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# THE FLOUTING OF MAXIM IN THE MOVIE *PETER PAN AND WENDY* 2023

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## Abstract

Peter Pan, a classic piece of literature, has been adapted countless times in popular culture. The movie adaptation of Peter Pan is an ideal medium for studying linguistic phenomena, as it effectively mirrors real-life communication through characters' gestures, tone, context, and expressions. This study focusses on the analysis of maxim flouting in the movie *Peter Pan and Wendy*. The research identifies the different types of maxim flouting and explores the reasons behind these instances as performed by the characters Peter Pan and Wendy in the movie. The analysis is grounded in Grice's (1975) theory to classify the types of maxim flouting and Leech's (1983) framework to understand the reasons for these actions. The data were gathered by documenting the utterances (words, phrases, or sentences) that exhibit maxim flouting, and these were analyzed using Spradley's four-step analysis model: domain analysis, taxonomic analysis, contextual analysis, and cultural theme analysis. The findings of this descriptive research indicate that Peter Pan and Wendy exhibit four types of maxim flouting: manner, relevance, quantity, and quality, with manner being the most frequently flouted and quality the least. The reasons for flouting the maxims were identified as collaborative, convivial, competitive, and conflictive, with collaborative reasons being the most used.

*Keywords: Pragmatics, maxim flouting, types of maxim flouting, reasons of maxim flouting*

## Introduction

Who is not familiar with the story of Peter Pan? People from various generations know this tale, rich with adventure and magic. The Peter Pan story has been reinterpreted and adapted in numerous ways, continuing to influence popular culture through children's books, movies, cartoons, comics, avatars, and theatrical performances. It has become an enduring part of classic children's literature, captivating readers across generations.

Peter Pan is deeply embedded in classical literature and popular culture, having undergone numerous adaptations. Literature draws from human experiences, allowing authors to express issues, share experiences, and often infuse their own lives into their works Ibrahim et al. (2018). Fiction, a prominent literary form, is frequently represented in movies. Movies use audiovisual elements to convey messages that reflect reality Fauziah and Thahara (2018). As an audiovisual medium, movies can narrate extensive stories quickly, allowing audiences to experience different times and places. While some view movies solely as entertainment, others believe they offer valuable learning experiences.

In fact, according to Tasyarasita and Wibowo (2022), movies are well-suited<sup>3</sup> for studying linguistic phenomena because they depict characters' gestures, intonation, context, and expressions in ways that closely reflect real-life situations. This makes movies valuable for understanding everyday language use. Given that, language, as a system for expressing ideas and facilitating communication Ibrahim et al. (2018), plays a crucial role in shaping social interactions. In movies, character interactions significantly influence the narrative and the audience's grasp of the story. Yule (1996) notes that effective communication involves recognizing words and their meanings. However, achieving successful communication requires both the speaker and listener to share a high level of understanding and knowledge about the information being exchanged; otherwise, misunderstandings can disrupt communication. This mutual understanding is particularly important in cases where conversational maxims are flouted.

Cutting (2002) defines flouting of conversational maxims as when a speaker intentionally disregards these maxims while expecting the listener to infer the intended meaning. This concept is also discussed by Algoddri and Wiwoho (2022), who highlight that flouting involves knowingly violating conversational norms but relying on the listener to grasp the underlying message. To ensure effective communication, speakers and listeners must adhere to cooperative principles, or conversational maxims, as outlined by Grice (Yule, 1996). These principles help avoid ambiguity and incomplete statements, thereby preventing misunderstandings. Utterances are rarely made without purpose; instead, they are crafted with specific intentions (Yule, 1996). Every statement has an intended communicative function, known as its illocutionary force Nuzulia and Isma (2020). This function can vary depending on the context and purpose of the communication. Leech (1983) further categorizes illocutionary functions into four types, each playing a role in achieving and maintaining social goals within a community.

Several studies have investigated Grice's Cooperative Principle.<sup>5</sup> Marlisa and Hidayat (2020) analyzed maxim flouting in the *Good Morning America* talk show featuring Jackie Chan, using conversation transcripts to identify and explain instances of flouting and their impact on engaging communication. Ulfah and Afrilia (2018) examined dialogues from the movie *The B.F.G.*, analyzing utterances by Sophie and BFG to explore how maxims are flouted and their context within the movie's script. Fatmawati (2015) studied the movie *12 Years a Slave*, focusing on how the protagonist, Solomon Northup, flouts maxims, detailing the types, strategies, and reasons for these violations. Ibrahim et al. (2018) investigated maxim flouting

in the movie *Se7en*, identifying instances of all four types of maxim flouting and the motivations behind them.

The previous studies show that movies are often chosen for research because they are widely recognized and distributed literary works. Movies convey values in a way that is easily understood and accepted by audiences, and their diverse genres and actors attract viewers. This accessibility makes movies an effective tool for language learning through literary analysis. Wardhaugh (2010) supports this, noting that movies offer valuable insights into the relationship between language and society, making them a rich resource for exploring these connections.

This research differs from the previous studies in both focus and methodology. While the previous studies explored various aspects of maxim flouting using Grice's theory and other approaches, this research centers on the movie *Peter Pan and Wendy*. Unlike earlier studies, which primarily used Grice's theory to analyze types of maxim flouting or examined the context and motivations behind it, this research will apply Leech's theory of illocutionary functions to delve into the reasons behind maxim flouting. By combining (Grice, 1975) theory to identify types of flouting with (Leech, 1983) theory to understand the underlying reasons, this study aims to provide a more comprehensive analysis of why characters flout conversational maxims in the movie.

## Review of Literature

Pragmatics is one of the various subfields within linguistics. According to Yule (1996), Pragmatics is the study of contextual meaning, focusing on how people interpret what is meant in specific situations and how the context affects the meaning of what is said. Mey (1993) describes pragmatics as the study of how language is effectively used in different, and occasionally unconventional, contexts, as long as speakers are aware of their intentions. To address this, an English philosopher formulated a theory known as the Cooperative Principle (CP), often referred to as Gricean maxims, as noted by Wahyuni et al. (2019). This theory is integral to understanding how conversational maxims and context interact to enable speakers to convey and listeners to interpret implied meanings effectively. It explains how intentionally flouting these maxims can be a strategy for communicating deeper, underlying messages.

Flouting a maxim involves intentionally not following the Cooperative Principle as outlined by Grice (1975). It means deliberately ignoring a maxim to convey underlying meanings, unlike violating a maxim, which involves intentionally creating a misleading implicature Thomas (1995). According to Andresen (2013), a maxim violation happens when someone purposely misleads another. Grice (1975) also noted that violating a maxim can lead

to misunderstandings due to potential misdirection. In contrast, maxim flouting involves not fulfilling a maxim to prompt the listener to infer additional meanings or implicatures. Yule (1996) indicates that implicatures are key instances where communication conveys meanings beyond the literal expression. Flouting does not aim to deceive but to guide the listener toward understanding implied messages. Grice (1975) identified <sup>2</sup> four types of maxim flouting: quantity, quality, relevance, and manner, each with its own approach and purpose.

#### **a. Manner maxim flouting**

The maxim of manner requires speakers to avoid vague or ambiguous language, be concise by steering clear of unnecessary verbosity, and present their ideas in a clear and organized manner. Flouting this maxim occurs when a contribution is unclear, ambiguous, or disordered. For instance, using slang with non-native speakers or employing unfamiliar words that others may not understand can violate this rule. Essentially, those who disregard this guideline often aim to create confusion or marginalize others. Therefore, speakers should strive to communicate information clearly and straightforwardly to enhance understanding and prevent miscommunication.

#### **b. Relevance maxim flouting**

<sup>14</sup> The maxim of relevance mandates that speakers ensure their contributions are pertinent to the current discussion. They should respond appropriately and provide answers that directly address the questions posed. Flouting this maxim happens when a speaker's contributions are irrelevant, such as when they introduce a new topic or divert the conversation. Sometimes, speakers may seem irrelevant not out of intention but to communicate something indirectly or to withhold information.

#### **c. Quantity maxim flouting**

The Quantity category deals with the amount of information provided and encompasses two main maxims: offering only the information necessary for the purpose of the conversation and avoiding giving more details than required. Following these guidelines is essential for maintaining effective, efficient, and cooperative communication.

#### **d. Quality maxim flouting**

The maxim of quality requires that conversational participants only make statements they believe to be true and avoid saying things they think are false or unsupported by evidence. In typical exchanges, speakers should base their statements on factual evidence to substantiate

their claims as true. This means each participant must speak honestly about the topic being discussed. Flouting the maxim of quality occurs when a speaker makes statements that are evidently false or lack adequate evidence, indicating that accurate information is expected in conversation.

In his book, Leech (1983) discusses various illocutionary functions, which involve conveying implicit meanings in communication. These functions are closely tied to why people flout conversational maxims. By deliberately flouting maxims, speakers use indirect illocutionary force to let listeners infer the intended meaning through implicatures. Such illocutionary functions often drive the reasons behind maxim flouting. For instance, speakers might flout a maxim to achieve specific communicative goals like expressing sarcasm, issuing indirect commands, or subtly showing disagreement. Here are some possible reasons why individuals may flout the maxims of the cooperative principle:

#### **a. Collaborative**

Collaboration happens when the illocutionary goal aligns neutrally with the social goal. This includes activities such as announcing, reporting, asserting, and instructing. In these situations, both the illocutionary and social goals work together to improve understanding.

#### **b. Convivial**

This reason for flouting maxims arises when the illocutionary goal is in harmony with the social goal, evident in actions like offering, inviting, greeting, thanking, and congratulating. In these instances, there is no downside, as both the individual and society gain from the communication.

#### **c. Competitive**

This reason involves an illocutionary goal that conflicts with the social goal, as seen in actions like ordering, asking, demanding, and begging. Here, the illocutionary goal is centered on personal interests, disregarding the well-being of others, while the social goal aims to benefit others. Consequently, there is often a clash between pursuing personal objectives and achieving social advantages.

#### **d. Conflictive**

This reason occurs when the illocutionary goal of a conversation conflicts with the social goal, as seen in actions like threatening, accusing, cursing, and reprimanding.

## Methodology

To complete this research using a qualitative method, several steps are undertaken to collect data. First, the movie *Peter Pan and Wendy* is watched thoroughly. Next, the utterances made by Peter Pan and Wendy, as well as other characters, are recorded, focusing on instances of maxim flouting. Finally, the research involves documenting these utterances to identify the underlying reasons for the flouting of maxims. To theory<sup>6</sup> by Grice (1975) was used to identify the types of maxim flouting, while the theory from Leech (1983) was used to analyze the reasons behind the maxim flouting. The researcher employed Spradley's (1980) model for data analysis, which involves four steps:<sup>4</sup> domain analysis, taxonomic analysis, componential analysis, and cultural theme analysis.

## Findings and Discussion

### a. Manner Maxim Flouting

#### D16/T4/R3

Wendy : Perhaps, Peter Pam could tell us a story first.

Peter Pan : ... it is<sup>1</sup> a very short story and it goes like this, I fought Captain Hook in a duel and I cut off his hand.

Wendy : Yes. Yes. Everyone knows that. How could you two met? Why would you start fighting in the first place?

Peter Pan : **Because he is a pirate and I am a Peter Pan**

Wendy : **But surely, it cannot be as simple as that.**

When Wendy finally arrives at the children's home in Neverland, she is requested to tell the Lost Boys a bedtime story. However, unable to contain her curiosity, she asks Peter Pan to recount a story about himself or Captain Hook.

In the preceding conversation, Peter Pan is flouting the maxim of manner by describing himself and Captain Hook in a way that implies more than what is directly stated. His mention of being Peter Pan and Captain Hook being a pirate introduces ambiguity, leaving Wendy uncertain whether their conflict stems from a longstanding enmity between Peter and pirates or from Captain Hook's choice to become a pirate, a profession Peter Pan dislikes. Peter Pan's evident sadness and discomfort while recounting the story suggest that he is using maxim flouting to conceal his true emotions.

In revealing the reason behind his conflict with Captain Hook, Peter Pan flouts the maxim of manner by employing a collaborative approach. This involves using both illocutionary and social goals to add emotional depth and address Wendy's questions in a way

that has a dramatic effect. The illocutionary goal of Peter Pan's statement is to subtly communicate his true feelings to Wendy. Peter Pan asserts that pirates and Captain Hook are equivalent, which causes him distress.

### b. Relevance Maxim Flouting

#### D2/T3/R1

Father : Honestly, <sup>1</sup> is this how you want to spend your last night at home?

Wendy : **It was just a bit of fun.**

Father : Exactly. You are too old for this to be the type of fun that you are having.

Wendy and her father continue to argue about who broke the mirror. Despite Wendy's insistence that she is not at fault, her father refuses to believe her. Wendy feels that engaging in some fun is perfectly acceptable.

Wendy is flouting the maxim of relevance by not providing a relevant response to her father's question. When her father asks how she could have done that on her last night at home before going to college, Wendy responds by defending her actions, stating that this is her way of having fun. She flouts the maxim of relevance to avoid provoking her father's anger.

<sup>2</sup> There is a conflict between Wendy's illocutionary goal and her social goal. Wendy uses competitive reasons to flout the maxim of relevance because she wants to avoid arguing with her father. She attempts to explain that she can still enjoy herself at her age while also trying to avoid her father's anger. Furthermore, her illocutionary goal is to demand her father stop her from having fun and all she has been doing. On the other hand, her social goal is to give her answer without interrupting her father's question; she cannot reach her illocutionary goal and social goal at the same time. By trying to provide a satisfactory answer while also avoiding her father's disapproval, Wendy fails to meet her illocutionary and social goals effectively.

### c. Quantity Maxim Flouting

#### D13/T2/R4

Peter Pan : <sup>1</sup> It was an adventure. Is not that what you wanted?

Wendy : **Yes, but I did not think that meant being shot out of the sky by pirates.**

John : Or drowned or dismembered.

After successfully escaping from Captain Hook's pirates and rescuing her two younger siblings, Wendy felt frustrated with Peter Pan. The adventure was not as she had imagined, and her decisions seemed to put them all in real danger.



Wendy grew frustrated with the stressful experiences they encountered in Neverland. She flouted the maxim of quantity by providing excessive responses and details to Peter Pan. Wendy had not anticipated that their adventure would become so risky and dangerous for herself and her younger siblings.

Ultimately, Wendy's flouting of the maxim stems from conflictive reasons. She uses her statements to criticize and reprimand Peter Pan for the events that transpired in Neverland, reflecting her frustration and regret. Her social goal is to express her thoughts and discontent without letting her anger overshadow the conversation. goal.

#### d. Quality Maxim Flouting

##### D14/T1/R4

- Wendy : (Tinker Bell tries to say something to Wendy, but her voice cannot be heard by Wendy.) ... Tinker Bell, I do not understand you, what are you saying?
- Peter Pan : (Peter Pan wants to help Tinker Bell convey her message to Wendy) ... <sup>1</sup>What she is saying is, I saved the day.
- Wendy : You sort of saved the day. You saved past of the day.
- Peter Pan : And I did a pretty good job at it.
- Wendy : **And it is not like you had any help at all.**
- Peter Pan : No, I did not. I am Peter Pan. I do not ever need help.
- Wendy : You have a magical fairy that makes you fly. A gaggle of children to do your bidding, a princess who cleans up after you while you are not off gallivanting with pirates.

After escaping from the pirates, Wendy and Peter Pan argue during their journey. Wendy is frustrated with the perilous adventure, and Peter Pan's arrogance only adds to her annoyance. Peter Pan boasts as if he were solely responsible for their rescue, but Wendy points out that he had many friends who helped him in their fight against the pirates.

In this conversation, Wendy flouts the maxim of quality by making a statement that is not factually accurate. Her remark lacks sufficient evidence, as everyone knows they fought the pirates together, not just Peter Pan alone. Wendy's comment is a response to Peter Pan's boastful claim that he fought alone and did not need help, implying he would always win. By exaggerating Peter Pan's solitary role, Wendy is satirizing him and expressing her frustration.

In this situation, Wendy uses conflictive reasons to flout the maxim. She makes statements that contradict the actual events to indirectly reprimand Peter Pan for his arrogance and disregard for others' contributions. Wendy's illocutionary goal is to address Peter Pan's

boastful attitude, while her social goal is to engage in meaningful conversation with him. She aims to make Peter Pan recognize that his friends also played a role in fighting the pirates. This creates a conflict between her desire to express concern and her need to subtly criticize Peter Pan's arrogance.

**Table 1 Componential Analysis of Types and Reasons of Maxim Flouting**

Types of Maxims flouting	Reasons of Maxims flouting				Total
	R1	R2	R3	R4	
T1	0	1	1	1	3
T2	0	1	7	1	9
T3	2	1	5	1	9
T4	1	1	8	0	10
<b>Total</b>	3	4	21	3	31

Notes: T<sup>8</sup> = Types of maxim flouting  
 R = Reasons of maxim flouting  
 T1 = Quality Maxim Flouting  
 T2 = Quantity Maxim Flouting  
 T3 = Relevance Maxim Flouting  
 T4 = Manner Maxim Flouting

R1 = Competitive  
 R2 = Convivial  
 R3 = Collaborative  
 R4 = Conflictive

## Discussion

The findings reveal four types of maxims being flouted and four underlying reasons for this flouting. However, not every reason applies to each type of maxim flouting, as the characters' motivations, along with their illocutionary and social goals, influence which reasons are relevant. As a result, certain reasons may be absent in some types of maxim flouting. Additionally, specific types of maxim flouting are more commonly associated with particular reasons, driven by these goals.

Two previous studies have shown that the maxim of quality is flouted the least frequently. The first study, by Ulfah and Afrilia (2018), analyzed an American fantasy adventure movie and found that the maxim of quality was the least commonly flouted. The second study, conducted by Marlisa and Hidayat (2020) examined maxim flouting in the *Good Morning America* (GMA) talk show and found that the maxim of quality was flouted only twice. In these cases, Jackie Chan, a guest on the show, did not intend to deceive but aimed to create humor, which can be achieved by manipulating certain conversational rules. Flouting the maxim of quality involves saying things one does not believe to be true, thereby failing to provide reliable contributions supported by adequate evidence. This suggests that conversations are generally cooperative, with speakers typically avoiding outright lies and instead trying to convey subtle meanings. In the movie *Peter Pan and Wendy*, characters display interactions

between friends and family, leading to minimal flouting of the maxim of quality to maintain the relationships portrayed in the movie. Additionally, both prior studies identified <sup>12</sup> the maxim of quantity as the most frequently flouted. Fatmawati (2015) found that the maxim of quantity was flouted the most, as providing excessive information helps to prevent misunderstandings and shows interest in the conversation. In his research, Ibrahim et al. (2018) found that collaborative reasons were the primary motivation for maxim flouting in the *Se7en* movie script, with characters often flouting maxims to work together in solving the case and identifying the murder suspect.

Cultural differences and the type of research object are also factors contributing to the differences in maxim flouting observed between this study and previous research. Although two of the earlier studies also focused on movies as their research context, these variations can still arise. Wardhaugh (2010) supports this by explaining that factors such as setting and scene, participants, goals, act sequence, tone, communication tools, norms of interaction and interpretation, and genre collectively referred to as the speaking context are crucial in everyday communication. In line with this, Short and Leech (2013) note that the conversational behavior of characters in a given passage reflects not only their individual traits but also their relationships with one another. Moreover, a variety of factors, including personal traits, communication style, and emotions, influence why and how characters flout maxims. These character differences play a key role in determining how and when different conversational maxims are flouted.

The phenomenon in the movie *Peter Pan and Wendy* often causes Peter Pan and Wendy to flout the maxim of manner. Peter Pan does this to avoid revealing his true identity to his friends by making vague statements, while Wendy similarly conceals her feelings from her parents and friends. Nuzulia and Isma (2020) state that speakers sometimes provide information that is difficult to understand, which can be obscure, disorganized, and ambiguous, rather than concise and clear. This aligns with Hamidah et al. (2022), who note that ambiguous and unclear statements can lead to different interpretations by the listener. <sup>11</sup> Thus, it can be concluded that flouting the maxim of manner is the main strategy used by Peter Pan and Wendy to keep their secrets and emotions concealed.

In addition to examining the types of maxim flouting, this research also investigated the reasons behind them. The study revealed that the most common reason Peter Pan and Wendy flout maxims is for collaborative purposes. The reasons for maxim flouting vary depending on the context and the goals of the conversation. <sup>3</sup> Leech (1983) explained that the collaborative reason aims to enhance understanding between participants. In the movie *Peter Pan and Wendy*,

given that Peter Pan and Wendy are characters who often try to hide something from others, they rely on collaborative reasoning, hoping that the listener will grasp the hidden meanings behind their words. They use collaborative reasoning to flout the maxims, as their illocutionary and social goals align in a way that fosters deeper understanding in the conversation. However, certain reasons are absent in some types of maxim flouting because they are irrelevant or unnecessary in the specific context of the conversation. The reasons for maxim flouting are highly dependent on the conversation's context, and in some situations, particular reasons may not be needed because the situation or topic does not require them. This view is supported by Tasyarasita and Wibowo (2022) who assert that the reasons for maxim flouting are determined by the context and objectives of the conversation. By identifying why characters flout maxims, it becomes easier to understand and interpret the implied meanings behind their statements in the movie. Understanding the context, character, purpose of the conversation, social norms, and characteristics of each type of maxim flouting helps explain why certain reasons are not always present in all instances of maxim flouting.

From the previous discussion, it is evident that maxim flouting can occur not only in real life but also in various contexts involving language, such as movies. Hamidah et al. (2022) note that movies are well-suited for analyzing linguistic phenomena because they effectively depict gestures, situations, expressions, and intonations of characters in a manner that closely mirrors real-life situations.

## **Conclusion and Suggestions**

Based on the findings and discussions, the maxim of manner is flouted most frequently. In the movie *Peter Pan and Wendy*, the frequent flouting of the maxim of manner illustrates how individuals often obscure details or communicate ambiguously to protect their emotions or conceal aspects of their identity. Similarly, in everyday life, people may do the same to avoid facing difficult truths or to maintain a certain image. Wendy's hesitation to express her true feelings reflects how individuals might withhold emotions due to confusion or fear of judgement, especially during times of personal dilemmas or life transitions. The most common reason for Peter Pan and Wendy flouting maxims is collaborative. This mirrors how people often use indirect communication to build understanding and strengthen relationships. Just as Peter Pan and Wendy use collaborative flouting to express their true feelings and intentions, individuals in everyday situations may rely on indirect communication to achieve mutual understanding without resorting to direct confrontation.

The researcher suggests that future studies should focus on how maxim flouting affects communication, using movies as a research tool. They also highlight the importance of understanding the reasons behind maxim flouting and considering cultural factors. Additionally, this research<sup>13</sup> seeks to offer a comprehensive understanding of the cooperative principle and the concept of maxim flouting. This study is particularly valuable for scriptwriters, as it demonstrates how crafting dialogues that follow the cooperative principle while integrating maxim flouting can improve character development in movies. As a result, the research concentrates on instances of maxim flouting by Peter Pan and Wendy in the movie *Peter Pan and Wendy*, analyzing how these flouted maxims impact the movie's overall narrative.

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