

BOHEMIAN RHAPSODY MOVIE: AN ANALYSIS OF FLOUTING MAXIM

I Komang Agus Astina Putra

Universitas Mahasaraswati Denpasar

Agusastina123@gmail.com

Ni Wayan Suastini

Universitas Mahasaraswati Denpasar

I Wayan Resen

Universitas Mahasaraswati Denpasar

ABSTRACT

The present research focuses on flouting maxim in Bohemian Rhapsody movie. The aim of this research is to find out the types of flouting maxim found in Bohemian Rhapsody movie. The data were taken from the Bohemian Rhapsody movie that has been downloaded and they are collected through observation and taking note technique. In this research, the researcher focused on the theory of Grice (1975) in analysing the type of flouting maxims. The descriptive qualitative method was used in analysing the data found in this research. In analysing the data, the researcher used the theory from Grice (1975) about Logic and conversation. Based on Grice theory (1975) “flouting maxims belong to the form of non-observe conversation principle”. The result of the research shows that the types of flouting maxim found in the movie are 44 data. The dominant flouting maxim did by the characters in this movie is the flouting maxim of manner with the frequency of 15 data (34%), following by flouting maxim of quality with frequency of 12 data (27%), next is flouting maxim of quantity with frequency 9 data (21%), and the last one flouting the maxim of relevance which is the type of flouting maxim that occurs the least in this Bohemian Rhapsody movie with a frequency of 8 data (18%). From the data that has been got in the Bohemian Rhapsody movie, the character who does the most flouting the maxim is the main character in this movie, Freddie Mercury did all types of floating the maxim.

Keywords: Flouting maxim, Bohemian Rhapsody, Types of flouting maxim

INTRODUCTION

Communication is one important ways to transfer our ideas or feelings to each other’s According to Sannon and Weaver (1949), there are two forms of communication, namely verbal and non-verbal. Verbal communication is communication that uses words or sounds, while nonverbal communication is communication that uses signs, such as body language. Communication is more than just talking. If an utterance is spoken without meaning, it cannot be called communication. Conversation is the best way while communication. Usually conversation happen if there are two main functions involved in dialogue. They are between speakers and listeners who shift their position. Conversations in speaking usually occur outside any formal environment, such as worship, courts, or

schools. Thus, participants must be cooperative to ensure good communication, especially verbal communication (Levinson, 1893, p. 248).

Humans use a system or tool called language that is used to communicate with the aim of conveying information, ideas, etc. In a conversation, two important roles are needed, namely as speakers and listeners who will contribute to each other and work together to make this communication a success. According to Grice Theory (1975), The cooperative makes the conversational contribution as necessary or it means the cooperative principles can help people to be more cooperative during in conversation (Yule, 1996). Therefore, it means not to provide more or less information to the listener.

Based on Grice's theory (1975) the cooperative principle is the principle of conversation, and he calls the cooperative principle as when we try to talk to be cooperative by exalting, "contribute to your conversation as needed, at the stage where it occurs, with an accepted purpose or direction." from the exchange of talks in which you are involved." In this principle, what is meant by four maxims are maxim of quality, maxim of manner, maxim of relationship, and maxim of quantity. Based on Grice's theory (1975), conversational maxims are important as the principle of cooperation in conversation, making the speaker speak adequately, honestly, relevantly, and making the conversation run smoothly.

Based on the fact that not all speakers can follow the 4 types of principle conversation theory from Grice (1975) because the speakers may have a specific purpose or have hidden meanings behind a conversation. According to Cutting (2002:37), when the speakers do not seem to hold on the maxims, they expect the hearers to get the meaning implied its call flouting maxims. Flouting maxim can happen in every conversation or floating maxim not only happen in real life but also can be happen in every conversation. Therefore, the researcher wants to analyze the floating maxim according to Grice (1975) based on the movie and wants to find out what is the hidden meaning behind the speakers' utterances.

Bayu & Amaliah (2018) found 11 times flouting maxim in their study about "An analysis of flouting maxims in "Coco" movie". The result of their study found all the types of flouting maxim which is the most dominant types is flouting maxim of quantity with 5 times or 45%, flouting maxim relation 3 times or 27%, flouting maxim of manner with 3 times or 18%, and flouting maxim of quality with 1 times or 10%. Permadi (2019) in his study about "Violation on maxim of cooperative principle in the slogan" found 3 data from the Coca Cola slogan which is, the first is "Good till the last drop" flout the maxim of quantity, second "The sign of good taste" flout the maxim of quantity and flouted the maxim of quality, and the last is "Six million a day" flout the maxim of relevance, maxim of quantity, and flouted quality. Melinda & Sharifah (2018) in their study about "The flouting of the Gricean maxims in the movies *Insidious* and *Insidious 2*", in *Insidious* movie the researcher found all the types of flouting maxim occur with 23 data which is flouting maxim of quality 3 data or (13.1%), flouting maxim of quantity with 9 data or (39.1%), flouting maxim of relevance with 6 data or (26.1%), and 5 data or (27.1%) for flouting maxim of manner. While in *Insidious 2* found 7 data which is flouting maxim of quantity 3 data or (42.8%) and 4 data or (57.2%) for flouting maxim of relation.

Film is a kind of visual communication using images or sound to tell or teach something. This can be the most suitable medium for understanding human conversation because it resembles the real world of humans. It is inspired by humans made by humans and played by humans. At its best, a film records the people and events around them (Graham, 2005:117). During the conversation, the speaker can flout the maxim rule. Flouting of maxims can occur in everyday life or in movies.

The researcher focused on the type of flouting the maxims according Grice theory (1975) of conversation did by the characters in *Bohemian Rhapsody* movie. In this movie, the researcher found that the use of flouting maxims occurred. Knowing the use type of flouting maxims by the main characters is the purpose of this research. It can help the researcher and the viewer of the movie understand the content of flouting maxim and their effects well.

DATA SOURCE

The data source is a source where the researcher collects the data to be analyzed. In this research, the data were taken from the *Bohemian Rhapsody* movie released in 2018 with duration 2 hour 13 minutes. In addition, this *Bohemian Rhapsody* movie is selected because On January 6, 2019, the *Bohemian Rhapsody* movie won a lot of many awards since it releases which is Best Motion Picture - Drama and Best Actor - Motion Picture Drama in The Golden Globe Awards, the musical works of Freddie Mercury and his band "Queen" are genius, the actor named Rami Malik who acted as Freddie mastered his role, and in this movie shows a lot of scenes that contain ambiguity conversation or contain a lot of maxim flouting. *Bohemian Rhapsody* movie is a musical biography movie by 20th Century Fox, New Regency, GK movie, and Queen movie, with Fox also as the distributor. The movie was directed by Bryan Singer and Graham King with Jim Beach as the Produced.

METHODS

Descriptive qualitative method was used to analyze the data in this research. The analysis focused on flouting maxim that occurs in *Bohemian Rhapsody* movie. In collecting the data, the researcher followed some steps. First, download the *Bohemian Rhapsody* movie and the Indonesian subtitle in the internet, then watching the movie repeatedly to find out the types of flouting maxim while taking note of the types of the data. After that, the researcher divides the data into several types of flouting maxim: flouting maxim of quality, flouting maxim of quantity, flouting maxim of relevance, and flouting maxim of manner. After divide into each types of flouting maxim then the researcher starts to analyze the data of flouting maxim occur in *Bohemian Rhapsody* movie.

THEORETICAL REVIEW

According to Grice (1975), a speaker may flout maxims, i.e. he blatantly fails to fulfil them and it is this situation that typically gives rise to conversational implicatures and when conversational implicatures are generated in this way, Grice says that maxims are being exploited. By breaking the maxim, Grice actually mean something more than failing to live up to it. In addition, Levinson also

discusses about flouting in his book entitled "Pragmatics". Levinson states that flouting is a kind of implicature that arises by excessively and blatantly not following several maxims to use it for communication purposes (Levinson, 1983: 109). It can be assumed that the violation of maxims is a form of violation that the speaker or listener intentionally commits for a certain reason. Quality maxim

a. Flouting Maxim of Quality

This flouting happens if the speaker tells untrue / lie about the information or the speakers lie which means he/she denies something that is believed to be false. Grice (1975) adds if figure of speech like irony, metaphor, meiosis, and hyperbole can flout the maxim of quality.

Example: You're the cream of in my coffee

(Grice, 1975, p. 53-54)

The example above explains that the speakers flout maxim of quality. It characteristically involves category falsity, the speaker should give a true contribution and the contribution above only can make the hearer confuses. The hearer might be has two interpretation, "you're the cream of in my coffee" intending the hearer to reach first metaphor interpret "you are my pride and my joy" and then the irony interpret "you are my bane"

b. Flouting Maxim of Quantity

When the speaker directly gives more information than required, he/she may flout the maxim of quantity and deliberately talk either too much or too little in compliance with the goal of ongoing conversation. Grice (1975) tautologies are extreme example of flouting the maxim of quantity.

Example: War is war

(Levinson, 1983, p. 53-54)

(Grice, 1975, p.52)

The example above explains that the speakers give statement that requires more information, asserting tautologies directly flout the maxim because the hearer will not understand; in this case he or she does not get the explanation or the definition of the word "War". Therefore, if she assumptions that the speaker is actually cooperating to be preserved, some informative inference must be made. In this case, it might be terrible things happen in war, that's its nature and it's not good lamenting that particular disaster.

c. Flouting Maxim of Relevant

As a rule, such flouts tend to occur when the response is obviously irrelevant to the topic (suddenly change the topic, overt failure to address interlocutors goal in asking a questions). Grice (1975) the flouting in this maxim usually happens when someone does not want to answer the question and suddenly change the topic.

Example:

- a) I do think Mrs. Jenkis is an old windbag, don't you?
- b) Huh, lovely weather for March, isn't it?

(Levinson, 1983, p. 111)

(Grice, 1975, p.54)

The conversation between A and B already made the conversation un matched and B flouts the maxim of relevance. B should has been answer it cooperatively by saying Yes or No. B might be implied another meaning in his utterance. It might be, B does not want to talk about Mrs. Jenkis, and therefore he flouts the maxim of relevance.

d. Flouting Maxim of Manner

In most cases, such flouts involve absence of clarity, brevity, and transparency of communicate intentions. Usually, the speaker exchanges the topic and has an intended meaning or he/she did not want to talk about the topic. These maxims relate to the form of speech which uses. The speaker or the listener should not use words in which one of them does not know or will not understand. Both of them should also not state something in a long, drawn out way if they could say it in a much simpler manner.

Example:

- a) Let's get the kids something
- b) Ok, but I veto I-C-E-C-R-E-A-M-S

(Levinson, 1983, p. 104)

B obviously flouts the maxim of manner (be perspicuous) by spelling out the word ice cream, and tells A and b does not say the word ice cream in front of the children before they ask their parents to buy some. This would make the children don't understand of what their parents are talking about.

RESULTS AND DISCUSSION

The data obtained from the Bohemian Rhapsody movie shows that there are 44 total data that occurred. The more dominant maxim violations occurred were the Flouting maxim of manner with 15 data and followed by the flouting maxim of quality with 12 data, then the flouting maxim of quantity with 9 data and the flouting maxim of relevance with 8 data. The data of this study were analyzed by describing how the flouting maxim was carried out in the movie.

Table 1. Types of Flouting Maxim in Bohemian Rhapsody

| No. | Types of Maxim Flouting | Frequency | Percentages |
|------------|--------------------------------|------------------|--------------------|
| 1. | Flouting Maxim of Quantity | 9 | 21% |
| 2. | Flouting Maxim of Quality | 12 | 27% |
| 3. | Flouting Maxim of Relevance | 8 | 18% |
| 4. | Flouting Maxim of Manner | 15 | 34% |
| | <i>Total</i> | 44 | 100% |

A. Flouting Maxim of Quantity

This research found 9 data scenes in Bohemian Rhapsody movie. Grice (1975) stated that the flouting of maxim of quantity happened when a speaker gave more or less information blatantly than required and deliberately talked either too much or too little in compliance with the goal of the on-going conversation.

Data 1

Ray Foster: Are you aware that no one actually likes opera?

Freddie: **It's a rock and roll record... with the scale of opera... the pathos of Greek tragedy... the wit of Shakespeare... the unbridled joy of musical theater. It's a musical experience. Yeah. Rather than just another record. Something for everyone... something...Hmm. Something that will make people feel belongs to them. We'll mix genres, we'll cross boundaries... we'll speak in bloody tongues if we want to.**

Analysis

In the conversation above between Freddie and Ray Foster (Queen's Manager), which is heating up when Freddie wants to release a song entitled "Bohemian Rhapsody", but Ray Foster rejected while mocking a masterpiece of Queen band. Freddie suddenly answered the taunts from Ray Foster by explaining about his song but he tell the information is to much than required, there is a conversation that contains the flouting maxim of quantity uttered by Freddie who mentions "**It's a rock and roll record....**" it is clear that Freddie in this conversation flouts the maxim of quantity because it is exaggerating and does not match what Ray Foster asked was and Freddie should have answer it as clear as required for the example Freddie, he should be answering "*this is just a mix between rock music and scale of opera*".

B. Flouting Maxim of Quality

This research found 12 data scene in Bohemian Rhapsody movie. This flouting of maxim of quality happened when the speaker said something untrue or the speaker told a lie which means he or she denies something that was believed to be false (Grice, 1975).

Data2

Freddie: Promise me you'll never take it off.

Mary : **Oh, I promise.**

Freddie: No matter what.

Analysis

The conversation above occurs between Freddie and Mary who are in Mary's apartment, in that scene Freddie is proposing to Mary while giving a ring. Freddie asked Mary to promise never to take it off the ring no matter what, but moments later when Freddie met Mary at a bar with a man, Freddie asked Mary for where is the ring? Mary trying lying to that she didn't dare to use luxury items when hangout but the truth is Mary deliberately took the ring off

because there was an argument between Mary and Freddie. she was lying to Freddie that he would promise not to take the ring off "**No matter what.**"

C. Flouting Maxim of Relevance

This research found 8 data scene in Bohemian Rhapsody movie. This flouting of maxim occurred when the response was obviously relevant to the topic. On the other hand, it's abrupt to change the topic, overt failure to address interlocutor's goal in asking a question (Grice, 1975).

Data 3

Paul : Morning, boss.
Freddie: **Clean this mess up and get rid of your friend.**

Analysis

In the conversation above happen in the Hotel located in Brazil while Freddie just woke up and Paul greeting him while make a cup of coffee. Freddie who just woke up immediately saw Paul with a boy who join the party last night in the living room and Freddie said "Clean this mess up and get rid of your friend" immediately ignored the greetings from Paul. As we can see there happen maxim flouting of relevance. Freddie's answer clearly contains flouting maxim of relevance because according to Grice (1975) "maxim of relevance occurs when the response was irrelevant to the topic or changes the topic. Freddie should be answer "Morning too Paul".

D. Flouting Maxim of Manner

This types of flouting maxim have a dominant flouting maxim happen in rhis movie with 12 data. Grice (1975) states that flouting the maxim of manner occurs when the characters failed to be perspicuous, brief, and orderly. It meant when the speaker flouted the maxim of manner when he/she used ambiguous language.

Data 4

Shelley: Could you answer the question, please?
Freddie: **Shelley. That thing between your legs, does it bite?**

Analysis

In the conversation above happen when Freddie and his band Queen in a press conference in Britain. A lot of questions were given to Freddie the vocalist and a few minutes later Freddie, who at that time was in an unfit condition due to alcohol, began to answer questions from reporters in a rude and impolite manner. Flouting maxim of manner happen when Freddie answer Shelley question was not clear that make ambiguous. To make the conversation cooperatively, he should answer it as straightforward as possible and avoid ambiguity for the example "OK/All right".

CONCLUSION

Regarding data analysis on types of maxim flouting according to Grice Theory (1975), *Bohemian Rhapsody* movie shows all types of maxim flouting consisting of; flouting maxims of quality, flouting maxim of quantity, flouting maxim of relevance, and flouting maxim of manner. The total data obtained in this movie is 44 data found in *Bohemian Rhapsody* movie, Flouting maxim of manner is more dominant in this movie with 15 data. From these data, it can be concluded that the characters in this film often use the maxim of satire or deliberately use ambiguous words to change the topic of the ongoing conversation. However, when speakers flouting the maxims, it does not always mean something negative but they try to be cooperative and fluently convey the intended meaning so that other participants do not feel offended or hurt.

REFERENCES

- Cutting, J. 2008. *Pragmatics and Discourse: A Resource Book for Students*. New York: Routledge
- Graham, G. 2005. *Philosophy of the Art*. (3rd Ed.). New York: Routledge.
- Grice, P. 1975. "Logic and Conversation". In *Syntax and Semantics, 3: Speech Acts*, ed. P. Cole & J. Morgan. New York: Academic Press.
- Grundy, P. 2013. *Doing Pragmatics*. (3rd Ed). New York: Routledge
- Kurniati, M. & Hanidar, S. 2018. The Flouting of The Gricean Maxims In The Movies *Insidious* and *Insidious 2*. *Journal. Universitas Gadjah Mada*, 5(1), 65-76
- Leech, Geoffrey N. (1983). *Principles of Pragmatics*. London & New York: Longman
- Levinson, S. C. 1983. *Pragmatics*. Cambridge: Cambridge University Press
- Permadi, F. E. 2019. Violation on maxim of cooperative principle in the slogan. *Journal. English Department of UNIKOM*, 8(1), 15-22
- Pradika, B. G, & Rohmanti, K. A. P. 2018. An Analysis of Flouting Maxim In "Coco" Movie. *Journal. IKIP Siliwangi*, 1(5), 657-663
- Susanto, D. F. 2017. flouting maxim in *Need for Speed* movie. *Journal. University of Abdurachman Saleh Situbondo*, 9(2), 141-150
- Shannon E. C. and Weaver W. 1949. *The Mathematical Theory of Communication*. University of Illinois Press. United States of America: Urbana
- Thomas, J. 1995. *The Meaning of Interaction: an Introduction to Pragmatics*. New York: Longman.
- Ulfah, R. A. & Afrilia. R. 2018. An analysis of flouting maxim in "The B.F.G" movie". *Journal. IKIP Siliwangi*, 1(5), 687-695