrelevant to the topic. In this scene, Officer is expected to be able to receive May's intend message. The reason why May flouted the maxim of relation was because the officer wanted to arrest Peter for no apparent reason as well as an attempt to restrain the officer from arresting Peter.

**Data 9**

May : Unreasonable search and seizure?

Officer: Get in here, guys. Let's go.

Based on the data above, May and Officer's conversation is an example of the Flouting Maxim of Relation because Officer is saying irrelevant to the topic. The reason why the Officer flouted the maxim of relation was to hasten the arrest of Peter. Here, the Officer told his team to come in and look for Peter.

**Flouting Maxim of Manner**

Flouting maxim of manner occurs when the speaker inability to speak clearly, orderly or using ambiguity.

**Data 10**

May : Is that...?

Happy : Is that here?

Peter : Um..

Based on the data above, the conversation between May, Happy, and Peter is an example of Flouting Maxim of the Manner because Peter is inability to speak clearly. Peter deliberately didn't answer directly to the May and Happy's questions. The reason Peter flouted the maxim of manner was because he was confused and shocked by the news on television that reported his identity as well as his residence which left him speechless.

**Data 11**

Dr. Octavius: Norman?

Dr. Osborn: Norman's on sabbatical, honey.

Based on the data above, the conversation between Dr. Octavius and Dr. Osborn is an example of Flouting Maxim of Manner because Dr. Osborn is inability to speak clearly. In this scene, Dr. Octavius is expected to be able to receive Dr. Osborn intend message. Dr. Osborn intended to hint that "I am a Green Goblin not Norman Osborn" to Dr. Octavius by flouting the maxim of manner.

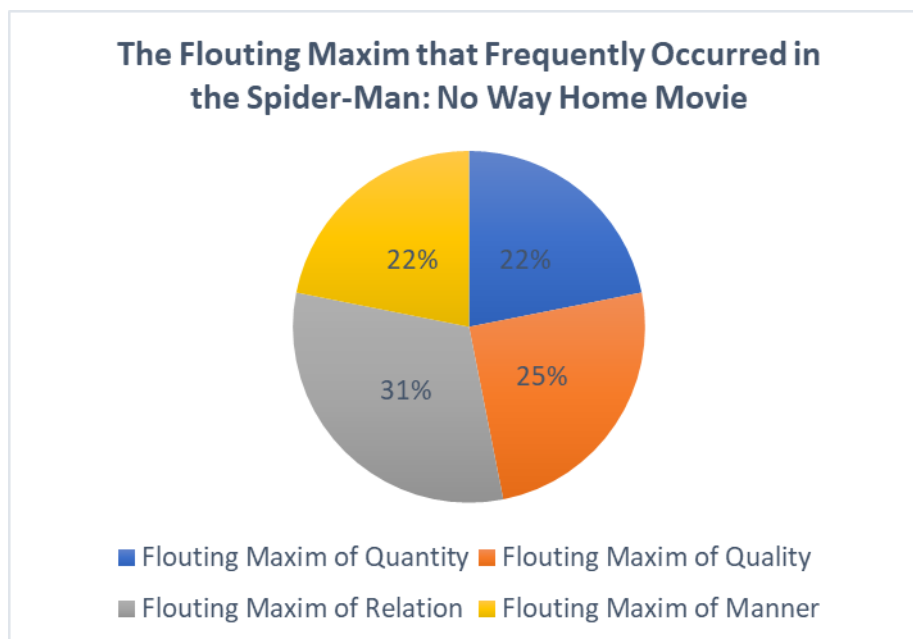
**Data 12**

Mr. Jameson: And where is "here," exactly?

Peter : A place that represents second chances.

Based on the data above, conversation between Mr. Jameson and Peter is an example of Flouting Maxim of Manner because Peter is inability to speak clearly. Peter deliberately didn't answer directly to the Mr. Jameson's question. The reason Peter flouted the maxim of manner is that he remembered his aunt taught him that everyone deserves a second chance and the Statue of Liberty is represented second chances. According to Inverse.com (Johnston, 2021) "The Statue represents immigration, the American Dream and, as Peter Parker tells J. Jonah Jameson live on air, second chances."





**Chart 1** The Flouting Maxim that Frequently Occurred in the Spider-Man: No Way Home Movie

Based on Chart 1 above, the researcher found 32 data from four types of Flouting Maxim in Spider-Man: No Way Home movie. The four types of flouting maxim are Flouting Maxim of Quantity with 22% or 7 data out of 32 data, Flouting Maxim of Quality with 25% or 8 data out of 32 data, Flouting Maxim of Relation with 31% or 10 data out of 32 data, and Flouting Maxim of Manner with 22% or 7 data out of 32 data.

As shown on the chart above, the flouting maxim that most frequently occurred in Spider-Man: No Way Home movie is Flouting Maxim of Relation with 31% or 10 data out of 32. This means, all the characters in Spider-Man: No Way Home movie usually say something irrelevant or give a not related answer. The Flouting Maxim of Relation is often used by all characters to insert hidden messages which are usually their feelings. Under the Flouting Maxim of Relation, there is Flouting Maxim of Quality with 25% or 8 data out of 32 data. The Flouting Maxim of Quality occurred when a speaker says something that is clearly untrue or for which there is inadequate evidence. The Flouting Maxim of Quality is usually used by characters to maintain the feelings of their interlocutors or as sarcasm.

And the least flouting maxim that frequently occurred in Spider-Man: No Way Home movie are the Flouting Maxim of Quantity and the Flouting Maxim of Manner with equal percentage and data, 22% or 7 data out of 32 data. The Flouting Maxim of Quantity occurs when a speaker blatantly gives more or less information than it is required. This mean, the characters rarely provide too little or too much information. The Flouting maxim of manner occurs when the speaker inability to speak clearly, orderly or using ambiguity. This mean, all the characters also rarely give unclear or ambiguous information. Besides, all the characters used it to convey hidden message.

## CONCLUSION

Based on the data findings and discussion, it can conclude that all the types of maxim are flouted by the characters in Spider-Man: No Way Home movie. There are four types of Flouting Maxim that used in this movie. These are; Flouting Maxim of Quantity with 7 data, Flouting Maxim of Quality with 8 data, Flouting Maxim of Relation with 10 data, and Flouting Maxim of Manner with 7 data. Furthermore, the flouting maxim that most frequently occurred in the Spider-Man: No Way Home movie is Flouting Maxim of Relation.

The researcher came to the conclusion that this movie still works well even when maxims are flouted in dialogues. The most important aspect of communication is not only conformity to conversational rules, but also its efficiency. Even though the characters flouted the maxim, the intended meaning can still be successfully conveyed to the interlocutor.

From this research, the researcher realized that the importance of Cooperative Principle in daily communication. The researcher hopes that this research can be useful for all readers who are interested in understanding the Cooperative Principle, especially the Flouting Maxim. In addition, the researcher also hopes that this research can be used as an example and reference for future researchers who are interested in pragmatic studies.

## REFERENCE

- Cruse, A. (2006). *A Glossary of Semantics and Pragmatics*. Edinburgh: Edinburgh University Press.
- Cutting, J. (2002). *Pragmatics and discourse: A resource book for students*. London: Routledge.
- Fahira, A. (2021). An Analysis of Flouting Maxim Performed by The Characters in Now you See Me Movie.
- Grice, H. P. (1975). Logic and Conversation. In P. Cole, & J. L. Morgan, *Syntax and Semantics, Vol. 3* (pp. 41-58). New York: Academic Press.
- Johnston, D. (2021, December 22). 'SPIDER-MAN: NO WAY HOME' FIXES THE WORST PART OF MARVEL PHASE 4. Retrieved from *Inverse.com*: <https://www.inverse.com/entertainment/spider-man-no-way-home-fixes-worst-part-phase-4>
- Kipya, M., Rozelin, D., & Saputra, M. B. (2019). Flouting the Maxim Conversation at Ellen DeGeneres Show and The Tonight Show Starring Jimmy Fallon.
- Levinson, S. C. (1983). *Pragmatics*. London: Cambridge University Press.
- Mey, J. L. (2001). *Pragmatics: An introduction*. Oxford: Blackwell.
- Noobzzz. (2020, January 6). Guy in the chair. Retrieved from *Urban Dictionary*: <https://www.urbandictionary.com/define.php?term=Guy%20in%20the%20chair>
- Setiani, A. (2019). Pragmatic Analysis of Maxim Flouting Creating Humor in Hangover Movie.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suryana. (2010). *Metode Penelitian Model Praktis Penelitian Kuantitatif dan Kualitatif*. Bandung: UPI.

- Theodorson, G. A., & Theodorson, A. G. (1969). *A Modern Dictionary of Sociology*. New York: Crowell.
- Thomas, J. (1995). *Meaning in Interaction: An Introduction to Pragmatics*. New York: Routledge.
- Zahra, T. W. (2020). Flouting Maxim of Humor in Guardian of the Galaxy Vol. 2 Movie.