


# Analysis of Violating and Flouting Maxim in Movie: Puss in Boots (2022)

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## Abstract

*This research is about Analysis of Violating and Flouting Maxim in Movie: Puss in Boots (2022). Through this research, the researcher aims to find out the types of Violating and Flouting Maxim and to describe the reasons of the characters which had disobeyed the rule of Maxim of conversation. This research utilizes Grice's theory of conversational maxims as a foundational framework for examining communication dynamics. This study adopts a descriptive qualitative approach to investigate the application and implications of Grice's theory of conversational maxims. The researcher uses conversation in the movie Puss in Boots which consists of utterances including Violating and Flouting maxim as data of this research. The technique of analysis refers to comparison and context interpretation of data towards Grice's maxims of conversation. The result shows that the highest maxim is Violating maxim, followed respectively by the same result of flouting quality and manner maxim, continued by flouting relevance maxim, and the lowest, flouting quantity maxim.*

**Keywords:** Violating, floating, Conversational Maxims

## Tuliskan Judul Disini, Judul Harus Lugas, Informatif, dan Mencerminkan Temuan Penting dalam Artikel [Century 16 pt, bold]

### Abstrak

*Penelitian ini membahas Analisis Pelanggaran dan Pelanggaran Maksim dalam Film: Puss in Boots (2022). Melalui penelitian ini, peneliti bertujuan untuk mengetahui jenis-jenis Pelanggaran dan Pelanggaran Maksim serta untuk menggambarkan alasan-alasan karakter yang telah melanggar aturan Maksim percakapan. Penelitian ini menggunakan teori Grice tentang maksim percakapan sebagai kerangka dasar untuk mengkaji dinamika komunikasi. Studi ini mengadopsi pendekatan kualitatif deskriptif untuk menyelidiki penerapan dan implikasi teori Grice tentang maksim percakapan. Peneliti menggunakan percakapan dalam film Puss in Boots yang terdiri dari ujaran termasuk Pelanggaran dan Pelanggaran Maksim sebagai data penelitian ini. Teknik analisis mengacu pada perbandingan dan interpretasi konteks data terhadap maksim percakapan Grice. Hasilnya menunjukkan bahwa maksim tertinggi adalah maksim Pelanggaran, diikuti secara berturut-turut oleh hasil yang sama dari pelanggaran kualitas dan maksim cara, dilanjutkan dengan pelanggaran maksim relevansi, dan yang terendah, pelanggaran maksim kuantitas.*

**Kata kunci:** Violating, floating, Conversational Maxims

## 1. Introduction

To get information, humans are always involved in conversation; this is why human are called social beings. In the conversation, people can study and research scientifically about the utterances that had been spoken to. During the conversation, the participants are

hopefully obeying the rules within the conversation; however, most of them are not aware of what to be done in the conversation. Their principle is to understand each other about the message sent during the conversation.

The study of the use of language within conversation (in use) is based on certain context is in the scope of Pragmatics. Since the study of word or sentence meaning is discussed in Semantics; while Pragmatics deals the meaning of the words that rely on the situation or context. For example, the word “bark” has two meanings, the outside layer of a tree and the sound of a dog. If someone says “look at its bark”, without the context, it will be uncertain or ambiguous because it has two meanings. When the person is saying with pointing the tree, the meaning of bark will be certain. Another example is “you got the bat?”, bat has two meanings, a mammal animal and a tool used in sport to hit a ball. Without a context the hearer will think if he got the animal or the tool to play a baseball. If the speaker and hearer want to play a baseball, the definition of “bat” in the sentence will be certain as a tool to play baseball. As the example before, semantic is related with the literal meaning of the word in the linguistic expression. Whereas pragmatic depends on the context of the words are used in sentences [1].

As a branch of linguistics, Pragmatics focus on how people use language in different contexts and situations. It is not only concerned with the literal meaning of sentences; it also deals with the implied meaning, the purpose, and the effect of communication. There are many aspects of pragmatics that can influence the interpretation of utterances: implicature, speech acts, deixis, politeness, and others. One of the most important aspects of pragmatic is Implicature, the person who first introduced that notion is a philosopher, [2]. Implicature is an aspect of a speaker’s true intention of meaning that is not directly expressed by their words, but is inferred by the listener based on the context and the principles of conversation [3]. Due to the statement is not explicitly stated, the word that speaker’s said has many meanings. The meaning of the word is clarified by the grammatical structure of the reference.

H. P. Grice, a luminary in linguistics, famously distinguished implicature into two categories: conventional and conversational. Conventional implicature remains the same, conveying consistent implications regardless of context. On the other hand, conversational implicature is context-sensitive, adapting its meaning based on the situational backdrop. This conceptual framework offers profound insights into the adaptable nature of language, enriching our understanding of how contextual nuances play a pivotal role in shaping communication dynamics [4].

The Cooperative Principle, which is outlined by Grice (1975), serves as a foundation in effective communication, providing a framework, in this case as maxim, for guiding conversations. Within this principle, the Conversational Maxims emerge to specify the guidelines of Cooperative Principle. These maxims essentially function as a set of rules facilitating the identification of implicatures within utterances, ensuring efficient and effective communication. With those maxims, the communicators are guided toward clearer and more meaningful exchanges. The maxims and its sub-maxims of conversational maxim that are explained by Grice are the following.

The first is Maxim of Quantity, it consists of two sub-maxim which are make your contribution as informative as is required and do not make your contribution more

informative than is required. Second is Maxim of Quality, it is also consisting of two sub-maxim which are do not say what you believe to be false and do not say that for which you lack adequate evidence. The third is Maxim of Relation which only consist one sub-maxim and it is be relevant. And the last is Maxim of Manner which consist of four sub-maxim which are avoid obscurity of expression, avoid ambiguity, be brief, and be orderly.

The maxims of conversation itself are divided into two; observance and non-observance. When people obey the maxims, they are actually observing the maxim. In the other hand, when people broke or did not obey the maxim it called non-observance maxim. Non-observance maxims are divided into five categories; flouting, violating, infringing, opting out, and suspending maxim [4].

The research study related to violating maxim had been done by many researchers. Such as: [5], [6], [7], [8], [9], [10], [11], [12], [13], [14]. Those previous researches had discussed about violation maxim. The researcher's deep dive into previous studies and found discrepancy between the notion of maxim violating and maxim flouting. With this, the researcher interest in unravelling and distinguishing these concepts for future analysis. This research is to refine how reader understand the pragmatic principles governing communication and its goal is to clarify to discourse analysis. Ultimately, this research aims to enrich our understanding for interpreting and evaluating various ways people communicate and build a deeper knowledge of language in social interactions.

Considering the previously mentioned study's context, the research problem can be divided in two; the types of violating and flouting maxim in the conversation of the movie *Puss in Boots* (2022) and the supporting reason of the speaker to violate and flout maxim.

*Puss in Boots: The Last Wish* is an animated movie that produced by DreamWorks animation in 2022. The story starts from Puss, main character, celebrate in Del Mar and fight with giant. The results Puss win but he got stricken by enormous bell and died. Because the current Puss is in a state of last or ninth life, he tries to find the wishing map to recover his life. But at the end, Puss did not use the wish.

This research will focus on the pragmatic problem which are flouting and violating the maxims of conversation, which are often confused by some people. The Conversation Maxims, proposed by Grice (1975), are the principles that guide the cooperative exchange of information between speakers and listeners. The major differences between flouting and violating maxims are that flouting is done intentionally or consciously by the speaker in order to express a deeper idea, known as implicature, while violating is done secretly by the speaker to mislead or deceive the listener, without letting them know that the speaker is lying or hiding something [4].

## 2. Literature Review

In this section, the researcher will discuss about the theory that are used in this research. The theories are Implicature, Cooperative Principle, Conversation Maxim, Observing and Non-Observance Maxim, and Flouting and Violating Maxim.

### 2.1. Conversational Maxim

Concept of Conversational Maxim is not far from the Cooperative Principle. It also guides people to communicate efficiently and effectively. The reason Conversational Maxim and Cooperative Principle almost the same because the Conversational Maxim itself is set of principle to explain more detail and precise about the rules or maxim that included in Cooperative Principle. Cooperative Principle is broader while it comes to guide people, therefore Conversation Maxim exist to narrow the principle. Conversation Maxim also has maxim and its sub-maxim. The maxim consists of Quantity, Quality, Relation, and Manner.

The first is Maxim of Quantity, it consists of two sub-maxim which are make your contribution as informative as is required and do not make your contribution more informative than is required. Second is Maxim of Quality, it is also consisting of two sub-maxim which are do not say what you believe to be false and do not say that for which you lack adequate evidence. The third is Maxim of Relation which only consist one sub-maxim and it is be relevant. And the last is Maxim of Manner which consist of four sub-maxim which are avoid obscurity of expression, avoid ambiguity, be brief, and be orderly.

## 2.2. Observing and Non-Observe Maxim

- Observing Maxim

Observing maxim will occur when the speaker obeys the rules of maxim. For example:

A: where is your charger?

B: it is on my desk.

From the example above, B gives response with the exact amount of information(quantity), truthfully(quality), directly answer the question(relation), brief, and not ambiguous(manner). The response has no hidden meaning and precise with B means [4].

- Non-observe Maxim

Non-observe maxim will occur when someone cannot fulfil the maxim. Some of people not fulfill the maxim intentionally or unintentionally. They may cannot speak clearly or just lying. There are five categories that people cannot fulfil maxim. Infringing, Opting Out, Suspending, Violating, and Flouting maxim. The researcher will focus on the violating and flouting maxim

### Violating maxim

In his work, Grice state if violating maxim when someone broke the maxim quietly and unostentatiously. For example, this is the conversation between wife and husband which the wife is suspicious with the husband:

Wife : are you in love with another woman?

Husband : no

In the conversation above, there is nothing wrong with the answer from the husband, but the true intention of the husband is to mislead the wife to not knowing the truth if he

loves with another man. The husband's answer is lying the truth or the husband did not want to the wife to know if the husband is lying.

#### Flouting maxim

Flouting maxim is the opposite of violating which flouting is when someone blatantly to broke the maxim. The speaker is intentionally breaking the maxim with generate an implicature. Grice also state if flouting maxim is exploitation of maxim. For example, this is a conversation between best friend and one of them is singing:

A: my throat is sore when singing

B: you sing beautifully

Due to A throat is sore, A cannot sing like when it is not. B, the best friend, said if it beautiful when knowing the sound is not that beautiful. It is to relief A as best friend and not broke A heart.

### 3. Metode

This research is qualitative descriptive research that aims to explore the phenomenon of interest in depth. Qualitative research is a type of research that relies on data and results in textual form, such as descriptions, accounts, opinions, and emotions, rather than using numerical data [15]. As stated above, qualitative research is more suitable for data analysis that involves text or description, as it allows the researcher to capture the richness and complexity of the data and the meanings that the participants attach to it. Thus, this research suits to use a qualitative method that can provide a comprehensive and holistic understanding of the research problem.

In research, everything and everywhere can be a data which can be instrumented [16]. This implies that any form of information, such as words, utterances, pictures, and so on, can be considered as data. Data is the essential element of any research project, as it provides the basis for analysis, interpretation, and conclusion. Without data, researchers cannot test their hypotheses, answer their research questions, or contribute to the existing knowledge in their field. Therefore, data is needed in the research because it is the subject of the research.

Thus, the data used in this study is collection of utterances that contain maxim violating and flouting which is the source of the utterances is from movie *Puss in Boots* (2022).

Data collection is a crucial process in any research, as it is used to find the data that are needed in the research. Therefore, the method to collect data should be related to the variable and data sources that are relevant to the research question. This will ensure that the data is valid, reliable, and representative of the population of interest. Data collection involves selecting and measuring the data that will become the sample of the study. According to Gulo [17], there are various types of data collection methods, such as observation, interview, questionnaire, experiment, and document analysis. The choice of the method depends on the purpose, scope, and nature of the research.

To complete the data in this study, the researcher uses observation to find the data. Observation is an action to watch, record, and interpret of the activity that come from the data sources [18]. It means that the researcher should be observe by watching the movie. As the researcher is observing the movie, to ease the researcher, researcher can use note taking to find the utterance that occur in the movie which contain of flouting and violating maxim.

## 4. Result and Discussion

According to Thomas, (1995) flouting maxim divided into 5 classification which also uses the theory from Grice, (1975); the conversational maxim that also have 5 classifications. After the researcher observes the entire movie and its conversation, the researcher found some of flouting and violating maxim that occurred in the movie Puss in Boots. The data that found are can be seen in table 1 below.

Table 1. Non-Observance Maxim

Flouting/ Violating	Total	Percentage
Violating Maxim	7	26.93%
Flouting Quality Maxim	6	23.07%
Flouting Manner Maxim	6	23.07%
Flouting Relevance Maxim	4	15.4%
Flouting Quantity Maxim	3	11.53%
Total	26	100%

The discussion will take samples of every flouting and violating maxim. Based on the table 1, the dominant non-observance maxim is Violating Maxim. It means that the character wants to mislead the interlocutor. in analysis, the researcher will describe the situation of the scene, which can ease to comprehend the analysis to get the context.

### 3.1 Flouting Quantity maxim

[Sample 1]

In data number 2, it is an example of flouting quantity maxim. The dialog is between Puss and Doctor after Puss died because getting hit by an enormous bell after Puss fight with giant monster. Puss confused because he suddenly wakes up in the Doctor place which take care of Puss.

Puss : Where-- Where am I?

Doctor : Not to worry. You're in good hands. My hands! I am the village doctor. I am also the village barber, veterinarian, dentist and witch-finder.

In the conversation above, the doctor said "Not to worry. You're in good hands. My hands! I am the village doctor. I am also the village barber, veterinarian, dentist and witch-finder." This is too much information needed. Either way, doctor can say if Puss in his place. The word "my hand" means if Puss is being treated by Him in his place. But the doctor adds too much information that he required. It is an example of flouting quantity maxim. The

doctor can say in his place to answer the question without flouting the maxim. The doctor said it because he may want to convince or look dependable and worthy as a doctor to cure Puss.

[Example 2]

The situation is Goldi and The Bears still looking for Puss which nowhere to be found. They tried to nicely asking, interrogate, and put Mama Luna in the piano. But still, they cannot find Puss. Mama Bear found Puss and Perro which they are hiding but did not realize if that is Puss.

Mama Bear : How about this one? He's a ginger. [cat shrieks]

Goldi : Is that a joke? You think this scruffy, geriatric bag of bones looks like a legend?

Because of Mama Bear is not realize Puss, she asks Goldi if the cat she found is the legend Puss. but Goldi did not simply answer the question by say “no” but answer it with too much information that are needed. Goldi is flouting quantity maxim because she gives more than needed. The reason behind it is because Goldi wants to convince Mama Bear if the cat that Mama Bear found is not Puss.

Based on the Sample 1 and 2, the word that spoken by the character is long. Whereas the information that needed by the interlocutors is not that long. According to Grice, the amount of information should be exact that needed neither more nor less. Even though the additional amount is allowed if there is a reason behind it [19].

### 3.2 Flouting Quality maxim

[Sample 1]

The example of flouting quality maxim can be seen in the data number 1. After stealing money from the governor of del mar's house, Puss and the citizen celebrates by eating, drinking, dancing, and singing. Puss also give money or coin for the citizen for their life expenses. The conversation is between Puss and the people from Del Mar.

Person : Play a song!

Puss : No, no, no. I couldn't.

A child : Sing, Puss, sing!

Puss : Nah, I couldn't possibly...

The conversation above, Puss is flouting quality maxim. Puss answered “Nah, I couldn't possibly...” which is not true. He blatantly broke the maxim to generate the false information which everyone is understand if he to do so. Everyone knows if Puss can sing



and Puss imply if he could not. This is an example of flouting quality maxim because Puss can sing a song but he says cannot and he wants to everyone if he just makes some implicature. The reason Puss flouts maxim is because Puss just sarcasm to everyone.

[Sample 2]

After explaining the magic tools that Jack Horner have, one of Serpent Sisters want to see Jack Horner dance while he was a child. Because the dance is bad memory for him, he got angry.

Jan Serpent : Ah! Mr. Big Jack Horner, sir...

I barely know her.

Jo Serpent : What do you mean?

We're sisters, you goof.

Because Jo Serpent is asking for a foolish thing to Jack Horner, Jan Serpent feels not safe because Jack Horner is a powerful person. Jan serpent state if Jo Serpent is not his sister to avoid her from problem that will occur. This is an example of flouting quality because Jan Serpent know his sister from long ago but she said if she barely knows her. The reason she does this is because she wants to avoid problem.

Maxim of quality occurs when the speaker wants to the hearer belief his utterance is truthful [20]. Therefore, flouting quality maxim occurs when the speaker wants the hearer belief if his utterance is not true or the speaker does not believe that he said. The simpler example is when someone says "it is a hot day" but the true situation of the day is cold.

### 3.3 Flouting Relevance maxim

[Sample 1]

The example of flouting relevance maxim occurred in the data number 6. After knowing Puss's grave, Goldi and The Bears having a conversation between them which talks about the reason they want to find Puss. on the other side, Puss is also listening to them and want to get the wishing star map for himself. Puss wants to bring his suit back and go for adventure to get the map. The dialog is between Puss and Perro.

Perro : Oh, no, Pickles, you're leaving?

Puss : Perro, start digging.

This example is clearly if Puss answer the question in different context. Puss did not literally answer the question. The answer is not relevant with the question asked. There is no connection between Puss leaving and Perro digging. It could be said if the answer is



irrelevant. The true intention of Puss is he wants to get his uniform that buried, so Puss asked Perro to dig it.

[Sample 2]

The scene is Jack Horner doing quality control to the Pie and still waiting for wishing star map arrive. Serpent Sisters, that brings the map is finally arrive and Jack ask them to bring it to the room.

Jack Horner : Stop everything. You two, come with me.

We must get this to the trophy room.

Jo Serpent : You know, it took a lot of murdering to get this map.

It all started...

Jack Horner : Take it to the trophy room!

After Jack asks for bring the map to his room, one of Serpent Sisters starts to tell the story to get that map. But Jack did not want to hear it and insist to bring the map to his room directly. The serpent sisters did is flouting relevance maxim because she said something that is not related with Jack ask for. The reason is because she wants other thing first, tell story, before bring the map to the Jack's room.

A conversation can be said as an irrelevant if the second context is not connected to any context first one, the second context is uninformative, and too weak to change the context but still spoken [21]. Thus, if the utterance is not connected to the question or the context, it can be said if that is flouting relevance maxim. The sample 1 and 2 above, the utterance that spoken by the character is irrelevant to the context of conversation.

### 3.4 Flouting Manner maxim

[Sample 1]

The example of flouting manner maxim can be seen in the example number 4. The conversation is between Puss and the wolf. The wolf is looking for the Puss in the bar with bringing a wanted paper which has Puss face on it. The wolf pointing at the "dead" which means the wolf want to kill Puss to get reward.

The wolf : Hey, I never do this, but can I get your autograph?

Been following you for a long time. Sign right there.

The wolf asked the puss to sign or give the autograph in the "wanted paper" which pointed in the word "dead". This is ambiguous if the wolf wants to get the autograph or want Puss to be dead. The wolf is also not brief, he makes conversation first before the battle between Puss and the wolf occur. It is flouting manner because the wolf's utterance is

ambiguous and not to the point. The true intention of the wolf is simply to kill Puss but the wolf does something that not to the point. The reason the wolf did that is because sarcasm or just let Puss have a time to enjoy his last time.

[Sample 2]

Jack's room now is a mess. Jack, Goldi and the Bears, Puss, and Kitty are at the same place with one purpose only, to get the map. The battle occurs and makes them get out from the room. The last one who get the map while get out from the room is Puss and the others try to get it from Puss.

Kitty : Puss, get back here!

Puss : The best thief has won.

Huh?

Kitty : You're right.

She did.

Puss run away from the others but Kitty is exactly behind him. Kitty asks Puss to get back, but Puss answer with information that obscure and questionable, "the best thief". The word is obscure because it cannot to validate which one is the best thief. The reason Puss said that because he wants to convince Kitty if he is the best thief.

This maxim focuses on the "how" the utterance is said or utterance manage. The utterance should be clear which takes the place in the language or grammatical [22]. If speaker is unclear or ambiguous to hearer, the speaker is flouting manner maxim. As well as obscure expression, not being brief, and not in the order.

### 3.5 Violating maxim

[Sample 1]

Data number 5 is the example of violating maxim that occurred in Puss in Boots. The conversation is between Perro and Pus while having a meal. Perro just recently know if there is another animal that can talk. And Perro want to talk with Puss, but Puss did not want to talk. This is why Puss violate the maxim.

Perro : Let's talk.

Puss : [sighs]

I'd rather eat.

This is the example of violating maxim. When he was eating, Perro makes him uncomfortable and he having conversation with Perro. Perro is energetic to talk with Puss, but Puss is not excited to talk. He said he rather eat than talk. In here, Puss is violating maxim because he gives information or lie and mislead but doesn't want Perro to know his true intention. The reason is because he just wants eat in peace not to talk to anybody.

[Sample 2]

Jack Horner after Puss, Kitty, and Perro because they stole the map. But Jack Horner is still far away from them. Jack Horner has a magic tool to watch the situation and location of Puss and others. Jack Horner has a bad intention for Puss and others and there is Ethical Bug to help Jack Horner to do something good instead.

Ethical Bug : You know, I'm starting to think you don't appreciate the value of a life.

Jack Horner : What? No. I mean, I love these guys.

Ethical Bug thinks if Jack Horner is not appreciating the value of life of others. But Jack Horner denies it. The action and word from Jack Horner are otherwise. He wants to convince Ethical Bug to believe if he appreciates life. This conversation can be categorized as violating maxim because Jack Horner lying to Ethical Bug. Jack Horner Said that because he wants to convince Ethical Bug to believe in him.

When the speaker consciously provides inadequate information, say something dishonest, irrelevant, or intent to hearer if the speaker is cooperated, is a violating maxim [23]. In the sample 1 and 2, the character who is violate maxim intent to mislead or deceive the hearer. This way, the hearer will not know the true intention of the speaker which is hidden.

## 5. Conclusion

After acquire the data and analyze it, the researcher can inspect the objective of the study in the chapter I. It can be concluded if the movie Puss in Boots contains flouting and violating maxim. This is very ordinary to find flouting and violating either in movie or even in real life. In this movie itself, the researcher found at least of total 26 flouting and violating maxim. The result shows that the highest maxim is Violating maxim with 26.93%, followed by the same result of flouting quality and manner maxim with 23.07%, continued by flouting relevance maxim 15.4%, and the lowest, flouting quantity maxim with 11.53%.

True intention of the speaker is varied and depends on the situation that needed in conversation. For example, the situation in data number 2, the doctor wants to convince Puss if he is a dependable doctor, so he adds more information that needed. Another example is data number 5. It is when Perro found out that Puss can talk then Perro wants to have conversation with Puss. on the other hand, Puss lies to choose eat rather than talk. As the example before, the situation will produce different reason to broke maxim. Mostly, the

speaker broke the maxim to his own good, not to worries people around, or just want to hid the true intention of the speaker.

With the samples above, the violating and flouting maxim can be clearly seen. The differences between violating and flouting maxim are actually in the intention of the speaker. The sentence may also include in flouting maxim but the intention of the speaker makes it difference. If the speaker wants to tell an obvious lie which he wants to hearer know if speaker broke the maxim, it is called flouting maxim. The otherwise, if the speaker intention is to deceive, lie, or mislead, and do not want to the hearer is knowing the truth, it is a violating maxim. The researcher hopes if future research not use the term “violation maxim” if the content of the research talks about “flouting maxim”.

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