Flouting Maxim in *Spencer* Movie

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Abstract

The purpose of the study is to identify the types of maxims that were flouted in *Spencer* movie. The movie tells about Princess Diana's depression with her husband having an affair that she finds out during Christmas celebration with the Royal Family. The data was collected from the Spencer movie's script that analysed using the cooperative principle theory by Grice (1989). The method that was applied in this research is descriptive qualitative method which also presented in informal and formal way. The result of this study showed that the four types of flouting maxim were performed in *Spencer* movie. There are 25 data (60%) for flouting maxim of relevance, 7 (17%) data in flouting quantity maxim, 6 data (14%) for flouting manner maxim, and 4 data (9%) in flouting quality maxim. The reasons why the flouting maxim can occur in this movie are: Diana often changes the subject because she has to behave as a princess, she cannot express her feelings and she insisted on something that is against the rules because she wants to show everyone that she is feeling broken inside that make her flouting the maxim of relevance. Diana also loves to make sarcasm about the rules in the palace making her flouting maxim the manner that makes the servers hard to understand. The servers always make Diana annoyed by telling a long story about why she has to follow the rules that make them flout the maxim of quantity. Diana sometimes lies so she can hide her feeling that blatantly disobeying the maxim of quality.

Keywords: *flouting maxim, movie, spencer*

Abstrak

Studi ini bertujuan untuk mengetahui macam-macam dari pelanggaran maxim pada film berjudul *Spencer*. Film ini menceritakan tentang depresi Putri Diana dengan suaminya yang berselingkuh yang dia ketahui saat perayaan Natal dengan keluarga kerajaan. Data dikumpulkan dari naskah film Spencer yang dianalisis menggunakan teori prinsip kerjasama oleh Grice (1989). Peneliti menggunakan metode deskriptif kualitatif untuk menganalisa data dan data ditunjukkan dengan cara formal dan informal. Studi ini menunjukkan hasil bahwa keempat dari pelanggaran maxim terjadi pada film *Spencer*. 25 data (60%) menunjukkan pelanggaran dari maxim relasi, 7 data (17%) untuk pelanggaran maxim kuantitas, 6 data (14%) didapat dari pelanggaran maxim tatakrama dan 4 data (9%) untuk pelanggaran maxim kualitas. Alasan mengapa pelanggaran maxim dapat terjadi pada pada film ini yaitu: Diana seringkali mengubah subjek pembicaraan karena dia adalah seorang putri yang harus selalu menjaga sikap tanpa bisa memperlihatkan emosinya dan dia bersikeras pada sesuatu yang melanggar aturan karena dia ingin menunjukkan kepada semua orang bahwa dia hancur di dalam yang membuat dia melanggar maksim relasi. Diana juga sangat suka membuat sarkasme tentang aturan di istana, membuatnya melanggar maksim tatakrama sehingga para pelayannya pun tidak mengerti arah pembicaraannya. Pelayan selalu membuat Diana kesal dengan menceritakan Panjang lebar tentang aturan di istana yang harus diikuti sehingga para

pelayan melanggar maksim kuantitas. Diana kadang-kadang mengatakan kebohongan untuk menyembunyikan perasaannya hal itu menyimpang dari aturan maksim kualitas

Kata kunci*: pelanggaran maksim, film, spencer*

Introduction

Language is used to communicate ideas from humans' minds to someone else's minds. It embraces every human life: gives words to human thoughts, voice to human ideas, and expression to human feelings. At the point when use language as our communication system, one individual performs as the information source and the transmitter, conveying a message to someone else, which is called the recipient and the objective. There will be a point at which this person misunderstands the data given by the information source or the speaker. Hence, the study of pragmatics can help what people mean with their utterances (Dawson and Phelan, 2016:30).

Pragmatics focused on the investigation of significance as imparted by a speaker and deciphered by an audience. Through pragmatics individuals can discuss their planned importance, their suspicions; their purposes or objectives, and the sort of activities (demand) that are shown when individuals make expressions (Yule, 1996:4). To make the conversation runs smoothly between speaker and listener, there must be a general principle called cooperative principle that first time stated by Grice. According to Grice (1989:26) Cooperative principle comprise four practical sub-maxims, there is relevance maxim, manner maxim, quantity maxim, and quality maxim. However certain individuals neglect to satisfy the four maxims by violating the maxim, they being uncooperative with the four maxims, ridicule the maxim, the speaker will generally make the listener realizes that they are disregarding the maxim, they expected the listener does not accept that what the speaker said as exacting truth yet they need the listener track down the planned importance of the expression (Birner, 2013:34). As this topic relates to people daily life conversation, it is necessary to learn cooperative principle especially when people flouting the maxim during a conversation, thus many researchers use this topic as their study.

This topic examined by numerous previous studies, as in the studies by Aisya and Fitrawati (2019), Marlisa, and Hidayat (2020), Manurung (2019), Fitri, and Qodriani (2016), and Lestari, Wahyudi, and Yusuf (2020).

In the study by Fitri, and Qodriani (2016) showed that in divergent novel the writers created dialogues with 21 data which disobey the maxim. In these 21 data, 12 data were found for flouting quantity maxim, 2 flouting maxim of quality and 7 flouting maxim of relevance.

Aisya and Fitrawati (2019) found that the Politician guests from Mata Najwa talk show were flouting the maxim of manner with frequency of 36.50%, maxim of *quantity* with frequency of 53.96%, and maxim quality and relation have the same frequency in 4.76%.

The result from study by Manurung (2019) the writer found that in talk show of Hitam Putih there are several reason to disobey the maxim; first quality maxim: to make a joke and to give clearer information. Second quantity maxim: to avoid unpleasant situation, to give clearer information, and to stress something. Third relation maxim is also flouted as being polite, and the last the manner maxim is flouted for making a joke.

Study from Marlisa and Hidayat (2020) showed that the entire maxims were flouted by actor Jackie Chan and the hosts of the GMA talk show. The flouting maxims found the most were flouting the maxim of quantity and manner in a number of 5, flouting maxim relation of 3 data and flouting maxim of manner got 2 data.

The last study from Lestari, Wahyudi, and Yusuf (2020) which used observation in classroom interaction obtained 4 types of flouting maxims there are: flouting quantity maxim for 31 data, flouting quality maxim for 11 data, flouting relevance maxim for 13 data and flouting manner maxim for 3 data.

All of these studies use the same theory from Paul Grice. A study by Aisya and Fitrawati (2019), Marlisa and Hidayat (2020), and Manurung (2019) chose their data from talk show there are Mata Najwa, Good Morning America, and Hitam Putih meanwhile Fitri and Qodriani (2016) took the data from Divergent Novel and Lestari, Wahyudi & Yusuf (2020) from observation of classroom interaction. Even though the study has the same topic with the studies above about analyzing the flouting maxim, nevertheless the data source in this study uses a movie which is in contrast with the previous study.

The conversation is not only found in a real-life but can be found in social media, and also on television such as in a movie. The conversation in the movie is made on the conversation in real life. This study uses the movie as the data source to have a deeper analysis of flouting maxims. The movie entitled *Spencer* was chosen since it contains flouting maxim in the conversations between all characters.

Method

The data source was taken from the movie entitled *Spencer*. *Spencer* is a 2021 historical movie written by Steven Knight about Princess Diana who celebrates Christmas's vacation with the Royal Family in Sandringham estate in Norfolk and this movie directed by Pablo Larrain. The characters in Spencer movie perform flouting maxims in the conversation because they refuse to answer the question and give less or more information that make the hearer annoyed; these are the reason this movie is suite well with this study. The research used a descriptive qualitative method to analyze the data, and formal informal methods applied to present the data. The theory proposed by Grice (1989) in his book entitled *Studies in the way of Words* is definitely a good choice to classify the types of flouting maxims in this study. The data were collected as follows: watching the movie and reading the script intensively, taking notes on which duration contain flouting maxims, and the last highlighting the script of flouting maxims.

Result and Discussion

Result
　　　　The researcher discovered that all of the maxims were flouted in Spencer movie. To make it easier to calculate, the data is presented in the diagram below:

Table 1. The Types of Flouting Maxim in Spencer Movie

No	Types of Flouting Maxim	Occurrence	Percentage
1.	Relevance Maxim	25	60
2.	Quality Maxim	4	9
3.	Quantity Maxim	7	17
4.	Manner Maxim	6	14
Total		42	100

　　　　Total data of flouting maxim in *Spencer* movie is 42 data with the highest number for Maxim of Relevance with 25 numbers and there is a slightly different number between Maxim Quantity and Maxim of Manner with the number 7 and 6, the lowest data that is quality maxim only 4 data. From the data, it can be known that the characters in *Spencer* movie chose not to give the required answer that the opponent is asking for. More explanation about the flouting maxim that happened in the movie is shown in the Discussion.

Discussion

Flouting Maxim of Quantity
　　　　The speaker who ridicules the quantity maxim appears to give nearly nothing or a lot of response. The speakers who speaks more or less than the exact amount of information risk their listener not having the option to distinguish what they are referring to because they are not adequately expressed (Cutting 2002:35). The example of data from *Spencer* movie is presented below:

Data 1

Diana:　　　　　　　We have to put on three pounds minimum before we leave to prove we enjoyed Christmas, yes?

Major Gregory:　　**That is the tradition. It was Prince Albert in 1847 who began it. It's meant to be a bit of fun.**

(Spencer;2021:16.24)

　　　　In the conversation above between Lady Diana and Major Gregory when Diana refused to do weighing things, the tradition is to sit on the scale and it is believed that our weight is the proof we enjoy Christmas. Diana is annoyed by this tradition and just follows the rule so Major Gregory will let her go while still asking the question that she already knew but Major Gregory responds with so much explanation about the tradition that makes Diana bored with his explanation.

The explanation from Major Gregory flouts maxim quantity, he didn't understand the meaning behind Diana's question and she got annoyed by this tradition but Major Gregory explained more than Diana's question that made Diana got bored with the answer.

Data 2

Darren: Why do you want wire cutters, Diana?

Diana: **To cut wire.**

(Spencer;2021:1.08.31)

In the conversation seems that Diana asking for a wire cutter from Darren and Darren confuse about Diana's need for a wire cutter but Diana's answers didn't make Darren happy with it. This makes Diana flouts the maxim of quantity because she just gave a short answer that is left Darren in wonder. Diana needs to give more information with her answer on which wires she will cut and she is a princess of Wales why does she have to cut the wire by herself while she can ask the server to do that.

Data 3

Angela: Will you wear it?

Diana: **Of course I will wear it. It says on the label "Christmas Day dinner," and it's Christmas Day dinner. What else would I wear?**

(Spencer;2021:1.15.24)

The conversation above happened when the server named Angela helped Diana to get ready for Christmas day. The server is afraid that Diana will not wear the right dress for Christmas day because Diana is not in a good mood but Diana seemed annoyed with the question that the server said, she responded a bit angrily. Diana flouts the maxim quantity as she gave more information than required because she was annoyed by the server's question.

Flouting Maxim of Quality

Flouting maxim of quality happens when the speakers fail to obey the maxim of quality in the conversation. According to Thomas (1995:67) when the speaker says something which is conspicuously false or for which the individual in a conversation needs sufficient proof.

Data 4
William: What happened?

Diana: **A tractor broken down.**

                    I had to help mend it. My finger nails.

                                                                    (Spencer;2021:16.55)

The participants in the conversation are William and Diana when William asked Diana what happened to Diana why is she late and Diana said there was a tractor that had broken down. At the beginning of the *Spencer* movie, the audience knew that Diana came late because she was driving alone and got lost but she lies to William said there was a tractor broken down because she doesn't want to tell William the whole story and he will ask more questions to her. By telling a lie Diana flouts the maxim of quality.

Data 5
Constable: [on walkie-talkie] 2323, anyone there?

                        Joe, is anyone there?

Constable (Joe):   **No, nothing at all. No one, all clear.**

                                                                    (Spencer;2021:42.37)

In the movie, the scene above shows that Diana went to her old house but get caught by the constable then Diana told the constable to report that it was not her, just told them he saw a ghost and the constable cannot ignore the wish of the princess of Wales Diana, so he just reported that no one was there. By telling an untrue statement, the constable Joe is flouting the quality maxim to help Princess Diana not to get in trouble.

Flouting Maxim of Relevance
The maxim of relation (relevance) is taken advantage of by mentioning a reaction or objective fact which is immaterial to the point close by suddenly redirecting the conversation, or by obviously neglecting to address the other individual's objective in posing an inquiry (Thomas, 1995:70).

Data 6
Darren: We should really get going.
Diana: **Will they kill me, do you think?**
                                                                    (Spencer;2021:12.13)

Based on the conversation, Darren told Diana that she is already late and everyone is waiting for her but all Diana's attention is on a scarecrow in her old house back then when she was a child and she went for a quick check to it for a minute instead of listening to what Darren said, she is ignoring him and make fun of him by saying "will they kill me?" as an answer.

Her response towards Darren consisted of flouting maxim of relevance, as it looked like not a relevant answer but the intended meaning of Diana's utterances is "what if I am late, they could not kill me for being late".

Data 7

Darren:	Check what?
	Look, it's sandwiches in 15 minutes.
Diana:	**It's Papa's, I'm sure of it.**

(Spencer;2021:12.24)

The conversation happened when Diana saw a scarecrow in her hometown where she used to live. The scarecrow wore her papa clothes as she used to play there with her friends and she wanted to check it but Darren warned her as she was late for the sandwiches. Diana just didn't care as she kept going saying "it's papa's, I'm sure of it" as a response to Darren. As can be seen, Diana flouts the maxim of relevance as she doesn't care about what Darren said and answer an irrelevant answer to Darren.

Data 8

Major Gregory:	Her Majesty herself just a second ago sat on these scales.
	And she was very insistent that everyone joins in.
Diana:	**I don't think I've seen you before.**
Major Gregory:	This is my first Sandringham duty.

(Spencer;2021:15.56)

The scene in *Spencer* movie above is about Major Gregory who told Diana to weigh on a scale as a tradition on Christmas, he said everyone should do this because the Queen herself order it for him. Diana who didn't like this kind of tradition in the palace tried to skip the tradition as she gave excuses not to follow the rule and the person on duty before Major Gregory let her skip this tradition because of it Diana said in the middle of the conversation that she never saw him before.

As Diana utterances, can be seen she is flouting the maxim of relevance, Major Gregory still talked about the tradition but she said something not relevant to what Major Gregory said because Diana wander who is he as the previous server is not him.

Flouting Maxim of Manner

Flouting maxim of manner happens when the speakers fail to obey manner maxim in the conversation. The speaker flouts maxim of relevance by stating something that is ambiguous or obscure and hard to be understood.

Data 9

William: My turn. Major William to Soldier Diana.

Tell the Major what's happened to make you so sad.

Diana: **Sir. Don't know what you mean, Sir.**

(Spencer;2021:44.59)

The conversation occurs when Diana and her sons William and Harry played a game. William in the game as the major asked question to his soldier which is Diana in the game about what made her look so sad but Diana's response didn't answer William's question properly. Diana's answer consists of flouting maxim of manner in which she is being ambiguous with her answer, she can't tell the truth to avoid making her sons worried about her, so she chose to play dumb.

Data 10

Footman: Your Royal Highness. The family are all gathered in the drawing room for the sandwiches. They are waiting.

Diana: **The sandwiches.**

The sandwiches. The holy sandwiches.

Good. To the sandwiches.

(Spencer;2021:17.46)

In the conversation above the Footman told Diana that all of the family waiting for Diana to gather the sandwiches but Diana feels bored with everything that she has to do in the royal palace, she hates that someone always told her to do everything on the schedule that is why she is answering like that to show her frustration. By giving that response, Diana makes the footman confused by not giving a yes or no answer to him, Diana's response seems so hard to understand by the footman.

Conclusion

This study focused on identifying the flouting maxim in a conversation that was used in *Spencer* movie. The result of this study indicates that the characters in *Spencer* movie flout the four types of flouting maxim, flouting the maxim of quantity, flouting the maxim of quality, flouting the maxim of relevance, and flouting the maxim of manner. The total data that was found in *Spencer* movie is 42 data with the most dominant types is flouting maxim of relevance 25 data, flouting maxim quality is 4 data, flouting maxim of quantity 7 data and 6 data of flouting maxim of manner.Based on those data it can be concluded that the conversation often occurs indirectly, the hearer needs to look up for the intended meaning behind the utterances to understand what the speaker has said depending on the context of the situation. By using this topic, the researcher hopes the reader can make their utterances clear and give the right amount of information to make the conversation runs effectively, and also the reader can learn to look for a deeper meaning behind every utterance that sounds uncooperative.

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