Maxim Violation Done by Emily in *Emily in Paris* Movie

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ABSTRACT

This article investigates the Maxim Violation analysis employed by Emily, the main character in the movie. The data was taken from Emily in Paris Season 1 Movie. The goal of this research is to discover different types of maxim violations and figure out what motivates the main character to violate the maxim. The data was gathered using the observation approach, which contained steps such as downloading and observing the data, finding the script, and writing notes for the discussion that showed the violation of the maxim. The data were analyzed using a qualitative methodology. The study was comprehended using theory from Grice's maxim violation theory (1975). The results of the analysis of selected dialogue in the movie indicate that there are 28 data points in the film that include Maxim Violation. Quantity, quality, relevance, and manner can all be characterized as types of maxim violations. The reason that motivates the main character to violate the maxim was discovered in this film, which is supported by the context of the situation that occurs in Emily in Paris season 1 movie.

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1. INTRODUCTION

Communicating is an activity that most people do every day. When communicating, the most important necessity is language. More than just communicating ideas is required for effective communication. To establish good communication, the speaker and the listener must work together to comprehend and be understood (Dimmick, 2017). The ability to communicate effectively requires the use of language. Cooperative principles are one of the communication principles, and it contains four maxims: maxim quantity, maxim quality, maxim relevance, and maxim manner.

Meanwhile, not all conversations go well or efficiently since some individuals are uncooperative; they occasionally tell lies, are irrelevant, and are uninformative when presenting information, and they frequently violate the maxim's manner. The focus of this study will be on maxim violation. A person who violates the maxim, according to Grice (1989), is misleading or deceptive. When people purposefully avoid using specific maxims in their conversations in order to generate misunderstanding among their listeners or achieve other goals, they are violating the law. The investigation of maxim violation became a focus of this research since a variety of causes can lead to people breaking the cooperative principle. Maxim violations can be found in everyday dialogue as well as in literature such as a novella, collection of short stories, or movies.

The screenplay made the movie dialogue appear as natural as possible, as the movie is usually described as real life with the uninteresting part eliminated. The term "movie" is defined by Hornby (2010: 434) A film is a compilation of stories that have been recorded as a sequence of moving images and aired on television or in the theater. A movie may sometimes become entertainment that contains many aspects which we can learn from, including the educational, moral, and social value that is suggested in each movie, namely the movie *Emily in Paris*, which was utilized as data in this study. The characters in the movie converse with one another, and there are several statements made by the main character that might be classified as violations of the maxim. This study attempts to determine the Maxim Violation utilized by the main character "Emily" in the *Emily in Paris* Season 1 movie and to explain the reason behind it.

Numerous theses and articles that have been written are similar to the writer's topic. Mataram (2017) wrote the first thesis, *An Analysis of Maxim's Violation in the Film Finding Nemo*. He suggested two study issues in his thesis, including the forms and intended meaning of maxim violation in the *Finding Nemo* film. There were 11 different types of maxim violations observed in this study. This movie research is influenced by social elements such as the participant, the location, the topic, as well as the function of the conversation interactions. The source of data and the study's aims differ from this study. The data for this article was taken from the first season of *Emily in Paris*. Second, this article examines the reason that motivates the main character to violate the maxim.

Another study was published in an article by Anneke H. Tupan and Helen Natalia (2008). This work was published by Petra Christian University's English Department, Faculty of Letters. *The Multiple Violations of Conversational Maxims in Lying Committed by the Characters in Some Episodes of Desperate Housewives* is the title of this paper. The purpose of this article is to explore a variety of sorts and reasons they violate the rules. There are 9 conversations in which the violating maxim is mentioned. All sorts of maxims are violated, three types of maxims are violated, and two types of maxims are violated in one discourse. There are some differences, such as the data source and hypothesis. Emily in Paris Season 1 Movie was utilized as a data source for this study. To investigate the study's second purpose, this study employed Cutting's (2002) theory, which was supported by Halliday's (1985) theory.

The third thesis is *The Analysis of Non-Observance Maxims Found in Knives Out Movie* written by Gunatika (2021). His study goals are to figure out what type of non-observance maxims exist in the Knives Out movie and why they exist. Several deviations from those maxims were also discovered in this investigation. Violations, clashing, opting out, and floating were the four kinds of maxims. The topic, data source, and theory are all different between his thesis and this study. His thesis topic is a little bit different topic than this research. The violation maxim was the focus of this research. Emily in Paris Season 1 was used as the data source for this study. The second research topic was investigated using Cutting's (2002) theory.

The last article that related to this topic is an article found in *a journal titled International Conference on Literature: "Literature as a Source of Wisdom."* Sari, Nuraini wrote this article, and Muthalib (2019); the article's title is *An Analysis Of Maxim Violations In A Movie And Their Impacts On Effective Communication.* This essay will look at the maxim violations found in the movie's characters' utterances, the reasons behind them, and how they impact effective communication. They found 40 utterances with maxim violations, including 19 that violated the maxim manner, 9 that violated the maxim quantity, 9 that violated the maxim quality, and 3 that violated the maxim relation. The goals and data sources are the only things that differ. The goal of this research is to figure out what the main character's maxim violation was and the reason that caused it. The movie Emily in Paris Season 1 was picked as the data source.

2. METHODS

The movie *Emily in Paris* was chosen as the data source for this research. This movie tells the journey of Emily, an ambitious marketing woman who works at an American marketing firm. Emily is going to Paris for an unexpected job chance to assist the company's subordinates by bringing America's marketing viewpoint to the marketing firm. Being in Paris is unlike living in the United States is very different from the point of atmosphere, culture, friends even love story. According to Netflix, *Emily in Paris* has a comedy-drama category that is listed in the top 20 comedy dramas (2020). Furthermore, this comedy-drama film gets a 7.0 rating from 802 user ratings, according to Star on IMDb Pro (2020). To obtain data, researchers used the observation method, which included multiple steps such as downloading and viewing the movie,

reading the screenplay, and making notes. A qualitative method was used to examine the data, which was supplemented by a descriptive method. The research evaluated the first problem using Grice's (1898) theory, then progressed on to the second problem using Cutting's (2002) theory, which was supported by Halliday (1989). Formal and informal methods were used to convey the findings.

3. RESULTS AND DISCUSSION

Results

This study discovered 29 pieces of data including four categories of violation maxims and violations of two maxims in the utterances of the main characters in the *Emily in Paris* movie. The following table summarizes the information:

4.1 The types of maxim violation in *Emily in Paris* movie.

No	Type	Frequency
1.	The Violation of Maxim Quantity	6
2.	The Violation of Maxim Quality	10
3.	The Violation of Maxim Relevance	5
4.	The Violation of Maxim Manner	4
5.	Violating Two types of Maxim	4
	Total	**29**

According to table 1, all of the categories of violating maxims were present in the film *Emily in Paris*. The researcher observed six violations of the quantity maxim, ten violations of the quality maxim, five violations of the relevance maxim, four violations of the manner maxim, and four violations of two maxims. The main characters in the *Emily in Paris* film violated a total of 29 violations of maxims. The Violation Maxim of Quality, which applied 12 data, was the most common kind of violation maxim executed by the main characters. It can be seen that the main character in this film does not provide the necessary information; instead, she provides false information. It depicts how the main characters attempted to create a relationship and negotiate a deal with a consumer in a business context. The next section goes through all types of violation maxims in detail.

Discussion

The discussion section contains comprehensive information about the Violation Maxims data found in the film *Emily in Paris* Season 1 movie. According to the study's

problem, the results illustrate the categorization of maxim violation and continue to clarify why the main character is motivated to break the maxim in dialogue.

1) Violation of Maxim Quantity

When the speaker fails to deliver the maxim of quantity, it is called a violation maxim of quantity. It suggests the speaker's contribution is not as informative as it should be. The speaker appears to provide either too little or too much information. The following are the examples of statements that contain the violation of maxim quantity:

Data 1

Gabriel: *Is Everything okay?*

Emily : *No*, ***I just lost that crazy movie star that I'm in charge of and two million euro watch and I'm going to lose my job and I wish that I was wearing a bucket hat that I can just throw up in.***

(*Emily in Paris* 2020, Season 1 Episode 7, 00:14:28)

The conversation above was between Emily and Gabriel. That event occurred during a large party hosted by the marketing agency office, where Emily was in charge of looking after the artist Brooklyn Clark and the accessories she wore. However, Brooklyn Clark unexpectedly leaves the gathering without obtaining permission from the host. Emily was desperate to get off from her career.

The conversation above belongs to the violation maxim of quantity. Emily violated the maxim of quantity by giving too much information that is required. By looking at the situation context, Emily tries to explain what is exactly happening to her, but she chooses to violate the maxim by using more information than required by saying *I wish that I was wearing a bucket hat that I can just throw up in*.

2) Violation of Maxim Quality

When the speaker states anything for which there is adequate evidence, the speaker violates the maxim of Quality. The speaker tells falsehoods in order to argue something that is widely considered to be untrue. The researcher discovered ten instances of the main characters in *Emily in Paris* violating the maxim quality. The following are two of them:

Data 2

Pierre Cadault: *Then find me another one!*

Emily   : ***I have an idea, if the one ten is brilliant as this dress, we will toast the fashion week you work on clothes, we work on revenue.***

(*Emily in Paris* 2020, Season 1 Episode 10, 00:15:20)

The following conversation takes place at Pierre's office. This dialogue occurs while discussing the marketing event for the well-known designer Piere Cadault, Emily, and her coworkers. When potential clients want to hold a fashion week event in a different location, Emily has violated the maxim quality.

Emily violated the maxim quality in the previous discussion. Emily appears to have given falsehoods and inaccuracies regarding the location for the event fashion show. On the other hand, the fact is Emily, completely unaware of this; she violated the maxim due to the context situation. Emily strives to make her contribution as good as possible at the workplace, thus she tells falsehoods to make her customer satisfied with her services.

Data 3

Camille : *Bonjour, who is he?*

Emily   : *A **professor I meet last night. I've never done anything like that I mean for all I know he could have been a murderer***

(Emily in Paris 2020, Season 1 Episode 6, 00:10:57)

The conversations take place in Emily's apartment building. This discussion between Emily and Camille. The event occurred when Emily's best friend Camille inquired about a man who had visited Emily's apartment. Emily is embarrassed and refuses to tell Camille that they have been interacting like a couple. As a result, she decided to hide the facts by stating, *I've never done anything like that, I mean for all I know, he could have been a murderer*.

The main character failed to live up to the maxim quality, as evidenced by the above statement. When the speaker did not deliver truthful information, the speaker violated the maxim quality. Emily lies and gives false information. She pretended that nothing happened last night, even though Emily and a professor named Thomas had already had an intimate relationship. By looking at the context of the dialogue in this case. Emily is capable of lying to Camille in order to avoid embarrassment in front of her, because she didn't want Camille to know that she was having such an intimate affair with someone she had just met.

3) Violation of Maxim Relevance

When the speaker becomes irrelevant, they do not respond to the issue being addressed and mislead the audience because they have a purpose for using it. The speaker disrupts the discourse in order to conceal something or indirectly communicate with others. The researcher discovered five instances of characters in Emily in Paris violating the relevance rule. Two sets of data were described in this section.

Data 4

Camille   : *And how about they feel about that?*

Emily   : **A lot like that flower lady**

(Emily in Paris 2020, Season 1 Episode 4, 00:01:37)

this incident happened on the way to Emily's office. Emily, who was buying flowers to take to the office, had a hard time making a transaction with a florist. she couldn't speak French properly so she had a hard time asking the price, so Camille who was walking around saw Emily struggling and helped her carry on the transaction. After that, they walked together while talking.

Emily was completely irrelevant in this conversation. This utterance of Emily is classified as a violation maxim of relevance. Actually, if she didn't want to violate the maxim of relevance, she can make an answer like *they don't really like my presence.* She tends to answer it with irrelevant answers in order to give a piece of information to Camille that Parisians often behave unfriendly with new people. By looking at the context of this conversation, she is disinterested in talking about her job, then wants to make Camille end the conversation.

4) Violation of maxim Manner

When a speaker's utterances contain ambiguous and imprecise statements, they violate the maxim of manner. They may say something not as brief and structured as a request while providing the information. They use this term to conceal something or to avoid discussing an issue. The researcher discovered four examples of violations of the manner maxim. The following information is derived from an example of a violation of the manner maxim in Emily in Paris:

Data 5

Camille   : *My brother and I finally got my mom met with the firm but it's our family company, so she's so protective. But since we are friends…*

Emily   : **We are, we are totally friends.**

(Emily in Paris 2020, Season 1 Episode 8, 00:02:55)

The conversation took place at Restaurant. Emily was in talks with Camille, her best friend. Camille wants to ask if her family company can use marketing services from Emily's office. Here Emily cuts Camille's words, by saying "We are, we are totally friends". Before this conversation happened Emily was very nervous and afraid that she would find out that she had kissed Camille's boyfriend Gabriel last night.

Emily's utterance was categorized as a violation of the maxim manner. She made a statement that was both ambiguous and misleading. She deceives the other participant while also leaving them confused about the answer she made. Emily cuts Camille's statements here, leaving Camille confused as to why Emily would claim that they are true friends. Even though they were friends, it didn't seem necessary to mention it, especially while Camille was talking. Emily violates the maxim manners by looking at the context of the discussion since she was feeling nervous talking to Camille, she is afraid that Camille will find out about what happened between her and Camille's boyfriend Gabriel.

5) Violation of Two Maxims

When a character violates two maxims in the same conversation, this is known as a violation of two maxim. They act as though they are violating two maxims in order to cover up something or persuade the other person to accept what they are saying. The researcher discovered three data of the main character in *Emily in Paris* violating two maxims, as follows:

Data 6

Gerard   : *My name is Gerard, le pere of champagne. Le champere. Do you see? Because in France pere means….*

Emily   : *Father! Yap I got it. I remember that one.*

Gerard   : *May I pour you a glass?*

Emily   : ***No! I mean No. Merci. I'm just looking for my room.***

<div align="right">(Emily in Paris 2020, Season 1 Episode 8, 00:08:43)</div>

This talk takes place in Camille and her family's swimming pool. Emily and Camille's father, who was sunbathing naked beside the pool, were having this talk. Here Emily was surprised and a little awkward to speak. Emily was surprised when Camille's father handed her a glass of champagne, and she indirectly yelled at Gerard. Because only the champagne bottle was covering Gerard's genitals, Emily was humiliated to have to view them. In this situation, Emily violated more than one maxim such as violation maxim of manner and quality.

Emily's statement is regarded as a violation of the manner and quality maxims. She delivers an ambiguous comment in spluttering tones and yelled at Gerard, leaving Gerard as the listener confused by Emily's utterance. She makes an untruthful statement by claiming that she trying to look where is her room, when in fact, Emily wants to see around the house. By looking at the situation context, Emily violates both maxims because she feels awkward at that moment and she is trying to avoid not looking at Gerard who is naked beside the pool.

4. CONCLUSION

This research examined the several types of violation maxims that were discovered in the film *Emily in Paris,* as well as the reasons that motivated the main character to violate the maxim. The researcher discovered 28 data that were categorized into sorts of violation maxims in the *Emily in Paris* movie. The violations are the maxims of quantity, quality, relevance, and manner. Based on the information shown above, the most common sort of violation maxim utilized by the main characters is the violation maxim of quality. It takes 10 data points from a total of twenty-eight. The context situation is mostly reason motivated for the main character's decision to violate the maxim quality. She strives to hide the truth and persuade others to believe her utterances.

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