NON-OBSERVANCE MAXIMS IN "SONIC THE HEDGEHOG" MOVIE

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Abstract

This descriptive qualitative study examined non-observance maxim in movie "Sonic the Hedgehog". It used Grice's and Cutting's theories. Non-observance maxim is an interesting topic to analyze because this theory contradicts to the theory of cooperative principle. Cooperative principle theory by Grice explains that in conversation people must act cooperatively but non-observance maxim theory explains sometimes in conversation, people did not act cooperatively. Cooperative principle consists of maxim of quality, maxim of quantity, maxim of manner and maxim of relevance. Meanwhile non-observance maxim consists of flouting maxim, violating maxim, infringing maxim and opting out maxim. Researchers used "Sonic the Hedgehog 2020" movie script because it is an actual data source. The data were collected through the observation and non-participatory technique and analyzed by using the pragmatic identity method. Researcher found 3 types of non-observance maxim in "Sonic the hedgehog" movie. Those are flouting maxim, violating maxim and infringing maxim. Violating maxim quality was the most frequent data. This was because the character wanted to avoid bad situations. Next conclusion was a person tended to stay not observing maxim because of specific character that he presented in this movie. For example, character Wade tended to infringing maxim because He is a character of police with cognitive impairment.

Keywords: Cooperative Principle, Non-observance Maxim

INTRODUCTION

To make a successful communication ideally the speaker and the hearer are cooperating in the conversation by saying explicitly so the hearer can grasp the meaning as the goal of communication is to deliver a message to the hearer (Muhartoyo & Sistofa, 2013). In fact, sometimes speaker is hiding some information, give wrong information and speak unclearly to implied something.

One phenomenon in daily life is when a lecture asked, "Have you read my journal?" and a student answered their lecture "I have, Sir" even actually he has not read the journal. This is an example when the speaker did not act cooperatively.

Herbert Paul Grice, a British philosopher of language created a principle of conversation called Cooperative principle. This principle explains:

"Make your conversational contribution such as is required,   at the stage at which it occurs, by   the accepted purpose or direction   of the talk exchange in which you   are engaged." (Grice, 1975, p 45)

In movie researchers also can find uncooperative conversation. For example, this quoted conversation happened in Sonic the Hedgehog Movie.

Wade: Tom? Do you read me? Are you there?
Tom: No, Wade. I'm actually on   a yacht in Barbados. With   Rihanna. (at the minute 04.15)

Here Tom lied to Wide, he was actually at the speed trap waiting for vehicles that violate the speed limit. This was an example when the speaker gives

wrong information which is detrimental to others interlocutor.

Some studies with same topic had been conducted before. Hanifah (2013) investigated types of maxims which are not observed by male and female Facebook users and how male and female users fail to observe a maxim in their conversation. She found, male users commonly failed to observe the maxim of relation by giving irrelevant contribution, while female users commonly failed to observe the maxim of quantity by giving more information. In addition, flouting of maxim is the most frequent nonobservance of maxim that was performed by both.

Saradifa (2020) analyzed non-observance of Grice's maxims found in "The grapevine: gossip at work, what should you do as a leader?" drama series. The result show that floating and violating a maxim of quality and quantity are the most types of non-observance maxims found in the drama series. In addition, these phenomena used by the female workers in the drama series to express their feelings in dealing with an issue or rumor happened in their company.

Based on previous study researchers were interested in analyzing non-observance maxim in nowadays movie because those previous studies did not analyze a movie. Moreover, "Sonic the Hedgehog" movie is a new movie released in February 2020. Therefore, researchers wanted to find out whether the non-observance maxim is still around today.

Cooperative Principle

Cooperative principle consists of four maxim those are maxim of quality, maxim of quantity, maxim of relevance, and maxim of manner (Grice, 1975). Quality maxim means speaker only speak based on what he believed. For example:

A: I'll ring you tomorrow afternoon then
B: I shall be there as far I know (Cutting, 2002)

Quantity maxim means speaker should say enough information based to interlocutor needs (not excessive or insufficient). For example:

Mother: What do you need for your examination tomorrow?
Sisca: Pen and dictionary.
Mother: Anything else?
Sisca: No. It's enough
(Gultom & Gintings, 2013)

Relevance means do not say something out of the topic of conversation. For example:

Husband: Where is my pen?
Wife: It is in your bag. (Majeed & Abdulla, 2018)
Manner maxim is when speaker speak orderly to avoid ambiguity. For example:
Daughter: May I get my doll now
Mother: Absolutely dear, but it's not time for playing, gonna your bed darling
(Agung, 2016)

Non-Observance Maxims

Non-observance maxims found when speakers do not follow the cooperative maxims (Thomas, 1995). There are four types of it such as flouting, violating, infringing and opting out (Cutting, 2002).

Flouting maxims is when the speaker gives less or more information than is needed. There is one example from Cutting (2002):

A: Well, how do I look?
B: Your shoes are nice…

B is flouting maxim quantity by giving too little information. B expected A to understand the implicature that only the shoes are nice and others are not. Cutting (2002) also said that speaker can flout

maxim quality by using metaphor, irony, banter, hyperbole and sarcasm.

Violating maxim happens when speaker is expecting hearer not know the truth and only understand the surface meaning (Cutting, 2002). For example:

A: Does your dog bite?
B: No
A: (Bends down to stroke it and get bitten) Ow! You said your dog doesn't bitten.
B: That's not my dog
Here A know that B means a dog in front of A but she gives to little information intentionally.

Infringing maxim is when our interlocutor cannot observe cooperative maxim because of imperfect linguistic performance. For instance, imperfect command (child or foreign learner), impaired performance (drunkenness, nervousness) and cognitive impairment (Cutting, 2002).

Opting out maxim found if speaker do not want to act cooperatively. For example, speaker may say "Sorry, I cannot answer" or "I am afraid, I cannot give you the information"(Cutting, 2002).

METHOD

This research uses qualitative method and all non-observance maxim phenomenon was found in a movie (Abbas, 2020; Hasyim et al., 2020). This phenomenon analyzed based on non-observance maxim theory by Grice (1975) in Sonic the Hedgehog movie.

Research data taken by using observational method (Riski et al., 2018; Nurhayati et., 2020). Researchers observed the data by watching, feeling and hearing (Sudaryanto, 2015; Rahman, 2017) "Sonic the Hedgehog" movie. First, the researchers watched "Sonic the Hedgehog" movie. Second, researchers found script of this movie. Finally, researchers highlighted data while expressing the movie with its script. Therefore, it was categorized as non-participatory technique. This research also applied pragmatics identity method. It means researchers analyzed data based on the context.

RESULT

There were 32 data found on "Sonic the Hedgehog" movie to show Non-Observance maxim. There were 6 data indicated flouting quality maxim. Next, there were 3 data supported flouting quantity maxim. Furthermore, there were 4 data showed flouting relevance maxim. 4 data also indicated flouting maxim of manner. There were other kinds of non-observance maxim that are violations maxim. As the most, 9 data of violating maxim quality, only 1 violating maxim quantity, only 1 violating maxim relation and also 1 violating maxim of manner. Finally found another type of non-observance maxim as 3 data of infringing maxim.

DISCUSSION

Data 1
Tom: Ah... I'm bored!
Wade: Tom? Do you read me? Are you there?
Tom: No, Wade. I'm actually on a yacht in Barbados. With Rihanna.
Wade: OMG...That's amazing, please send pics.
Tom: No, Wade. I'm at the speed trap.
Wade: Already?! How did you get back so fast? Barbados is in the ocean.

Tom and Wade are police in Green Hills, Montana. The context here, Tom was at the speed trap waiting for vehicles that violate the speed limit. Tom was violating maxim quality because he lied to

Wade that he is on Barbados. Different with Wade's answer, it is called infringing maxim because wade has cognitive impairment, so he cannot analyze that Tom is lying even he heard through the police radio who could not possibly being brought to yacht in Barbados and Tom also said he was with Rihanna, which is clearly impossible.

Data 2
Crazy Carl: I know you're out there! And I know you're real!
Sonic: No, I'm not!
Mister Carl wanted to catch Sonic by set out around the several bears traps but Sonic speeded through and all traps slam shut without catching him then he hid in the dark. As Mister Carl afraid and runs away, one of the traps got hold of him and hoisted him up by his leg then he said "I know you're out there! And I know you're real!" but Sonic answer is flouting maxim quality by giving wrong information in order to teased him. Because if he wanted Mister Carl not to know he was real he wouldn't answer.

Data 3
Maddie: Ta-da!
Tom: "San Francisco Sucks."
Maddie: Oh. Wrong one.
Maddie: Ta-da!
Tom: You never had a doubt, huh?
Maddie: No! Mm-mmm.

Maddie has prepared 2 cakes to give to Tom about his application to the San Francisco Police Department. On the victory cake written "Congratulations! I never had a doubt!" and one more cake to cheer him up if he fails written San Francisco Sucks. Unfortunately, Maddie showed the "encouragement cake" first even though Tom's application was accepted. Then when Tom ask "You never had a doubt, huh?", Maddie said "No! Mm-mmm" which is untrue with regret expression to flouts maxim's quality and implied her sorry.

Data 4
Tom: Hey, what are those?
Maddie: Apartments for rent I found on Zillow. I thought Ozzy and I could fly there tomorrow and check out some neighborhoods.
Tom: I mean, this is all happening so fast...
Maddie: Oh man. It's the craziest thing. You apply for the job; you get the job.

Tom: Well, pending a background check.

Maddie has prepared to rent an apartment if Tom's application to the San Francisco Police Department would be successful. But then they received notification letter written "Dear Thomas, we have reviewed your application to the San Francisco Police Department and pending interdepartmental review and background check... we're happy to inform you that you've been selected to join our team." From that context, Tom's answer is flouting maxim relevance because he changes the topic outside the apartment to implied "this is not fixed".

Data 5
Tom: But Maddie, are you sure you're okay with this?
Maddie: Thomas Michael Wachowski, what did you do the entire time I was in veterinary school?
Tom: I worked a second job to pay the rent and a third…

Maddie: A third job to pay tuition. You sacrificed for me, I'm happy to sacrifice for you. Babe, are you sure you're okay with this? I mean, there's been a Wachowski protecting this town for more than fifty years. This is a big change.

Tomas asked Maddie about is it okay to move from Green Hills, Montana to San Francisco but Maddie's answer is flouting quantity because she gave too much information in order to assured Tom that she is okay if they move.

Data 6
Tom: Okay, relax. Take a deep breath. Call Gil, see if they can locate the downline. Then, call Zim and see if he can get his generator over to the Super Q, so the food stays… fresh...
Wade (vo): Call... Zim before Gil? Call Gil... Hello?
Tom: Call you back...
Wade: Wait, wait, hello? Was that the end of the instructions? [But his colleague hangs up]

Wade: Okay, alright… Uh, you can do this. What was the first thing he said to do? Right, relax.

Wade called Tom to asked what to do because the power was out in the whole town that night. Before Tom gave some order, he asks Wade to stay calm but wade thought it was also an order so instead doing the order to call Gill and Tim he stays doing nothing and relax. This is called infringing maxim, he cannot understand Tom utterance because of cognitive impairment.

Data 7
Army Chief: You wanna send in a lab rat?
Vice Chairman Walters: Not just any lab rat. **A lab rat with teeth.**
Air Force Chief: You're not suggesting who I think you're suggesting?

Vice Chairman Walters: I know, he's a little weird...
Air Force Chief: Weird?!
 Army Chief: No, no. No way.
Air Force Chief: **He's a psychological tire fire!**

Here presidential staff for emergency situation tried to find solution of an energy surge knocked out power across the entire Pacific Northwest. Vice Chairman Walters answer is flouting quality maxim using banter type because he used negative sentence "a lab rat with teeth" for positive goals. It meant someone with sophisticated mind which is in this case is Dr. Robotnik. Air Force Chief answer also floating quality but using metaphor type. He used parables "psychological tire fire!" to implied that Dr. Robotnik is a freak person.

Data 8
Dr. Robotnik: You've never seen anything like this before. It says I'm the top banana, in a world full of hungry little monkeys. Allow me to clarify. In a sequentially ranked hierarchy, based on level of critical importance, the disparity between us is too vast to quantify. Agent Stone?

Agent Stone : The Doctor thinks you're basic.
The context is Dr. Robotnik explained who is he to Major Bennington. He violated maxim quantity by saying to much information that made Major Bennington confused.

Data 9
Major Bennington: Excuse me?! Listen, pal. I don't know if you realize who...
Dr. Robotnik: Excuse me, Major... What was your name?
Major Bennington: Benning...

Dr. Robotnik: Nobody cares! Nobody cares… Listen, Major Nobody Cares, you know why nobody cares who you are? Because nobody cares about your feeble accomplishments. And nobody cares how proud your Mommy is that

you're now reading at a third-grade level.

Major Bennington: Hmm...
Dr. Robotnik: Have you finished Charlotte's Web yet? Spoiler alert: she dies in the end. But she leaves a big creepy egg sac!

Dr. Robotnik was flouting maxim quantity in his answers. He said to much information as like read ability and Charlotte's Web novel only to implied that he did not care at all about Major Bennington.

Data 10
Tom: Whatcha doin'?
Maddie: Oh, just coloring with Jojo and Rachel.
Tom: Ah, that sounds... half fun. Hey, exciting stuff here. We had a power outage. The whole town went dark. It was like a sign, telling me to get out of dodge.
Maddie: Wade must have lost his mind.
Tom: Yeah. **And he does not have much to lose..**

Here Tom talked to Maddie who was in Rachel's house by phone. Both answers from Tom flouted maxim manner because he does not speak clearly. First, he said "half fun" because Rachel who does not like him also there with Maddie and Jojo. Second, he said "he does not have much to lose" to implied that Wade is a person whose minds are less intelligent.

Data 11
Sonic: I don't have time to explain, but you have to help me.
Tom: No, I don't! Why?
Sonic: Well, my legs, which normally would be classified as lethal weapons, **feel like spaghetti**. I need your help. Please! It's life or death.

When Tom wants to shoot Racoon, who often broke into his trash cans with anesthesia, he was even surprised to see Sonic hiding in his warehouse. Tom accidentally pulled the trigger and shoot Sonic's leg till he fainted. After sonic wake up, Tom interrogated him. Sonic floated maxim quality with hyperbole type. He said "feel like spaghetti" to implied his leg could not stand.

Data 12
Dr. Robotnik: Good morning, my rural chum. I'm… from the power company, investigating a blackout. If you don't mind, I'd like to take a few readings inside your house.

Tom: No kidding, you're from the power company? Oh, you must know my buddy Spencer. We play softball together.
Dr. Robotnik: Ah, Spence… He's a good man.
Tom: Yeah, yeah. Oh, come on in.
Dr. Robotnik: Great!

Here, Dr. Robotnik pretended to be electrician to get into Tom's house but Tom also pretended to has an electrician friends named Spencer to make sure Dr. Robotnik lying or not. So, both of them are violating maxim quality by gave wrong information and expected hearer only understand the surface meaning.

Data 13
Tom: Don't the power companies usually take their readings from outside the house? That way, they can check 'em even when you're not home. Also, my buddy Spencer works for the gas company. He's more of an Ultimate Frisbee guy. So, you wanna tell me why you think I'm dumb enough to just let you walk inside my house?
Dr. Robotnik: I'm sorry, Mr...

Tom: Wachowski. But everyone calls me Tom. Except my dentist, he calls me Tim. But it's gone on for so long now that it would just be weird if I corrected him.

Here, Tom has not introduced himself to Dr. Robotnik. When Dr. Robotnik pause his sentence to let Tom tell his name but the answer was to many unnecessary information like Tom's dentist so it considers as flouting quantity. Here he pretended to be a dumb person because he wanted to buying time so that Dr. Robotnik wouldn't come into his house.

Data 14
Dr. Robotnik: Compared to what I...
Tom: Old pipes...

When Tom try to avoid Dr. Robotnik to come to his house they heard a sound. Both Tom and Robotnik turned their heads towards the noise that made by Sonic when it hiding in Tom's house. So, to cover it Tom violated maxim quality. He lied about the cause of noise so that Dr. Robotnik don't get suspicious.

Data 15
Dr. Robotnik: I'm going to give you five seconds to tell me where it is. Five...
Tom: I don't know what you're talking about.
Dr. Robotnik: Four...

Dr. Robotnik accidentally saw the quill of Sonic on the table in Tom's House. Dr. Robotnik forced Tom to confess where sonic is but Tom violated maxim Quality by pretending did not know what are Dr. Robotnik talking about.

Data 16
Sonic :   "The   World's   Largest Rubberband Ball"?! We gotta see it!
Tom   : No. No, no, this is not some fun family road trip, okay? The government

wants to dissect you, and arrest me. This is serious.

Sonic read a nearby sign and want it. This ballyhoo was violating maxim quality to attract people. In fact, when Sonic go there, "The World's Largest Rubberband Ball" was lame.

Data 17
Roundhouse Waitress: Hey, no kids allowed in here. What's he got on, some kind of mask?

Tom: Oh, he... Uh... He's actually forty-three years old and, um, suffers from a very rare skin disease, that stuns his growth and makes him look, um, like... like that

Here when Tom and sonic were in a bar the waitress thought that sonic is a child but Tom violated maxim quality to mislead the waitress. He lied that sonic is an old man with skin disease event thou it was Sonic's original appearance.

Data 18
Tom: Are you having fun? You're gonna check this of the old bucket list, huh? Big night for ya.
Sonic: What's a bucket list?
Tom: A bucket list is, uh... It's a list of things you wanna do in your life before you, well, kick the bucket.
Sonic: I've never kicked a bucket either. Oh, I gotta make my list!
Here Sonic answer was infringing maxim because he is from others planet that's why he doesn't understand that phrase kick the bucket means die.
Data 19
Sonic: It's a perfect town and the people need you!
Tom: Please, I clean out their gutters, I jump-start their cars in the winter. They could call anybody to do that.

Sonic: Sure, they can call anybody, but they don't. They call you.

Here Sonic was angry because Tom would leave his hometown. Sonic flouted maxim manner by saying "but they don't. They call you." in order to implied that everyone loves Tom so they only want if Tom who help them.

Data 20
Sonic: You know what?! I was wrong about you! You're not the Donut Lord at all! You're more, like, the Jerk Lord!

Tom: Have you noticed the harpoon stuck in our dash?! Sonic!

Sonic: I was forced from my home! Your home is perfect and you're leaving it! Why would you do that?!

When sonic still speak about his anger to tom because he will leave his town, Dr. Robotnik thrown harpoon to their car and most killed them. So, Tom flouted maxim relevance to make sonic release they are in trouble.

Data 21
Tom: Is Maddie at home? No, it's an emer...
Rachel: No, no, no! Not today! Goodbye! Bye-bye!
Tom: No, stop! Don't do this!
Rachel: Bye-bye!
Tom: This is important!
When sonic was faint because of explosion, Tom brought Sonic to Maddie but Rachel who never like him and never appreciate Tom. She lied and said "No", she violated maxim quality. Actually, Maddie is at home when Tom ask about Maddie.

Data 22
Rachel: Oh, little lord baby Jesus… What is that, Tom?! Is it plutonium?! Is it emails?!
Tom: Yes, it's plutonium. Could we please… Could we just go to your room and…
Rachel: This is why I told you he was no good!

Maddie: I'm… I'm not engaging.

Here tom and Maddie both flouted maxim but Tom was flouted maxim quality with sarcasm type. He said "Yes, it is plutonium" with sarcasm tone to implied there's no way I bring a bomb to you. We know that plutonium is ingredient of nuclear weapon. Meanwhile Maddie was flouted maxim relevance by saying "I'm not engaging" because she changes the topic and implied that all Rachel cannot persuade her to leave Tom especially since they have married.

Data 23
Tom: He's gonna be okay, Jojo. (as Maddie walks to him) Oh, thank God. He's gonna be okay, right?
Maddie: I'm a vet, Tom. I don't even know what I'm looking at here.
Tom: Well, he's a hedgehog. Or, so he says...
Maddie: It talks?
Tom: Almost constantly.

Tom asked Maddie to check sonic's condition but Madie is a vet, she learn about animal not alien. So, when Tom asked about Sonic condition, she flouting maxim relevance to implied that she was confused, she does not know how to check Sonic's condition. Next data was Tom answer categorize as flouted maxim manner to implied that sonic is very talkative.

Data 24
Tom: So, my truck still runs, but it's pretty much totaled. You think your sister would mind if we borrowed her car?
Rachel: (in the other room) You have got to be kidding me.
Maddie: She'll be fine.
Tom wanted to fulfill his promise to take sonic to the Transamerican Building but his car was broken so he borrowed Rachel car from Maddie. Here Maddie answer was violating maxim quality. She said that even she knows that Rachel must be so angry.

Data 25
Tom: We got a jumper on the roof. Gotta get up there fast or we have a human pancake on our hands.
Female Desk Worker: Y-you came all the way from Montana?
Tom: Yep. That's how serious it is.
Female Desk Worker: Okay.
Tom: You just saved a life.

When they arrived at Transamerican Building, Sonic wants to enter the roof but can't because it must use a special key. Tom then disguised himself as doing an important task of the police to get the key from the receptionist. First Tom was violating maxim of manner, he said human pancake in order to mislead the receptionist that he wants to save a human life. Second, he was violating maxim relevance to avoid suspicion from the receptionist

Data 26
Business Woman: (looking at Tom) Do you have your child in that bag?
Tom: No. I mean, yes. It's a child, but it's not mine.
Business Man: It's not your child?
Tom: Relax. I'm a cop, okay? Plus, he likes it in there. Don't you, buddy?

Sonic (vo): Why would I like it in here? This is worse than the dog cage you had me in earlier.
Tom hid Sonic in the bag in order to avoid commotion because its strange appearance. Sonic couldn't breathe in the bag so he asked how much longer he had to be in there. Unfortunately, Sonic' voice was heard by other people and thought that Tom was hiding a child in the bag. So, to convince people that he did not do bad thing he flouted maxim relevance, he changes the topic to tell that he is a cop.

Data 27
Maddie: You two are so cute, like...
Tom: Oh... Please, what?
Sonic: We are not.
Tom: No, we're not cute.

Sonic: We are a couple of loose cannons, just livin' by our own rules.

Tom: Exactly.

Here sonic and tom finally got to the roof and found sonic rings. Then they said goodbye and thank you for each other, Maddie thought they are cute but Sonic answer was flouting maxim use metaphor, "loose cannons" here means they both are people with great spirit.

CONCLUSION

There are some conclusions that can be drawn in this study. First, 3 types of non-observance maxim found in "Sonic the hedgehog" movie. Those are Flouting, Violating and Infringing maxim. Second, violating maxim quality is the most frequent data. This is because the characters wanted to avoid bad situations. Next conclusion is a person tends to stay not observing maxim because of specific character that he presents in this movie. For example, character Wade tends to infringing maxim because of He is a

character of police with cognitive impairment.

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