

Maxim Violation in the Movie *Doctor Strange in the Multiverse of Madness*

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Abstract

This study is aimed to investigate the violations of maxims cooperative principle uttered in conversations of Doctor Strange in the Multiverse of Madness movie and its intended meaning. This study is designed into a descriptive qualitative research. The data of this study consists of twenty conversations reflecting violation of uttered maxims cooperative principle found in the movie. The data collection is done by observation in several steps such as identifying and marking maxim violation in conversation, classifying each data with Grice's maxim cooperative principle theory, and giving code on data. Data analysis is done by describing the context of each conversation, then analyzing data by Grice's maxim cooperative principle. The result shows that 9 data or 45% is categorized into violation of quantity maxim, 6 data or 30% is categorized into violation of quality maxim, 3 data or 15% is categorized into violation of relation maxim, and 2 data or 10% is categorized into violation of manner maxim. From the result, it can be seen that quantity maxim is most often violated in the conversation at whole. Then, the intended meaning of maxim violation is to ignore the conflict, deny the opinion, pressure someone, entertain someone, and change a topic of conversation.

Keywords

maxim; violation; cooperative principle; conversation; meaning



I. Introduction

Most of students at the current era can be learn interactive conversation with their pairs through a movie. There are several varieties of conversation in a movie which are applied to define types and characteristic of a conversation. The speakers are required to cooperate each other in order to make a conversation work well. Simatupang & Fathonah (2020) emphasized that a good conversation can be achieved when the messages of speaker and listener are able to be understood by each other. It means that the speaker has ability to present his/her thought clearly so the hearer can understand what the message of speaker's utterance. In additon, Levinson (2000) stated that utterance types meaning are matter of preferred interpretation. It means that the speaker's utterance contains explicit or implicit meaning. In the other hand, people often get misunderstanding when they cannot catch the intended meaning at whole uttered by others. Griffiths (2006) said that there are times when people say exactly what they mean, but generally, there are not totally explicit. It can be seen that the implicit meaning becomes problem for the hearer when he understands the meaning and absorbing the intended meaning of utterance.

Language is one of the most important things in the life of every human being (Purba, N. et al. (2020). In building the good conversation, the speakers are required to cooperate each other. Grice in Yule (1996) proposes four maxims of cooperative principle namely quality, quantity, relation, and manner to make conversation runs well. Every maxim has difference purpose and function. Each type generally aims to make hearer

understand easily toward meaning of what speaker said by stating clear utterances. In line, Traxler in Agusmita & Marlina (2018) explained that Grice's conversational maxim can be rule or guideline for people to interact others. Nevertheless, several maxims are obeyed at all times by the speakers, they also disobey them at times. The term maxims of conversation refer to the intended implications by the speaker. It occurs by several reasons indicated by kinds of expression and other utterances in order to make different meaning. In this case, when the speakers involved in conversation, she/he may answer the questions by unwanted respond to reply. However, the hearer is aware to ambiguous answer.

People cannot be consistent in following the cooperative principle in their conversation. Grice in Pradani & Sembodo (2020) stated that there are five ways in failing cooperative principle namely flouting a maxim, violating a maxim, infringing a maxim, opting a maxim, and suspending a maxim. Violating maxim is a type of disobedience of maxims. Yule (1996) stated that violation maxim occurs when the speaker disobeys the maxim at the level of what is said. It leads the hearer to look for the meaning which it is different from the speaker's utterance.

Movie is being an entertainment for each people to spend the leisure time. Sometimes, there are some of unconnected conversations in a movie which it makes the viewers confused. In *Doctor Strange in the Multiverse of Madness* movie, the researcher finds several conversations reflecting violation of maxims cooperative principle. Of course, the utterance of the speaker is ambiguous and sometimes it can be called as unwanted response by the hearer. So, it is important to know the intended meaning of cooperative principle violated. In this movie, several certain conditions that experienced by a speaker influence the answer to respond the utterance pointed to him/her. Cutting (2002) stated that the condition may be good or bad psychological situation, drunk, angry, nervousness, and crowded situation at that time intentionally or unintentionally. Thus, the conversation of this movie shows that conversation cannot run well because the maxims' cooperative principle is violated by the speakers. Besides, it is also reasonable to know the intended meaning of cooperative principle violated by them. This language phenomenon of the movie is very crucial to be studied deeper.

Dealing the background above, the focus of this study is to investigate the violation of maxims cooperative principle and its intended meaning found in *Doctor Strange in the Multiverse of Madness* movie.

II. Review of Literature

1. Maxim's Cooperative Principle

People can build the good conversation by giving more attention to cooperative principle. Grice in Andy & Ambalegin (2019) proposes four basic maxims of conversation as a guideline. They are maxim of quality (said the real and the truth), maxim of quantity (informatively), maxim of relation (relevantly) and maxim of manner (orderly).

2. Violation of Maxim

Violation maxim occurs when the speaker disobeys the maxim at the level of what is said. Grice in Yule (1996) said that cooperative principle can create a good conversation but people cannot be consistent in following the principle. Cutting (2002) also explains that violation of conversational maxims happens when the speaker know that the hearer will know the truth and will only understand the surface of meaning of the words. The example of violation of a conversational maxim can be seen below:

Husband : How much did that new dress cost, darling?

Wife : Less than the last one.

Cutting (2002)

Based on the conversation above, the wife covers up the price of the dress by not saying how much less than the last dress. The wife, when asked about the price of the new dress, could have violated the maxim of quality by not being sincere.

Moreover, Grice in Tupan & Natalia (2008) created the criteria of violation of maxim in a distinguished guideline as following:

a. Maxim of quantity violation

There are five indications such as speaker does circumlocution or not to the point, the speaker is uninformative, the speaker talks too short, the speaker talks too much, and the speaker repeats certain words.

b. Maxim of quality violation

The speaker lies or says something that is believed to be false, the speaker does irony or makes an ironic and sarcastic statement, the speaker denies something, and the speaker distorts information.

c. Maxim of relation violation

The speaker makes conversation unmatched with the topic, the speaker changes the conversation topic abruptly, the speaker avoids talking about something, the speaker hides something or hides a fact, and the speaker does the wrong causality.

d. Maxim of manner violation

The speaker uses ambiguous language, the speaker exaggerates thing, the speaker uses slang in front of people who do not understand it, the speaker's voice is not loud enough.

III. Research Method

This study is a descriptive qualitative research. Ary, Jacobs, & Ravazieh (2010) stated that descriptive qualitative research is designed to obtain information the current status of phenomena. The phenomena of this study are conversations or utterances between interactions in a movie. The data source is *Doctor Strange in the Multiverse of Madness* movie. The data of the study consists of 20 conversations reflecting violation of uttered maxims cooperative principle found in the movie. The data collection is done by observation in several steps such as identifying and marking maxim violation in conversation found in the movie, classifying each data with Grice's maxim cooperative principle theory, and giving code on data. Data analysis is done by describing the context of each conversation then connecting them based on the theory of violation of Grice's maxim cooperative principle.

IV. Results and Discussion

The findings show that there are four kinds of violating maxims' cooperative principle in conversation of the movie entitled *Doctor Strange in the Multiverse of Madness*. The description can be seen following:

4.1 Violation of Quantity Maxim

There are 9 data found reflecting violation of quantity maxim. The description can be seen as following:

Data 1

Doctor West : Haven't seen you in a while.

Stephen : **Well, I was a little preoccupied being dust there for five years.**

(00:04:52 - 00:04:56)

The context of this conversation is that Stephen attends at Cristine (ex-girlfriend) in a Church with hopeless and looks so regretful. Suddenly, Doctor West comes and sits besides Stephen. Then, he asks confronted question for Stephen related to activity, status, and condition after knowing Stephen ex-girlfriend with other man finally. Of course, it disturbs Stephen bad mood and get uncomfortable feeling so he looks act without any care against Doctor West. Besides, Stephen also gets bad dreaming which he meets a girl and cruel monster before attending at Cristine's wedding party.

From the conversation above, Stephen as the speaker violates quantity maxim, he talks too much to respond the utterance by Doctor West which tries to ask Stephen condition so it is not informative for West. He looks denying the invitation to talking too much with Doctor West and does not want to connect in further conversation with him.

In intended meaning of message in conversation, Stephen wants to keep silent without no conversation with others because he is getting sadness. But someone tries to disturb and confront him with some mocking utterances. Finally Stephen also replies with sarcasm response.

Data 2

Stephen : A little too on the nose?

Cristine : What, for you, at my wedding?

Stephen : **Nah. It was perfect.** Congratulations.

(00:06:51 – 00:06:56)

The context of this conversation is that Stephen is enjoying a glass of wine at the bars in Cristine's wedding party. Suddenly, Cristine comes to see him accidentally and sit besides Stephen. Of course, it makes both of them so shy each other because they have had close relation before. After a while, Stephen offers the wine for her and they tries on shy mode to make a little bit of conversation.

From the conversation above, Stephen as the speaker violates quantity maxim. He does not obey the quantity maxim because he feels so nervous for meeting with ex-girlfriends. It can be seen that Stephen does not answer correctly towards the question uttered by Cristine. She asks what Stephen actually does in her party. He responds with inappropriate answer. Stephen just says a little bit of words indicating he feels so shy. Of course, it is not informative for Cristine.

In intended meaning of message in conversation, Stephen wants to meet and talk more with Cristine but he cannot do it. The nervousness closes his mouth to say anything. Actually, he feels so sad when he heard the most loved girl married with other man, and not him. He just keeps imagining that the couple of this marriage is him. Finally, Stephen decides to act so happy for covering his sad.

4.2 Violation of Quality Maxim

There are 6 data found reflecting violation of quality maxim. The description can be seen as following:

Data 15

Stephen : Well there's a guy over there with a fork on his head,
so, yeah. A little bit.

Captain Charter : Be grateful Black Bolt doesn't engage you in conversation.

Stephen : **Why? Does he have bad breath?**

Captain Charter : This Strange is even more arrogant than ours.

(01:03:29 – 01:03:41)

The context of this conversation is that Stephen is caught by other Avengers such as Captain Charter, Black Bolt, Reed, Mordo, and Captain Marvel led by Professor Charles in Illumination Palace. He is asked to stop his act because of disobeying the rule for avoiding Darkhold. But, he keeps continuing his act in order to stop the bad cruel act by Wanda who is living as a scarlet witch in another multiverse.

From the conversation above, Stephen as the speaker violates quality maxim. It presents that he utters a sarcastic statement which hurts the Black Bolt psychologically because he mocks the part of the body of the hearer. It's impolite and very disliked by the others in the room.

In the intended meaning of the message in conversation, Stephen confronts all members in his room by heeding their warning. One of his utterances is mocking Black Bolt in sarcasm expression. Besides, he thinks the way to escape and save America Chavez. So, he is under pressure.

Data 12

Stephen : Hey, kid. That was the first time that you opened a portal, right?

Chavez : **It doesn't matter.**

Stephen : It does matter. You lost your parents.

(00:43:57 - 00:44:05)

The context of the conversation is that Stephen and America Chavez are walking to Doctor Strange's Sculpture in front of Sanctum as a memorial appreciation of the real hero who defeated Thanos. All citizens know Doctor Strange is a real hero which is adored by everyone. He is very famous like an artist. By the middle of conversation with America Chavez, he asks her about how she opens a portal to another multiverse and she responds it is very easy. But Stephen thinks it is a big problem for her. For evidence, she lost her parent because the other multiverse is opened accidentally by her and absorbing all of them into it.

From the conversation above, Chavez as the speaker violates quality maxim. It can be seen that she says something that is believed to be false. Stephen as the hearer responds it hardly by emphasizing that the opened multiverse potentially takes a risk. The proof is that Chavez's parent is lost caused by being absorbed into there and never comes back again.

In the intended meaning of the message in conversation, Chavez is actually able to open the gate of multiverse. But, Stephen attacks her hardly by emphasizing that the opened multiverse potentially takes a risk. The proof is that Chavez's parent is lost caused by being absorbed into there and never comes back again. Chavez thinks that opening the gate of multiverse and playing over is very enjoyable but she does not know that it is very dangerous.

Data 7

Wanda : If you knew there was a universe, where you were happy.
Wouldn't you wanna go there?

Stephen : **I am happy.**

Wanda : I know better than most what self-deception looks like.

(00:22:45 – 00:22:59)

The context of this conversation is that Stephen meets Wanda Maximoff in the multiverse exactly at Apple garden made by her before she changes to the Scarlet Witch if she lands at Darkhold. Wanda tries to encourage Stephen for agreeing with what she thinks about a multiverse as natural life with a thousand of happiness.

From the conversation above, Stephen as the speaker violates quality maxim. It can be seen that Stephen says a lie. He denies Wanda's perception about making a multiverse with cruel act by sacrificing America Chavez life. He looks confused how to respond Wanda who explains much words of a new life in the Multiverse. In the other hand, Wanda also cannot guess whether Stephen is agree or not with her idea.

In intended meaning of message in conversation, he ignores the statement but he does not make a conflict with Wanda. So, he pretends to say "happy" with it and Wanda does not attack him at that time anymore.

4.3 Violation of Relation Maxim

There are 3 data found reflecting violation of relation maxim. The description can be seen as following:

Data 18

Stephen : Look, I'm sorry you couldn't save your universe, but maybe,
you could help to save mine?

Other Stephen : **Are you happy, Stephen?**

Stephen : What?

Other Stephen : **Are you happy, Stephen?** It's the question that Christine
Palmer asked me at her wedding.

(01:30:45 – 01:30:57)

The context of this conversation is that Stephen comes to other Stephen in a multiverse. He requests his twin to help him in attacking Wanda by giving the Vishanti's Book. In the other hand, Other Stephen does not want to help him because he feels so angry because Stephen loves Cristine too. Then, they are battling until Other Stephen died in his own home. Finally, Stephen can get the Vishanti's Book.

From the conversation above, Other Stephen as the speaker violates the relation maxim. It can be seen that he tries to disconnect the conversation intentionally with Stephen who asked him to save the universe. Other Stephen says at twice the words "Are you happy, Stephen" as the angry expression. He tries changes the conversation topic abruptly and he also avoids talking about Vishanti's Book.

In intended meaning of message in conversation, Other Stephen rejects the request from Stephen. He tries to change topic to Cristine's wedding. Actually both of men have same feeling to Cristine. Other Stephen is a copy of Stephen.

Data 8

Wanda : All this for a child you met yesterday?

Stephen : **Wanda, you are justifiably angry. You had to make terrible sacrifices.**

Wanda : I blew a hole through the head of the man I loved.

(00:27:39 – 00:27:50)

The context of this conversation is that Stephen meets Wanda Maximoff in the multiverse exactly at Apple garden made by her before she changes to the Scarlet Witch if she lands at Darkhold. Moreover, Stephen tries to persuade Wanda for avoiding America Chavez and not disturbing her. But, Wanda still keeps continuing her mission to create the unoriginal family with two boys by utilizing the Chavez's power. Of course, it makes Stephen so worried about this situation. Then, he just tries to persuade her to stop her mission which it makes Wanda angry so bad with him.

From the conversation above, Stephen as the speaker violates relation maxim. He tries changes the conversation topic abruptly and he also avoids talking about Chavez. He tries to hide a fact that America Chavez is the key for making a real of Wanda's mission. It is reasonable for cooling Wanda's anger down.

In intended meaning of message in conversation, Stephen tries to change topic because he does not want to make a conflict with Wanda. Actually he wants to stop Wanda's act to use the power of Chavez. So, he advises her to stop it.

4.4 Violation of Manner Maxim

There are 2 data found reflecting violation of quantity maxim. The description can be seen as following:

Data 11

Cristine : This is pretty fancy. Sure you won't have to take out another student loan?

Stephen : **Nah. I just sold one of those kidneys that we operated on last week.**

(00:42:10 – 00:42:18)

The context of this conversation is that Stephen and America Chavez are walking at the city. Then they see the Memory Lane which it can play the best memory of the user. When Steven are playing it, the screen shows the memory of him with her girlfriend, Cristine, eating in a luxurious restaurant for dinner to celebrate the Stephen's birthday. Suddenly, Cristine gives a cool watch for him which it also makes him very surprised.

From the conversation above, Stephen as the speaker violates the manner maxim. It can be seen on what he says is very ambiguous and looks so exaggerated. The surgery doctor cannot sell the patient kidney as he wants.

In intended meaning of message in conversation, Stephen tries to entertain Cristine when dinner in Restaurant because he gets a new luxurious watch from her. He feels so happy then makes an exaggerated joke which is very ambiguous to be understood. Actually, at the past time when he was a student, he often loaned some money with his friend. He was shy to confess it.

Based on the explanation above, the researcher presents the summary of analysis can be seen in the table 1 below:

Table 1. Recapitulation of Maxims' Violation in *Doctor Strange in the Multiverse of Madness* Movie

Kind of Maxim Violatio	Number of Data	Total of Data	Percentage
Quantity	1, 2, 3, 4, 10, 13, 14, 16, 19	9	45%
Quality	5, 7, 9, 15, 12, 20	6	30%
Relation	8, 17, 18	3	15%
Manner	6, 11	2	10%
TOTAL		20	100%

Based on the table above, it can be seen that from there are 20 data reflecting violation of maxim's cooperative principle found in conversation of the movie entitled *Doctor Strange in the Multiverse of Madness*. The result shows that 9 data or 45% is categorized into violation of quantity maxim, 6 data or 30% is categorized into violation of quality maxim, 3 data or 15% is categorized into violation of relation maxim, and 2 data or 10% is categorized into violation of manner maxim. Thus, quantity maxim is most often violated in the conversation at whole.

The intended meaning of maxim violation is to ignore the conflict, deny the opinion, pressure someone, entertain someone, and change a topic of conversation. That's why the speakers violates maxim's cooperative principle in the movie entitled *Doctor Strange in the Multiverse of Madness*.

V. Conclusion

From the analysis above, it can be assumed that the speakers violate the maxims' cooperative principle in some situations. The analysis of the conversation in the movie entitled *Doctor Strange in the Multiverse of Madness* shows that 9 data or 45% is categorized into violation of quantity maxim, 6 data or 30% is categorized into violation of quality maxim, 3 data or 15% is categorized into violation of relation maxim, and 2 data or 10% is categorized into violation of manner maxim. From the result, it can be seen that quantity maxim is most often violated in the conversation at whole in the movie entitled *Doctor Strange in the Multiverse of Madness*. Then, the intended meaning of maxim violation done by speakers is to ignore the conflict, deny the opinion, pressure someone, entertain someone, and change a topic of conversation. Thus, the result of this study is in line with statement of Grice (1975) that people cannot be consistent in following the principle so they violate the maxim intentionally or unintentionally.

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