

THE FLOUTING OF MAXIM IN THE SE7EN MOVIE SCRIPT

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ABSTRACT

This research focused on analyzing flouting of maxims that were flouted by the characters in the Se7en movie script and the motivation of the characters flouted the maxims. This research used qualitative research method. The data of the research were in the form of utterances that contained flouting of maxim. The data were collected by downloading the movie and the script, watching the movie, and collecting the data from the script. The data analysis was conducted by organizing the data into narration, analyzing the data, and drawing the conclusion. The results of the research showed what types of maxims were flouted in the movie and what motivation that led the characters to flout the maxims. There are four flouting of maxims in the Se7en movie script; they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Keywords : Flouting of maxim, Maxim, Movie script, Se7en movie, Utterances

ABSTRAK

Penelitian ini berfokus pada menganalisis pelanggaran maksim yang dilanggar oleh karakter-karakter dalam naskah film 'Se7en' serta motivasi di balik pelanggaran maksim oleh karakter-karakter tersebut. Penelitian ini menggunakan metode penelitian kualitatif. Data penelitian terdiri dari ujaran yang mengandung pelanggaran maksim. Data dikumpulkan dengan mendownload film dan naskahnya, menonton film, dan mengumpulkan data dari naskah. Analisis data dilakukan dengan mengorganisir data menjadi narasi, menganalisis data, dan menarik kesimpulan. Hasil penelitian mengungkapkan jenis-jenis maksim yang dilanggar dalam film dan motivasi yang mendorong karakter untuk melanggar maksim. Terdapat empat pelanggaran maksim dalam naskah film 'Se7en'; yaitu maksim kuantitas, maksim kualitas, maksim relevansi, dan maksim cara.

Kata Kunci : Bidal, Film Se7en, Naskah Film, Pelanggaran bidal-bidal, Ujaran

I. INTRODUCTION

Language is a system that is used by human to say something through communication. It is used to communicate, to express about their ideas and to inform about something when they have a conversation. Conversation must have both the speaker and the hearer who need to cooperate and have contribution that can be understood so the communication will be successful. In its real situation, sometimes there is vagueness in speaking. The vagueness in language and communication occurs constantly and widely in almost all everyday life (Pragita and Nuryanti, 2022). The cooperative principle can help people to be cooperative in conversation. According to Grice, the cooperative principle makes your conversational contribution such as is required (cited in Yule, 1996). It means that do not give any information less or more to the listeners.

Maxims are the rules to know whether the speaker can be cooperative or not while he contributes the information in conversation. By flouting maxims, the participants of the conversation seem to be uncooperative but actually they do. The participants themselves have

certain intentions of flouting the maxims. There are some intended meanings and certain purposes which are conveyed by the speaker behind the utterance where maxim flouting occurs. Hence, by flouting the maxims, the participants are not said to be uncooperative in a conversation. It is because maxim flouting is a way to make the hearer look for the real meaning beyond what is said implicitly by the speaker. Cooperative principle has four maxims that can help the conversation become more effective. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

1. Maxim of Quantity

In maxim of quantity, the speakers must make their contribution as informative as required and they are not allowed to make the contribution more informative than is required which means that the speakers also neither give too much nor too little information. Yule explained that maxim of quantity can be seen through these phrases such as “as you probably know”, “to cut a long story”, “I won’t bore you with all the details” which the speakers are trying to be cooperative in the conversation by saying “As you probably know, I’m terrified of bugs” (cited in Yule, 1996).

2. The Flouting of Maxim of Quantity

A speaker flouts the maxim of quantity when their contribution is not as informative as is required or more informative than is required. The speaker perhaps gives less or more information to the listener.

3. Maxim of Quality

According to Grundy, maxim quality can be defined as truthful as required (2000). It means that the speakers must give the information that it is true or they think to be false. Maxim of quality can be seen through these initial phrases such as “as far as I know”, “I may be mistaken, but...”, “I’m not sure if this is right, but...” and “I guess” (cited in Yule, 1996).

4. The Flouting of Maxim of Quality

A speaker flouts the maxim of quality when their contribution is not true and they say something which lacks adequate evidence. The speaker may use hyperbole, metaphor, irony and banter to flout this type of maxim.

5. Maxim of Relevance

In the maxim of relevance, the speakers are required to be relevant in saying something. Cutting contended that, to fulfill this maxim, the speakers are expected to say something relevant to what is said before (2002). This type of maxim can be found in conversation when the speakers try to say something like “Oh, by the way”, “anyway”, or “well, anyway” (cited in Yule, 1996).

6. The Flouting of Maxim of Relevance

A speaker flouts the maxim of relevance when they become irrelevant but they have reasons behind it and usually it is because they have something to hide or they say something indirectly.

7. Maxim of Manner

Grice asserted that the speaker tends to be perspicuous, be brief, be orderly, to avoid ambiguity and obscurity of expression (cited in Yule, 1996). It means that the speaker must say something clear and should not be vague in a conversation.

8. The Flouting of Maxim of Manner

A speaker flouts maxim of manner when their utterances became ambiguous or obscure. They may say something not briefly or orderly.

However, people sometimes break the maxims by giving more or less information, being irrelevant, saying something false, and being obscure which called as flouting of maxim. According to Levinson, flouting of maxim occurs when the speaker deliberately ceases to apply the maxims to persuade their listeners to infer the hidden meaning behind the utterances; that is, the speakers employ implicature (1983).

The flouting of maxim not only can be seen in real life but also in the movies. A movie also called as film, motion picture, moving picture, picture, photoplay or (slang) flick is a work of visual art that simulates experiences and otherwise communicates ideas, stories, perceptions, feelings, beauty, or atmosphere through the use of moving images. These images are generally accompanied by sound and, more rarely, other sensory stimulations. The word "cinema", short for cinematography, is often used to refer to film making and the film industry, and to the art form that is the result of it. So, the researcher decided to analyze the flouting of maxim from a movie because it represents the reality which people flout the maxim almost every day. The researcher chose *Se7en* movie by analyzing the flouting of maxim through the conversation among the characters of the movie and the motivation of the characters flouted the maxim. *Seven* (stylized as *Se7en*) is a 1995 American crime psychological thriller film directed by David Fincher and written by Andrew Kevin Walker. It stars Brad Pitt, Morgan Freeman, Gwyneth Paltrow, and John C. McGinley. Set in a crime-ridden, unnamed city, *Seven's* plot follows disenchanted, near-retirement detective William Somerset (Freeman) and his new partner, the recently transferred David Mills (Pitt), as they attempt to stop a serial killer before he can complete a series of murders based on the seven deadly sins.

To conclude, this research aimed to reveal the flouting of maxim done by the characters in *Se7en* movie. This research hopefully gives some useful information to people about their problems and difficulties related to understanding of the flouting of maxim in their utterances. Also, it is hoped that people will become more aware to cooperate in conversation.

II. RESEARCH METHODOLOGY

The research method used is the descriptive qualitative method. Qualitative research is a study where the presentation of data is not in the form of numbers, and the writer only provides an explanation without showing the process of processing numbers (Allo K and Nuryanti, 2022). The data will be explained in the form of words, phrases, or sentences (Nuryanti, 2019). That is why the

writer does not show any number in her research. The qualitative descriptive method is a problem-solving process that is investigated by describing or writing down the state of the subject or research objects (Sugiyono, 2014). The steps of the research are below :

1. Data and Sources of Data

The data of this research were in the form of utterances that contained flouting of maxim in the *Se7en* movie script. Nevertheless, the main data of this research was the utterances of the whole characters and the context of the data was also the utterances that contained flouting of maxim in the *Se7en* movie script. The researcher collected the data from the *Se7en* movie's transcription as the data source.

2. Research Instrument

The research instrument was the researcher herself. In this case, the researcher planned the research, collected the data, analyzed the data and gave a conclusion of the research since the data used a qualitative research.

3. Data Collection Technique

In collecting the data, there were a few steps that the researcher did. Firstly, the researcher downloaded the *Se7en* movie. Secondly, the researcher searched the transcript from the internet. Thirdly, the researcher watched the *Se7en* movie to match the script from the internet with the utterances from the movie. Fourthly, the researcher collected the data from the script which contained flouting of maxim. Fifthly, the researcher analyzed those data that had been collected from the *Se7en* movie script.

4. Data Analysis

According to Miles and Huberman, there are three main components in data analysis; data reduction, data display and drawing conclusion in data analysis (1994). In this case, the analysis process is described below: in data reduction, the objective is to reduce the data without significant loss of information. The researcher selected the data that contained flouting of maxim then eliminated the data that did not contain the criteria of flouting of maxim. In data display, it concerns to organize, compress and assemble information. Therefore, the researcher organized the data for the analysis in the form of narration for the types of maxim that has been flouted and the motivation of the characters flouted the certain maxim. In drawing conclusion, the researcher would give a conclusion based on the data display and after analyzed the data in discussion.

III. DISCUSSION

The flouting of maxim in the *Se7en* movie script were found; they are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. The speakers flouted maxim of quantity by giving more information as an understanding and they gave less information to show that the speakers was upset or seemed uninterested to the hearers. The speakers flouted maxim of quality because their utterance mostly lacked adequate evidence and they used metaphor and irony to flout

maxim of quality because the speakers tended to offence the hearer. The speakers flouted maxim of relevance by using other statement as a distraction by changing the topic that was irrelevant to persuade the hearer to find the implied meaning of the speakers' utterance. The speakers flouted maxim of manner by saying something ambiguous or became obscure to flout the maxim so the hearer would understand the implied meaning.

This part showed the data of maxim that were flouted in the movie script. They are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. Here, the data were given with detail explanation.

Types	Amount of data
Flouting in Maxim Quantity	1
Flouting in Maxim Quality	1
Flouting in Maxim Relevance	1
Flouting in Maxim Manner	1

1. The Flouting of Maxim of Quantity

In the following conversation, Mills and Somerset were talking in the police office after investigating the second crime scene. Mills asked about Somerset's thoughts about what actually they were doing.

David Mills : Why don't you tell me what the hell it is you think we're doing then?
 William Somerset : Picking up the pieces. We're collecting all the evidence, taking all the pictures and samples. Writing everything down. Noting the time things happened.
 David Mills : That's all?
 William Somerset : That's all. Putting everything into neat little piles and filing it away. On the off chance it will ever be needed in the courtroom. Picking up diamonds on a deserted island. Saving them in case we get rescued.

Mills wondered and asked Somerset's thought about what they were doing actually. At first, Somerset answered Mills' question by giving enough information. However, after Mills asked the second question, Somerset's answer flouted maxim of quantity. He said "that's all" means that he was done talking but he kept giving more information that was not required. Grundy asserted that maxim of quantity as one of the cooperative principle is concerned in giving the information as it is required and is not giving the information more than it is required (2000). Thus, Somerset flouted the maxim of quantity.

2. The Flouting of Maxim of Quality

In the following conversation, Somerset were in a crime scene to investigate then Mills came and they both met for the first time and started to have a conversation.

William Somerset : Yes. I want you to look and I want you to listen, okay?
 David Mills : Now, I wasn't standing around guarding the Taco Bell. I've worked Homicide five years.

Mills' contribution was not true by using metaphor. Mills was being excessive to Somerset by responding "Now, I wasn't standing around guarding the Taco Bell". Levinson asserted that in metaphor, metaphorical expression can change the literal expression (1983).

Mills did not really stand guarding the Taco Bell, he indirectly told Somerset that he was standing there the whole time. He continued to say that he have worked homicide for years to indicate that he was really experienced. He used the flouting of maxim to offend Somerset since he was uninterested because Somerset led the case. So, Mills flouted maxim of quality because he said something that was not true.

3. The Flouting of Maxim of Relevance

In the following conversation, Somerset was in the office and the captain came to his room because he wanted to talk about Somerset who wanted to retire. He tried to convince Somerset that he could not leave the job.

Police Captain : I don't think you're leaving. Hell, you can't leave all this.
William Somerset : Guy's out walking his dog. Gets attacked. His watch is taken, his wallet. While he's lying there on the sidewalk, helpless...his attacker stabs him in both eyes. This happened just last night about four blocks from here.
Police Captain : Yeah, I read about it.

In the dialogue above, the captain seemed could not believe that Somerset would retire. He kept convince him not to go. However, Somerset flouted maxim of relevance by changing the topic, he did not response anything related to the previous saying. He suddenly talked about a crime that happened in the previous night without using any conjunctions or phrases such as "anyway, by the way, etc." when he wanted to change a topic (cited in Yule, 1996) to avoid flouting of maxim of relevance.

In flouting of maxim of relevance, the speaker may flout the maxim because they want to say something indirectly. Here, Somerset indirectly told the captain about a crime news to show that he was not happy about city because of many crimes happened. That is why Somerset flouted the maxim of relevance.

4. The Flouting of Maxim of Manner

In the following conversation, Somerset got into the taxi to go to the library to find some books related to the case he was facing.

Taxi Driver : Where you headed?
William Somerset : Far away from here.

Somerset's response flouted the maxim of manner for being ambiguous. He did not give clear information because there is no place named "far away from here". He should have told the driver specifically where he wanted to go. Related to Grice's explanation of maxim of manner, the speaker should be perspicuous, be brief, be orderly, to avoid ambiguity and obscurity of expression (in Yule, 1996). Thus, Somerset flouted maxim of manner because his ambiguity.

IV. CONCLUSION

Based on the findings, the researcher concluded that in *Se7en* movie, the characters flouted all the types of maxim and maxim of relevance is the most flouted. The characters tend to flout the maxim as a distraction and also because they wanted to persuade the listeners to find the hidden meaning of what the speakers say. The researcher recommends for the next researchers to use Grice's theory as the basic theory to conduct the research and also other relevance theories to analyze different topic but still about maxim. Also, for further researchers, hopefully this research can be used as a reference to conduct another research about the flouting of maxim and the motivations of the characters flouted the maxim but using different movie script, or using the same movie script but in different aspects such as discussing maxim violation or else.

To conclude, this research aimed to reveal the flouting of maxim done by the characters in *Se7en* movie. This research hopefully gives some useful information to people about their problems and difficulties related to understanding of the flouting of maxim in their utterances. Also, it is hoped that people will become more aware to cooperate in conversation.

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