

VIOLATION IN GRICE'S MAXIM ON "ALTERNATIVE MATH" SHORT MOVIE

Ade D Cahyanti¹, Egi Raputri², Alifia J C Sari³

Pascasarjana Universitas Negeri Semarang, Indonesia

¹adedwicahyanti21@gmail.com, ²egiraputri3@gmail.com, ³alifiajcs@gmail.com

ABSTRACT

The aim of this research is to find out the type of violating in Grice's maxim that occurs in "Alternative Math" short movie, the dominant type, and the reason why the speaker is violating the Grice's maxim. The research used descriptive qualitative to analyse the data. The data of this research was the transcript of the movie. The participant of this research was the characters that have dialogue in the short movie. The data of this research was 86 utterances based on the characters dialogue. The findings of this research are: (1) the dialogue of "Alternative Math" used all of types violating the Grice's maxim, (2) the dominant types of violating the Grice's maxim in the short movie were violating the maxim of quantity, quality, and relation. As a result, the reason of the user violating the Grice maxim are to cover the reality, to avoid squabbling, and to humiliate someone.

Keywords: Grice's maxim, violating the maxim, "Alternative Math" movie

INTRODUCTION

Communication occurs when someone interacts with each other by using conversation. The function of conversation occurs between speaker and listener not only to communicate but also to deliver the intention of the speaker. While delivering the utterance, the speaker has to explain their meaning obviously in their utterance to avoid misunderstanding. The user of communication has to consider two important points such as; the speaker have to deliver their utterance by improving their communication skill and the listener have to improve their knowledge in understanding the meaning to understand the speaker's mean (Iloafu, 2016, p. 93). As we know, the listener also can be a speaker when they involve in communication. Here, the listener also has to provide feedback by giving response with utterance or gesture. As a result, there is a reciprocal relation in communication that make the conversation runs well and smoothly. If the user of communication through it well, the communication will make the conversation

productive and meaningful. Good communication will lead the user to achieve the purpose and the goal easily in an interpersonal group organization or external level (Mahajan, 2015, p. 36). It really helps everyone socialize with other people.

To achieve good communication especially to avoid misunderstanding, the speaker has to follow the cooperative principle rule. The cooperative principle means the speaker and listener have to cooperate that relates to the interaction between the speaker and hearer in communication to achieve good communication (Grice, 1975, p. 45). Also, Yule (1996, p. 37) states that cooperative principle in communication will lead the communication user both speaker and hearer to decrease misunderstanding by making good teamwork in order to accept purpose or the meaning for the utterance that you involve. Furthermore, Leech (1983, p. 82) explains that the cooperative principle helps the user of communication to control them in communication and guide them to cooperate in order to understand illocutionary act well.

Here, cooperative relates to the sharing idea, giving feedback, and answer the question based on speaker action in their utterance

Relating Grice's opinion about cooperative principle, it contains four conversational maxims namely maxim of quantity, maxim of quality, maxim of relation, and maxim of manner as the guidance to achieve good conversation.

Unfortunately, some people break the rule of the cooperative principle. Usually, the user of communication eliminates one or more from the maxims. If it happens, it means the speaker follows the non-observance of the conversational maxims. It occurs when the speaker cannot deliver the utterance well, so it will make the hearer confused or misunderstanding. Grice states that there are five branches of non-observance namely infringing, opting-out, suspending, flouting, and violating (Thomas, 1995, p. 64). Infringing occurs because the speaker cannot pronounce the word well which usually happens because of nervousness or in the baby's talk. Then, opting-out occurs when the speaker does not want to give more information about themselves by using filler. Also, suspending occurs when the speaker is using taboo words. So, the speaker will use another word to explain it. Next, flouting can be seen when the speaker gives less or more information to the hearer. The last is violating which can be seen because the speaker wants to give wrong information intentionally to save themselves.

Violating the maxim is usually occurs in our communication. It can be seen in some research that talked about the violation of communication. Kayed, Kitishad, and Allay analyzed about violation entitled violation of the Grice's maxims in Jordanian Newspaper' cartoons (2015, pp. 41-46). They want to find out the maxims, identify the types of maxims and know the reasons for the user. They used descriptive qualitative to analyzed the data. Here, they used 7 cartoons randomly from two

Jordanian newspapers namely *Al Distour* and *Al-ghad* between January to April 2015. After they analyzed the data, they found out that there were three cartoons that violating the maxim of quality, 2 cartoons violate the maxim of quantity, 1 cartoon violate the maxim of manner and the rest of the cartoon violate the maxim of relation. Also, they found out that the reason was to express efficiently their thoughts and ideas regarding political, social and cultural issues in a humorous, metaphorical, and satirical way.

Based on those previous researches, the researchers want to analyze violations at Grice's maxim on a short movie entitled *Alternative Math* on YouTube. As we know, YouTube is a popular site at this time and it leads the researchers to choose YouTube as a tool to find the object of the research. Furthermore, the video takes place in the school area which can help the reader especially for someone who works in the education field. It is because the video can be an example of how western communication with each other in the school. Communication also important in interaction in the class (Richmond, Wrench, & Gorham, 2020). Also, relating to previous researches that the researchers already read, the researchers want to find out the types of violating the Grice's maxims that occur in the movie, the dominant types of violating the Grice's maxim, and the reasons for the user of communication why violate the Grice's maxims.

RESEARCH METHOD

This research was conducted by using descriptive qualitative to analyze the violation of Grice's maxims in 'Alternative Math' short movie. The data of this research was the transcript of the movie that the researchers made. The participant of this research was all of the actors or actresses that have dialogue in the short movie. Furthermore, the data of this research was 86 utterances. There were some steps to collect the data such as: (1) write down the

transcript, (2) classify the utterance based on the branch of violation the Grice's maxims (3) analyze the gesture of the actors/actresses to answer the questions.

FINDINGS AND DISCUSSION

Violation of Grice's Maxims in "Alternative Math" Short Movie

The researchers use Grice's theory of the Cooperative Principle to answer the research question. There are some characters in a short movie: teacher, Danny, Danny's mother, Danny's Father, principal, superintendent, mayor, presenters, activist 1, and activist 2. Most of them are violating their utterance. Because of that, all of the types of violating the Grice's maxim appears in the utterances as follows:

The Non Observed Cooperative Principle	Number of Frequency
Violating the maxim of quantity	3
Violating the maxim of quality	3
Violating maxim of relevance	3
Violating maxim of manner	1

The table shows that the conversation in "Alternative Math" affects by all of the non-observed cooperative principle especially violating the maxim. The characters violated the maxims when they gives the wrong information intentionally. The implicature which happens because of the violation of the maxim is divided into four types namely violating of the maxim quantity, violating of the maxim quality, violating of the maxim relation, and violating of the maxim manner.

The Utterance Generated by Violating the Maxim of Quantity

The speaker violates the Grice's maxim if the speaker is not permitted to make more informative information than is

necessary by giving less or more information. The implicature in "Alternative Math" short movie has violated the principle. For instance:

Teacher : How about the kids?

Principal : I need you to come by the school tomorrow.

In this scene, the principal calls the teacher. Although, she already suspended, the principal suddenly calls her. The principal wants to meet her. She thinks the principal wants to cancel her suspension. In fact, the principal wants to make pers conference, to make the teacher feels embraced. To make it happen, the principal does not tell the teacher clearly the purpose of his utterance. Here, the principal violates the maxim of quantity by saying 'I need you to come by the school tomorrow'. Since he only gives less information that is needed by the teacher about the reason of why she have to go to school tomorrow.

The Utterance Generated by Violating the Maxim of Quality

The speaker violates the Grice's maxim if the speaker tells untruth story. Some implicature in "Alternative Math" short movie are violating the maxim of quality. It can be seen in through the example bellow:

Principal: Now, that's \$2,000 for your last pay period, and \$2,000 for this one. So that's \$4,000.

Teacher: Wrong. It's twenty-two thousand!

In this scene, the teacher implies the principal utterance by giving the wrong answer. It called the wrong answer because, in previous dialogue, the teacher is blamed because she said $2 + 2$ is 4. Because of that utterance, the teacher indicates violating the maxim of quality. The teacher does it intentionally because she wants to make the principal feel embrace.

The Utterance Generated by Violating the Maxim of Relation

The speaker violates Grice's maxim in communication if the speaker answer someone utterance by implying with irrelevant response. Some implicature in "Alternative Math" short movie are violating the maxim of relation. It can be seen in the dialogue. For instance:

- Danny's Father : What are you? Some kind of retard (Apakah kamu cacat?)?
Teacher : Alright! I'm sorry, I'm not going to be able to continue this conversation.

In this scene, the right answer to this question is Yes or No. However, the teacher prefers to answer the question with another utterance intentionally. It is because if the teacher answers it by using a relevant answer, Danny's Father will continue it continuously.

The Utterance Generated by Violating the Maxim of Manner

The speaker violates Grice's maxim in communication if the speaker answer someone utterance by implying ambiguity. Some implicature in "Alternative Math" short movie are violating the maxim of manner that can be seen from the dialogues as follow:

- Danny's Father : Who are you to say that your answer is right and that his is wrong?
Danny's Mother : No no, she's right.
Teacher : Thank you.
Danny's Mother : Right out of Nazi Germany.

In this scene, Danny's Mother shows the ambiguity of her utterance. She does it intentionally to humiliate her. First time, she said yes which makes the teacher think that Danny's mother agrees with her. Unfortunately, Danny's mother implies with

other words to make the teacher feels embrace.

Based on the findings, the researchers found the answer to research questions. Here, the conversation in "Alternative Math" short movie indicates all of the branches of violating the Grice's maxim such as violating the maxim of quantity, violating the maxim of quality, violating maxim of relevance, and violating maxim of manner. The most dominant branch is violating maxim of quantity, violating maxim of relation, and maxim of quality. The reason of the violating user are: (1) to cover the reality, (2) to avoid squabbling, and (3) humiliate someone.

CONCLUSION

The researchers found some important points relating to violating the Grice's Maxim. In "Alternative Math" short movie, the researchers found four branches of violating the maxim such as violate the maxims of quantity, quality, relevance, and manner in characters utterance. There are three branches that mostly occurs in dialogues such as violating maxim of quantity, violating maxim of relation, and violating maxim of quality. Also, there are some reasons why the speaker violates the utterance based on short movie such as to cover the reality, to avoid squabbling, and to humiliate someone.

REFERENCES

- Grice, H. P. (2004). *Logic and conversation*. Berkeley: University of California. <https://lawandlogic.files.wordpress.com/2018/07/grice1975logic-and-conversation.pdf>
- Hamadi, H. M., & Muhammed, B. J. (2009). Pragmatics: Grice's conversational maxims violations in the responses of some western politicians. *Journal of the College of Arts*, (50). <https://www.iasj.net/iasj?func=fulltext&aId=53089>

- Ideaman. (2017, September 19). Alternative Math [Video file]. YouTube. <https://www.youtube.com/watch?v=Zh3Yz3PiXZw>
- Iloafu, L. E. K. (2016). The role of effective communication in strategic management of organizations. *International Journal of Humanities and Social Science*, 6(12). <https://www.researchgate.net/publication/327212629> THE ROLE OF EFFECTIVE COMMUNICATION IN STRATEGIC MANAGEMENT OF ORGANIZATIONS
- Kayed, M. A., Kitishat, A., & Allah, H. (2015). Violation of the Grice's maxims in Jordanian newspapers' cartoons: A pragmatic study. *International Journal of Linguistics and Literature*, 4(4), 41-50. <https://www.researchgate.net/publication/306065313> The Violation of the Grice's Maxims in Jordanian newspapers' cartoons a Pragmatic Study
- Leech, N. G. (1983). *Principles of pragmatics*. New York: Longman Inc
- Mahajan, R. (2015). The key role of communication skills in the life of professionals. *IOSR Journal of Humanities and Social Science*, 20(12), 36-39. <https://doi.org/10.9790/0837-201223639>
- Richmond, V. P., Wrench, J. S & Gorham, J. (2020). *Communication, Affect, & Learning in the Classroom*. (4Ed). California: Creative Commons A-NC-SA License.
- Thomas, J. (1995). *Meaning in interaction: An introduction to pragmatics*. London: Longman Inc.
- Yule, G. (1996). *Pragmatics*. New York: Oxford University Press.