



An Analysis of Flouting Maxim in Her Movie By Spike Jonze

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ABSTRACT

The aims of study is deals with the study of flouting maxim in a movie entitled Her. People in conversation can run smoothly if they follow the cooperative principle. Grice (1975) stated that a cooperative principle in which at the stage at when it occurs by receiving the purpose or direction exchange in which you are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, maxim of relevance, maxim of manner. However, not all conversation runs smoothly, sometime people are uncooperative while conveying the information, this case known as flouting maxim. This study discusses maxim that flouted by the characters in the Her movie. This study focuses on analyzing the types of flouting maxim and the reason why the characters flouted the maxims in the Her movie. There are two theories used to analyze the data in this research. First, the theory of cooperative principle was proposed by Grice (1975) to analyze the type of floating maxim and the second theory from Leech (1983) to analyze the reason of the flouting maxim. The researcher used descriptive method qualitative method to describe the data to answer the problem of the study. The result of the study shows that there are 10 data of floating maxim in Her Movie.

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1. INTRODUCTION

The conversation is a part of human life in which two or more individuals communicate to share their feelings, thoughts and ideas. Pragmatics is a model which studies linguistic communication in terms of communicative goals and principles of good communicative behavior. People communicating with each other can be successful when the listener is able to understand what the speaker said. Occasionally, in normal conversation, the listener does not grasp what the speaker is attempting to say. The conversation is going smoothly when the participant follows the rule of the cooperative principle.

According to Grice (1975) a cooperative principle in which at the stage at which it occurs by receiving the purpose or direction exchange in which you are engaged. There are four maxims that make up the cooperative principle namely maxim of quality, maxim of quantity, maxim of relevance, maxim of manner. The participant requires to observe the manner of cooperative principle in conversation to achieve the purpose of communication. In daily conversation, flouting maxim is commonly used to deliver a hidden meaning. According to Grice (1975:49) flouting means blatantly failing to obey the maxims. Flouting maxim works when the speaker implies meaning behind utterance.

However, in fact not all conversation runs smoothly, some people are uncooperative while conveying the information and it is called flouted. According to Cutting (2002) stated that flouting maxims happens when the speakers seem not to follow the maxims but expect the listener to deduce the intended meaning. Flouting maxims does not occur in real life but also in movies. Movies are often used as entertainment for everyone in the world. It can affect people's emotions. Fun movies can affect people's emotions and make them laugh. Some movies can capture people's emotions to make them feel sad, cry and scared. Movies have some aspects which can reflect the phenomena of people who flouted the maxims.

In this study, a movie entitled *Her* is chosen as the data source. *Her* movie is a 2013 American science-fiction romantic comedy-drama film written, directed, and produced by Spike Jonze. This movie tells the life of a lonely writer, after a divorce from his wife. To get rid of his loneliness, he bought an operating system equipped with artificial intelligence to chat with. This operating system is named Samantha. Every day, they talk to each other about everything, including matters of life and love. Gradually, Theodore fell in love with Samantha, the computer operating system. Samantha persuades Theodore to go on a blind date with a woman to treat her wounds. Initially the blind date process went well but Theodore began to doubt and the woman chose to avoid.

This movie was chosen because this film tells the future by showing how technology seems to dominate humans. And there are many lessons to be learned from this movie, one of the lessons learned from this movie is the dependence on technology. It becomes an interesting topic due to analyzing the types of flouting maxims and explaining the reason why the maxims are flouted in the *Her* movie. In flouting maxims, there must be reasons of the maxims are flouted. By knowing those

reasons, the listener can get the hidden meaning that the speakers implied in their utterances. This study is challenging because it deals with the study of flouting maxim.

2. METHODS

The research data was taken from the utterances that contained flouting maxim in the Movie entitled "*Her*". This movie is an American science-fiction romantic comedy-drama film written, directed, and produced by Spike Jonze. The duration of the movie is 126 minutes. The data source is taken from the utterances that are uttered by major and supporting characters because the utterances consist of many flouting maxims that are necessary for this study. The reason for selecting this movie as the data source is because it contains a lot of flouting maxims among the conversation uttered by the characters. There is some method collecting the data used in this study. Those are downloading movie and the script of the *Her* movie, watching the *Her* movie, using note-taking techniques to document the data and selecting the utterance which contains flouting maxim. The process of processing and analyzing data before presenting it.

This research used a descriptive qualitative method. The theory of Grice (1975) will be used to analyze the type of floating maxim and the second theory is the theory from Leech (1983) will be used to explain the reason why the characters flouted the maxim. Formal and informal approaches used in this research to present the findings were described in this analysis. The data would be presented using the formal method including showing images and tables to show the percentages of the flouting maxims that were found in the movie "*Her*". The informal method is going to be used in explaining the reason why the characters flouted the maxim.

3. RESULTS AND DISCUSSION

Results

The theory of Grice (1975) to analyze the type of floating maxim and theory from Leech (1983) to explain the reason why the characters flouted the maxim. The result of the study shows that there are 10 data of floating maxim in *Her* movie. It is important to show data identified in *Her* movie, as follows:

Table 3.1 Flouting Maxim in Her Movie

Flouting maxim	Frequency	Percentage
Floating maxim of Quantity	5	50%
Floating Maxim of Quality	1	10%
Floating Maxim of Relevance	2	20%
Floating Maxim of Manner	2	20%
Total	10	100%

As shown in the table above, all types of flouting maxim occurred in *Her* movie. The total number of floating maxims performed by characters are 10 number of occurrences. In the data source, flouting maxim are most dominant that flouted by the characters which appeared 5 time (50%) the characters give more information to strength their opinion to give right information that it is required. Follow by flouting maxim of manner which appeared 2 time (20%), flouting maxim relevance which appeared 2 time (20%), and the lowest data is flouting maxim of quality which appeared 1 time (10%).

Table 3.2 The Reason of Using Floating Maxim in Her movie

Flouting maxim	Frequency	Percentage
Competitive	1	10%
Convivial	2	20%
Collaborative	4	40%
Conflictive	3	30%
Total	10	100%

In the table above, are the reason why the characters flouted the maxim. The highest occurrence is collaborative reason with 4 number of occurrences (40%). Collaborative reason become the most dominant reason of characters flouted the maxim because for the purpose of providing understanding. Furthermore, the lowest reason is completive and convivial which has same 2 number of occurrence (20%).

Discussion

This sub-chapter discussed the type and the reason of flouting maxim used in Her movie. The discussion was analyzed based on the theory proposed by Grice (1975) and Leech (1983).

1. Flouting Maxim of Quantity

Grice (1975) stated that flouting the maxim of quantity means that the speaker of a conversation fails to fulfill the term of maxim of quantity in the cooperative principle. The information which belongs to the flouting maxim of quantity is the information which contains less or more information from ongoing conversation. In some cases, additional information might be required as a proof of the utterance of information, but in maxim, by giving additional information directly doing flouting maxim of quantity. The data as the presenting below:

Data 1

Samantha : How did you know about her crooked little tooth?

Theodore :**I've been writing their letters since they met 8 years ago. The first letter I ever wrote her was for her birthday, and I wrote about her crooked little tooth because I saw it in a photo of them.**

(Her movie 17:20- 17:32)

According to the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of conveyed. The conversation above, took place in the Theodore Office in the morning. The field is when Theodore sits, staring at a letter he's written on the screen, concerned. He puts his earpiece in pushes a button. The tenors of the conversation were Theodore and Samantha. Based on the movie, Samantha is operating system. The mode in the conversation is that Samantha jealous because Theodore's letter is very specific. The conversation started by Samantha after she read the letter and asked "How did you know about her crooked little tooth?" and Theodore answered using many words to describe the crooked little tooth on he wrote for his friend's girlfriend.

From the conversation above, the utterance from Theodore is classified as **flouting maxim of quantity**. Flouting maxim of quantity happens when a speaker gives more information than required Grice (1975). Theodore answered the question

by saying “I’ve been writing their letters since they met 8 years ago. The first letter I ever wrote her was for her birthday, and I wrote about her crooked little tooth because I saw it in a photo of them”. In this statement, Theodore gives more information than required by using many words to answer Samantha question. Actually, Theodore could answer the question by just saying “I saw it in a photo of them”, but she gives more information in his utterance to made Samantha felt confused.

Based on the movie, Theodore flouted maxim of quantity belongs to **collaborative** reason types, since he is asserted to Samantha how he wrote about her crooked little tooth cause I saw it in a photo of them. This statement is supported by Leech (1983) explanation, that collaborative has purpose as asserting, announcing, and instructing of giving understanding.

Data 2

Amy : Really? You’re dating an OS? What’s that like?

Theodore : **Actually, it’s great. I feel really close to her. When I talk to her I feel like she’s with me. I don’t know, even when we’re cuddling, like at night when we’re in bed and the lights are off, I feel cuddled.**

(*Her* movie 1:01:57-1:02:15)

According to the theory of Halliday & Hasan (1985), the context in which linguistic interaction takes place gives the participants a great deal of conveyed. The conversation above, took place at Amy Office in the afternoon. The field is when Theodore explains about his romantic relationship with Samantha and Amy doesn’t know that Samantha is OS because Theodore hasn’t told him. The tenors of the conversation were Theodore and Amy. The purpose of the conversation was to give Amy an understanding of how she relates to the OS. In that situation Amy was shocked, because Theodore had a relationship with an application system. And at that time Amy felt strange and surprised then she asked Theodore back by saying “Really? You’re dating an OS? What’s that like?”. Theodore responded by providing more information to give Amy some insight into her experience with the OS. Theodore’s speech contains much more information.

Based on the conversation above Theodore utterance belongs to **flouting maxim of quantity** because he gave more information that Amy did not required in conversation. Based on Leech (1983) theory, the reason for flouting maxim in this conversation belongs to **collaborative** reason types.

2. Flouting Maxim of Quality

The speaker disobeys the maxim of quality by saying something that is not representative of what he or she truly believes, or their contribution is not accurate, or they say something that is not backed up by enough facts. (Grice, 1975) Said if flouted, it may be difficult to locate, but a gesture or tone of voice in the right situation will reveal the flouting maxim. According to Grice (1975) adds if figures of speech like irony, metaphor, meiosis and hyperbole can flout the maxim of quality. The key word is giving untrue information to the listener. The data in the following discussion:

Data 3

Samantha : Hey, are you okay?

Theodore : **Yeah, I am fine. How's everything over there?**

(*Her* Movie 1:09:58-1:10:06)

In this scene the conversation happened in the afternoon at the Theodore's office. The field is when Theodore is sitting at his desk of working. He sees Samantha calling him, takes a moment, then answers. The tenors in the conversation above were Samantha and Theodore. The mode of the conversation has a purpose for reassure Samantha that he is fine.

From the conversation above, the utterance from Theodore belongs to **flouting maxim of quality**. In those statement he was untrue sentence. The maxim of quality in which could be categorized into flouting maxim of quality because he said untrue about what he said. The utterance from Theodore shows that he was not sure about herself by adding Yeah, I am fine in her utterance. Based on Grice (1975) flouting maxim quality takes place in which the speaker said something not suitable with the fact or untrue. In other words, it does not represent what they think.

According to Leech (1983:104) **conflictive** is a reason where the illocutionary goal of a conversation conflicts with the social goal. They include threatening, accusing, cursing, reprimanding and other. Theodore did not want to talk to Samantha because he still remembered what Catherine had said that made him sad. That was her illocutionary goal. On the other hand, her social goal was a lie to Samantha feelings. The utterance of Theodore belongs to conflictive reason.

3. Flouting Maxim of Relevance

When speakers in a communication fail to follow the relevance maxim, they are making irrelevant assertions. Typically, the speakers are irrelevant or inconsequential. The flouting maxim happens when the participant does not want to answer the question based on the topic. The data can be seen as below:

Data 4

Theodore : She is an operating system.

Paul : **Cool, let's go do something fun. You ever been to Catalina.**

(*Her* movie 1:12:17-1:12:24)

Based on the *Her* movie, the conversation happened in evening at Theodore's office. The field at that time is, Theodore walks through the empty office into the reception area. He scans and drops his letters into the outgoing mailbox. Paul is at his reception desk with a young, pretty, sophisticated girl sitting on his lap. In the conversation above the tenors were Theodore and Paul. The mode or language that the participants use could be consider as spoken language in term of the dialogue.

From the conversation above, the utterance from Theodore belongs to **flouting maxim of relevance**. It can be categorized, because he made the conversation unmatched by answer the question with different topic to Theodore. He should answer Theodore question cooperatively " Really?" Theodore wants to know about Paul answer when he said about Samantha. The answer of Paul made Theodore felt confused. This analysis is supported by Grice (1975) explanation, he says that maxim of relevance occur when the response is obviously irrelevance to the topic or change the topic.

The reason of Paul flouted the maxim of relevance is competitive reason. It belongs to competitive, because there was competition between Paul social and his illocutionary goal. His social goal was not hurt Theodore's feeling and the illocutionary is to convince him that what Theodore says is true if Samantha is actually an operating system and not a human in the world. The utterance above show that the illocutionary purpose and makes Paul flouted the maxim of relevance. From the conversation, Paul answer was a demanding statement. This analysis is supported by the explanation of Leech (1983), competitive occurs when illocutionary goals compete with social goals such as ordering, sking, demanding, and begging.

4. Flouting Maxim of Manner

Grice (1975) state flouting the maxim of manners involves the lack of briefness of communicative intention. It occurs when a conversational member wants to exchange, hide, or avoid discussing the topic. What her the speaker intended for it or not, the ambiguity occurred. The data as discussion below:

Data 5

Samantha : What's going on with us?

Theodore : **I don't know. It's probably just me.**

(*Her* movie 1:21:44-1:21:50)

The conversation above happened in the night at the street. The field in the conversation, Theodore walks to the street and Theodore sits down on the curb, exhausted. They are both silent for a moment. The tenor in the conversation were Samantha and Theodore. The mode in the conversation above is Theodore does not want anyone else to come into his life with Samantha and that makes Theodore a little annoyed with Samantha's actions of asking other people to come to his apartment.

From the conversation above, the utterance from Theodore belongs to **flouting maxim of manner**. It can be categorized, because Theodore said " I don't know. It's probably just me" was categorized as ambiguous statement and made Samantha felt confused. The utterance from Theodore was not gave clear information related with her response to Samantha statement. It means he was flouting maxim of manner. This analysis is supported by Grice (1975) explanation, when the speaker asks something, the listener should answer it as clear as possible and not obscure or ambiguous.

The reason of Theodore flouted the maxim of manner is **collaborative** it belongs to collaborative reason, because the social goal of Theodore was making Samantha understands and her illocutionary goal is to tells Samantha that he does not like Samantha's attitude tells other people to come to her apartment. From the conversation, Theodore answer belongs to instructing statement. This analysis is supported by Leech (1983) explanation, collaborative reason occurs when an illocutionary goal is indifferent to the social, there are asserting, announcing, and instructing which part of them.

4. CONCLUSION

This study on flouting maxims is found in the characters in *Her* movie through the use of several theories. The theory proposed by Grice (1975) was used to analyze the types of flouting maxims found in the movie and the theory proposed by Leech (1983) was used to analyze the reason why the characters flouted the maxims in the movie. This study also uses the theory proposed by Halliday and Hassan (1985) as a supporting theory to describe the context of a situation when the characters flouted the maxim in the movie.

Based on the types of flouting maxims proposed by Grice (1975), the characters in the *Her* movie perform four types of flouting maxim, which were flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance and floating maxim of manner. From all the types of flouting maxims that are done by the characters in the movie, the floating maxim of quantity and relevance was the most dominant data number in the movie, with 5 occurrences (50%). The characters in this movie are mostly floating maximums of quantity to strength their idea and convince the listener that the information had right purpose. While, flouting maxims of relevance and manner had same with 2 number of occurrences (20%). Furthermore, the characters in the *Tall Girl* movie perform the flouting maxim for various reasons. The highest occurrence is collaborative reason, with 4 occurrences (40%). Collaborative reason has become the most dominant reason the characters flouted the maxim in the

movie, because the characters did not notice to the impact of their utterance. Then, the lowest occurrence is competitive reasons, which appear 1 time (10%). By explaining the reason why, the characters flouted the maxim that the reader can knowing the hidden meaning which is implied by the speaker.

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