

The Violation of Cooperative Principles' Maxims Used in The Movie *Thor: Ragnarok*

¹Mirabel Thea Vita, ²Sri Mulatsih

Universitas Dian Nuswantoro

Semarang

(311201902026@mhs.dinus.ac.id, sri.mulatsih@dsn.dinus.ac.id)

Abstract: The researcher of this research prefers to focus on the violation of cooperative principles particularly found in movie. The movie studied by this researcher is “Thor: Ragnarok” and it is produced by Marvel Studios. The researcher chose the topic of cooperative principles violation because the researcher felt in the movie “Thor: Ragnarok” there are a lot of maxims’ violation that happened in conversations between the characters over there. Cooperative principles is a tremendous need for all mankind when they start a conversation with another. Cooperative principles can also be said to be a conversation that can be perfectly and relevant among the questions that had been asked to someone and also the answer of that questions can be relevant too. The method of this research used descriptive qualitative. The data of this research were taken from the movie “Thor: Ragnarok” by watching the movie and transcribing them into the written data. To analyze the data, the framework proposed by Grice in Yule (1996) were used. From this study, it can be concluded that in this film, there are many cooperative principles violations done by the characters, and the dominant one is the violation of quantity maxim. That might alert some audience to confuse because some of the conversations are ambiguous.

Keywords: *Cooperative principles, maxims Thor: Ragnarok, violation*

RESEARCH BACKGROUND

Language is a tool for communicating ideas, thoughts, concepts, and emotions. In everyday life, language is commonly utilized to communicate with others. In communicating, usually the speaker and listener use an equivalent language so that the conversation can flow smoothly. When a speaker and listener speak in an equivalent language, the speaker and listener can understand each other without the need for the speaker to explain the context or meaning of their utterances in detail. For example, if the speaker says, “you know, it turns out he already has a girlfriend,” the listener who hears the speaker’s utterances can understand the word “he” without have to be explained by the speaker.

Moreover, it is expected that during a conversation, the speaker and listener will work together to establish an ideal conversation. As said by Grice in Maria Aggryani Eno Toda (2017), the cooperative principles, which consists of four maxim (maxim of quantity, maxim of quality, maxim of relation, and maxim of manner) is the suggested principles for the speaker and also the hearer to show their cooperation by contributing appropriately to their conversation. Grice in Taqwa Rashid Juma’a (2020) also stated, “provide your required conversational contribution at the stage when it is required by the agreed-upon purpose or direction of the talk exchange in which you are participating.”

This notion of cooperation, according to maxim from Grice's cooperative principles theory, is only when people who converse are not judged to be confused, cheating, or withholding relevant information from one another. When having a conversation, we can use maxim from Grice's theory as an assumption. When we have a some conversation, the participants are required to give accurate information, provide relevant replies, provide requested information without being excessive, and provide information that is clear and also non-ambiguous.

However, there are situations when the maxim is violated in some conversation. Violating maxim or more often called as "flouting maxim" is a circumstance in which a speaker manipulates a specific maxim, resulting in a conversational implicature because there is a specific objective to be communicated, something to be hidden, or the speakers avoid the conversation, so violating the maxim. As said by Cutting in MeryWahyuni (2019), "maxims can also be flouted when someone uses one of the following strategies: overstatement, understatement, hyperbole, metaphor, irony, or banter."

These maxims and flouting maxim can be evaluated in ordinary conversations, literary works such as novels and movies, and even in a textbook that contain conversational dialogues. There has been a lot of research done on maxim analysis and flouting maxim analysis. There's a lot of researcher who study on floating maxim in a movie and novel. The first researcher was MeryWahyunni, M. BahriArifin, and Indah Sari Lubis (Mulawarman University, 2019) entitled with An Analysis of Flouting of Maxims Done by Main Characters in La La Land Movie. The second researcher was Sami Saragih and Mhd. Johan (PuteraBatam University, 2020) entitled with Maxims in Novel "The Fault in Our Stars" by John Green: Pragmatics Approach. This two research discusses about the flouting of maxim that found in the movie "La La Land" and in the novel "The Fault in Our Stars" But for my research, I like to get more focus on violation of cooperative principles that I found in the movie Thor: Ragnarok.

By the reasons above, the researcher is finally interested in investigating about violation of cooperative principles on a movie. The movie that researcher used in this study is titled "Thor: Ragnarok," and it is produced by Marvel Studios. It is therefore important to look at the definition of cooperative principles and the definition of the movie "Thor: Ragnarok".

Cooperative Principles

In order to make the conversation success sometimes it depends on the speakers approaches to the interaction. According to Grice, cooperative principle is to make sure your conversational contribution such as required, at that stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged by Yule (1996). There are four types of maxims: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Maxim of Quantity

In maxim of quantity, the speakers must make their contribution as informative as required and they are not allowed to make the contribution more informative than is required which means that the speakers also neither give too much nor too little information.

Maxim of Quality

Maxim of quality can be defined as truthful as required (2000). It means that the speakers must give the information that it is true or they think to be false. Maxim of quality can be seen through these initial phrases such as "as far as I know" or "I'm not sure if this is right,

but...” by Yule (1996)

Maxim of Relevance

In the maxim of relevance, the speakers are required to be relevant in saying something. To fulfill this maxim, the speakers are expected to say something relevant to what is said before (2002). This type of maxim can be found in conversation, started with “Oh, by the way” according to Yule (1996).

Maxim of Manner

Grice asserted that the speakers tends to be perspicuous, be brief, be orderly, to avoid ambiguity and obscurity of expression. The speakers of this maxim must say something clear and should be vague in conversation.

Thor: Ragnarok

Thor: Ragnarok is a 2017 superhero movies, based on the Marvel Comics superhero of the same name. This film is a sequel to Thor, Thor: The Dark World, Avengers: Age of Ultron, and Doctor Strange. It is the seventeenth film in the Marvel Cinematic Universe, and also the fifth installment of Phase Three. The film is directed by TaikaWatiti, and for the entire cast is like Chris Hemsworth, Tom Hiddleston, Mark Ruffalo, and the others. This film was released on October 24, 2017 internationally.

REVIEW OF RELATED LITERATURE

Grice (1989) said that there four maxims of cooperative principles. They are maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner.

Maxim of Quantity

In maxim of quantity, the speaker really should make the contribution as informative as required so the speaker should not give information that is too much or too little.

Maxim of Quality

In maxim of quality, the speaker really must give the true information that based on the reality, so the speaker cannot make the contribution that is lacks of equip evidence.

Maxim of Relevance

In maxim of relevance, the speaker really must say something that is related to the topic so the contribution given must be relevant.

Maxim of Manner

In maxim of manner, the speaker really must state their intentions briefly, coherently, clearly, and politely so their utterances rarely have multiple meanings.

RESEARCH METHOD

This study’s research method was qualitative descriptive method. As stated by MargareteSandelowski (2000), “when straight descriptions of occurrences are required, the qualitative descriptive method is the approach of choice. This type of research is extremely

valuable for the researcher is extremely valuable for the researcher who want to know the who, what, and where of occurrences.” Qualitative descriptive research is frequently used to evaluate social events, phenomena, or situations in which the data results are presented as they are without any manipulation or other treatment. The researcher in this study will describes how a cooperative principles is violated and how it occurs in the movie “Thor: Ragnarok.”

The sample of this study is the movie “Thor: Ragnarok,” and the data in this study are utterances that containing violation of cooperative principles. Grice’s cooperative principle theory was used to analyze data in this study. The researcher used a computer, a website, and previous research to support this research and took three steps to analyze the data. The first step of my research was to watch the movie “Thor: Ragnarok” to identify the utterances produced by the characters in their conversation, the second step was to take a note of the conversation that contained violation of cooperative principles and the last step was to classify the data. The researcher selected utterance in the movie that violated cooperative principles and then classified the utterances based on maxim categories.

RESULT AND DISCUSSION

The researcher have concluded in my research of the movie “Thor: Ragnarok” had a violation of cooperative principles. There were a lot of different conversations that violated the cooperative principles, but the researcher has chosen 15 utterances that used in the movie.

Table 1. The Violation of Cooperative Principles in Movie “Thor: Ragnarok”

No	Cooperative Principles	Frequency	Percentage
1	Maxim of Quantity	5	33%
2	Maxim of Quality	3	20%
3	Maxim of Relevance	3	20%
4	Maxim of Manner	4	27%
TOTAL		15	100%

The above table depictsthe violation of cooperative principles in the movie “Thor: Ragnarok.” A through explanation of each of the violation of cooperative principles and also with the examples will be presented as follows:

1. Maxim of Quantity

The first of violation is happened in the movie “Thor: Ragnarok is maxim of quantity.

Excerpt 1

Thor: “Where’s Odin?”

Loki: “You just couldn’t stay away, could you? Everything was fine without you. Asgard was prospering you’ve ruined everything. Ask them.”

In this conversation, suggesting that Thor was looking for Odin, his father but instead got real Odin he got Loki pretending to be Odin. Thor then asked the truth of where is the real Odin. Loki answer Thor’s question wasn’t directly because he elongate his answer and ended that Loki only told asked Thor to ask someone else. In this conversation Loki’s answer had been violated of maxim quantity.

Excerpt 2

Thor: "So earth has wizards now"?

Doctor Strange: "The preferred term is "Master of the Mystic Arts"

In this conversation Doctor Strange doesn't answer Thor's question directly when he asked if doctor strange are a wizard or not but Strange explain it proper calling of himself, this is because when Thor looked for Odin on earth he meet Doctor Strange and he doing magic things in front of Thor like a opening a portal and it maybe Thor think that Strange was a wizard.

Excerpt 3

Korg: "Hey man, we're about to jump on that ginormous spaceship. You wanna come?"

Loki: "You do seem like you're in desperate need of leadership."

At this point, when Korg and other friends wanted to escape from Sakaar he meets with Loki. Loki in this conversation did not answer directly but he instead tried to make small talk that Korg needed someone to lead him out of Sakaar. Loki's position here also wants to get out of Sakaar so he answer Korg's question like that but with directly way.

Excerpt 4

Thor: "How'd you end up in here?"

Korg: "Well, I tried to start a revolution but I didn't print enough pamphlets, so hardly anyone turned up. Except for my mom and her boyfriend, who I hate. As punishment, I was forced to be in here and become gladiator. Bit of a promotional disaster."

Korg answered Thor's question very wordy and he also didn't immediately answer the point that Thor was asking about how Korg ended up in Sakaar.

Excerpt 5

Thor: "How'd you get here?"

Hulk: "Winning"

On this conversation Hulk doesn't explain clearly how he ended up in a place like that, and with that answer from the Hulk it make thor confuses to much because he hasn't see Hulk for a long time.

2. Maxim of Quality

The second of violation is happened in the movie "Thor: Ragnarok is maxim of quality.

Excerpt 6

Thor: "Where's father? Did you kill him?"

Loki: "You had what you wanted, you had the independence you asked for!"

At this point Thor assumed that Odin had been killed by Loki, so he asked a question like that but when Loki answered that question he didn't answer correctly and he had lied to the whereabouts his father when meet Thor.

Excerpt 7

Banner: "What are you saying? I've been Hulk for two years?"

Thor: "I'm afraid so."

At this conversation Banner was so shocked to accept the fact that he had been Hulk for so long, so he asked the truth of Thor. But Thor here didn't answer right about that question, because he felt hesitant to answer Banner's question about the Hulk, and also Thor felt so afraid that Banner would turn into the hulk again.

Excerpt 8

Loki: "What have you done!?"

Valkyrie: "I don't answer to you, lackey."

In the above conversation it is clear that Loki is asking what Valkyrie is doing. But here Valkyrie is not answering the question of Loki properly and it's like Valkyrie trying not to speak to Loki here. Valkyrie in here is also pronouncing Loki's name incorrectly.

3. Maxim of Relevance

The third of violation is happened in the movie "Thor: Ragnarok is maxim of relevance.

Excerpt 9

Thor: "Will you stop doing that?"

Doctor Strange: "I need just one strand of your hair."

At this above conversation, Thor was so confused as to why Doctor Strange was so used his magic to him. So he asked if Strange could ever stop doing that. In here conversation Doctor Strange answering with that answer are irrelevant to what Thor is asking.

Excerpt 10

Lead Scrapper: "Are you a fighter or are you food?"

Thor: "I'm just passing through."

The violation of maxim relevance happened in this conversation too. It fact that Thor doesn't answer Lead Scrapper's question seriously, Thor in this conversation should answer any of the two question that Lead Scrapper asks on him.

Excerpt 11

Banner: "So, the last time I saw you, you were trying to kill everybody. Where are you at these days?"

Loki: "It varies from moment to moment."

At this part Banner was shocked by Loki. He's been trying a question to Loki about where are him these days. But at this conversation Loki was only explaining that he had changed and Loki answering it out of the topic and also he didn't answer Banner's question very well.

4. Maxim of Manner

The fourth of violation is happened in the movie "Thor: Ragnarok is maxim of manner.

Excerpt 12

Thor: "What's going on here?"

Heimdall: "Come see for yourself."

Heimdall of this conversation had ambiguous significance when answering Thor's question. This position Thor asks how Asgard is and Heimdall didn't explain what's going on in Asgard.

Excerpt 13

Banner: "And what about Sokovia?"

Thor: "Sokovia?"

Banner's been asking about Sokovia since the Avengers have war with Ultron there. But Thor here isn't answer with correct answer, he also asking to Banner about what happened in Sokovia.

Excerpt 14

Loki: "Why not set the beast loose?"

Thor: "Shut up."

At the conversation above, Loki asking a question about something to Thor and then Thor here doesn't answer Loki's question also Thor's answer seems very ambiguous. Thor's answer here is also told Loki to shut his mouth.

Excerpt 15

Valkyrie: "What's our move?"

Loki: "I'm not doing get help."

In this conversation, Valkyrie was frantically searching for a way out while all of team had war with the enemies and she asked Loki about that. Loki answer here isn't clear enough and it makes Valkyrie confuse also Loki answer is very ambiguous.

CONCLUSION

The conclusion for my research of the violation of cooperative principles that used in the movie "Thor: Ragnarok" was in that film, the conversation between one character to other character is still has the violated of cooperative principles, like there's a lot of word they are use and all of the answer of the some character is ambiguous too. For some conversation that

they are have is also makes the audience became understandable while watching it. Almost all kinds of maxim like maxim of quality, maxim of quantity, maxim of relevance, and also maxim of manner hand a lot many of violation. Cooperative principles are really a matter and importance when some people start the conversation. Start the conversation with asking a question and answering the question must be relevant too. The cooperative principles is expected that during a conversation, the speaker and listener will work together to establish an ideal conversation.

REFERENCES

- Juma'a, T. R. (2020). Flouting Grice's Cooperative Principle in a Political Interview (Trump's Interview With Time on 2020). *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(5), 1403–1413.
<https://www.archives.palarch.nl/index.php/jae/article/view/6898>
- Saragih, S., & Johan, M. (2020). Maxims in Novel "The Fault in Our Stars" by John Green: Pragmatics Approach. *IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature*, 8(1), 340–352.
<https://doi.org/10.24256/ideas.v8i1.1401>
- Whayuni, M., Arifin, M. B., & Lubis, I. S. (2019). An analysis of flouting maxims in La La Land movie. *Literary Criticism Journal*, 1(2), 10–15
- Ibrahim, Z., Arifin, M. B., & Setyowati, R. (2018). The Flouting of Maxim in the Se7En Movie Script. *Jurnal Ilmu Budaya*, 2(1), 81–94
- Sandelowski, Margarete. (2000). Whatever Happened to Qualitative Description. *Research in nursing & health*, 23 (4), 334-340.