

Flouting Maxim Used by Male and Female Characters in the “Spiderman: No Way Home” Movie Script

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ABSTRACT

Men and women tend to have different communication styles due to differences in social orientation and life experiences. Men tend to use communication to demonstrate status and solve problems, while women often use communication to build relationships and harmonize feelings. Women tend to pay more attention to interpersonal relationships and use communication to strengthen social ties. Therefore, it can be assumed that women are more flouting Grice's maxims than men. The objectives of this research are to describe the types of maxims are flouted by male and female characters in the “Spiderman: No Way Home” Movie Script 2021 and describe the strategy for flouting the maxims by male and female characters in the “Spiderman: No Way Home” Movie Script 2021. The researcher's method of choice for this study was descriptive qualitative. The data in this research are utterances from both male and female characters in the script Spiderman: No Way Home. The data collection technique in this study was done by reading the film script thoroughly several times, selecting the data that contained flouting maxims, identifying the types of maxims that were flouted and the strategies used when flouting. The results showed that based on average women have flouting maxims more, 3 times, while male characters do it 2 times. The majority of maxims flouted by male are maxims of quality 18 times, while the majority of maxims flouted by female are also maxims of quality 4 times. The majority of maxim flouting strategies carried out by male are metaphor that is happened 8 times, while the majority of strategies carried out by female is irony that happened 3 times.

Keywords: flouting maxims, movie script, male, female.

INTRODUCTION

Language is only owned by humans which essentially functions as a communication tool (Samad, 2017). Communication between people has a huge impact on interpersonal relationships and mutual understanding. With effective communication, humans can build strong relationships, understand each other, and resolve conflicts better. However, poor or broken communication can lead to misperceptions, confusion, and even

unnecessary conflict. The impact of communication can also be seen in its influence on the culture, politics and society of society (D. R. Sari et al., 2021).

Cooperation is required, according to Grice (1975), for communication to run properly. It indicates that the speakers should make the contribution as required at the time it occurs, based on the agreed-upon purpose or direction of the conversation in which the speakers are participating. Grice (1975) implies that there is a conventional method of speaking that people accept as normal. Grice (1975) assumes that when people make or hear an utterance, it will be true, contain the appropriate quantity of information, be relevant, and be couched in understandable ways. A cooperative principle usually has four maxims: maxim of number, maxim of quality, maxim of relationship, and maxim of manner (Y. W. Sari & Afriana, 2020).

There is a term "adhering" that can be used in the context of Cooperative Principle Theory. This term refers to a situation in which the speaker or listener follows the principles of cooperation precisely, that is, by providing or receiving information in accordance with the expectations set by these principles. However, it is common for people to be unable to fulfill those maxims because the speakers and their partners have different interpretations of the situation, or because what the speaker asks is not fulfilled by the maxim, causing the partners to misunderstand the meanings and respond with irrelevant information. When people are unable to follow the maxims, it is referred to as a violation of the maxim. Apart from violating, there is another term used when someone cannot apply the cooperative principle, namely flouting (Wulandari et al., 2022).

Flouting a maxim occurs when a speaker blatantly violates one of Grice's maxims for communicative effect, often with the intention of conveying a deeper meaning or prompting the listener to infer something beyond the literal interpretation of the utterance (Grice, 1975). Unlike violation, which involve failing to observe a maxim, flouting involves knowingly disregarding the maxim in a way that draws attention to the violation itself. This can lead to a form of indirect communication where the speaker relies on the listener's ability to recognize the deviation and derive the implied meaning (Rabecca et al., 2021). For example, in the case of the maxim of quantity, a speaker might deliberately provide an excessive amount of information to imply sarcasm or emphasize a point. Similarly, flouting the maxim of relevance could involve introducing seemingly irrelevant information to steer the conversation towards a particular topic or to convey subtextual meaning.

According to Deborah Tannen's theory, men and women tend to have different communication styles due to differences in social orientation and life experiences (Tannen, 1991). Men tend to use communication to demonstrate status and solve problems, while women often use communication to build relationships and harmonize feelings (Harahap &

Adeni, 2021). According to Tannen, women tend to pay more attention to interpersonal relationships and use communication to strengthen social ties (Tannen, 1991). Therefore, it can be assumed that women are more flouting Grice's maxims than men.

It is relevant to this case since it is a pragmatic case. Pragmatics is the study of the meaning of utterances produced by speakers and interpreted by speech partners during the communication process (Yule, 1996). It signifies that the meaning is contextual rather than literal. The communicant must consider the requirement of managing what communicant wish to say in order to achieve the desired result (Wijana, 2017).

A study of the Cooperative Principle, particularly focusing on the phenomenon of flouting the maxims, was intended to be performed, with the script of "Spiderman: No Way Home" serving as the medium for gathering data. The readers are presented with implicature in the movie's utterances that demonstrate the flouting of maxims.

The film "Spiderman: No Way Home" is chosen because it has occupied the sixth position as the highest-grossing film with a profit of IDR 24.2 trillion during the Covid-19 pandemic. Globally, Spider-Man: No Way Home became the first film in the era of the Covid-19 pandemic to reach US\$1 billion at the worldwide box office. This film set a record at the South Korean box office from the first day it was shown, Wednesday, 15 December 2021. Based on this scenario, it is reasonable to assume that there are some qualities of this movie that must be observed and analyzed when watching it. Based on the explanation above, the objectives of this research are to describe the types of maxims are flouted by male and female characters in the "Spiderman: No Way Home" Movie Script 2021 and describe the strategy for flouting the maxims by male and female characters in the "Spiderman: No Way Home" Movie Script 2021.

METHOD

The researcher's method of choice for this study was descriptive qualitative to answer the research questions. Qualitative research is a research method that aims to understand complex phenomena from an in-depth and contextual perspective (Okoko et al., 2023). Qualitative descriptive is a research method used to describe or explain a phenomenon, event, or object using words and verbal descriptions (Leavy, 2020). In this research, the flouting maxim that occurs and the strategy of flouting maxims in the movie script "Spiderman: No Way Home" was described based on the researcher's understanding of the context in which it occurs

The data in this research are utterances from both male and female characters in the script Spiderman: No Way Home. Utterance is the act of speaking that produces a sentence (Grice, 1975). Utterance is different from sentences. Sentences are grammatical units, while utterances are actions carried out by speakers. Grice (1975) argued that the meaning of an

utterance is not only determined by the literal meaning of the words, but also by the speaker's intentions and the context in which the utterance is uttered.

The data collection technique in this study was done by reading the film script thoroughly several times to gain a comprehensive understanding of its content. The researcher continued to select data that contained flouting maxims. This selection process was carried out by identifying context and dialogue. Researcher also identified the types of maxims that were flouted and the strategies used when flouting. Once relevant data was identified and selected, the researcher categorized it using the following table:

Table 1
 Template for categorizing the data

NO	DIALOGUE	GENDER	FLOUTNG MAXIM				STRATEGY
			QN	QL	R	M	

- "No" is the sequence of the data.
- "Dialogue" contains the part of the script that contains flouting maxims.
- "Gender" contains the gender of the character that flouted the maxims.
- "QN" means maxims of quantity that flouted.
- "QL" means maxims of quality that flouted.
- "R" means maxims of relevance that flouted.
- "M" means maxims of manner that flouted.
- "Strategy" contains the strategy to flout the maxims which is tautology, metaphor, overstatement, understatement, rhetorical question, and irony.

The collected data are examined using Grice's theory of conversational maxims. The process of analyzing the data is broken down into multiple parts. The data will be explained in more detail to answer the research questions. Context helps researchers understand the background information of a conversation. Drawing a conclusion based on the research's findings. To find out the comparison of maxim violations between male and female characters equally, the researcher calculated the average maxim violation based on gender. Researcher use the following formula:

$$Mean = \frac{Total\ Flouting\ Maxims}{Total\ Character\ by\ Gender}$$

FINDINGS AND DISCUSSION

In the film Spiderman: No Way Home, there are several male and female characters. There are 16 male characters and 3 female characters in the

"Spiderman: No Way Home" movie script. These characters can be seen in the following table:

Table 2
 List of characters in the "Spiderman: No Way Home" movie script

No	Cast	Character	Gender
1.	Tom Hollan	Peter Parker	Male
2.	Zendaya	MJ	Male
3.	Benedict Cumberbatch	Dr. Strange	Male
4.	Jacob Batalon	Ned Leeds	Male
5.	Jon Favreu	Happy Hogan	Male
6.	Jamie Foxx	Max Dillon/Electro	Male
7.	Willem Dafoe	Norman Osborn/Green Goblin	Male
8.	Alfred Molina	Dr. Otto Octavius	Male
9.	Benedict Wong	Wong	Male
10.	Tony Revolori	Flash Thompson	Male
11.	Andrew Garfied	Webb-Verse Peter	Male
12.	Tobey Maguire	Raimi-Verse Peter	Male
13.	Arian Moayed	Agent Cleary	Male
14.	Hannubal Buress	Coach Wilson	Male
15.	Martin Starr	Mr. Harrington	Male
16.	J. K. Simmons	J. Jonah Jameson	Male
17.	Marisa Tomei	May Parker	Female
18.	Paula Newsome	MIT Assistant Vice Chancellor	Female
19.	Angourie Rice	Betty Brant	Female

After read the script Spiderman: No Way Home repeatedly, the author compiled a list of flouting maxims carried out in the film. The author then identifies whether the flouting maxims include the flouting maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner and what strategies in flouting maxims.

1. Flouting Maxims by Male and Female Characters in the "Spiderman: No Way Home" Movie Script

Table 3
 Flouting maxims by male and female in the "Spiderman: No Way Home" movie script

No	Gender	Flouting Maxim				Total
		QN	QL	R	M	
1.	Male	9	17	2	4	32
2.	Female	3	4	1	1	9

Based on the flouting maxim table above, it can be seen that the majority of flouting maxims in the "Spiderman: No Way Home" movie script

were carried out by male with a total of 32 flouting maxims, while female only had 9 flouting maxims. Apart from that, it can be seen from the table that the majority of maxims flouted by male are maxims of quality 18 times, while the majority of maxims flouted by female are also maxims of quality 4 times.

The average flouting maxim for each gender was then calculated. Following were the results of these calculations.

$$\text{Mean Male} = \frac{\text{Total Flouting Maxims Male}}{\text{Total Character Male}}$$

$$\text{Mean Male} = \frac{32}{16}$$

$$\text{Mean Male} = 2$$

Based on the calculations above, it can be seen that on average male characters perform maximal flouting 2 times.

$$\text{Mean Female} = \frac{\text{Total Flouting Maxims Female}}{\text{Total Character Female}}$$

$$\text{Mean Female} = \frac{9}{3}$$

$$\text{Mean Female} = 3$$

Based on the calculations above, it can be seen that on average female characters perform maximal flouting 3 times.

Based on the calculation of the average flouting maxims carried out between male and female characters, it can be seen that the average flouting maxims by women was more often, which was 3 times, while male characters did it 2 times.

When Dr. Strange and Spiderman argued about inter-universe travelers who were destined to die in their respective universes, Dr. Strange argued that it was their fate to die, while Spiderman argued that they can change their fate.

Dr. Strange : It's their fate. You can't change that any more than you can change who they are.

Spider-Man : **But what if we could? What if we could change their fate?**

(McKenna & Sommers, 2021)

Spider-Man flouted maxim of quantity by providing more information than required. When Dr. Strange said that the deaths of cross-universe travelers were their fate, Spider-Man argued with the question, "But what if we could? What if we could change their fate?" Spider-Man's questions contain information overload. He not only rejected Dr. Strange about fate, but he also added new information about the possibility of changing fate. This additional information was not necessary to answer Dr. Strange. Spider-Man flouted maxim quantity for several reasons. First, Spider-Man disagreed with Dr. Strange about fate. Spider-Man wanted to show that there are other possibilities besides death for travelers across the universe. Second, Spider-Man wanted to save travelers across the universe. Spider-Man believed that they do not have to die and Spider-Man wants to

find a way to change their destiny. Lastly, Spider-Man got emotional about the situation of the cross-universe travelers. Spider-Man felt sorry for them and wanted to help them in any way. Apart from that, Spider-Man flouts the maxim using a tautology strategy. Here you can see the phrase "But what if we could?" with "What if we could change their fate?" have the same meaning. However, Spiderman uses both phrases to emphasize his argument.

Spiderman was looking for someone across the universe in a dark forest, which made Ned and MJ felt worried. MJ knew that Spiderman has senses that can detect threats, so she asked if Spiderman's senses sense anything.

Ned : What's happening?

MJ : Peter, what is it?

Spider-Man readies his web shooter. Three glowing rings appear...

MJ : **Are you getting, like, the tingle thing? Is the tingle thing happening? Is your tingle tingling?**

(McKenna & Sommers, 2021)

Based on the dialogue, MJ's question "Are you getting, like, the tingle thing? Is the tingle thing happening? Is your tingle tingling?" could be an instance of flouting the maxim of quantity with the tautology strategy. In the situation depicted in the dialogue, MJ asked Peter three questions about whether Peter was sensing something with his "tingle thing" because MJ already knew that Spiderman had a sense that tingles when danger is near. She could have simply asked "Is your tingle tingling?" Therefore, by asking three questions, MJ could be seen to be flouting the maxim of quantity with the tautology strategy, because MJ was worried and because MJ wanted to emphasize the urgency of the situation.

2. The Strategy for Flouting Maxims by Male and Female in the "Spiderman: No Way Home" Movie Script

Table 4

The strategy for flouting maxims by male and female in the "Spiderman: No Way Home" movie script

No	Gender	Flouting Maxim Strategies						Total
		T	M	O	U	RQ	I	
1.	Male	5	8	7	2	6	4	32
2.	Female	1	1	1	1	2	3	9

Based on the flouting maxim strategies table above, it can be seen that the majority of maxim flouting strategies in "Spiderman: No Way Home" movie script carried out by male was metaphor that is happened 8 times, while the majority of strategies carried out by female was irony that happened 3 times.

3. Cross Tabulation of Flouting Maxims and Strategies of Flouting Maxims

a. Cross Tabulation of Flouting Maxims and Strategies of Flouting Maxims in Male

Table 5
 Cross tabulation of flouting maxims and strategies of flouting maxims in male

		Strategy						Total
		T	M	O	U	RQ	I	
Flouting Maxim	QN	5	-	-	-	3	-	8
	QL	-	6	6	1	1	4	18
	R	-	-	1	1	-	-	2
	M	-	2	-	-	2	-	4
Total		5	8	7	2	6	4	32

Based on the results of the analysis, it is known that the majority of male characters in the movie script "Spiderman: No Way Home" flout the maxim quantity using a tautology strategy. Male characters often flouted the maxim quantity using tautology because using tautology can emphasize beliefs or opinions more strongly, giving the impression that the statement cannot be debated. Tautology was used to emphasize an opinion because it provided additional emphasis to the statement conveyed. Repetition of the same or similar words strengthens the message and makes it harder to argue. In addition, tautology created the impression that the statement was a clear or undeniable fact. The use of tautology could clarify and simplify communication, ensuring that listeners understand the essence of the message clearly. By asserting an opinion through tautology, a speaker could increase confidence in his statement and demonstrate strong belief in that opinion.

Based on the results of the analysis, it is known that the majority of male characters in the movie script "Spiderman: No Way Home" flout maxim quality by using metaphor and overstatement strategies. Male characters often flouted the quality maxim by using metaphors and overstatements because these strategies could be used to convey complex emotions or situations that were difficult to explain with ordinary words. Metaphors and overstatements were used to convey complex emotions or situations that were difficult to explain with ordinary words because these strategies allow deeper and richer expression. Metaphors helped create a clear mental picture, so that the audience can more easily understand and feel the emotions being conveyed. Overstatement or exaggeration provided a dramatic effect that could emphasize the intensity of feelings or situations. Using this strategy could make it easier to communicate emotional nuances that could not be conveyed with literal words. With metaphors and overstatements, the message conveyed became more vivid and memorable, helping the audience remember and feel it more deeply.

Based on the results of the analysis, it is known that the majority of male characters in the movie script "Spiderman: No Way Home" are flouting

maxim relevance using overstatement and understatement strategies. Male characters often flout maxim relevance using overstatement and understatement as a way to demean the person they are talking to. Overstatement and understatement are used to demean the interlocutor because they can change other people's perceptions of the interlocutor in a dramatic way. Overstatement can make the other person's actions or shortcomings seem very big or significant, thereby creating an exaggerated negative impression. Understatement, in contrast, belittles or devalues the accomplishments or qualities of the interlocutor, thereby making them appear less important or competent. By using these two techniques, the speaker can convey criticism or ridicule indirectly and sometimes with humor, which can reduce direct confrontation but still be effective in demeaning. Additionally, this technique allows the speaker to maintain a better self-image before others by not appearing overly aggressive or rude.

Based on the results of the analysis, it is known that the majority of male characters in the film script "Spiderman: No Way Home" flout the maxim manner using metaphor and rhetorical question strategies. Male characters often flout the maxim manner using metaphors and rhetorical questions because the use of these strategies can reflect a more reflective or intellectual personality, adding depth to the character. Metaphors and rhetorical questions reflect a more reflective or intellectual personality because they demonstrate the ability to think abstractly and analytically. The use of metaphor shows that the character is able to see indirect relationships and describe concepts in a more creative and in-depth way. Rhetorical questions show that the character is reflecting and questioning the situation, inviting the listener to think more critically. The depth of the character increases because the use of this style of language shows the complexity and depth of emotions and thoughts.

b. Cross Tabulation of Flouting Maxims and Strategies of Flouting Maxims in Female

Table 6

Cross tabulation of flouting maxims and strategies of flouting maxims in female

		Strategy						Total
		T	M	O	U	RQ	I	
Flouting Maxim	QN	1	-	-	-	2	-	3
	QL	-	-	1	1	-	2	4
	R	-	-	-	-	-	1	1
	M	-	1	-	-	-	-	1
Total		1	1	1	1	2	3	9

Based on the results of the analysis, it is known that the majority of female characters in the film script "Spiderman: No Way Home" flout the maxim quantity using a rhetorical question strategy. Female characters often flout maxim quantity using rhetorical questions because the use of this strategy can be used to express doubt or skepticism without requiring

a direct answer, which could reflect dissatisfaction or distrust of the situation or other characters. Rhetorical questions can express doubt or skepticism because they do not require a direct answer, thus allowing the speaker to express doubts without having to ask for explanation or confirmation. Rhetorical questions often imply that the answer is obvious or that the expected answer is inadequate, reflecting dissatisfaction with the situation. The use of rhetorical questions also allows the speaker to indirectly convey criticism or skepticism without direct confrontation, which can be more subtle and diplomatic. Additionally, it helps depict feelings of distrust towards other characters by highlighting the inappropriateness or illogicality in their actions or statements. Finally, rhetorical questions can create a dramatic effect that strengthens the expression of negative emotions such as frustration or disappointment.

Based on the results of the analysis, it is known that the majority of female characters in the film script "Spiderman: No Way Home" flout maxim quality using the irony strategy. Female characters often flout maxim quality using irony because the use of this strategy can be used to express feelings or thoughts that might be considered inappropriate or risky if expressed directly. Irony can be used to express feelings or thoughts that are considered inappropriate or risky because they convey the message indirectly, thereby reducing the possibility of direct confrontation or punishment. With irony, a speaker can hide his true intentions behind seemingly positive or neutral words, thereby safe from explicit criticism. This allows careful listeners to catch hidden messages without attracting negative attention from those who might be offended. Irony also leaves room for ambiguity, allowing the speaker to deny his true meaning when necessary. Additionally, the use of irony adds a layer of humor or sarcasm, which can reduce tension and make the message more relatable.

Based on the results of the analysis, it is known that the majority of female characters in the film script "Spiderman: No Way Home" flout maxim relevance using the irony strategy. Female characters often flout maxim relevance using irony because this strategy can be used to explore and express emotions such as frustration or dissatisfaction more safely. Irony can be used to explore and express emotions such as frustration or dissatisfaction more safely because it allows the message to be conveyed indirectly, reducing the risk of direct confrontation. With irony, someone can criticize or express dissatisfaction without explicitly saying it, which helps avoid potential conflict. Irony also creates emotional distance, allowing individuals to convey negative feelings in a more controlled and controlled manner. The use of irony can often add a layer of humor, making criticism or complaints more easily accepted by the other party. Lastly, irony allows the listener or reader to interpret the message according to their context, providing flexibility in understanding and response.

CONCLUSION

Based on the research results described above, the following conclusions are based on the average, women flouted the maxim more, which was three times, while male characters did it two times. Therefore, the researcher's assumption that women do more flouting maxims than men is proven in this study. The majority of maxims flouted by male were maxims of quality that was done by 18 times, while the majority of maxims flouted by female were also maxims of quality that was done four times. The majority of maxim flouting strategies carried out by male are metaphor that was happened eight times, while the majority of strategies carried out by female was irony that happened three times. The most used strategy used by male characters to flout the maxim of quantity was the tautology strategy. The most used strategies used by male characters to flout the maxim of quality was metaphor and overstatement strategies. The most used strategies used by male characters to flout the maxim of relevance were overstatement and understatement strategies. The most used strategies used by male characters to flout the maxim of manner were metaphor and rhetorical question strategies. The most used strategy used by female characters to flout the maxim of quantity was the rhetorical question strategy. The most used strategy used by female characters to flout the maxim of quality is the irony strategy. The most used strategy used by female characters to flout the maxim of relevance was the irony strategy.

Due to the limited time the researcher had, the researcher could not analyze the element of reason in flouting maxims in the movie script "Spiderman: No Way Home". Therefore, the researcher suggests that future researchers conduct research that analyzes the reasons for flouting maxims in the movie script "Spiderman: No Way Home".

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