

FLOUTING MAXIM IN WEDNESDAY SERIES

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Abstract:

Flouting maxim is happened when the speakers blatantly fail to follow the cooperative principles and convey the meaning to the listeners. The objectives of this research are to find out the types of flouting maxim in Wednesday series and to identify the type of flouting maxim that most frequently used in Wednesday series used Grice (1975) theory. This research used descriptive qualitative method. The result showed that the researcher found 4 types of flouting maxim, they were flouting maxim of quantity for 40 (38%) data, flouting maxim of quality for 23 (22%) data, flouting maxim of relation for 21 (20%) data, and flouting maxim of manner for 21 (20%) data. The dominant flouting maxim frequently occurred in the Wednesday series is the flouting maxim of quantity for 40 (38%) data.

Keywords:

Cooperative Principles; Series; Flouting Maxim



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INTRODUCTION

In daily life, human need other human to help them or to make any interactions. Language is a tool of communication used by a group of people to make a conversation that intends to convey a message to others by using signs (Bonvillain, 2019). For example, words and gestures to make good communication. Moreover, it is important to the listener to understand what the speaker has said, in order to makes the conversation runs well and does not get any misunderstanding in their communication.

Communication is an important process for delivering or receiving information to others (Leonard, et al., 2004). A good communication should be able to convey the information clearly to make the listener understand the information given (Bodie & Villaume, 2003). Communication can be verbal and non-verbal. Furthermore, sometimes in communicating there are some mistakes that will create misunderstanding between speaker and listener. Therefore, there is a study that learn about utterance meaning called pragmatics (Leech & Thomas, 2022).

Pragmatic studies the use of language in human communication as determined by the conditions of society (Mey, 2001, p. 6). In pragmatics, there is the cooperative principle that explains how people can understand their communication in a certain way (Davies, 2007). Based on Grice's theory, the cooperative principle consists of four pragmatic sub-

principle called maxims which aim to make a good conversation and succeed, there is maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Flouted maxim is when the speaker blatantly fails to obey the four maxims (Grice H. P., 1975, p. 49) for example, does not give relevant information to the listener. However, not only in daily life, people still flouted the maxim, which can be found in a tv show, movie, or novel.

A movie is a motion of pictures with sounds to entertain the audience (Ajiwe & Cukwu, 2015). However, movies have many genres such as horror, comedy, sci-fi, animation, etc.

Cooperative principle is to make a conversation run well and clearly. As defined by Mey (2009), “Cooperative principles is used to make the conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which are engaged.” (p. 365)

According to Grice’s theory there are four categories of cooperative principles, are as follows:

1. Maxim of Quantity

The first maxim is maxim of quantity. There are rules in this maxim, as follows: (a) Make your contribution as informative as is required, (b) Do not make your contribution more informative than is required (Grice H. P., 1975, p. 45). It means the information not less or more as is required, or it will make a misunderstanding for the listeners.

2. Maxim of Quality

The second maxim is maxim of quality. The rules in this maxim are: (a) Do not say what you believe to be false, (b) Do not say that for which you lack adequate evidence (Grice H. P., 1975, p. 46). It means the speaker must be truthful or the information given must be correspond to reality by giving suitable evidence.

3. Maxim of Relation

The third maxim is maxim of relation. The rule in this maxim is ‘Be relevant’ (Grice H. P., 1975, p. 46). It means the speaker should give relevant information based in the conversation.

4. Maxim of Manner

The last maxim is maxim of manner. In this maxim, there are rules, as follows: (a) Avoid obscurity, (b) Avoid ambiguity, (c) Be brief, (d) Be orderly (Grice H. P., 1975, p. 46). It means the speaker should convey the information clearly and avoid the ambiguity.

METHOD

This research used qualitative descriptive method to analyze the flouting maxim in the characters’ utterances. According to (Moleong, 2007, p. 6), the purpose of qualitative research is to understand the phenomenon of what the researcher subject experiences holistically, through the description in the form of words and language, in a particular natural situation, and by the application of various scientific methods.

The source of the data of this research taken from 8 episodes of Wednesday series which was released in 2022. The data are taken from the utterances that appeared from the characters in the series that contain flouting maxim.

The data collection procedure in this research were watching the Wednesday series on Netflix several times, highlighting the utterances that contain of flouting maxim, categorized the data based on the types of flouting maxim used the utterances in Wednesday, and writing down of the utterances from the movie that contain of flouting maxim.

The data analysis procedure in this research were classifying the utterances and categorized them based on the type of flouting maxim, analyzing every utterance which contain of flouting maxim to answer the research problems, describing every utterance which contain of flouting maxim that found in the Wednesday series, and drawing the conclusion based on the data found.

RESULTS AND DISCUSSION

Results

There are found 105 utterances that contain flouting maxims in Wednesday series. the researcher found four types of flouting maxims used Grice's (1975) theory. There are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. for more details, can be seen in the table following:

Table 1 Data Result

NO	TYPES OF FLOUTING MAXIM	DATA	PERCENTAGE
1	Quantity	40	38%
2	Quality	23	22%
3	Relation	21	20%
4	Manner	21	20%
	Total	105	100%

Discussion

Flouting Maxim

1. Flouting Maxim of Quantity

(00:38:14,000 -> 00:38:20,506)

Tyler: So where'd you learn those kung fu moves?

Wednesday: My uncle taught me. He spent five years in a Tibetan Monastery.

Description of the event:

The situation of this scene happens when three boys are harassing Wednesday in the Weathervane when she drinks a cup of coffee. Because she feels disturbed, then she took down them by kung fu. After the three boys are down, Tyler asks about where she learned those kung fu moves and Wednesday replied, "My uncle taught me. He spent five years in a Tibetan Monastery."

Data analysis:

From the utterances above shows that Wednesday flouted the maxim of quantity in the part "He spent five years in a Tibetan Monastery." because Tyler only asks about where she learned the kung fu moves but Wednesday replied to the question by giving

too much information about her uncle. Based on Grice's theory, the flouting maxim of quantity happens when the speaker gives too much information to the listeners.

2. Flouting Maxim of Quality

(00:08:40,394 -> 00:08:43,272)

Xavier: Still think I'm the monster?

Wednesday: Haven't ruled it out.

Description of the event:

These utterances happens when Wednesday meet Xavier in the yard and Xavier asks Wednesday about visions that she had in the Crypt, but she do not want to answer it. Eventually, Xavier asked, "Still think I'm the monster?" because he knows that Wednesday still suspecting him as a monster, Wednesday replied, "Haven't ruled it out."

Data analysis:

From the utterances above shows that Wednesday flouted the maxim of quality in the part "Haven't ruled it out." because she talk about something untrue and lack of evidence. According to Grice's theory, flouting maxim of quality happened when the speaker gives information that is not fact and lacks evidence to the listeners.

3. Flouting Maxim of Relation

(00:01:00,435 -> 00:01:06,191)

Wednesday: Well, aren't you the brightest in the bunch?

Bianca: The Nightshades are an elite social club. Emphasis on elite.

Description of the event:

These utterances happens when Wednesday try to go to Nightshade Library but she got caught and tied by a member of the Nightshade. She asks Bianca, "Well, aren't you the brightest in the bunch?" and Bianca replied, "The Nightshades are an elite social club. Emphasis on elite."

Data analysis:

From the utterances above shows that Bianca flouted the maxim of relation in the part "The Nightshades are an elite social club. Emphasis on elite." because Wednesday did not ask about what is Nightshade but Bianca give an irrelevant answer to Wednesday's question by explaining about the club. Based on Grice's theory, flouting maxim of relation happened when the speaker gives irrelevant information to the listener's question.

4. Flouting Maxim of Manner

(00:06:59,669 -> 00:07:09,345)

Enid: The Poe Cup droops for no one.

Wednesday: What is the Poe Cup anyway?

Enid: My entire reason for living right now. part canoe race, part foot chase, no rules.

Description of the event:

The scene above happens when there is a Poe Cup in Nevermore. Because of that Wednesday a new student there, does not know about Poe Cup held by Nevermore, then she asked Enid, “What is the Poe Cup anyway?” Enid replied, “My entire reason for living right now. Part canoe race, part foot chase, no rules.”

Data analysis:

From the utterances above shows that Enid flouted the maxim of manner in the part “My entire reason for living right now.” because she give a vague response when answering Wednesday’s question. She better not give an unimportant response. According to Grice’s theory, flouting maxim of manner happened when the speaker gives a vague response to the listeners.

CONCLUSION

After the researcher analyzed the flouting maxim in Wednesday series, there are found 105 utterances that contain of flouting maxims. The result shows that the researcher found 4 types of flouting maxim, they were flouting maxim of quantity for 40 (38%) data, flouting maxim of quality for 23 (22%) data, flouting maxim of relation for 21 (20%) data, and flouting maxim of manner for 21 (20%) data. Moreover, the dominant flouting maxim frequently occurred in the Wednesday series is the flouting maxim of quantity for 40 (38%) data.

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