



The Impact of Flouting Grice Maxims toward Communication Purpose Used by The Main Characters of Mr. Iglesias the American TV Series

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Abstract

Cooperative Principle (CP) plays an important role in communication since it can guide people to achieve meaningful communication without misunderstanding. In reality, people do not always obey the rule or maxims of Cooperative Principle when they are having a conversation. The speakers sometimes deliberately flout the maxims because they want to convey the implicit meaning behind their utterances. The point of this research is to explain the flouting of maxims during the conversations in Mr. Iglesias TV series. Besides, this research also tries to discuss the impact of flouting maxims. This research is conducted by using a descriptive qualitative method based on the theory of Cooperative Principle proposed by Grice (1975). The data are in the form of utterances used by the main characters in Mr. Iglesias TV series. The findings reveal that there are four types of flouting maxims used by the characters, namely flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, and flouting maxim of manner. Besides, I also found the impacts of flouting maxims toward communication purpose such as creating humor, producing figurative language, and expressing emotions. In conclusion, the flouting maxims occur because it is one of the ways to make communication goes smoothly.

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INTRODUCTION

As social beings, humans always communicate with others to survive in the world. Communication itself plays an important role in human life because it can establish the relationship between individuals and other groups. However, building good communication is not easy because it needs a higher understanding of the information given by the speaker or the listener. If the speaker and listener do not have a good comprehension of the information, it will cause misunderstanding and communication breakdown.

In pragmatics, the way to know how the speaker and the listener reach a certain standard in communication can be seen in Cooperative Principle (CP) theory proposed by Grice (1975). The cooperative principle is a principle of conversation in which the speakers should be cooperative by making the conversational contribution as required in the talk exchange (Grice, 1975). He claims that while exchanging verbal information, the speaker and hearer need to cooperate in order to have successful communication. Then, the discussions of the Cooperative Principle are related into four maxims they are quantity, quality, relation, and manner.

Maxim is a specific rational rule observed by people who obey the cooperative principle and it is applied as a way to explain the link between utterances and what is understood from them (Yule, 1996). In fulfilling the maxim of quantity, the speaker should be as informative as is required. Meanwhile, the maxim of quality refers to the truth contribution given by the speaker. Furthermore, the maxim of relation states that each participant's contribution should be expressed as relevant to the subject of the conversation. The last is the maxim of manner. This maxim refers to the contribution given by the speaker, which is reasonably clear. This theory hopes that every speaker will get success in communication and his purpose will be reached. However, in our daily conversation, the speaker does not always observe the maxim based on Cooperative Principle for a particular purpose. This situation is called by Grice (1975) as non-observance maxims.

Non-observance maxims are situation in which the conversational maxims of the Cooperative Principle are not obeyed by a speaker.

As a result, it will cause the information exchange not to work as required. There are several ways in which participants in talk exchange may fail to observe the maxims; they are flouting, violating, infringing, and opting out. Therefore, in this research, I am interested in studying about one category of non-observance maxims, namely flouting. The reason why I choose non-observance maxims is that, conscious or unconscious, we also often fail to obey the maxims of the Cooperative Principle in our daily conversation. For instance, sometimes, we find some ambiguities or unclear information in our conversation. We also may find some people do not reply to our questions as sufficiently as needed. Besides, we may find some people telling us something that they do not believe is true. Thus, non-observance maxims have been an important issue to be studied.

Meanwhile, I choose the flouting maxims because the speakers sometimes not only speak literally but also say implicitly. Flouting maxims means intentionally failing to follow the maxims of the Cooperative Principle without any intention to deceive or mislead the hearer (Thomas, 1995). By flouting the maxims, the speaker wishes the listener to understand the hidden meaning or implicit meaning rather than the literal meaning. Thus, when the speakers try to say something implicitly, they do not say it directly because they sometimes have certain purpose.

However, communication is used to convey meaning in a conversation. Considering to that statement, when the speaker says something to the interlocutors, there must be a purpose within the utterance (Naufaldi et al., 2022).

Over the past few years, there have been numerous studies conducted related to flouting maxims. It is because this phenomenon often happens in any circumstance of human communication. Several studies try to investigate the flouting maxims in movies and TV series (e.g. Affifatulholihah & Setyawan, 2016; Akmal & Yana, 2020; Aristyanti et al., 2020; Fang & Xin, 2017; Febriani, 2015; Jorfi & Dowlatabadi, 2015; Kharismawanti & Basuki, 2021; Lestari, 2014; M. Ocampo, 2020; Maqsood et al., 2018; Rafika et al., 2020; Rokhmania, 2012; Safaudin & Lisetyo, 2016; Saragih, 2015; Sinaga & Handayani, 2020; Susanto, 2017; Utami, 2019). The findings showed that all types of maxims based on Grice's theory (1975) were

flouted by the characters in movies and TV series. Flouting maxims have an important role in conveying implied meaning and helping the audience better understand the story's plot.

Meanwhile, other studies try to investigate the flouting maxims in literary works especially in the novel, short stories, tales, and drama (e.g. Al-Aameri & Jamil, 2020; Chiad, 2014; Dewi & Putra, 2014; Fitri & Qodriani, 2016; Igwedibia & Augustine, 2019; Kukkonen, 2013; Mangilaya, 2020; Muslimin, 2015; Nanda, 2015; Noertjahjo et al., 2017; Pertiwi, 2013; Rashid, 2019; Sari, 2016; Shet, 2021). The findings revealed that the speakers flouted all four types of Gricean maxims, which included quantity, quality, relation, and manner. The flouting maxims occur in literary works because the speakers have particular motives, purposes, and intentions behind their utterances.

Furthermore, some scholars also conduct the research of the flouting maxims in talk shows (e.g. Asif et al., 2019; Hidayat et al., 2020; Marlisa & Hidayat, 2020; Olutayo, 2015; Prasatyo & Kurniyawati, 2021; Trang & Hoa, 2020; Zebua et al., 2017). The findings showed that guest speakers in talk shows flouted the maxims for achieving some purposes. In this case, they seem to be uncooperative in some conversations, but actually, they do. It is because they have intended meanings and certain purposes that are conveyed behind the utterances.

Meanwhile, several studies try to investigate the flouting maxims in EFL classroom (e.g. Arofah & Mubarak, 2021; Luh et al., 2014; Prabawa, 2020; Saputri, 2015; Wahyudi et al., 2020). The findings revealed that non-observance maxims, such as flouting maxims could be found in classroom interaction. It can happen because the students or the teacher want to entail or imply an extra meaning.

Triggered by those previous studies, it is interesting to investigate the non-observance of Gricean maxims, such as the flouting maxims since it attempts to investigate the implied meaning behind their utterances. Regarding this, a concern comes up through this study to explain the flouting maxims used by the main characters in Mr. Iglesias TV series. Besides, this study also tries to discuss the impact of flouting maxims that had not been previously exposed deeper. Thus, the research questions are formulated as follows:

How is the flouting of quantity maxim by the main characters in Mr. Iglesias TV series?

How is the flouting of quality maxim by the main characters in Mr. Iglesias TV series?

How is the flouting of relation maxim by the main characters in Mr. Iglesias TV series?

How is the flouting of manner maxim by the main characters in Mr. Iglesias TV series?

How is the impact of flouting the maxims toward communication purpose of the main characters in Mr. Iglesias TV series?

METHOD

This research employed a qualitative research design. A descriptive qualitative design is ideal as it is fundamentally interpretive (Creswell, 2017). Since the primary purposes of this study are to explain and discuss the flouting maxims and their impact, a descriptive qualitative study is considered to be used. The data are taken from the TV series scripts of Mr. Iglesias in season 1 and season 2. Here, I take only four episodes of the series to be the sample of this study. The unit of analysis in this research is the main characters' utterances containing the flouting maxims found in the scripts. Thus, since this study is going to be about the flouting maxims, I use the theory of Cooperative Principle proposed by Grice (1975) to analyze this research. Then, I use observation and documentation as the method of collecting data. The steps can be seen below.

- 1) Downloading the movie and its English subtitle from www.rebahin.com.
- 2) Checking the suitability between the subtitle and the characters' utterances
- 3) Transcribe all the subtitles of the three episodes as the source of data.
- 4) Watching three episodes of the movie comprehensively.
- 5) Selecting the data which contains the flouting maxims into table sheets.
- 6) Coding the data to make the analysis of each datum easier.
- 7) Arranging the obtainable data in orderly and systematic.

After collecting the data, the data are analyzed as follows.

- 1) Identifying
I identify the data which contain flouting maxims by thickening selected utterances.
- 2) Classifying

I classify the data into data sheets by using the category of flouting maxims proposed by Grice (1975).

- 3) Reducing
To reduce the data, I select only the relevant data related to the flouting maxims.
- 4) Interpreting
In interpreting the data, I explain and describe how the flouting maxims are flouted to answer the research questions.
- 5) Reporting
After analyzing and interpreting the data, I report the data findings of the research.
- 6) Drawing a conclusion

RESULTS AND DISCUSSIONS

Based on the findings, it is found that the characters in Mr. Iglesias TV series sometimes flout the maxims in some conversations. Besides, I also found that there are some impacts of the flouting maxims that can be discussed. The results of this study highlight five main findings based on the formulated research questions. They are the flouting maxim of quantity, flouting maxim of quality, flouting maxim of relation, flouting maxim of manner, and the impact of flouting maxims. However, based on the findings of the study, I found 72 data of the flouting maxims in all four episodes of the series. Furthermore, the most dominant flouting maxims performed by the characters in this series is the flouting maxim of quantity. There are 23 utterances representing the flouting maxim of quantity in which the characters in the series sometimes give too little information and give too much information that is not required. The second highest occurrence is the flouting maxim of quality. There are 21 utterances representing the flouting maxim of quality in which the characters sometimes say an untruthful statement and lack adequate of evidence. The third is the flouting maxim of manner. There are 15 utterances that contain flouting maxim of manner in this series. In this case, the characters sometimes give ambiguous and obscure utterances. Finally, the lowest occurrence is the flouting maxim of relation. There are 13 utterances by the character in the series that are flouted since they said something irrelevant and sometimes changed the topic of conversation.

Thus, these findings are in line with Rafika et al. (2020) and Akmal and Yana (2020), who found the flouting maxim of quantity as the dominant maxim flouted by the characters in movies. They flout the maxim of quantity by making their conversational contribution more informative than required. Based on the findings, every time the characters flout the maxim of quantity, there is a specific purpose or conversational goal behind it.

The Flouting Maxim of Quantity

According to Grice (1975), there are two sub-maxims of quantity: "Make your contribution as informative as is required" and "Do not make your contribution more informative than is required." Thus, in Mr. Iglesias TV series, the characters sometimes do not follow the rule of this maxim in which they flout the maxim of quantity by giving too much information or too little information. The following analysis shows an example of the data and a detailed explanation.

Datum 1

Marisol : Letter says it's 'cause of attendance. I kinda missed some afternoon classes.

Mr. Iglesias : Like how many?

Marisol : **Like all of them. I work to help my family, but I did the assignments.**

(D1/S1/E1/00:19:23)

Based on the conversation above, Marisol's answer indicates that she flouts the maxim of quantity. Marisol says, "like all of them" but then she gives more information to Mr. Iglesias. She explains that she has a job and gives information about the assignments. In this case, Marisol flouts the maxim of quantity since his answer contains too much information than what is required. Actually, she can simply answer that she missed all of the afternoon classes. Yet, Marisol adds more information to convince Mr. Iglesias that she has a logical reason for missing the classes.

The Flouting Maxim of Quality

Grice (1975) proposes two formulations in the maxim of quality which are "Do not say what you believe to be false" and "Do not say that for which you lack of adequate evidence". Based on these formulations, the participants must not say what they believe to be false or lack of evidence in order

to fulfill this maxim of quality. Therefore, the quality of the message or utterance must be real, true, and have strong evidence. The speakers must be sincere and say everything that they believe matches to reality. They must not lie in uttering their message.

Thus, in Mr. Iglesias TV series, the characters sometimes do not follow the rule of this maxim in which they flout the maxim of quality by giving untruthful information and saying something which lacks adequate evidence. The following analysis is an example of the data and a detailed explanation.

Datum 4

Mr. Tony : Abby? Nobody's told you?

Miss. Spencer : What?

Mr. Tony : **No relationship survives moving to California. No. You gotta find that special someone...here.**

(D4/S1/E1/00:08:53)

As shown in datum 4 above, Mr. Tony says, "No relationship survives moving to California". Based on the context, he says this because he knows that Miss. Spencer is a new teacher who comes from South Dakota. However, his statement apparently flouts the maxim of quality since her statement lacks of adequate evidence. Mr. Tony's statement actually cannot represent all relationships in California because some of them survive and maybe others do not. It can be seen that Mr. Tony's statement also generates implicit meaning in which he tries to convince Miss. Spencer to find a new relationship and forget her current boyfriend. It is also supported by his further statement, "You gotta find that special someone here". This statement indicates that Mr. Tony suggests Miss. Spencer to find someone special in California, particularly at Woodrow Wilson High School.

The Flouting Maxim of Relation

According to Grice (1975), there is only one formulation in the maxim of relation, which is "Be relevant". He states that each participant has to contribute relevant information to the topic. In this series, sometimes, the characters fail to be relevant during the conversation. In some cases, even the speaker is being irrelevant because he/she wants to hide something or deliver information to others indirectly. The following analysis is an example of the data and a detailed explanation.

Datum 7

Mrs. Jessica : Mmm. Eh, she's all right. How are you?

Mr. Iglesias : **I'm single. I mean, I'm single, but it doesn't mean, you know, anything, just...I'm just letting you know, um...Let's talk about Walt.**

(D7/S1/E4/00:21:47)

Based on the conversation above, Mrs. Jessica wants to ask Mr. Iglesias' condition by saying, "How are you?". But it can be seen that Mr. Iglesias' answer apparently flouts the maxim of relation. However, Mr. Iglesias flouts the maxim of relation because his answer is irrelevant to the context. Mrs. Jessica clearly does not ask about the relationship status. Thus, Mr. Iglesias' answer indicates the implied meaning behind the flouting maxim of quantity in which he intends to inform that he is still single and available.

The Flouting Maxim of Manner

According to Grice (1975), there are four formulations of this maxim: avoid obscurity of expression, avoid ambiguity, be brief (avoid unnecessary prolixity) and be orderly. This maxim relates to the form of speech we use. Speakers should not use words they know their listener does not understand. In contrast, a contribution that is ambiguous or not orderly and causes the obscurity of expression will be categorized as flouting the maxim of manner. However, in this series, the characters often use ambiguous and obscure words, as in the following example.

Datum 12

Mr. Hayward : So that's why you have **your guard dog** handing out clear backpacks.

Mrs. Paula : Yep, and if he pulls this one off, he's got a lot of other ideas.

(D12/S1/E3/00:06:47)

It can be seen from the conversation between Principal Paula and Mr. Hayward in datum 12 above. Mr. Hayward asks about clear backpacks and Principal Paula admits that this policy comes from his Vice Principal's idea. But there are utterances that contain flouting maxim of manner performed by Mr. Hayward. Thus, Mr. Hayward's utterances indicate that he flouts the maxim of manner because he uses the ambiguous words, "your guard dog"

which refers to Mr. Carlos. In this case, Mr. Hayward insults Mr. Carlos indirectly by describing him as a guard dog. Besides, Mr. Hayward chooses not to mention the name of the Vice Principal, Mr. Carlos because he wants to convey implicit meaning. He wants to say that the relationship between Principal Paula and Mr. Carlos as Vice Principal is like the guard dog and the owner that always stick together.

The Impacts of Flouting Maxims

1. Creating Humor

Several linguists have been trying to make a general pragmatics explanation of humor with reference to Grice's theory (1975) of the Cooperative Principle. For instance, Attardo (2017) claims that humor, on the one hand, involves some degrees of violation of the Cooperative Principle, but on the other hand, humor is also a cooperative act because it can convey information. Meanwhile, Raskin (1985) suggests that the joke-telling mode of communication is still governed by the Cooperative Principle because he believed that humor carries communicative functions.

However, in this series, when the characters deliberately or indeliberately adapt at least one way to flout the maxims, their language becomes indirect and sometimes humorous. Thus, humor created through flouting maxims performed by the characters in Mr. Iglesias is represented in the forms of jokes and spontaneous conversational humor. The following analysis shows an example of the data and a detailed explanation.

Datum 13

Mr. Carlos : I see another Christmas has come and gone, and someone has not gotten long pants.

Mr. Iglesias : **Yep, still no pantalones from Panta-Claus.**

Miss. Spencer: Hahaha...Panta-Claus! Oh, that is hysterical. I am so happy to be back!

(D13/S2/E1/00:05:14)

Based on the conversation above, Mr. Carlos tries to insinuate Mr. Iglesias, who always wear short pants in school. Then, Mr. Iglesias answers by, "Yep, still no pantalones from Panta-Claus". Thus, his answer indicates that he flouts the maxim of manner since the words "pantalones" and "Panta-Claus" are ambiguous. In this case, Mr. Iglesias deliberately flouts the maxim of manner to make a

joke by changing the word "pants" into "pantalones" and Santa-Clause into "Panta-Clause". It is a kind of funny slip of tongue that makes other teachers laugh.

2. Figurative Languages

Using figurative language is one of the impacts of flouting maxims which also can be found in Mr. Iglesias TV series. Gibbs Jr (1994) stated that "if speakers are assumed to be cooperative, they may flout any of the conversational maxims as part of their attempt to communicate some meaning via figurative language". Thus, I can assume that flouting maxims can be found in the use of figurative language. In addition, Mooney and Evans (2018) stated that the particular kinds of implicatures that are generated by the use of figurative language deserve special attention. It seems that the meaning that is conveyed by irony and metaphor, for example, cannot be conveyed in other ways.

However, in this series, there are also some figurative languages used by the characters in some episodes. Based on the data analysis, I only found four kinds of figurative languages used by the characters of the series such as hyperbole, metaphor, irony, and sarcasm. However, an example of figurative language used by the characters can be seen below.

Datum 16

Mr. Iglesias : Hey, there she is. Always reading something.

Marisol : **Yeah, my obituary.**

(D16/S1/E1/00:19:07)

It can be seen from the conversation in datum 16 above in which Marisol says to Mr. Iglesias, "Yeah, my obituary". Thus, this utterance shows that she flouts the maxim of quality by speaking untrue. However, it is not an obituary. The obituary is an extended notice of the death of a person. In this case, Marisol uses hyperbole because she exaggerates her utterance in order to make the sound worse. In fact, it is expulsion letters in which Marisol will be expelled from the school.

3. Expressing Emotions

When we think about emotions, we tend to think of them as states of feeling. Emotions are specifically caused by changes of feeling in physiological conditions (Sulistiani, 2021). The

natural way of thinking about these standard emotions is the mental perception of some fact that excites the mental affection called the emotion, and this later state of mind gives rise to bodily expression (Shahabi et al., 2020). Meanwhile, according to Liu et al. (2020) there are eight fundamental emotions that can be categorized as inherently positive or negative since their effect depends on the intra-individual and personal environment interactions such as anger, fear, joy, happiness, sadness, acceptance, disgust, surprise, and anticipation.

However, in this series, those kinds of emotions sometimes appear in some conversations performed by the characters when they flout the maxims. It can be seen from the example below.

Datum 19

Mrs. Paula : So, Helen Stone is taking early retirement this year, and one of you will be getting her honor students section this fall.
 Miss. Spencer: I'll do it. I can have a syllabus ready by the end of lunch.
 Mr. Tony : **And Gabe drives a silly-bus.**
 (D19/S1/E1/00:11:13)

It can be seen from the conversation above that Miss. Spencer is ready to have the syllabus after lunch. But Mr. Tony suddenly interrupts by saying, "And Gabe drives a silly-bus". Thus, this utterance indicates that Mr. Tony flouts the maxim of manner because he says something in an ambiguous way by saying "silly-bus". Mr. Tony intentionally says the word "silly-bus" because he wants to convey something implicitly. Thus, he wants to mock or insult Mr. Iglesias, who has a big old car like a minibus. In this case, Mr. Tony flouts the maxim by mocking his coworker in a funny way because the way he puts words makes other teachers excited and automatically causes laughter. However, the positive emotion can be found in this conversation is excitement.

CONCLUSION

From the finding and analysis, I may conclude that in some conditions, the participants of the conversation flout the maxims for certain situations. The finding shows that there are four types of flouting maxims used by the characters of "Mr. Iglesias" TV series, namely flouting maxim of quantity, flouting maxim of quality, flouting maxim

of relation, and flouting maxim of manner. Based on data analysis, I found 72 data of the flouting maxims in four episodes of the series. Then, the most dominant flouting maxims performed by the characters in this series is the flouting maxim of quantity with 23 utterances.

The flouting maxim of quantity occurs when the speaker does not give the right amount of information to the hearer, which is by giving more or less information than what is required. Thus, it can be seen that the speakers in this series flout the maxim of quantity when they speak something less or more than expected.

The flouting maxim of quality occurs when a speaker gives an untrue statement and says something which lacks of evidence. From the data analysis, the characters in this series flout the maxim of quality because sometimes they say something that supposes to be false and say something that lack of evidence. Thus, in this series, I found 21 utterances representing the flouting maxim of quality.

The flouting maxim of relation occurs when the speaker gives irrelevant statement to the topic in the conversation. The characters in this series flout the maxim of relation when they change the topic of the conversation, give irrelevant remark or avoid talking about the topic being discussed. From the data analysis, there are 13 utterances flouted by the characters in the series.

The flouting maxim of manner occurs when the information given by the speaker causes ambiguity and obscurity. Thus, the characters flout the maxim of manner when they make ambiguous statement. It is used because they are reluctant to respond to the hearer's utterance and also to let the hearer interprets the obscurity of their statement. From the data analysis, there are 15 utterances flouted by the characters of the series.

However, based on the data analysis, I also found the impacts of flouting maxims toward communication purpose such as creating humor, producing figurative language, and expressing emotions.

In conclusion, based on the findings, the flouting of maxims does not make the conversation into miscommunication. Based on the analysis, the conversation can still run well and smoothly although the speakers flout the maxims.

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