

VIOLATED MAXIM IN *OZ: THE GREAT AND POWERFUL* MOVIE

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ABSTRACT

The objectives of this research were discovered the kinds of maxims and the dominant maxim; to explain the implication of the dominant maxim and to describe the context of situation in *OZ: the Great and Powerful* Movie. This research was done on OZ's utterances because he is the only main character. There were 38 of violated maxims gathered as the data for this research. The descriptive qualitative design was used to analyze the data. The results of the analysis showed that all kinds of maxims were violated: 18 utterances violated maxim of quantity (48%), 2 utterances violated maxim of quality (6%), 12 utterances violated maxim of relation (13%), and 6 utterances violated maxim of manner (13). The maxim of quantity is the dominant kind of maxims that was violated by OZ. The implication of this violated maxim is the main character has worried about his life story and he try to covered his truthfull and tricky. The context of situation of this violated maxim is the main character who cannot hide his true story from his friends

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INTRODUCTION

BackgroundoftheStudy

Language plays a very important role in conversation as a social interaction instrument among people. As a part of social life, human produces language as to show their personality. Altmann (2001) states that psycholinguistics is as much about the study of the human mind itself as it is about the study of that mind's ability to comprehend and communicate.

It shows that human need to think about what should they says before they produce the language.

Human also uses language to build their social relationship. And to build it, they should know about the context of situation in their social enviroment and how they organize their conversation to others.

Conversation is oral and need more than one person to make it. When having a conversation, sometimes they cannot aware or aware with the main point of the conversation, they need to cooperate each other when conversing. They are supposed to respond each other by giving the needed and useful information for both of them to construct meaningful of the conversation for further effective communication. The fact that people are cooperating is the basic assumption made in conversation. Grice (1975) then proposes this assumption as the general principle in conversational cooperation, named Cooperative Principle which runs as: Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exachnge in which you are engaged. This general principle must be observed by all the participants in talk and exchanges, either speaker and hearer.

It seems that both of the participants are supposed to provide the sufficient, sincere, and clear information. Besides, in order to have cooperative conversation both of the participants must also refers to the context when they are conversing.

Leech (1983) states that the context can be any background knowledge assumed to be shared by the participants and which will contributes to hearer's interpretation of what speaker means by give utterance.

It shows that, speaker and hearer need to have shared knowledge to draw mutual understanding about what is being communicated by speaker since people did not always

say what they mean

Cooperative Principle has four maxims to help the speakers and the listeners understand the meaning in the utterance. First, maxim of quantity relates to the amount of information provided in conversation. Second, maxim of quality relates to the participant's contribution that should be based on the evidences or truthful. Third, maxim of relation relates to participant's contribution that should be relevant to the object of the conversation. Fourth, maxim of manner relates to the participant's contribution that should be reasonably direct.

But sometimes, there are times when people face the condition that force them to be uncooperative. They have some reason to "violate" their utterances. According to Cook (1989:31), there are five purposes that can be achieved by violated the maxims, namely: to show respect, to create hyperbole and irony, to change a topic, to keep a secret, and to create a humor.

Based on the explanation given, it is significant to analyze the violated maxim in *OZ: the Great and Powerful* movie. The writer choose movie as the object of her research because *OZ: the Great and Powerful* movie is a 2013 American Fantasy movie based on the novel of *The Wonderful Wizard of Oz* created by Lyman Frank Baum. This movie tells about Oscar Diggs who wants to be the famous wizard in the world. To reach his dream, he forced to tell a lie about his life story. Some people believe that he has a magic power. But in fact, he used the technology to create the magic.

This research is aimed to find out the violation of maxim which is done by the the main character's utterances in *OZ: the Great and Powerful* movie. This research is done to get the answer of the questions: (1) what kind of maxims are violated in conversation of *OZ: the Great and Powerful* movie, (2) what is the dominant violated maxim in conversation of *OZ: the Great and Powerful* movie, (3) what is the implication of the dominant maxim which is violated in *OZ: the Great and Powerful* movie, and (4) in what context of situation the dominant maxim which is violated has found.

METHODOLOGY

Research Design

This research were conducted by applying descriptive qualitative design. According to Jackson (2009). Descriptive research method are pretty much as they sound-they describe the situation. Strauss and Corbin (1990) claims that qualitative method could be used to better understand any phenomenon about which little was known yet. It could also be used to gain new perspective on things about which much was already known, or to gain more in-depth information that may be difficult to convey quantitatively.

So, descriptive qualitative design were used to describe or to gain new perspective in the data such as conversation in the movie. In this research, the object is OZ: the Great and Powerful movie.

Subject

The data were taken from OZ: the Great and Powerful movie. The source data is the script from OZ: the Great and Powerful movie which concerned with the conversation between Oscar Diggs with Glinda, Theodora, Evanora, Finley, China Girl, Knuck, Master Tinker and another supporting characters.

Data Collection

The techniques of collecting the data were: 1). Watching to the movie. 2). Transcript the conversation in the movie. 3). Identifying the main character dialogue's with supporting characters. 4). Analyzing the dialogue which contain the violated maxims.

Technique for Analyzing Data

For analyzing data, the data were classified the violated maxim into four kinds of maxim. Counted the violated for each maxim by using the percentage formula. Find out the dominant and the context of situation. And described the implication of the dominant violated maxim.

RESULT AND DISCUSSION

Qualitative Method

The Data

As stated in the previous chapter, the data were collected from OZ: the Great and Powerful Movie and limited only on Oscar Diggs or OZ's utterance. Four kinds of maxim violation were all employed by Oscar Diggs or OZ in the dialogue as proposed by Grice (1975). Here some examples of violated maxim of OZ: the Great and Powerful movie.

Violated Maxim of Quantity

Tupan & Natalia (2008) states that if a speaker violates the maxim of quantity, they do not give the hearer enough information to know what is being talked about, because they do not want the hearer to know the full picture. The speaker is not implying anything they are "being economical with the truth". The below excerpt from the movie is an example of a violation of the maxim of quantity.

Scene : OZ is having conversation with his assistant
Setting : In the OZ's car
Participants : OZ and Frank

Frank : professor

OZ : **Frank! The sock is on the door. We're rehearsing. How many times do I have to tell you to knock? Knock**

Frank : I knocked.

The bold sentence shows the violated maxim of quantity. This sentence is violated because OZ's response to Frank utterance is more informative than is required. Frank just calls OZ, but OZ's response is more information, he tells about his activities with his assistant and OZ tells Frank to knock the door.

Violated Maxim of Quality

If a speaker violates maxim of quality, they are not being sincere and giving the hearer the wrong information. The below excerpt from the movie is an example of a violation of the maxim of quality.

Scene : OZ is having conversation with his assistant
Setting : in OZ's car
Participant : OZ and his Assistant

OZ: yes. She was killed in battle, the poor thing.

OZ's Assistant: which battle?

OZ: **which battle? Uhhh—uhhh..... well, there are so many. You've heard of the battle of kreplach?**

OZ's Assistant: no

From the script, OZ is giving wrong response to his assistant, when his assistant ask her about the battle, OZ think hard to finding the answer, it shows that he is telling a lie about the battle.

Violated Maxim of Relation

In this maxim, the speaker violates the utterance to change the topic. The below excerpt from the movie is an example of a violation of the maxim of relation.

Scene : OZ and Theodora has arrived in Emerald City
Setting : In front of the Emerald City
Participant : OZ and Theodora

Theodora : it'll all be yours now.

OZ : **it's a good thing, green is my favorite color.**

Theodora : you are going to make the best king Oz has ever known.

In this script, Theodora is so happy to showing the city to OZ, but OZ is not interesting with Theodora utterance, he changes the topic and said "It's a good thing, green is my favorite color."

Violated Maxim of Manner

According to Cook (1989), the maxim of manner is violated either humor, as in the case of puns and double entendres, where rival meanings are deliberately tolerated, or in order to establish solidarity between speakers and exclude an over hearer from the conversation. The below excerpt from the movie is an example of a violation of the maxim of manner.

Scene : OZ and Theodora walking together to the Emerald City
 Setting : in the forest
 Participant : OZ and Theodora

Theodora : is that magic?

OZ : **in a way. It's a music box. You've never seen one? Well, this belonged to my grandmother. A tsarina from Mirkutsk. Go on. I want you to have it.**

Theodora : no one's ever given me anything just because they wanted to

In this script, OZ's response is not giving enough information with Theodora's question. Theodora thinks that the music box is a magic power.

After collecting the data, violated maxims used by Oscar Diggs were classified based on kinds of maxim. The data showed that there are 38 violated maxims which used in *OZ: the Great and Powerful* movie. Those are 18 maxims of quantity, 2 maxims of quality, 12 maxims of relation, and 6 maxims of manner.

After analyzing the data and determining the kinds of violated maxim in *OZ: the Great and Powerful* movie, the findings are presented as follows:

The Percentage Overview of Maxim Violation in *OZ: the Great and Powerful* Movie.

NO.	Types of Maxim Violation	F r e q u e n c y		
1 .	Q u a n t i t y	1 8	4 8	%
2 .	Q u a l i t y	2	6	%
3 .	R e l a t i o n	1 2	3 3	%
4 .	M a n n e r	6	1 3	%
T O T A L		3 8	1 0 0	%

All of the kinds of maxim were violated by OZ as the main character in the movie of OZ: the Great and Powerful. The total number of maxims which were violated is 38. There were 18 (48%) violated maxim of quantity, 2 (6%) violated maxim of quality, 12 (33%) violated maxim of relation, and 6 (13%) violated maxim of manner.

The most dominant kind of maxim which was violated is the maxim of quantity 18 (48%).

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the data analysis, the conclusions were stayed as the following; firstly, the whole kinds of violated maxim are found in the data and the dominant kind is violated maxim of quantity because it shows that the main character gives more information than what is required. Secondly, the implication of the main character is full of tricky. Thirdly, the context of situation of the dominant violated maxim is the main character cannot hide his true story from his friends.

Suggestions

Related to the findings, the suggestions were formulated as the following. Firstly, understanding the maxim would help people when conducted a conversation whether as speaker or hearer. By using some maxim is helpful for someone who wants to give adequate information in his speaking or creating a variety of maxim used in conversation. Secondly, it's suggested that not only the students but also everyone should have a good knowledge of the use of maxim to avoid the violated maxim because not every person know the implication or the context of situation of the violated maxim.

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