



Grice's Types of maxims in "Willoughbys" Movie

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Received: 2022-04-23 Accepted: 2022-06-06

DOI: 10.24256/ideas.v10i1.2661

Abstract

This study aimed to find out the cooperative principle using the types of maxims. The main theory used in this study purposed by Grice (1975) the cooperative principle. And for the research design this study applied the descriptive qualitative as the method. As for collecting the data the researcher applied the theory of observational method and non-participatory technique by (Sudaryanto, 2015). Moreover, in analyzing the data the method of pragmatic identity and the technique pragmatic competence- in equalizing were used in this study. And all of the theories were applied to the movie titled "Willoughbys". The findings of this study indicated that the characters in the film adopted four types of maxims they are maxims of quality, maxims of quantity, maxims of relation, and maxims of manner. The maxims of quality showed as the most frequent types, appearing six times. And the quantity maxims occurred four times. The relation maxims occurred four times. Finally, the maxims of manner emerged as the least number of maxims types, with three appearances.

Keywords: cooperative principle, maxim, pragmatics

Introduction

Communication is used by people to interact with each other and it can be functioned as a tool to convey a message, or to share information. To reach the good cooperative communication, the speaker and the listener need to understand each other utterances so that the conversation runs well and smooth by being cooperative. The theory that explains this cooperation is called cooperative principle. Grice (1975) argued to make the conversation fully cooperative the participants are required to give contribution as much as it needed at the stage where it occurred. It means that each participant is expected to contribute as needed to the discussion at hand. Furthermore, in making cooperative utterances the participants need to understand and stick to the context happen. And the study about context called as pragmatics. Pragmatics is the study of implied meaning that is concerned with the context in the

conversation (Yule, 2006).

The conversation can be succeeding when the speaker and the interlocutor attempt to be conversationally cooperative. As lined by Birner (2013) conversation can work as long as the participants make an effort to be cooperative and appropriate to the conversation. Thus, when the speaker or the hearer cooperates to each other they can create an effective communication. In order to reach the effective communication, there are certain rules to follow in cooperative principles. This rule called as maxims. These principles of maxims exist to avoid the miss-understatement in conversation and to prevent the speaker and hearer to be irrelevant from the topic discussed.

The phenomena of cooperative principle can be found in various circumstances. They can be found in most of daily conversation in real life events. And they also can be found in the class during the teaching and learning process. As shown by phenomena taken process below,

Teacher : "Writing reviews should be done in groups"

Students : "**Ok Mom**" (Widiasri, et.al., 2019)

The above conversation was taken from the journal article in the class between the teacher and students. The teacher requested the students to do their assignments in the form of groups. Then the students directly agreed with their teacher and said "Ok". This conversation showed how the students cooperatively agreed with the teacher and they did not give any irrelevant details to the conversation. The students give the right amount of response to the teacher. And they understood very well about the instruction gave by the teacher because the teacher gave a very clear instruction as well. Hence, this phenomenon leads to the cooperative principle with maxims of manner as the types. As argued by Grice (1975) the maxim of manner required the hearer to give a clear and brief contribution to the conversation. Widiasri et al., (2019) added the conversation above represented the principle of maxims because they were cooperative during the conversation and making the teaching learning process run effective and efficient.

The practice of cooperative principle can also be found in the several media such as television shows, interviews, or movies. One of the phenomenon's of cooperative principle and maxims in the movie can be shown in the conversation below.

Barneby B : "Thanks Barnaby"

Barneby A : "**You are welcome, Barnaby**"

The conversation above happened between the characters in the movie titled "Willoughbys". Barneby B was the speaker and Barneby A was the hearer. Additionally, the speaker thanked the hearer out of nowhere. And luckily the hearer got the speaker's intention and received the statement cooperatively. The hearer knew the context and understands the speaker. As both of the participants in the discourse were cooperating well, this phenomenon led to the cooperative principle. The hearer successfully used the relation maxim by responding to the speaker by

giving a relatable and relevant answer. Grice (1975) expects the participants in conversation to give appropriate contribution. Hence, when the hearer gave the relevant response towards the statement, they had obeyed the maxims of relation.

The researcher discovered several previous studies connected to maxims and cooperative principles to support this current study. The first previous study by Shi & Li (2019) that was aimed to analyzed commercial advertisement based on the cooperative principle. This previous research used the theory by Grice (1975) of cooperative principle and its maxims. This theory then applied to English commercial advertisement. The result of this research showed that Advertisers are needed to use hedges correctly. Thus, they can fulfill the goals of advertising based with obeying and violating the cooperative principle.

The other previous study done by Li (2021) aimed to find the problem and solved them with applying the cooperative principle in teaching for non-English major. The theory that supported this research was proposed by Grice (1975). As for the source of data, the previous researcher applied the theory in to the teaching of English Listening and speaking for non-English major. For the result if this previous research, there were four maxims applied in the teaching learning process. The four maxims were the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. This present research had similarities with the two previous studies. Moreover, this present research used the same objective that is cooperative principle and the same theory as well as the two previous studies. As for the differences the two previous studies applied the theory on advertisement and teaching learning process. However, this present research used movie as the data source and only focus on obeying the cooperative principle and the maxims.

This present research aimed to find the efficiency and effectiveness in the communication based on the maxims and cooperative principle by (Grice, 1975). The speaker and the hearer essentially need to be cooperative in conversation. Hence, they can avoid misunderstanding so that the conversation is successfully efficient and effective. As the goal in communication is to understand each other, then appearing cooperative in the conversation is important. Cooperative appeared when the speaker and the hearer understand each other utterances (Lasiana & Mubarak, 2020). It means when two participants understand and tried to understand each other, they are already conversationally cooperative.

Humans should make communication as cooperative as possible so that there is no misunderstanding when communicating. According to Grice (as cited in Grundy, 2000) the speakers intend to be cooperative when they communicate. Therefore, the cooperative principles are required to ensure that communication runs effectively and minimizes the occurrence of misunderstandings between speakers. Grice (as cited in Yule, 1996) stated that cooperative principle divided into four sub-principles called as maxims. The maxims consist of maxim of quality, maxim of manner, maxim of quantity, and maxim of relation. Communication could be said to be cooperative if the speakers fulfill the four maxims when communicating. The maxim of quality, maxim of manner, maxim of quantity, and maxim of relation are

explained in the following sections.

Maxim of Quality

When a speaker utters something that is true while communicating, the speaker fulfills the quality maxim. Grice (as cited in Yule, 1996) stated that tried to make your contribution true, did not say anything you did not believe to be true, and did not mention anything for which you did not have enough evidence. In other words, maxim quality occurs when a speaker says something that is true based on evidence and would not say anything that he or she believes to be false. Below is an example of a dialogue so that maxim of quality could be easily understood.

A: "How many people in your family?"

B: "There are five people."

A: "Do you have brother?"

B: "Yes, I do. I have 2 siblings and I am the youngest." (Andy & Ambalegin, 2019)

Maxim of Quantity

Communication becomes cooperative if the speaker applies the maxim of quantity, where the speaker provides something informative and the speaker does not convey information in excess or in less. Grice (as cited in Yule, 1996) stated that made your contribution as informative as it was necessary and did not make your contribution more informative than it should be. In other words, the maxim of quantity occurs when the speaker utters information related to the listener's needs and does not provide too much information when communicating. Below is an example of a dialogue so that maxim of quantity could be easily understood.

Tim : "So, you're saying that you and granddad, and his brother could all travel back in time?"

Dad : "Absolutely."

Tim : "And you still do?"

Dad : "Absolutely." (Sari & Afriana, 2020)

Maxim of Manner

Communication could be effective if the speaker does not say something ambiguous when communicating. Grice (as cited in Yule, 1996) stated that a speaker should avoid ambiguity of expression and ambiguity, besides that the speaker should speak briefly and orderly. In other words, the speaker should avoid hesitant utterances, avoid saying things that have several meanings, and provide information in a concise and logical manner when communicating. To make it easy to understand, there is an example of manner maxim below.

A: "What do you think about the Ding tea drink?"

B: "I like the drink."

A: "What about the packaging and the price?"

B: "It's the same as Jom tea." (Op.Sunggu & Afriana, 2020)

Maxim of Relation

When communicating what is said by the speaker should be related to the topic being discussed. Grice (as cited in Yule, 1996) stated that the speaker should be relevant when communicating. Meanwhile, Megah & Yuni (as cited in Sari & Afriana, 2020) stated that The maxim of relation was to focus on the topic being discussed and did not deviate from the topic. The maxim of relevance built a bridge for speakers and listeners to connect with each other when talking, resulting in more effective and informative communication. Below is an example of a dialogue so that maxim of relation could be easily understood.

Nick : "You can only be what you are. Sly fox, dumb bunny."

Judy : "I'm not a dumb bunny."

Nick : "Right. And that's not wet cement." (Napitupulu & Ambalegin, 2022)

Research Method

This research was presented descriptively in paragraph, phrases, and sentences. Thus, the method of this study applied descriptive qualitative method. Descriptive qualitative method defined as collecting the data by examining and observing the data elements (Creswell, 2013). As for the method in collecting the data, this research applied the observational method and non-participatory as the technique by (Sudaryanto, 2015). And in analyzing the data approach of this research was pragmatic then the pragmatic identity method was used. For the technique in analyzing the data, the pragmatic competence in-equalizing was applied. This technique was applied because at the end of analysis the researcher equalize the data elements with the theory used. Sudaryanto (2015) explained that pragmatic competence in-equalizing is a technique that compares all the data elements and relevant determinants. The first step was collecting the data by watching and listening to the movie over and over. Then the researcher took the data that relevant to the maxims and cooperative principle. Furthermore, the data collection interpreted with the context and lastly equalized according to the theory used.

Results

There were 17 data found on "The Willoughby" movie showed cooperative maxims. The results of this research can be seen in the following table.

Table 1. Frequency of Maxims in Five Feet Apart movie

No	Types	Frequency
1	Maxim of quality	6
2	Maxim of quantity	4
3	Maxim of relation	4
4	Maxim of manner	3
Total		17

Based on the table above, the 17 data were divided into 6 data of maxim of quality, 4 data of maxim quantity, 4 data of maxim relation, and 3 data of maxim of manner.

Discussion**Data 1**

Tim : "Give me that!"

Jane : "No!"

Tim : **"Jane! You know our parents hate children, and babies are the most childish children of all!"** (00:11:35)

At the minutes 00:11:35 it could be seen that Tim tried to stop Jane from taking care of the baby they found in the box. Tim said that Jane could not take care of the baby because their parents did not like children. Tim was telling the truth because his parents did not take care of him and his three siblings. Tim said something based on evidence, so that his utterance was included in the maxim of quality.

Data 2

Tim : "Oh, the ordeal is over. Let us return to our home. What? What? How!"

Jane : **"Tim, she needs a home, and if we don't help her, we're as bad as our parents, who keep sullyng our great Willoughby name."**

Tim : "They have sullied it so much." (00: 14:42)

This conversation appeared at the minutes of 00:14:42. It could be seen that Jane was trying to convince Tim to help the baby. Jane said that she, Tim, and Barnaby twins would be as bad as their parents if they did not help the baby. Jane said that their parents just kept on sullyng the Willoughby surname. Jane's utterances were evidenced by the behavior of their parents who never took care of them and never did great things like their ancestors did. That's why Jane utterances were included in the maxim of quality.

Data 3

Melanoff : "I called Orphan Services for help, but—"

Linda : **"Orphan Services? No, you shouldn't have called them!"**

Melanoff : "Well, I mean "Find an orphan you don't know, call—"

Linda : "Oh, oh."

Melanoff : "Oh, oh."

Linda : **"No. Giving a baby to them is like locking a puppy up in a cage."** (00:37:53)

This conversation existed at the minutes of 00:37:53. From the conversation above, it could be seen that Linda said that Melanoff should not have called the orphanage service. Linda said that the orphanage service treated orphans like puppies locked in a cage. Linda was telling the truth because she had experienced what it was like to be in an orphanage service. Linda had evidence for her utterances, that was why her utterances were included in the maxim of quality.

Data 4

Tim : **"Huh? She's working for our still-alive parents!"**

Jane : "Tim, you're acting weird."

Tim : **"Oh, am I?"**

Father : "[on phone] We're selling the house. Dispose of the children as you wish."

Mother: "[on phone] Do it, Father."

Jane : "No."

Tim : "**Oh, yeah. And here's what that Nanny wrote back. 'As for the children. I will take care of them'**" (00:43:05)

This dialogue existed at the minutes of 00:43:05. From the data above, it could be seen that Tim accused Linda of cooperating with their parents. Their parents wanted to sell the house and would never return to the house again, so they asked Linda to take care of Tim and his three siblings. Jane did not believe what Tim said, so Tim showed Linda's cellphone which contained Linda's voice chat with her parents. In the chat, Linda agreed to their parents' request. Tim was telling the truth because he had proof. Therefore, Tim's utterances were included in the maxim of quality.

Data 5

Head Agent : "**We tried to find her a home, but no one ever wanted her.**"

Jane : "That's not true. We want her."

Linda : "See? They want me."

Head Agent : "**Oh, Linda.**"

[Tim on recording] : "**I'd like to report a bad nanny. We do not want her.**" (00:51:50)

This conversation appeared at the minutes of 00:51:50. From the conversation, it could be seen that the head agent said that no one wanted Linda. Jane immediately denied his utterance and said that she, Tim, and Barnaby twins wanted Linda. Then, the Head agent played a voice recording in which Tim said that he did not want Linda. Because of the evidence, the head agent's utterances were included in the maxim of quality.

Data 6

Tim : "This is impossible! We're all going to freeze out here if we don't find them." (smooching in the distance)

Barnaby A : "**I hear something.**"

Barnaby B : "**Me, too. Definitely hear something.**"

Jane : "Is it a some or a thing?" (01:11:04)

This conversation appeared at the minutes of 01:11:04. From the conversation, it could be seen that Tim, Jane, and Barnaby twins were trying to find their parents who were trapped at the top of a mountain and a blizzard. Tim said that they would freeze if they did not find their parents soon. Then, Barnaby A and B said they heard a voice, but Jane could not hear it. What Barnaby A and B said was true because there was a sound like people kissing in a blizzard. Therefore, the utterances of Barnaby A and Barnaby B were included in the maxim of quality.

Data 7

Tim : "Shh! Where did you get that thing?"

Jane : **“We found her outside, living in a box. She's an orphan.”** (00:11:20)

This dialogue existed at the minutes of 00:11:20. The dialogue above showed Tim asking where Jane got the baby from. Then, Jane replied that she found the baby in the box. It could be seen that Jane provides sufficient information, that she did not convey something less or too much. Therefore, Jane's utterances were included in the maxim of quantity.

Data 8

Mother : “What is it? What does it say, Fatherkins?”

Father : **“See the world.”**

Mother : “See the world?”

Father : **“Have adventures.”**

Mother : “I'd love to have an adventure!”

Father : “You know what else, Mother?”

Mother : “What, Father?”

Father : **“No children allowed!”**

Mother : “I would love that.” (00:23:49)

This conversation appeared at the minutes of 00:23:49. The conversation above showed that the mother was asking the father about the contents of the brochure. Then, the father replied that the contents of the brochure were about seeing the world, going on adventures, and that children were not allowed to come. It could be seen that Father could answer mother's questions briefly, clearly, and according to mother's information needs. So that, the father's utterances were included in the maxim of quantity.

Data 9

Jane : “I've read about nannies. What kind of nanny are you? Did you fly in on the east wind or the west?”

Linda : **“West.”**

Jane : “Where's your umbrella?”

Linda : **“Here.”**

Jane : “Do you eat children?”

Linda : **“Sometimes.”**

Jane : “Why are you here?”

Linda : **“I was hired by your loving parents.”** (00:29:20)

Scenes at the minutes of 29:20 minutes showed that Linda introducing herself as a nanny to Jane, Tim, and Barnaby twins and Linda saying that their parents asked her to look after them. Jane then asked what kind of nanny Linda was. Then, Linda answered all of Jane's questions clearly and in the context of Jane's questions. From the conversation above, it could be seen that Linda provided information according to Jane's needs, therefore Linda's utterances were included in the maxim of quantity.

Data 10

Tim : “But how did you find us?”

Linda : **“We followed the rainbow into the storm.”**

Melanoff : **"Then Ruth heard your jolly jingle."** (00:19:00)

This conversation appeared at the minutes of 01:19:00. The data showed Tim was asking how Linda and Melanoff could find himself, Jane, and Barnaby who trapped on a mountaintop and a blizzard. Linda replied that they were following the rainbow in the blizzard. Then, Melanoff said that they were able to find Tim, Jane, and Barnabys because Ruth heard Jane singing. From the conversation, it could be seen that Linda and Melanoff provided sufficient and appropriate information in the context of Tim's question, thus making communication cooperative. Therefore, Linda and Melanoff's utterances were included in the maxim of quantity.

Data 11

Linda : "As long as they think you guys are orphans, they will never give up."

Tim : "There's only one way out of this. You're not going to like it, but what if we get our parents back?"

Linda : **"What?"**

Linda : "Parents?"

Jane : "Nanny, hands on the wheel, please."

Linda : **"Sorry. Sorry. But you guys have bad parents."** (01:00:45)

This dialogue existed at the minutes of 01:00:45. The data showed that Tim gave advice that if they wanted to be free from orphanage services they must get their parents back. Tim's suggestion took Linda by surprise, so she let go of the steering wheel. Linda apologized for taking off the wheel, then explained why she was surprised. She said that Tim, Jane, and Barnabys had bad parents. From the above conversation, it could be seen that Linda said the reason why she was surprised clearly and unambiguously, thus making the communication cooperative. Therefore, Linda's utterance was included in the maxim of manner.

Data 12

Tim : "Oh, no! We're losing power! Barnabys, what's going on?"

Barnaby B : **"We need more rainbow."**

Barnaby A : **"Keep driving."** (01:09:34)

This conversation existed at the minutes of 01:09:34. The conversation above showed that the air balloon that Tim, Jane, and Barnaby twins was riding in had decreased power. Then, Tim asked the Barnaby twins what was going on with the air balloon. Then, Barnaby A clearly replied that they lacked the rainbow which was the fuel for the air balloon. Barnaby B then told Tim to keep driving, and let them to take care of the rainbow problem. From the conversation above, it could be seen that the Barnaby twins could provide clear and unambiguous information, thus making communication effective. Therefore, the Barnaby twins' utterances were included in the maxim of manner.

Data 13

Tim : "We have come to your rescue."

Mother : "Rescue? Us?"

Father : "But how?"

Jane : **"We knew where you were going."**
 Tim : **"We sent you away."**
 Barnaby twins: **"The Reprehensible Travel Agency."**
 Mother : "The brochure?"
 Father : "Mother's balls! This was... you?"
 Jane : **"We wanted, um, to orphan ourselves."**
 Barnaby A : **"But we were wrong."**
 Barnaby B : **"Very wrong."** (01:12:20)

This data existed at the minutes of 01:12:20. The data showed that Tim, Jane, and the Barnaby twins came to the rescue of their parents who were trapped in a snowstorm and a mountain peak. After successfully rescuing their parents, the father asked how Tim, Jane, and the Barnaby twins saved them. Tim, Jane, and the Barnaby twins answered their mom and dad's questions clearly and unambiguously, so their parents could easily understand what they were saying. Therefore, Tim, Jane, and the Barnaby's twins were included in the maxim of manner

Data 14

Jane : "I really hope we're doing the right thing."
 Tim : **"Of course we are, Jane. A great man with a great home must have a great family. Just imagine what that lucky orphan's life will be like."** (00:19:32)

This conversation existed at the minutes of 00:19:32. From the conversation above, it could be seen that Jane was thinking about her and her three brothers' actions towards Ruth. Then, Tim said that Ruth would be fine at captain melanoff's because the man had a nice house and there was plenty of food available. Tim's words made Jane begin to calm down and believe she was doing the right thing. From the conversation above, it could be seen that Tim provided relevant responses according to the topics discussed by Jane. Therefore, Tim's utterances were included in the maxim of relation.

Data 15

Tim : "But I locked you up in your room."
 Linda : **"Oh, come on, Tim. All nannies know how to pick a lock. I was building this all night 'cause I really wanted to help."**
 Tim : "Help who? Our parents? We can't trust her. Remember this, Nanny? 'As for the children, I will take care of them'"
 Linda : **"Why are you being all evil? Hear it in my voice, okay? As for the children, let me take care of them."** (00:49:25)

This conversation appeared at the minutes of 00:49:25. The data above showed a cooperative conversation. This could be seen from how Linda was able to provide relevant answers according to the topics discussed by Tim. When Tim accused Linda based on the evidence on the cell phone, Linda quickly explained what she said to their parents. Therefore, Linda utterances were included in the maxim of relation.

Data 16

Tim : "Nanny?"

Linda : "Call me Phil. Get in the oat cart. I'm busting you out."

Tim : **"I do not deserve this busting you speak of. Leave me, Phil, to my short-painted guilt."**

Linda : **"Oh, pity party, huh? Guess I didn't get my invitation. Sure, you screwed up. I screwed up, too. I left you kids there alone. I ran away. But I came back, and I'm not leaving here without a Willoughby."**

Tim : **"I'm just a Will-not-be. All I wanted to be a great Willoughby with a great family."** (00:56:11)

This data appeared at the minutes of 00:56:11. The data above showed Tim that was being locked up in an orphanage service. Then, Linda came to help him, but Tim refused because he felt he didn't deserve to be helped. From the conversation above, it could be seen that the conversation was cooperative. This happened because Linda and Tim were able to provide relevant answers to each other. Therefore, Linda and Tim's utterances were included in the maxim of relation.

Data 17

Linda : "Speaking of folks, where are they? I want to tell them how great their kids are."

Barnaby A : **"They stole our dandy dirigible."**

Barnaby B : **"We have really bad parents."**

Jane : **"You mean had?"**

Tim : **"We're orphans. For real."** (01:19:15)

This existed appeared at the minutes of 01:19:15. From the conversation above, it could be seen that Linda asked where Tim's parents, Jane, and the Barnaby twins had gone. Then, Jane replied that their parents stole their candy air balloon. Barnaby twins said their parents were bad parents, then Tim said that they were orphans for real. From the conversation above, it could be seen that Jane, Tim, and the Barnaby twins gave relevant answers according to the topics discussed by Linda. Therefore, the utterances of Jane, Tim, and the Barnaby twins were included in the maxim of relation.

Conclusion

Context is extremely important in interpreting the meaning of a conversation. If the participants do not understand the context, the discussion may become uncooperative. As a result, it is critical to stick to the principles in order for the conversation to be more effective and efficient. These principles are named maxims. They were applied under the cooperative principle and demanded the speaker and the hearer to cooperate well in the conversation. And the cooperative principle applied to this study using the movie titled "Willoughbys". As for the result, the maxims of quantity, quality, manner and relation were found in this study. And the most frequent types found were the maxims of quality with six times. The characters

in the movie tend to obey the maxims of quality because they answer and give response according to the fact happened in the conversation. They follow the maxims and clearly tried to be cooperative in the conversation. Thus, it made the conversation running smoothly and they avoid misunderstanding.

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