

---

## The Use of Flouting Maxim in “Rise of the Guardians” Movie

*Meysy Claudiana Cindi Agatta Ompusunggu<sup>1)</sup>, Gaguk Rudianto<sup>2)</sup>*

<sup>1)</sup>Universitas Putra Batam, Batam, Indonesia  
Pb181210048@upbatam.ac.id

<sup>2)</sup>Universitas Putra Batam, Batam, Indonesia  
Gaguk@puterabatam.ac.id

Received: 24<sup>th</sup> October 2023| Revised: 11<sup>th</sup> November 2023| Accepted: 9<sup>th</sup> December 2023  
Email Correspondence: Pb181210048@upbatam.ac.id

### Abstract

This descriptive qualitative research analyzed flouting maxims found in Rise of the Guardians movie. The researchers used utterances that contained flouting maxims as the data and the theory of Grice (1975) was used. Maxims refer to linguistic principles that must be understood in communication between speaker and listener in order for the communication process to proceed well. Flouting maxims refer to the phenomena that happen when communicator do not obey the cooperative principal communication. The phenomena of flouting maxims come up in daily utterance and the existence even appears in movie as media that all utterances are scripted. The aim of this research is to analyze flouting maxims in utterances of Rise of the Guardians movie. In process of collecting data, the researchers used the non-participatory observational method. In this research, pragmatic identity method and the competence in equalizing technique used to analyze the data. Based on the results, the researchers found 10 utterances of flouting maxims from the beginning until end of the movie. Flouting maxim of relation had four utterances, three utterances were found in flouting maxim of manner, one utterance was in flouting maxim of quality, and flouting maxim of quantity appeared two utterances.

**Keywords:** Flouting Maxims, Maxims, Pragmatics, Types of Flouting Maxims

## 1. INTRODUCTION

In conducting a successful communication, the parties involved should avoid the miscommunication. To avoid the communication, the speaker and the listener need to share the same experience or at least tried to share the same thought. The communication will be successful if the hearer gets the point inferred by a speaker (Hamani & Puluhalawa, 2019). However, both of the speaker and the listener sometimes intentionally failed to be communicative and caused the miscommunication. This, according to Grice (1975) leads to the flouting the rules of maxim. Below is the phenomena of flouting maxim, found in the journal article by Devi and Ambalegin (2022).

Lead Scrapper : “Are you a fighter or are you food?”  
Thor : “I’m just passing through.”

---

The data took from the analysis in journal article. According to the journal the bold utterances flouted the maxim of quantity. The speaker there asked about something really clear. But the listener did not provide enough information for the speaker. As conveyed by Grice (1975), maxim quantity required the speaker to only give information as much as it asked. When the speaker failed to share enough information, the speaker also failed to obey the maxim and flouted the quantity maxim. The other phenomena found in the movie titled “Rise of the Guardians”. The below conversation was happened at the minute (57.33)-(57.36) with Pitch as the listener and Jack as the speaker.

Jack : “What did you do?”

Pitch : “**More to the point Jack, what did you do?**”

The speaker clearly asked what the listener doing. But instead of answer the question the listener gave another question to the speaker. The listener seems avoiding to answer the question. Then the listener gave irrelevant question to the conversation. The listener failed to be relevant and did not fulfill the maxim of relation. As quoted by Grice (1975), in maxims the speaker required to be relevant according to the conversation before. Thus, when the speaker appeared to be irrelevant the flouted the maxim of relation.

The theory of Grice (1975) was used to find the types of flouting maxims. In this research, the researchers took “Rise of the Guardians” movie as the data source because the characters frequently failed to fulfill the maxims by refusing to give information as much as it needed. The researcher conducted this research to analyze the types of flouting maxims in “Rise of the Guardians” movie based on Grice (1975)’s theory. Flouting maxim presents in utterance if the speaker intentionally breaks maxim to say something implied. Flouting maxims come up when there is the act of disobeying cooperative principles Hamidah et al., (2022). Grice (1975) mentioned that someone is detected to flout the maxim if the speaker does not obey cooperative principle. This means that the speaker does not act as it is expected as communication partner. Grice (1975) parted flouting maxims as flouting maxim of relation, flouting maxim of quality, flouting maxim of manner, and flouting maxim of quantity.

First, if a speaker gives insufficient information or too many details, the speaker has flouted the flouting maxim of quantity. Typically, this type occurs when the speaker states something that is either too much or too little. To know whether it is too much or less, context shows the appropriate quantity of answer. Speakers should respond to other people involved in communication as needed. Grice (1975) mentioned that flouting maxim of quantity take places when there is no contribution given and saying more answer or less than it is needed. Thus, to avoid flouting this maxim, a speaker gives the appropriate answer in term of its frequency. For example:

---

Korg: "There you go. Another one gone. Yeah, no, I just do the smaller fights, warm up the crowd and whatnot. Wait. You're not gonna face him, are you?"

Thor: **"Yes I am. Fight him, win, and get the hell out of this place."** (Devi & Ambalegin, 2022)

Second, this flouting is found in conversation that has unrelated answer. The speaker is expected to show contribution and show relevance during communication. As claimed Grice (1975), when communicate with other people, it needs the speaker to say relevant thing in the utterance. Therefore, to avoid making this type occurs, people should not say something that has no relation to the previous utterance. The utterance said by the speaker should rely on the previous utterance and answer thing that is in accordance with the question questioned by the previous speaker. For example:

Teacher: "When will you... then?"

Students: **"Marry me.."** (Wahyudi et al., 2020)

Third, speakers must make statements that can be verified and are based on real events. It infers that every conversation that is established to inform should involve truthful answer. Therefore, the answer said by a speaker should be in line with the reality. This flouting specifically happens when the speaker did not provide evidence of thing that is being said. Grice (1975) argued that untruthful answer should not be given because it leads to the flouting maxim of quality. When there is untruthful answer, this could make another party to feel suspicious and required the evidence. For example:

Elizabeth: "Oh, Hilly, I wish you'd just go use the bathroom."

Hilly: **"I'm fine"** (Hamidah et al., 2022)

Fourth, flouting maxim of manner presents in conversation that a speaker delivers in unclear and ambiguous way. With the aim of getting rid from it, everyone has to say something to the point by giving clear and unambiguous answer. According to Grice (1975), unambiguous and clear answer need to be given by all people that involve in communication. By giving as mentioned, it makes the speaker could show his contribution as communication partners. This defines that people's utterances should be brief to avoid flouting this maxim. For example:

Host 2: "Owhh. that was you have worth it?"

Guest: **"Ummmm so was so nice hit by Bruce Lee"** (Marlisa & Hidayat, 2020)

Research on flouting maxims had been conducted by previous researchers. First, Marlisa and Hidayat (2020) discussed the flouting maxims in Good Morning America when Jackie Chan became the guest star. The researchers took all utterances from the guest and two interviewers as the data. Grice (1975)'s flouting maxim theory was applied to reveal the types. The findings pointed out that all flouting maxims types appeared in the episode and 15 utterances were investigated as flouting maxims. Flouting

---

maxim of quality and quantity had five data for each, three data were found in flouting maxim in relation, and flouting maxim of manner was discovered 2 data. The highest occurrence belonged to flouting maxim of manner and quantity. Second, Hidayati (2018) discussed the flouting maxims phenomenon in an Indonesian movie, Radio Galau FM. From the data collected, the researcher found several main conversations in the utterances of the main characters in this movie that there were flouting maxims, both flouting maxims of quantity, quality, relation, and manner. The flouting maxims contained are used to convince the interlocutor, surprise, want attention, and avoid conflict.

Manurung (2019) discussed the flouting maxims found in Hitam Putih Talk Show. The researcher used the same theory as proposed by Grice (1975). The researcher found flouting maxim is used to make jokes, to clarified information, to emphasized information and to avoid uncomfortable situations. In making these jokes, speakers can pretend they did not know about some information, pretending to lie. According to the researcher, the characteristics of Indonesian people who are long-winded and do not directly relate to the points being discussed have influenced the disregard for maxims that occur. Fourth, Ibrahim et al.(2018) discussed the flouting maxim in The Se7en Movie Script and the motivation of the characters flouted the maxims. The results of the research showed that there are four maxims that are flouted in the Se7en movie script, namely the maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. Then, there are three motivations that affect the character of violating the four maxims, namely competitive, collaborative, and conflictive.

Then, Nuzulia (2020) discussed the flouting maxim found in Donald Trump's utterances. The utterances were taken from Donald Trump's interview with TIME in the Oval Office 2020. The researcher used the same theory as proposed by Grice (1975). The results showed that 11 utterances showed flouting maxim of quantity, two utterances of maxim of manner, flouting maxim of relation had three data, and there was no flouting maxim of quality found in the episode. The most commonly conveyed flouting referred to flouting maxim of quantity because Donald Trump frequently gave more information that he was required. The flouting was done a lot because the person wanted to show his interest and power to the audiences. Based on the previous research, it shows that there had differences and similarities with present research. The differences were in the data source because the present research did not take the same data source. The similarities were found in the object and theory used. For the object, both present and previous research analyzed flouting maxims.

## 2. RESEARCH METHOD

This is descriptive qualitative research because the phenomenon analyzed in this research was from society. The researchers also described the discussion in descriptive way. According to Creswell (2013), qualitative research investigates phenomena that present in society. The data source of this research is “Rise of the guardians” movie and all flouting maxim utterances were gathered as data. In collecting data, the researchers watched the movie, but the researchers did not take part in the communication. Therefore, only characters’ utterances were collected as data. The researchers used the observational method and non-participatory of Sudaryanto (2015). About the steps, 1) the researchers watched the movie. 2) The researchers re-watched the movie and looked for the phenomena in the movie. 3) The utterances that showed flouting maxims phenomena were written done.

Then, the researchers analyzed the data by employing pragmatic identity method with pragmatic competence- in equalizing. The data that the researchers analyzed were all from previously collected data, which are all have flouting maxims phenomena. In analyzing data, the researchers firstly found the elements of pragmatics to get the meaning. The data were analyzed by equalizing with theory. Some steps were followed. 1) The utterances that the researcher wrote done were interpreted. 2) The meanings were equalized with theory of flouting maxims. 3) The results showed the types of flouting maxims in “Rise of the Guardians” movie.

## 3. FINDINGS AND DISCUSSION

### 3.1 Findings

For the findings, it showed 10 flouting maxims utterances. The data involved one utterance of flouting maxim of quality, two utterances of flouting maxim of quantity, three utterances of flouting maxim of manner, and four utterances of flouting maxim of relation. The dominant type was the flouting maxim relation because the characters in the movie tend to avoid the answer by adding irrelevant topic to the conversation.

Table1. Flouting Maxims Types in “Rise of the Guardians” Movie

No	Types of flouting maxims	Frequency
1	Flouting maxim of manner	3
2	Flouting maxim of relation	4
3	Flouting maxim of quantity	2
4	Flouting maxim of quality	1
Total		10

---

### 3.2 Discussion

Below are the data analysis found in the “Rise of the Guardians” Movie. There were 10 data found in the movie. Below is the representation of the data analysis.

#### Data 1

North : “Yes... There was black sand covering the globe.”  
Bunny : “what do you mean black sand?”  
North : “**And then, a shadow**”

The above conversation happened between North as the speaker and Bunny as the listener. The speaker talked about the boogieman that was covering the globe with the darkness. It makes the listener confused and asked what he meant by black sand. However, instead of answering the question, the speaker kept talking and ignoring the listener. The statement given by the speaker appeared ambiguous and caused confusion to the listener. This then relates to the **flouting of the maxim manner** as the speaker gave a vague statement to the conversation.

#### Data 2

North : “... We have serious situation.”  
Bunny : “**Well I have a serious situation with some eggs!**”

Conversation above was taken from the minute (08.55)-(09.00) with North as the speaker and bunny as the listener. The speaker stated that they had a serious situation but the listener refused to listen. Instead, the listener was adding a new statement to the conversation. The listener **flouted the maxim of relation** and appeared to give an irrelevant answer to the statement.

#### Data 3

Bunny : “Been a long time. Blizzard of '68, I believe. Easter Sunday, wasn't it?”  
Jack : “**Bunny! You're not still mad about that, are ya?**”

The conversation happened at the minute (18.45)-(18.53) with Bunny as the speaker and Jack as the listener. The speaker was talking about the last time he met the listener, and asked for the confirmation. But instead of answering the question the listener gave another question and appeared unclear. The answer given by the listener concluded as **flouting maxim of manner** because the listener did not given clear answer.

#### Data 4

North : “I hope the Yetis treated you well?”  
Jack : “**Oh yeah, I love being shoved in a sack and tossed through a magic portal.**”

---

The conversation took from the minute (19.42)-(19.48). The speaker is North and the listener is Jack. The speaker had a snowball that can turn into portal. And traveling with the portal was not fun at all. The listener **flouted the maxim of quality** as the speaker said sarcastically that he love being shoved to the portal. The speaker lied about the statement and did not tell the truth.

**Data 5**

Jack : "Man in the Moon, he, uh... he talks to you?"  
North : **"You see, you cannot say no. It is Destiny."**

The conversation happened at the minute (22.38)-(22.45) with Jack as the speaker and North as the listener. The speaker questioned about the man in the moon and waited for the listener answer. However, the listener did not answer the question and gave irrelevant answer. The listener did not answer the question asked and **flouted the maxim of relation**.

**Data 6**

Jack : "... I've been trying to bust in here for years. I want a good look."  
North : "What do you mean, bust in?"  
Jack : **"Woo! Don't worry, never got past the Yetis."**

The conversation happened at the minute (24.06)-(24.13) with Jack as the speaker and North as the listener. The speaker flouted the maxim of manner as he appeared being ambiguous. He made the speaker confused by the answer and did not appear clear to the conversation. As mentioned by Grice (1975) the speaker needs to give clear information and when the speaker failed to appear clear they flouted the maxim of manner.

**Data 7**

North : "Why are you doing this?"  
Pitch : **"Maybe, I want what you have. To be believed in! Maybe I'm tired of hiding under beds!"**

The conversation took place at the minute (31.07)-(31.18) with North as the speaker and pitch as the listener. The speaker asked the reasons of all the things the listener did. The listener **flouted the maxim of quantity** when he gave too many answer more than it was required. According to Grice (1975), the speaker needs to be briefly and only give enough information as it needed.

**Data 8**

Jack : "... Are you saying, are you saying I had a life? Before that with a home? and a family?"  
Tooth : **"You really don't remember?"**

The conversation happened between Jack as the speaker and Tooth as the listener. It was from the minute (35.27)-(35.33). The speaker was excited when he knew he had a family. Then he asked the



---

listener to confirm if it was true. But instead of giving the related answer, the listener answered it with another question. The answer from the listener **flouted the maxim of relation** and the listener failed to give relevant answer to the conversation.

#### Data 9

Jack : "You okay?"  
Tooth : **"I'm fine! Sorry, it's been a really long time since I've been out in the field."**

The conversation happened at the minute (37.05)-(37.11) with Jack as the speaker and Tooth as the listener. The speaker asked the condition of the listener. The listener answered and said she was fine. But then, the listener added more answer to the conversation. The listener **flouted the maxim of quantity** as she gave information more than it needed.

#### Data 10

Tooth : "... I wish I'd known about your memory. I coulda' helped you."  
Jack : **"Yeah, well, look let's just get you taken care of, then it's Pitch's turn."**

The conversation between Tooth and Jack happened at the minute (40.06)-(40.17). Tooth acted as the speaker and Jack as the listener. In the conversation, the speaker felt sorry that she cannot help the listener more. The listener **flouted the maxim of relation** as he tried to distract the speaker with giving irrelevant answer. As believed by Grice (1975), maxim relation needed the speaker to give relevant answer accordingly. The listener in the conversation did not appear relevant and flouted the maxims.

## 4. CONCLUSION

According the findings and discussion, the researchers got the conclusion of flouting maxims types within "Rise of the Guardians". In the movie, there were lots of phenomena regarding flouting maxims between the characters. The flouting was found to affect the story as well. The flouting maxim in the movie showed 10 data in total. Those included three data of flouting maxim of manner, one data of flouting maxim of quality, two data of flouting maxim of quantity, and four data of maxim of relation. The total data revealed flouting maxim of relation as the most commonly done phenomena. The movie characters frequently flouted the maxims by stating irrelevant topic to other listeners.

## REFERENCES

- Creswell, J. W. (2013). *Qualitative inquiry and research design choosing among five approaches* (L. Habib (ed.); 3rd ed.). Sage Publications.
- Devi, R. S., & Ambalegin, A. (2022). Flouting Maxim Types Found in " Thor Ragnarok " Movie.



---

*Humanitatis : Journal of Language and Literature*, 8(2), 249–260.  
<https://doi.org/https://doi.org/10.30812/humanitatis.v8i2.1648>

Grice, P. H. (1975). *Logic and conversation*. Academic Press.

Hamani, T., & Puluhulawa, Y. (2019). Pragmatics analysis of maxim flouting done by the main characters in Kungfu Panda movie by Jonathan Aibel & Glenn Berger. *British (Jurnal Bahasa Dan Sastra Inggris)*, 8(1), 16. <https://doi.org/http://dx.doi.org/10.31314/british.8.1.16-26.2019>

Hamidah, N., Arifin, M. B., & Ariani, S. (2022). Analysis of Flouting of Conversational Maxims By Characters in the Help Movie. *Ilmu Budaya: Jurnal Bahasa, Sastra, Seni, Dan Budaya*, 6(1), 80–93. <https://e-journals.unmul.ac.id/index.php/JBSSB/article/view/5100>

Hidayati, N. N. (2018). *Pelanggaran Maksim (Flouting MAXim) Dalam Tuturan Tokoh Film Radio Galau FM: Sebuah Kajian Pragmatik*. 2(2), 248–263. <https://doi.org/https://doi.org/10.36840/anas.v2i2.108>

Ibrahim, Z., Arifin, M. B., & Setyowati, R. (2018). The Flouting of Maxim in the Se7En Movie Script. *Jurnal Ilmu Budaya*, 2(1), 81–94. <https://e-journals.unmul.ac.id/index.php/JBSSB/article/view/1016>

Latifatun Nuzulia, I. F. (2020). Pragmatic Analysis of Flouting Maxim in Donald Trump's Interview with TIME in the Oval Office 2020. *Journal of English Language Teaching and Linguistics*, 5(3), 333. <https://doi.org/http://dx.doi.org/10.21462/jeltl.v5i3.443>

Manurung, L. W. (2019). Flouting Maxims in Hitam Putih Talk Show. *Suar Betang*, 14(2). <https://doi.org/10.26499/surbet.v14i2.126>

Marlisa, R., & Hidayat, D. N. (2020). The analysis of flouting maxim in Good Morning America (GMA) talkshow. *Journal of Language, Education, and Humanities*, 7(2). <https://doi.org/http://dx.doi.org/10.22373/ej.v7i2.6630>

Sudaryanto. (2015). *Metode dan aneka teknik analisis bahasa*. Sanata Dharma University Press.

Wahyudi, A., Yusuf, S., & Lestari, Z. W. (2020). Maxim's Flouting: An Analysis of Classroom Interaction. *Journal of English Education and Teaching*, 4(2), 219–231. <https://doi.org/10.33369/jeet.4.2.219-231>

