

# AN ANALYSIS OF MAXIMS FLOUTING IN “THE JUNGLE BOOK” MOVIE SCRIPT

Ester Hanna BR. Sembiring; Imam Ghozali  
Sarjanawiyata Tamansiswa University; Sarjanawiyata Tamansiswa University  
[esterhanna28@yahoo.com](mailto:esterhanna28@yahoo.com); [ghozalipbiust@gmail.com](mailto:ghozalipbiust@gmail.com)

## Abstract

This study is about an analysis of maxims flouting in the movie script of *The Jungle Book*. The aims of this study are to describe the flouted maxims and to describe the function of the maxims flouting. This study applied discourse analysis. The writers got the data from the movie script and used Grice's theory called Cooperative Principles with the four types of maxims: maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. The study presented that the most frequently fulfilled is maxim of quality, while least frequently is maxim of relation. Most frequently flouted by the characters is the flouting maxim of quantity, and then least frequent is flouting maxim of quality. The functions of flouting maxims used by the characters of flouting maxims were beneficial to avoid discomfort and to give more explanations (prolixity).

**Key words:** *discourse analysis, flouting maxim, maxims fulfillment*

## Introduction

People communicate using language since language is one of the tools of communication. A successful communication needs efficiency in delivering the information that is easier to understand for both the speaker and the hearer. Such condition makes people try to communicate and exchange their thoughts, ideas, feelings, knowledge and assumption in society to make the communication successful.

To achieve an effective communication, there is a theory called co-operative principles proposed by Grice (1975). They are quality, quantity, manner, and relation. In other words, cooperative principle imposes certain restriction on participants of the conversations to adjust their speech to the maxims. Thus, when people are unable to adjust their speech to the maxims, it is called flouting the maxims.

Flouting takes place when participants are unable to apply certain maxims in their conversation and leads to misunderstanding on their conversation. When people flout maxims of conversation, they put certain implied meaning on their utterances. It means what they say what they mean do not accord.

The writers chose this topic because it is interesting to be discussed for some reasons. Firstly, in delivering message to the audience the characters in this film sometimes do not utter the message directly. Besides, those characters in the movie are very attractive. Secondly, in communication people tend to speak what is in their mind. They never think about the rules, especially the rules of cooperative principle. The characters flout the cooperative maxim in their communication each other. The characters do not always speak explicitly when they are conveying their ideas. Thirdly, this topic was chosen because observing flouting maxims is needed to investigate and to give clear explanation to the audience who cannot comprehend the flouting situations in order to make successful and meaningful conversations. Lastly, *The Jungle Book* movie is a popular movie; it was released on April 15, 2016. It became a critical and commercial movie, grossing over \$966 million. This movie also won Academy Award for Best Visual Effects.

Based on the background above the writers analyzed the types of flouting maxim and the function of flouting maxims from conversation in script of the *Jungle Book* movie. This

study is expected to be useful information for the students, especially those in English department who are interested in pragmatics. The study is expected to help the students in exploring the subject so that they can study more about the maxim. For the other researchers who are interested to make further research about maxim, hopefully this research will serve as one of the helpful references for them to conduct a more comprehensive research on maxim.

## **Theoretical Review**

### *Cooperative Principle*

Philosopher Paul Grice (1975) said that both the speaker and hearer will normally seek to cooperate with each other to establish their agreed meaning in communication. There are four kinds of maxim; maxim of quantity, maxim of quality, maxim of relation, maxim of manner.

#### 1. Maxim of quantity

Maxim of quantity requires that participants of a conversation give their contribution as is required in term of the quantity of information. In making contribution in their conversation they should give their contribution as much as is necessary. They should not give more information or less information to the listener. Giving too little information, that participants may fail to fully satisfy the wish for information which may result in an ineffective and unfruitful conversation

#### 2. Maxim of quality

Maxim of quality requires conversational participants to say something in their conversation that is true and they believe that something they said in their conversation to be true. They do not say anything that is false, a speaker in a conversation must speak only what is based on the fact and giving the support of their speaking that what they said is true. As a listener, expect that what the speaker said is true or factual.

#### 3. Maxim of relation

Maxim of relation requires participants of a conversational talk to the listener that are relevant with what they are talking about. In other words, they are required to stay on topic they are discussing about by not saying something that is not related to the context of the talk because it may make the speaker and the listener misunderstand, and making the conversation doesn't run smoothly and naturally.

#### 4. Maxim of manner

Maxim of manner requires participants in a conversational talk to say something that can be easy to understand because in this maxim the speaker will speak clearly and orderly. There is ambiguity in their speaking so the listener will be easier to understand what the speaker talking about. Speaker will give clear information to the listener, they will hear something that are said briefly, be perspicuous, avoid obscurity of expression, straightforwardly, clearly, and unambiguously so it will be most helpful for them to understand easily the information delivered by the speaker

### *The Maxims Flouting*

Based on Grice maxims, there are several criteria of flouting the maxims as distinguishing guidelines (Levinson, 1983; Coulthard, 1987). They are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, flouting maxim of manner.

#### 1. Flouting maxim of quantity

There are some reasons why the participants flout the maxim of quantity. He/she does circumlocution. It means that the participant does not explain to the point. Here, the

participant gives less information or too much information. Finally, the participant usually violates this maxim because he/she use insufficient words to talks. It means that he/she gives incomplete words when he/she is speaking..

#### 2. Flouting maxim of quality

Flouting maxim of quality will be done by the participant because the participant lies or says and denies something that is believed to be false in order not to get some punishment from someone else. Then, the participant uses irony statement when he/she flouts. Finally, the speaker distorts the information. It means that he/she misrepresents his/her information in order to make the addressees understand.

#### 3. Flouting maxim of relation

There are some reasons why the participants flout the maxim of relation rules. One of them is the conversation unmatched. Usually, the participants do the wrong causality. Besides, they do not want to speak the same topic; they will change the topic or avoid talking about something. This violation is usually used to hide something. It means that the participants keep secrete or something in order that nobody knows about it.

#### 4. Flouting maxim of manner

Participant flouts the maxim of manner when he/she uses ambiguous language. He/she uses another language such as foreign language which makes the participant does not understand. Sometimes, this flouting is used by the participant to exaggerate things. It means that the participant represents greater things. Moreover, participant uses slang in front of people who do not understand. Lastly, if the participant's voice is not loud enough, he/she will flout this maxim.

## Method

The researcher used discourse analysis to analyze conversation among the characters in *The Jungle Book* movie. As stated by Yule (2006), 'discourses' is usually defined as 'language beyond sentence' and the analysis of discourse is typically concerned with the study of language in text and conversation. The procedures used are watches the movie in order to understand the story of the movie, checking the script with the movie and then categorizing the conversation into the table, analyzing the conversational maxims involved in the conversation by decide them into fulfills maxim or flouts maxims and also give the reason. The researcher analyzed the data using the theory of conversational maxim by Grice. They are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. The researcher also analyzed the function of flouting maxims. The three steps taken, first the researcher read the data table and found out the type of maxim, second she also explain the reason why the characters flout the maxim, third the researcher presented the discussions and ended it with the conclusion as the answers of the problem formulation.

## Findings

### *Types of Flouting and Fulfillment Maxims of Conversation in the movie*

The researcher found 51 dialogues that occurred based on Grice's cooperative principle. There were 104 cases of flouting maxims and 100 cases of fulfilling the maxim. The findings show that the types of maxim flouting all occur in *The Jungle Book* movie. It means that all characters have used every chance to flout the maxims of cooperative principle. The percentage of each classification is various. Based on the 104 data of maxim flouted by the characters in *The Jungle Book* movie, the writers found 35 data (33.6 %) representing the flouting of maxim of quantity, 32 data (30.8%) of maxim of manner flouting, 28 data (27%)

reflecting the flouting of maxim of relation. The lowest data of the frequencies of flouting maxim is maxim of quality which reached 9 data (8.6 %).

### *Function of Flouting Maxims*

The writers also found out the functions of the maxim flouting performed by the characters in the movie. To help the writers explain the result of the function of characters' contribution, table 2 below shows the types and functions of the maxim flouting.

Table 2. Function of Flouting Maxims and Their Percentage

No.	Types of Flouting Maxims	Function	Quantity	Total	Percentage
1	Quantity	a. Humorous	0	35	33.6%
		b. Avoid Discomfort	21		
		c. Prolixity	14		
2	Quality	a. Humorous	0	9	8.6%
		b. Avoid Discomfort	4		
		c. Prolixity	5		
3	Relation	a. Humorous	0	28	27%
		b. Avoid Discomfort	18		
		c. Prolixity	10		
4	Manner	a. Humorous	0	32	30.8%
		b. Avoid Discomfort	16		
		c. Prolixity	16		

Table 2 above shows the frequency of each function from the highest to the lowest. The function used by the characters when they flout the maxim of conversation is to evoke humor, to avoid discomfort situations and to give more explanation (prolixity). From the table above the highest type of the function of flouting maxim used by the characters is flouting maxim of quantity which occurs 35 times (33.6%). The second type of the function of flouting maxim performed by the characters is flouting maxim of manner which occurs 32 times (30.8%). The third type of flouting maxim used by the characters is flouting maxim of relation which occurs 28 times (27%). The forth type of the function of flouting maxim used by the characters is flouting maxim of quality which occurs 9 times (8.6%).

## **Discussion**

### *Types of Maxim Flouting occur in "The Jungle Book" Movie*

1. Maxim of quantity

Example:

Mowglie: I don't remember what happened

**Balo: I saved your life. Yeah I snatched you from the jaws of death. The coils of death if you will**

Balo flouted maxim of quantity because he gave much of the information to Mowglie and did not tell the point what Mowglie needed. Balo fulfilled maxim of quality because he said the truth that he helped Mowglie's life. Balo fulfilled maxim of relation because his response matched with what Mowglie said. Balo fulfilled maxim of manner because he gave clear explanation and he avoided the ambiguity in his utterance. He did it because he wanted to prolixity in his conversation so that Mowglie wanted to help him.

## 2. Maxim of Quality Flouting

Another type of maxim flouting is maxim of quality flouting. This type of flouting happens when one does not provide true information. He/she also has a lack of evidence to clarify the truth of his/her statement. An example of the phenomena of maxim of quality flouting can be seen in the following dialogue.

Example:

Mowglie : There are a lot of bees up here  
**Balo: Yeah...some. But don't worry. These one don't sting**

Balo fulfilled maxim of quantity because he gave enough information to Mowglie. Balo flouted maxim of quality because he answered the statement that bees don't sting. Actually, this answer is false because bees sting. Therefore, the participant gives false statement. Balo fulfilled maxim of relation because he replied what Mowglie asked. Balo fulfilled maxim of manner because he gave explanation orderly to Mowglie. Balo flouted the maxim of quality to make sure that Mowglie wanted to help him to take honey so he said something in prolixity.

## 3. Maxim of Relation Flouting

The third type of maxim flouting is the maxim of relation flouting. It occurs when one gives an irrelevant response towards the previous utterance. An example of the occurrence of maxim of relation flouting can be seen in the dialogue below.

Example:

Bagheera: There's no place in the jungle for these tricks  
You want to do this. You do this in the man village  
**Mowglie: But I'm helping Balo, get ready for hibernation**

Mowglie fulfilled maxim of quantity because on his utterance he gave enough information that he used trick for helping Balo. He fulfilled maxim of quality because he spoke truly that he helped Balo. He flouted maxim of relation because Mowglie's response unmatched based on the topic to Bagheera. He fulfilled maxim of manner because he said orderly what he did. He tried to cover his fear to Bagheera so he flouted maxim of relation. He flouted the maxim in prolixity on their conversation so that Bagheera didn't get mad.

## 4. Maxim of Manner Flouting

One is said to flout the maxim of manner if he/she is being obscure. It means that if he/she wants to say something, she explains other things instead and makes the statement not clear so that the message of the speaker is difficult to be accepted by the listener. An example of the phenomena containing the maxim of manner flouting is written below.

Example:

Mowglie: The red flower doesn't seem so bad  
**Balo: Let it loose, and it destroys everything it touches**

Balo fulfilled maxim of quantity because he gave enough information to Mowglie. Balo fulfilled maxim of quality because he gave statement as a fact if the fire can destroy anything that it touches. Balo fulfilled maxim of relation because he gave relevant statement to Mowglie. Balo answered Mowglie's statement by using ambiguous language which made Mowgli unable to understand well what Balo meant. Balo meant that something is dangerous but he didn't said it orderly and briefly to Mowglie. Thus, he flouted maxim of manner. He flouted the maxim in prolixity on their conversation to make Mowglie understand for them what Balo meant.

### *Function of Flouting Maxims*

1. The function of flouting maxim of quantity

#### Example:

Mowglie: I don't remember what happened

**Balo: I saved your life. Yeah I snatched you from the jaws of death. The coils of death if you will**

Balo flouted maxim of quantity because he told much information to Mowglie and did not tell to the point what Mowglie said. Balo fulfilled maxim of quality because he said the truth that he had helped Mowglie's life. Balo fulfilled maxim of relation because his response was relevant to what Mowglie said. Balo fulfilled maxim of manner because he gave clear explanation and he avoided ambiguity in his utterance. He did it because he wanted to give more explanation (prolixity) in his conversation so that Mowglie was willing to help him.

2. The function of flouting maxim of quality

#### Example:

Mowglie: We're buddies, aren't we?

**Balo: Huh? No, we were never friends. I certainly never thought of you as my friend**

Balo flouted maxim of quantity because he gave too much information to Mowglie. Balo flouted maxim of quality because his answer is false and he needed Mowglie to help him. Balo enjoyed being Mowglie's friend. However, because Bagheera asked him to ask Mowglie going, he did it. Balo fulfilled maxim of relation because he answered what Mowglie asked even he told a lie. Balo fulfilled maxim of manner because he gave easier explanation to Mowglie. Balo flouted the maxim of quality to make sure that he believed in him so he said something in prolixity.

3. The function of flouting maxim of Relation

#### Example:

Louie: You're a man aren't you? That's what makes you a man.  
You can summon the red flower and control it

**Mowglie: They told me not to go to near the red flower**

Mowglie flouted maxim of quantity because he told uninformative response to Louie so Louie didn't get the information he needed. Mowglie fulfilled maxim of

quality because he said the truth that Bagheera and his pack prohibited him to near the red flower. Mowglie flouted maxim of relation because his response was irrelevant to the topic. Mowglie also gave statement using ambiguous language which made Louie hard to understand well what Mowglie meant.

#### 4. The function of flouting maxim of Manner

Example:

Louie: You are a man-cub who wants to live in the jungle Mowglie: How do you know that? <b>Louie: Kid I got ears. My ears got ears</b>
--

Louie flouted maxim of quantity because he told too much information to Mowglie and did not tell to the point if he really needed. He fulfilled maxim of quality because as a fact he had many members to inform him about the jungle. He fulfilled maxim of relation because he answered what Mowglie asked him. Louie had answered Mowglie's statement using ambiguous language which made Mowglie hard to understand well what Louie meant. Louie meant that he got many members to inform him about the new news from the jungle. It was not because he had a lot of ears. This way, he flouted maxim of manner. He flouted the maxim in proximity on their conversation to make Mowglie understand what Louie meant.

### Conclusion

The results of this study found 51 dialogues containing flouting of maxims. Based on the result of the analysis, the writers found 104 data on flouting of maxims. The maxim of quality was the highest maxim flouting which occurred 104 times (100%), consisting of flouting maxim of quantity (35 data, 33.6%), flouting maxim of quality (9 data, 8.6 %), flouting maxim of relation (28 data, 27%), flouting maxim of manner (32 data, 30.8%). Flouting maxim of quantity is the highest because the characters often talked actively to give more explanation. The maxim of quality is the lowest because the characters often tell the truth as a fact to avoid misunderstanding. The functions of flouting maxims used by the characters of flouting maxims were beneficial to avoid discomfort and to give more explanations (proximity). Thus, it can be said that there are always reasons behind the flouting of the maxims. The reasons then function variously, depending on the situations happening during the conversation.

### References

- Brown, Gillian & Yule, George. (1983). *Discourse Analysis*. Cambridge: Cambridge University Press.
- Grice, H. P. (1975). Logic and Conversation. In P. Cole and J. L. Morgan (Eds.). *Syntax and Semantics 3: Speech Acts*. New York: Academic Press.
- Grundy, Peter. (2000). *Doing Pragmatic*. New York: Oxford University Press.
- Levinson, S. C. (1993). *Pragmatics*. Cambridge: Cambridge University Press.
- Mey, J.L. (1993). *Pragmatic: An Introduction*. Oxford: Basil Blackwell.
- Leech, G. N. (1983). *Principles of Pragmatics*. London: Longman
- Yule, George. 2006. *The Study of Language. 3rd Ed*. New York: Cambridge University Press.
- Yule, G. 1996. *Pragmatics*. Oxford: Oxford University Press.