

## AN ANALYSIS ON FLOUTING MAXIM IN HOTEL TRANSYLVANIA

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### Abstract:

Communication is one of important things in people's daily lives. People tell, inform, and ask anything to their interlocutors by communicating. Conversation is one of activities that people do to communicate. Conversation can happen when there are at least two people to communicate in their familiar language. Movie can be the example media that not only shows usual conversational activity. In movies, participants occasionally disregard the Cooperative Principle. They may provide excessive or insufficient information, use ambiguous statements, make false claims, or bring up irrelevant points. This research focuses on the research aim to find out the types of flouting maxims used and the dominant flouting maxims used in the Hotel Transylvania. This research uses a descriptive qualitative method. In this study, the researcher applied Grice's theory to analyze data from the movie Hotel Transylvania. The data consisted of 40 instances where the maxim was flouted, as identified by the researcher using the theory. The result shows that there are 4 types of flouting maxims namely: flouting maxim of quantity (5 data), flouting maxim of quality (12 data), flouting maxim of relation (18 data), and flouting maxim of manner (5 data). Meanwhile the dominant flouting maxim used in the Hotel Transylvania movie is flouting maxim of relation (18 data).

### Keywords:

Flouting Maxim;  
Grice; Cooperative  
Principle



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## INTRODUCTION

Communication is a crucial aspect of everyday life where people express themselves, share information, and seek answers (Baldwin, et al., 2023). Language plays a vital role in enabling effective communication as it helps individuals understand emotions, information, and needs (Rahmanova & Eksis, 2023). Conversations are a common form of communication, requiring both parties to understand each other's language and context (Pickering & Garrod, 2021). In movies, visual cues such as body language and facial expressions enhance the audience's comprehension of the situation. Additionally, the language used by movie characters is crucial for audience understanding. Dialogues often contain implicit utterances, which require interpretation to grasp their underlying meaning.

Grice's theory on implicature delves into how the audience deciphers the intended meaning behind spoken words (Puri & Baskara, 2023). Hotel Transylvania serves as an

excellent subject for analysis due to its comedic animated nature, providing ample opportunities to explore how characters humorously flout Gricean maxims - principles guiding effective communication. The characters in *Hotel Transylvania* prioritize humor over adhering to these maxims, leading to vague or exaggerated information, sarcasm, and ambiguous situations. While this adds entertainment value, it raises questions about the implications of flouting these maxims in real-life communication.

The researcher chose *Hotel Transylvania* for analysis due to its popularity, awards, and lack of previous research on the topic. The research aims to explore the comedic violation of Gricean maxims in the movie and its potential real-life implications. The title of the research is "An Analysis on Flouting Maxims in *Hotel Transylvania*."

The Cooperative Principle, proposed by Paul Grice in "*Logic and Conversation*" (1975), is a foundational concept in pragmatics that explains how speakers and listeners collaborate in communication to achieve their goals, even in complex situations. At its core, the principle assumes that communication participants are generally cooperative and strive to be relevant, informative, truthful, and clear in their contributions. Grice identified four maxims of conversation (quality, quantity, relevance, and manner) as guidelines to uphold the Cooperative Principle and enhance effective communication.

Understanding the Cooperative Principle helps us comprehend how people interact in daily conversations (Qassem, et al., 2018). By adhering to these maxims, we can improve our own contributions to discussions and better interpret the messages of others. The maxims of conversation constitute a collection of guiding principles directing how individuals engaging in communication should utilize and understand language collaboratively (Geurst, 2019). By adhering to these principles, both speakers and listeners can collaborate effectively, fostering successful communication. The four principles encompass:

**1. Maxim of Quantity**

According to Grice (1975), in the maxim of quantity, the speaker should provide the right amount of information needed for the conversation, and no more or less. This means avoiding being too vague or too detailed.

**2. Maxim of Quality**

According to Grice (1975), in the maxim of quality, the speaker should be truthful and avoid saying things that are false, or for which they lack evidence.

**3. Maxim of Relevance**

According to Grice (1975), in the maxim of relevance, the speaker should contribute information that is relevant to the conversation and avoid straying off topic.

**4. Maxim of Manner**

According to Grice (1975), in the maxim of manner, the speaker should communicate clearly, concisely, and in an orderly fashion, avoiding ambiguity and obscurity.

Flouting, a term introduced by Grice in 1975, refers to a deliberate violation of conversational maxims to convey a specific meaning. It involves intentionally infringing on communication principles to convey information beyond literal statements. Flouting helps in interpreting indirect speech acts like sarcasm, irony, or metaphor, and plays a role in understanding the construction of meaning through communication (Gibbs Jr.,

2003). Grice's concept of flouting highlights the collaborative nature of effective communication between speakers and listeners. There are 4 types of flouting maxim namely:

**1. Flouting Maxim of Quantity**

In this maxim, the speaker should make their contribution as informative as required, but not more informative than necessary. When a speaker flouts a maxim, they intentionally violate one or some principles in order to create a communicative effect. For example, if a speaker violates the Maxim of Quantity by providing too much information, they may be conveying indirectly that the information is important or significant.

**2. Flouting Maxim of Quality**

In this maxim, speaker should be truthful and not make unsupported claims or say things they believe to be false. If a speaker violates the Maxim of Quality by making an obviously false statement, they may be conveying indirectly that they do not believe the statement to be true or that there is some other meaning that the listener should infer.

**3. Flouting Maxim of Relation**

In this maxim, the speakers should make their contribution relevant to the ongoing conversation. The violation of the Maxim of Relation can also be used to create indirect meanings. A speaker may deliberately change the topic of the conversation, seemingly ignoring what has just been said, in order to imply something about the relationship between the topics.

**4. Flouting Maxim of Manner**

In this maxim, the speakers should be clear, brief, and avoid obscurity or ambiguity. A speaker may use sarcasm, irony, or figurative language to convey meanings that are not immediately apparent from the literal meaning of the words.

## **METHOD**

For this research, the researcher adopts a descriptive qualitative method, as Creswell and Creswell (2018) explain, descriptive research “seeks to document, describe, or explore aspects of a phenomenon or a population at a single point in time or over a specified period” (p.56). Which involves describing and exploring a phenomenon or population at a specific point in time or over a defined period. Qualitative research is employed to understand the social and cultural world, examining it from multiple perspectives and identifying patterns of meaning, experience, and behavior (Fossey, et al., 2002).

The study aims to analyze the types and dominant instances of flouting maxim in *Hotel Transylvania* using the descriptive qualitative approach. This method was chosen due to its ability to collect and analyze data in the form of words and phrases, which is most suitable for this research. Additionally, the descriptive qualitative method allows for comprehensive descriptions of the analysis, including the findings, methods used, and study limitations.

## **RESULTS AND DISCUSSION**

### ***Results***

To analyze the flouting maxims in the *Hotel Transylvania*, the researcher used Grice (1975) theory about conversational maxim as the theory of this research. There are two

objectives of the research, namely: the types of flouting maxims were used and the dominant flouting maxim found in the *Hotel Transylvania*. Based on the theory of Grice (1975), there are four types of flouting maxims, namely: Flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner.

**Table 1** Types of Flouting Maxim Found in *Hotel Transylvania*

NO	Types of Flouting Maxim	Number	Percentage
1	Flouting maxim of quantity	5	12.5%
2	Flouting maxim of quality	12	30%
3	Flouting maxim of relation	18	45%
4	Flouting maxim of manner	5	12.5%
	<b>Total</b>	<b>40</b>	<b>100%</b>

Source: Flouting Maxim types occurred in *Hotel Transylvania* based on the researcher's analysis

Based on the table above, flouting maxims found in the *Hotel Transylvania* are flouting maxim of quantity with 5 data (12.5%), flouting maxim of quality with 12 data (30%), flouting maxim of relation with 18 data (45%), and flouting maxim of manner with 5 data (12.5%).

## Discussion

### 1. Flouting Maxim of Quantity

**Drac:** Do you like him?

**Mavis:** What? Pfft! No! **Come on, Dad. He's so weird and awkward. It's like, are you an idiot, or do you know you're adorable?**

According to Grice's theory, the conversation contains a breach of the maxim of quantity, as Mavis offers excessive information when replying to Drac's straightforward yes-or-no inquiry about whether she likes someone. Mavis not only denies her affection but proceeds to humorously describe the person in question as strange, awkward, and questions their awareness of their own charm. Moreover, her response incorporates wordplay, using the term "adorable" with two possible meanings, creating humor as the listener is left pondering the intended interpretation of the question.

### 2. Flouting Maxim of Quality

**Murray:** By the way, you were right about those directions.

**Drac:** Oh, good, good.

**Murray:** **Yeah, I took the Tigris through the Nile, and there was absolutely no traffic.**

According to Grice's theory, the maxim of quality is violated in the exchange between Murray and Drac when Murray humorously makes an untrue statement. He amusingly claims to have traveled from the Tigris to the Nile, despite their lack of connection, and humor arises from the unexpectedness and nonchalant manner in which he delivers the impossible scenario.

### 3. Flouting Maxim of Relation

**Mavis:** What out there?

**Drac:** Oh, we never go out there, ever.

In the conversation between Mavis and Drac, the maxim of relation is violated as Drac humorously evades Mavis's inquiry about what is "out there" by stating they never venture outside, despite it being where humans live. This response is unexpected due to vampires' traditional fear of humans, adding to the humor of the situation.

### 4. Flouting Maxim of Manner

**Mavis:** Um, who is that?

**Drac:** Who is what? Oh! Oh, that? That is a nobody.

In the conversation, Drac humorously flouts the maxim of manner by responding to Mavis's question ambiguously and indirectly. Instead of providing a straightforward answer, Drac acts confused and dismissively refers to the person as "a nobody," which is unexpected and humorous considering the person's evident presence in Drac's hotel.

The most dominant flouting maxim in the *Hotel Transylvania* is flouting maxim of relation with 18 data or 45%, which the characters often intentionally ignore or avoid addressing a question topic in a conversation, instead, they provide an unrelated or off-topic response. Although some characters frequently violate the maxim of relation, the conversations remain successful in conveying the intended message to the listener.

## CONCLUSION

According to the researcher's analysis of *Hotel Transylvania*, four flouting maxims were observed. The data consisted of 40 utterances, with the maxim of relation being the most frequently violated (18 data or 45%). The maxim of quantity had the fewest violations (5 data or 12.5%). Overall, the conversations effectively conveyed the intended messages to the listeners despite these violations.

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