A Pragmatic Analysis of Maxim Flouting Committed by The Characters in *Avengers: Infinity War* Movie

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Abstract

This research is a pragmatic study which aims to find out the maxim flouting committed by the characters in *Avengers: Infinity War* movie and to describe its maxim flouting strategies. This research was conducted by using qualitative method. The data were collected by watching the movie and reading its transcript. Then they were analysed and classified based on the type of maxim flouting by Grice’s (1975) Cooperative Principles theory and Cutting (2002) & Grundy’s (2000) modified theories of maxim flouting strategies. The results of this research show that the characters in the movie committed to flout all four types of Gricean maxims, which includes quantity, quality, relevance, and manner. Based on the occurrence frequency, flouting maxim of quantity was the most-flouted, while flouting maxim of manner was the least. Meanwhile, they also used all ten kinds of strategies to flout the maxims, including, overstatement, understatement, metaphor, irony, banter, sarcasm, irrelevant statement, ambiguous statement, tautology, and rhetorical question. In this movie, the characters tend to use overstatement very frequently among other strategies which makes it the highest use percentage.

Key Words: Pragmatics, Maxim Flouting, Avengers: Infinity War

1. INTRODUCTION

As social beings, human needs to engage in communication in order to interact with each other, for that matter language is used as a tool of communication. People need language when they are motivated to express their ideas, feelings, and thoughts or when they interact with one and another. However, people may find it difficult to deliver messages through utterances in which they are used in a conversation. This is because conversation is not only about two individuals talking, but also about how these people can understand each other’s utterances and the meaning behind them in doing a conversation. To avoid any misapprehension of communication, people need to know the intention of the speaker or the meaning intended. Yule (2010) defined pragmatics as a study that focuses on the meaning of utterances in conversation. For this reason, they should
conduct a rule in order to comprehend the implicit meaning of the statements made. Therefore, Cooperative Principles (Grice, 1989) is applied to make effective communication in which there are at least two people involved (speaker and hearer).

Grice as cited in Yule (1996), says that Cooperative Principles order the participants to make conversational contribution as necessary, at the stage at which it takes place, and by the accepted purpose or direction of the talk exchange. Furthermore, Cooperative Principles are elaborated in four sub-principles called maxims. Those are maxim of quantity, maxim of quality, maxim of relation, and maxim of manner. These four maxims organize how the participants should participate in a conversation such as telling the truth, being relevant, and attempting to be as clear as possible in order to make the conversation run smoothly. However, some people often break the maxims by infringing, violating, opting out, suspending, or flouting them. Unlike flouting, the other kinds of maxim observing failure do not generate implicit meaning within them. By flouting maxims, the participants seem to be uncooperative in doing conversations but actually they do. Levinson (1983) describes that flouting maxims happens when people deliberately disobeys the maxims. This implies that there are certain intentions of the participants themselves to flout the maxims. There are some certain purposes and intended meaning which are conveyed by the speaker behind the utterance where maxim flouting occurs. Furthermore, it means that in flouting maxims speakers try to perform some tactics/strategies in order to make their interlocutor able to reveal the hidden meaning behind their words. The example Khosravizadeh & Sadehvandi (2011) give below may clarify the explanation above:

Teacher : Wow, you’re such a punctual fellow! Welcome to the class.
Student : I am very sorry, sir. It won’t happen again.

It is clear from the conversation above that the student is late. But the teacher is, by no means, praising him with the intention of teasing the student. In conclusion, the teacher flouts the maxim of quality. Yet the student understands what the implied meaning of the teacher’s utterance that he is being sarcastic and not truthful. The description shows that there will be some possible implicatures or hidden meanings generated by the speakers when they are conducting talk exchange with the interlocutor that need to be interpreted by the hearer to catch the intended meaning behind the utterances by considering the context.

Avengers: Infinity War is a 2018 American science fiction superhero film made by Marvel Studios and released by Walt Disney Studios Motion Pictures based on Marvel Comics superheroes team The Avengers. In the film, the Avengers and the Guardians of the Galaxy are trying to prevent Thanos from collecting the all-powerful Infinity Stones. This movie became the highest-grossing film of 2018 and the fifth-highest-grossing film of all time worldwide. Therefore, the researcher was interested in analysing this movie and aimed to find out the types of maxim flouted by the characters in Avengers: Infinity War movie and describe what strategies are used to flout the maxims.

2. LITERATURE REVIEW
2.1 Cooperative Principles

In communication, there is a set of rules applied to make a successful conversation which is called Cooperative Principles (Grice, 1975). This rule is formulated as guidelines for efficient and effective use of language which help both
the speaker and the hearer in delivering their messages and conveying the meaning of their messages. Cooperative Principles (CP) has four sub-principles, called maxims. Thus, the four maxims are clearly explained in the below section.

2.2.1 Maxim of Quantity
Cutting (2002, p. 34) explains that a speaker is fulfilling rule of maxim of quantity when he/she gives information by not saying more or less information than the situation demands. Grundy (2000, p. 74) says that to obey this maxim, we must make contribution as informative as required.

2.2.2 Maxim of Quality
Cutting (2002, p. 35) states that to fulfill the maxim of quality, the speakers should be sincere and say anything that they believe match to reality. In addition, Grundy (2002, p. 74) explains that we should not say something that is lack of evidence to fulfill this maxim. This means that maxim of quality concerns with the speaker being truthful.

2.2.3 Maxim of Relevance
Cutting (2002, p. 35) explains that, to fulfill this maxim, speakers are expected to give information about something that is relevant to what has been said previously. Furthermore, Grundy (2000, p. 74) states that maxim of relevance is fulfilled when the speaker give information that is relevant to the topic discussed.

2.2.4 Maxim of Manner
According to Cutting (2002, p. 35) and Grundy (2000, p.75), maxim of manner is when the speakers put information briefly and orderly, the speaker must avoid the obscure and ambiguous information from the hearer.

2.3 Flouting Maxims
Grundy (2000) states that flouting is a particularly silent way of getting addressee to draw an inference and hence recover an implicature. Cutting (2002) also says that flouting the maxims is when the speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied. There are four types of flouting maxims which are explained below along with the examples provided.

2.3.1 Flouting of Quantity Maxim
Flouting of quantity maxim happens when speaker who flouts seems to give too little information or too much information.

2.3.2 Flouting of Quality Maxim
According to Cutting (2002, p. 37), a speaker who flouts the maxim of quality commonly says something that obviously does not represent what they think. The other ways of flouting the maxim of quality is by using hyperbole, metaphor, irony, and banter.

2.3.3 Flouting of Relevance Maxim
A speaker flouts the maxim of relation expresses what they think by using words that does not have any relation to the previous utterance. This kind of maxim flouting lets the hearer to imply something that relates the speaker’s utterance to the utterance uttered before.

2.3.4 Flouting of Manner Maxim
Cutting (2002, p. 39) says that the speaker who flouts the maxim of relation expects the hearers to be able to imagine what the utterance did not say and make the connection between their utterance and the preceding one. Furthermore, he explains that speakers who flout the maxim of manner usually want to avoid the inclusion of third party.

2.4 Strategies of Flouting Maxims
There are some ways of maxim flouting used by the speaker in a conversation based on Cutting (2002, p. 37-39). They are explained in detail below.

2.4.1 Overstatement

This way of maxim flouting is often used by the speaker to flout the maxim of quantity as they give too much information than what is required. Grundy (2000) called this phenomenon as overstatement. Other than overstatement, Cutting (2002) calls it as hyperbole. It is used to exaggerate expression. In other words, it is used to make the speaker’s utterance seems more important than it actually is by adding unimportant information.

2.4.2 Understatement

It is a kind of maxim flouting strategy in which the speaker gives too little information than the hearer needs to know. Grundy (2000) calls it as understatement in which the importance of the information given by the speaker is less than they need to give to the hearer.

2.4.3 Metaphor

Metaphor is one of in the ways of maxim flouting in which the speaker describes an object or an action with something in a way that is not literally true, but it has the same characteristics with the one they are referring to so it helps to explain the idea.

2.4.4 Irony

According to Leech (as cited in Cutting, 2002, p. 38), irony is an expression that is apparently polite and friendly but actually offensive. It means that irony is the way of someone to commit flouting maxim by saying something nice but not truthful.

2.4.5 Banter

In contrast with irony, banter is an expression that is used by saying something offensive but actually being friendly (Leech as cited in Cutting, 2002, p. 38). It is used to show the intimacy of the speaker and the hearer. Close friends usually banter back and forth easily, like it is their own special language of friendship. But people can also engage in banter with siblings, parents, and even good-natured strangers.

2.4.6 Sarcasm

According to Cutting, a kind of irony that is not very friendly is called sarcasm, it is intended to hurt and make someone feel foolish (2002, p. 38). Sarcastic statements are not meant to be taken literally. And commonly, people use sarcasm by saying something that is the opposite of what is true.

2.4.7 Irrelevant statement

Irrelevant statement is a strategy of committing flouting maxim of relation, it is exploited by making a response that is obviously irrelevant to the topic. It is usually used when the speaker avoids talking about something or just wants to end the conversation. In giving irrelevant statement, hearer is expected to imagine what is the speaker does not say (Cutting, 2002, p. 39).

2.4.8 Ambiguous statement

In ambiguous statement, the speaker does not mention things straightforward. The speaker is trying to make their utterance to be unclear to the third party that may be near around the corner. This strategy is usually used in maxim flouting of manner as the speaker does not want to include the third party in the conversation.
Besides the ways of maxim flouting by Cutting, there are also some additional ways in maxim flouting by Grundy (2000, p. 77). Those are tautology and rhetorical question. They are described in Oxford Advanced Learner's Dictionary (1995) as follows.

2.4.9 **Tautology**

Oxford Advanced Learner's Dictionary (1995) describes that tautology as “the saying of the same thing more than once in different ways without making one’s meaning clearer or more forceful”. Tautology is an expression that is used frequently to express a complex meaning in an easier way. It is conventionally idiom.

2.4.10 **Rhetorical Questions**

Oxford Advanced Learner's Dictionary (1995) describes rhetorical question as a question asked only to make a response or a statement rather than to get an answer. The rhetorical question is a rhetorical strategy in which a question is used to make a statement in which there is no answer expected. It might have no answer or an obvious answer that can be used to deliver a statement.

3. **METHODS**

The researcher used the qualitative approach in undertaking this research, which focused on the content analysis. Content analysis is one type of qualitative research that focuses on analyzing and interpreting recorded material to learn about human behavior, the material may be public records, textbooks, letters, movies, tapes, reports, diaries or other documents (Ary, et al. 2006). In accordance to the theory above, the researcher analyzed and interpreted one of the 13 recorded materials, that is movie. The researcher analyzed the utterances of all characters in *Avengers: Infinity War* movie which indicate flouting maxims, and then the researcher tried to understand the context of the conversation to find out the strategies of flouting maxims committed. There was no subjects in this research. Whereas the object of this study is the types of flouting maxims and strategies behind flouting maxims committed by the characters of *Avengers: Infinity War*.

The instrument of this research was documentation. Sugiyono (2008, p. 240) stated that documentation can be written and pictured by someone that can be used to obtain information. Documentation as an instrument is to make credible the result of observation or interview. In this research, the researcher used the transcript of *Avengers: Infinity War* movie as the documentation instrument. The data collecting technique in this research was document analysis. Document analysis is a method of qualitative research in which the researcher interprets documents to give voice and meaning around an assessment topic (Bowen, 2009). The analysis of the data in this study were processed based on the data gathered through watching the movie. All of the collected data were analyzed and classified based on the type of flouting maxim by Grice’s Cooperative Theory and Cutting & Grundy’s modified theories of flouting maxims strategies.

4. **RESULT AND DISCUSSION**

4.1 **Results**

The first finding is related to the type of flouting maxim committed by the characters. From the analysis of the type of flouting maxim occurrences, the researcher found that all the maxims of Cooperative Principles were flouted by the
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characters. There are 106 of flouting maxim occurrences in Avengers: Infinity War Movie. The data results are presented in the table below.

Table 4.1 Types of Flouting Maxim Committed by The Characters of Avengers: Infinity War Movie

<table>
<thead>
<tr>
<th>No</th>
<th>Maxim Flouted</th>
<th>Occurences</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maxim of Quantity</td>
<td>50</td>
<td>47.2%</td>
</tr>
<tr>
<td>2</td>
<td>Maxim of Quality</td>
<td>38</td>
<td>35.8%</td>
</tr>
<tr>
<td>3</td>
<td>Maxim of Relevance</td>
<td>12</td>
<td>11.3%</td>
</tr>
<tr>
<td>4</td>
<td>Maxim of Manner</td>
<td>6</td>
<td>5.7%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>106</td>
<td>100%</td>
</tr>
</tbody>
</table>

In Table 4.1, it shows that the highest occurrence of flouting maxim is maxim quantity with 50 occurrences. This is due to fact that the characters in the movie are not giving more or less than the information required. It is followed by flouting maxim of quality with 38 occurrences, flouting maxim of relevance with 12 occurrences, and the least committed flouting maxim is maxim of manner with 6 occurrences.

Table 4.2 Flouting Maxim Strategies Used by The Characters of Avengers: Infinity War Movie

<table>
<thead>
<tr>
<th>No</th>
<th>Flouting Maxim Strategy</th>
<th>Occurences</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Overstatement</td>
<td>10</td>
<td>9.4%</td>
</tr>
<tr>
<td>2</td>
<td>Understatement</td>
<td>38</td>
<td>35.8%</td>
</tr>
<tr>
<td>3</td>
<td>Metaphor</td>
<td>15</td>
<td>14.1%</td>
</tr>
<tr>
<td>4</td>
<td>Irony</td>
<td>3</td>
<td>2.8%</td>
</tr>
<tr>
<td>5</td>
<td>Banter</td>
<td>2</td>
<td>1.9%</td>
</tr>
<tr>
<td>6</td>
<td>Sarcasm</td>
<td>18</td>
<td>17%</td>
</tr>
<tr>
<td>7</td>
<td>Irrelevant statement</td>
<td>6</td>
<td>5.7%</td>
</tr>
<tr>
<td>8</td>
<td>Ambiguous statement</td>
<td>6</td>
<td>5.7%</td>
</tr>
<tr>
<td>9</td>
<td>Tautology</td>
<td>2</td>
<td>1.9%</td>
</tr>
<tr>
<td>10</td>
<td>Rhetorical question</td>
<td>6</td>
<td>5.7%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>106</td>
<td>100%</td>
</tr>
</tbody>
</table>

There are several different strategies in flouting maxims. For the second finding, the researcher also analyzed the strategies used by the characters of Avengers: Infinity War movie which is different for every type of flouting maxim. In the table 4.2 above, it is shown that overstatement is the strategy with the highest use percentage. While the least used strategy is banter and tautology.

4.1.1 Types of Flouting Maxims Committed by the Characters in Avengers: Infinity War

4.1.1.1 Flouting Maxim of Quantity

Flouting maxim of quality happens when a speaker does not giving information as much as needed. In other words, the speaker may give too much details or even less details than it is required.

E₁ Thanos : “I ask you to what end? Dread it. Run from it, destiny arrives all the same. And now, it’s here. Or should I say... I am.”

Wiping out the half of all life to bring balance in the universe has always been Thanos’ goal, in which it is the reason why he is looking for the six Infinity
Stones. If he gets all of the six stones, he can eliminate half-life of the universe with only a snap of fingers. With the Power Stone that he already got, that already makes him very powerful. In which that is what makes him confident enough to say that he can decide what destiny should happen next in the future. In this case, Thanos flouts the maxim of quantity by giving lack of details than is needed. With only the word ‘I am’ which refers to destiny, he implies that destiny is up to him as he can control it.

4.1.1.2 Flouting Maxim of Quality
Flouting maxim of quality is committed when a speaker is not being truthful about what they say. They do not say something sincerely and genuinely with the reality they believe to be true.

Ebony Maw: “Hear me, and rejoice. You are about to die at the hands of the Children of Thanos. Be thankful, that your meaningless lives are now contributing to…”

Tony Stark: “I’m sorry, Earth is closed today. You better pack it up and get outta here.”

Two members of Black Order who work for Thanos, Ebony Maw and Black Dwarf are attacking the Earth by coming with a massive spaceship called Q-Ship. The appearance of the ship makes people freak out and causes chaos. When Ebony Maw is giving a little speech, Stark interrupts and tells him to leave the Earth. Stark says ‘Earth is closed today’ as if Earth was a shop or something, and also says ‘pack it up’ which refers to the spaceship as if it was a luggage. In this case, Stark has flouted maxim of quality by giving a metaphor which does not mean literally true. He implies that the Black Order shall leave the Earth.

4.1.1.3 Flouting Maxim of Relevance
Flouting maxim of relevance can simply be committed when a speaker does not reply relevantly with what their interlocutor has been said previously about the topic discussed. Thus, they are deliberately being uncooperative.

Ebony Maw: “Your powers are inconsequential compared to mine.”

Tony Stark: “Yeah, but the kid’s seen more movies.”

When Stephen Strange is kidnapped by Black Order, Tony Stark and Peter Parker come to rescue him. Peter Parker comes up with a strategy inspired from an old movie, *Aliens*. When Maw is ready to kill Stephen Strange, Stark distracts him with a little talk. Stark, whose power only depends on technology, is of course not comparable with Maw’s superpower. But with Parker’s strategy, Stark is confident that they can defeat Maw. Stark fires a rocket from his shoulder which pierces the side of the ship to Maw’s right and begins to suck everything out with depressurization, especially Maw and Strange, but Strange’s magical cloak and Spider-Man manage to pull him back inside. Stark immediately sprays nanites onto the hole to plug it up. Strange is safely rescued. Ebony Maw is seen dead floating in space. In conclusion, what Stark implies by irrelevantly replying to Maw’s statement is that he might not be as powerful as Maw but with a proper tactic together they can defeat Maw. Hence, Stark has committed flouting maxim of manner.

4.1.1.4 Flouting Maxim of Manner
Maxim of manner is flouted when a speaker is being obscure and ambiguous about what they say instead of being brief and orderly.
E₄  Peter Parker : “What is this guy’s problem, Mr. Stark?”

Tony Stark : “He’s from space. He came here to steal a necklace from a wizard.”

When Tony Stark is fighting Obsidian, Peter Parker comes to the rescue to help him. While fighting Obsidian, Peter asks what the Black Order attacks the Earth for. As there is not much time to explain what has been happening and still consider Peter as a little kid, Stark mentions the Time Stone as a necklace and Stephen Strange as a wizard. Therefore, Stark commits the flouting maxim of manner for being obscure.

4.1.2 Strategies of Flouting Maxims Committed by the Characters of Avengers: Infinity War Movie

4.1.2.1 Overstatement

E₅  Thor : “The Time and Mind Stones are safe on Earth. They’re with the Avengers.”

Peter Quill : “The Avengers?”

Thor : “The’re the Earth’s Mighties Heroes.”

Mantis : “Like Kevin Bacon?”

Thor : “He may be on the team. I don’t know. Haven’t been there in a while. As for the Soul Stone, well, no one’s ever seen that. No one even knows where it is. Therefore, Thanos can’t get it. Therefore, he’s going to Knowhere. Hence, he’ll be getting the Reality Stone. You’re welcome.”

The Guardians of the Galaxy are confused about how to reach Thanos as they have no idea where he is. But Thor seems to know where Thanos might be. He tells them where he thinks Thanos is and explains in details why he thinks so. By flouting maxim of quantity, he gives an overstatement to end his explanation. He adds ‘you’re welcome’ when nobody thanks him for giving such useful information and implies that he is being very informative and helpful for them.

4.1.2.2 Understatement

Understatement strategy is used when a speaker gives too little information than what they need to say to the hearer.

E₇  Peter Quill : “Look, this is my ship. And I’m not goin’ to… Wait, what kind of weapon are we talking about here?”

Thor : “The Thanos killing kind.”

Peter Quill : “Don’t you think that we should all have a weapon like that?”

Thor : “No. You simply lack the strength to wield them. Your bodies will crumble as your minds collapse into the madness.”

Thor was a hero with a hammer as his weapon. But when he was fighting with his sister Hela in the movie Thor: Ragnarok, the hammer was destroyed. Now that he needs to get a new weapon, he wants to go to Nidavellir where most
powerful weapons are made. But Quill disagree to Nidavellir, he questions the kind of weapon that makes Thor very eager to go there. As there not much to explain, Thor replies by giving the understatement 'the Thanos killing kind' which implies that whatever kind of weapon it is, it should be powerful enough to kill Thanos who is a terribly tough enemy. Consequently, Thor has flouted the maxim quantity.

4.1.2.3 Metaphor

Metaphor is used by a speaker to describe something in a way that is not literally true.

| E8 | Thor       | “You really are the worst brother.” |
|    | Loki       | “I assure you, brother... the sun will shine on us again.” |

Does not have a heart to see his brother killed, Loki asks Thanos to stop hurting Thor. From his hand he reveals the Tesseract Thanos has been asking for and tries to convince Thor that it is the right thing to do for now instead of letting Thor die. By stating the metaphor ‘the sun will shine on us again’, he describes that the downfall of Asgard now will be paid off with victorious comeback. Therefore, Loki has committed the flouting maxim of quality by giving a metaphor.

4.1.2.5 Irony

Irony is a kind of expression when a speaker say something bad in a nice way which means they do not mean to say in a literal way. They seem to be friendly but actually offensive.

| E9 | Bruce Banner | “Tony, you okay? How we doing? Good? bad?” |
|    | Tony Stark   | “Really, really good. Really good. Do you plan on helping out?” |
|    | Bruce Banner | “I'm trying. He won't come out.” |

Stricken by Cull Obsidian's hammer, Stark was sent through a building and into the park at high speed, plowing into the ground and fetching up against a tree. Banner asks Stark if he is just fine and how they are doing when it can be seen obviously that the fight against the Black Order does not run smoothly. To answer the question, Stark ironically replies 'really good' when he is sprawled from Obsidian’s attack. Stark asks Banner whether Banner plans to help out which implies that Stark is struggling in fighting Obsidian. Accordingly, Stark has flouting the maxim of quality by stating an irony.

4.1.2.6 Banter

Banter is in contrast with irony, it is used by a speaker when they say something nice but in an offensive way.

| E10 | James Rhodes       | “Well. You guys really look like crap. Must've been a rough couple of years.” |
|     | Sam Wilson         | “Yeah, well, the hotels weren't exactly five star.” |

In responding to Rhodes’ joke, Wilson also replies with a joke in which they do not mean what they say in literal way. Banter is often used by close friends back and forth to show intimacy, just as Rhodes and Wilson do. Hence, Wilson has also flouted the maxim of quality.

4.1.2.7 Sarcasm
Sarcasm is a kind of irony, but it is not so friendly as it is intended to hurt or make someone feel foolish. It is not something to be taken literally.

**E11**  
Tony Stark : “And still conversely, it may also be his best chance against us.”

Stephen Strange : “Well, if we don’t do our jobs.”

Tony Stark : “What is your job exactly, besides making balloon animals?”

Stephen Strange : “Protecting your reality, douchebag.”

When Stark and Strange were arguing and trading barbs and quips, Starks asks a question, ”What is your job exactly, besides making balloon animals?” to insult Strange. In fact, it actually refers to the appearance of Benedict Cumberbatch (whose role as Stephen Strange) on Jimmy Kimmel Live. While promoting the Stephen Strange movie, Jimmy Kimmel set up a skit with Cumberbatch where he performed as a magician at a kids’ party. During the segment, Stephen Strange was relegated to using his magic for parlor tricks, including making balloon animals. Consequently, Stark gives a sarcasm to insult Strange and flouts the maxim of quality.

**4.1.2.8 Irrelevant Statement**

This strategy is exploited when a speaker deliberately say something irrelevant with interlocutor’s previous utterance.

**E12**  
Stephen Strange : “Seriously? You don’t have any money?”

Wong : “Attachment to the material is detachment from the spiritual.”

Strange and Wong are about to go out to grab some food. But Wong does not have much money to buy something to eat. When Strange asks if Wong is serious, Wong irrelevantly answers to the question. In which what he means by his irrelevant statement is he does not really think about money material things in his life. Wong does not consider material things as his life priority; he concerns more about his spirituals. Therefore, Wong has flouted the maxim of relevance.

**4.1.2.9 Ambiguous Statement**

Ambiguous statement is used when a speaker does not say something in obscure or not briefly instead of being straightforward.

**E13**  
Peter Quill : “Gamora. Do you know if these grenades are the "blow off your junk" kind or the gas kind? ’Cause I was thinking I might hang a couple on my belt right here. But I don’t want to.”

Gamora : “I need to ask a favor.”

Peter Quill : “Yeah, sure.”

Preparing his weapon to fight Thanos on the way to Knowhere, Quill asks Gamora the kind of grenades they have. In asking the question, Quill gives an ambiguous phrase ‘blow-off-your-junk kind’ in which it is his way to describe if the
grenade is the explosive one. By giving an ambiguous statement, Quill has flouted the maxim of manner.

4.1.2.10 Tautology

Tautology is used when a speaker finds it is hard to describe something. It is used to describe something complex in an easier way.

E35  Loki : “If I might interject... If you're going to Earth, you might want a guide. I do have a bit of experience in that arena.”

Thanos : “If you consider failure experience.”

Loki : “I consider experience, experience.”

Thanos once sent Loki with Chitauri army to conquer Earth in the movie Avengers. But all of Loki’s schemes were ultimately defeated by the Avengers. As Loki has experience attacking the Earth, he offers himself to join the attack again to get the Time and Mind Stone. However, Thanos teases him by saying that it was a failure experience. Loki tries to convince Thanos by giving a tautology 'I consider experience, experience.' In which he means that no matter if it was a success experience or failure experience, he has learnt something about the Earth from his previous experience that he might be helpful for the next attack. Accordingly, Loki flouts the maxim of quantity.

4.1.2.11 Rhetorical Questions

Rhetorical is used when someone asks a question to give a statement and there is no answer expected.

E37  Stephen Strange : “He can destroy life on a scale hitherto undreamt of.”

Tony Stark : “Did you seriously just say "hitherto undreamt of"?”

Stephen Strange : “Are you seriously leaning on the Cauldron of the Cosmos?”

Tony Stark : “Is that what this is...?”

When Strange describes the threat of Thanos with the phrase ‘hitherto undreamt of’, Stark is surprised with Strange language use which is not very common. Hitherto means “until now” and undreamt means “unimaginable”. In which the literal translation would be: ‘He could destroy life on a scale that until now was impossible to imagine.’ Hearing Stark questioning his language use, Strange questions Stark back for casually leaning on the Cauldron of the Cosmos to quickly stop him touching the ancient mystical artifact. Therefore, Strange has flouted the maxim of relevance for not answering to Stark’s question but asking him back instead.

4.2 Discussion

In this research, the researcher used the framework of Flouting Maxim of Cooperative Principles proposed by Grice (1989). In which it has four types, those are; flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. The researcher likewise used the framework of flouting maxim strategies proposed by Cutting (2002) & Grundy (2000). Those strategies are overstatement, understatement, metaphor, irony,
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by Jihan Nurjannah, Bukhari Daud, and Ika Apriani Fata

banter, sarcasm, irrelevant statement, ambiguous statement, tautology, and rhetorical question.

From the analyzed data, the researcher found 106 occurrences of flouting maxims. All types of flouting maxims are committed in Avengers: Infinity War movie. The flouting maxim of quantity was committed 50 times (47.2%), flouting maxim of quality 38 times (35.8%), flouting maxim of relevance 12 times (11.3%), and flouting maxim of manner 6 times (5.7%). From the percentage of occurrences, flouting maxim of quantity is occurred most frequent and flouting maxim of manner occurred the least frequent. All strategies of flouting maxim are used as well. Overstatement was used 10 times (9.4%), understatement 38 times (35.8%), metaphor 15 times (14.1%), irony 3 times (2.8%), banter 2 times (1.9%), sarcasm 18 times (17%), irrelevant statement 6 times (5.7%), ambiguous statement 6 times (5.7%), tautology 2 times (1.9%), and rhetorical question 6 times (5.7%). That makes understatement as the most used among other 9 strategies.

Reflecting from the results, we can conclude that flouting maxim of quantity with understatement strategy often happened in the movie because the characters tend to give less detail in their statements than they should have said. They believe that their statement is well understood by the hearer without any further explanation because the hearer themselves must have known or will later know about the implied meaning of what the speaker says. Meanwhile, flouting maxim of manner is the least maxim flouted which means that the characters in the movie tend to be clear and not ambiguous even though it is still flouted in a few situations in the movie.

5. CONCLUSION AND SUGGESTIONS

The researcher concludes that the characters in Avengers: Infinity War movie has committed all the four types of flouting maxims. With the highest percentage of 47.2%, maxim of quantity is the most often flouting maxim committed. The second most-flouted type is the maxim of quality with the percentage of 35.8%. Followed by flouting maxim of relevance with 11.3% on the third rank, and flouting maxim of manner with 5.7% which makes it the least flouted maxim. In Avengers: Infinity War movie, flouting maxim of quantity happens frequently. This is due to the characters who give too much or too little information or details than what is needed. When they give too little information or details, they are certain that the interlocutor know what they mean without detailed or specific information. Otherwise, when they give too much information or details, they want to make sure that the information is clear, or to emphasis or exaggerate their statement.

Furthermore, all ten kinds of strategies to commit flouting maxim are also used in Avengers: Infinity War movie. The most-used to least-used strategies ranked as follows; understatement (35.8%), sarcasm (17%), overstatement (9.4%), metaphor (14.1%), irrelevant statement (5.7%), ambiguous statement (5.7%), rhetorical question (5.7%), irony (2.8%), banter (1.9%), and tautology (1.9%). Understatements used very frequently because the characters in the movie do not feel like they need to explain in details to make the interlocutor understand, the hearers themselves understand what the speakers mean without detailed or specific information.

From this study, the researcher would like to present some suggestions for some related parties. To English students and readers in general, it is suggested to learn more about flouting maxims so that we can recognize its use as it is very
common in everyday life, such as in daily conversations, novels, comics, movies, etc. And the other researchers, it is suggested to conduct a study more about flouting maxims with different objectives as it has many more to be explored.

6. REFERENCES


