

THE VIOLATION OF MAXIM BY THE CHARACTERS IN THE NETFLIX SERIES *INVENTING ANNA*

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ABSTRACT

This study aims to identify the types of conversational maxims violated by the characters in the *Inventing Anna* series and to find out the motives behind the violation of maxims. This research used a qualitative approach because it involves descriptive and non-numerical analysis. Documentation method, note-taking technique, and content analysis are applied to collect and analyze the data. The documentation method was applied to find information from a video (*Inventing Anna* series) and its transcription. Meanwhile, the note-taking technique was to note down the conversations or utterances of the characters in the series that contain maxim violation. The main theory used in this research is Maxim Violation by Paul Grice (1975). The study analyzed four characters from the series and found 14 maxim violations in the characters' utterances from *Inventing Anna* series. There are 5 violating maxim of quality, 2 violating maxim of quantity, 2 violating maxim of manner, 3 violating maxim of relation, and 2 violating several maxims in one conversation. There is a high possibility of violating more than one maxim in one conversation. The motives for violating a maxim based on the analysis are to escape bad situations, avoid getting involved in any trouble or scandal, face-saving act (maintain a good image), convince someone, get recognition, gain sympathy, and distract or manipulate the interlocutor.

Keywords: Maxim Violation, Motives, Series, Characters

INTRODUCTION

As social beings, human relies on social interaction to survive and develop. Interaction involves communication with the purpose of transferring information from one group to another. Communication may sound simple, but it is, in fact, a complex subject, as there are many variables that can affect how a message is received after it reaches the sender. One of the essential parts that could shape comprehensive communication is language. A language is a communication tool utilized by those who intend to deliver a message verbally and express the thoughts, ideas, feelings, and arguments of their mind to the interlocutors. The use of language by a speaker is not only to express their thoughts but also to portray their emotions while speaking. The audience can therefore determine whether the speakers are enraged, sorrowful, or happy. According to this perspective, language can

determine whether the idea spoken by the speaker corresponds with their action or inspires the listener to act and ensures that the activities align with the speaker's desires.

In this case, pragmatics is linear, with the language being meaningful because pragmatics is the study of how languages are used and interact with one another. According to Crystal (Crystal, 1987), pragmatics is concerned with the elements that affect language and its effects on others when we choose from a variety of speech that can be utilized at any time during social interaction. This differs from semantics which deals simply with the surface and literal meaning of the sentence, yet pragmatics needs a more contextual definition. The fundamental approach to viewing the relationship of importance with its reality is the scope of pragmatics in linguistics. A language can also deal with several instruments, such as cognitive and social action instruments.

As one of the aspects of pragmatics, the cooperative principle has a role in ensuring the success of communication. The cooperative principle is the way speakers and listeners work together and mutually accept one another's understanding in order to achieve effective conversational communication. As Paul Grice, an English language philosopher stated, it is based on the assumption that both speaker and hearer cooperate in obtaining the speaker's meaning. Furthermore, Grice proposed four maxims to communicate cooperatively between the speaker and the hearer. There is maxim of quality (communicate truthfully and with adequate evidence), maxim of quantity (make contribution as informative as required), maxim of relation (relevant when communicating with people), and maxim of manner (brief, orderly, and avoid ambiguity). The unspoken agreements in conversations are these maxims.

In addition, there may be an occasion when people are unsuccessful in achieving effective conversational communication and fail to observe the maxim—called non-observance of the maxims. Grice (1975) divided the non-observance of the maxims into five types: flouting a maxim, violating a maxim, infringing a maxim, opting out, and suspending a maxim. This research aims to find the violation of maxims in the Netflix series *Inventing Anna*. Violating a maxim occurs when a speaker intentionally misleads the listener by providing unreliable information, being insincere and irrelevant, and leading to an interaction contrary to the maxim. This research aims to find (1) *the types of conversational maxims violated by the characters in the Inventing Anna series* and (2) *the motives behind the violation of maxims by the characters in the series*. The appearance of Anna Delvey and other characters in the Netflix series *Inventing Anna* creates an interesting analysis of maxim violation. It is suitable to be the object of this research and contains the required data and information to answer the proposed research problems.

The series recounts the tale of the fake German heiress (Anna Delvey/Sorokin), who deceived the rich and powerful people of New York. She manipulates the public into believing she is some wealthy daughter whose father continuously spoils her by sending her money whenever she needs it. She exploits her image as a rich person to acquire hundreds of thousands of dollars in cash, goods, and services while pursuing her goal of creating an exclusive club with an art theme.

The theory used in analyzing the data is the theory of Violating Maxims proposed by Grice (1975) and the context of situation theory by Halliday and Hasan (1976). The theory of the context of situation is broken down into three areas: *field*, *tenor*, and *mode*. Halliday and Hasan's theory is

applied to know the context of situation on the occurrence of maxim violation and its influence on the motives behind the non-cooperative utterances.

Previous research conducted a related study regarding maxim violation. An undergraduate thesis entitled “*Maxim Violation Done by Donald Trump in Some TV Talk Shows*” was written by Lathifatul Ailia Oktavi R. in 2019. The study aims to find the violation of maxims done by Donald Trump in TV Talk Shows in the USA and the purpose behind Donald Trump’s violating maxims. Lathifatul concluded that Donald Trump does not violate maxim of manner. There are three reasons why Donald Trump violated the maxims: expressing his feelings, protecting his answer, and avoiding discussions he is uncomfortable with. The data and the theory of this study differ from my research. This undergraduate thesis applied Goffman’s theory of face-saving act and Khosravizadeh & Sadehvandi’s idea in analysing the purpose behind maxim violation.

DATA SOURCE

The primary data of this study is taken from the utterances and conversations of the characters in the *Inventing Anna* series that conceive of violation of maxims. The series contains nine episodes with a 1-hour duration. All nine episodes were watched on Netflix to analyze the violation of maxims committed by the characters in the series. The series was chosen as the primary data because it is based on a true story, is widespread, has interesting characters, and has an entertaining plot. Most importantly, it contains the required data and information to answer the research problems proposed in this study.

METHODS

The method used in this study is qualitative method. In order to obtain the required result, the documentation method and the note-taking technique were applied in collecting the data. Based on this analysis, the documentation method was applied to find information from a video (*Inventing Anna* series) and its transcription or subtitle. The use of the note-taking technique was to note down the conversations or utterances of the characters in *Inventing Anna* series that contain violations of maxim. The data was collected in several steps; the nine episodes were watched thoroughly to observe and find the characters' utterances that violate the maxims and the reasons behind the maxim violation. After writing down all the necessary conversations, the violations of maxims in the characters' utterances were classified according to the theory of Paul Grice,

Content analysis was used as the method of analyzing data. Content analysis corresponds with a qualitative approach, as the research was done by analyzing the content of the series and explaining the result with a descriptive report. The data result is in the form of a transcription of the conversations in the series and descriptions of the character’s motivation to violate the maxims, which is reflected in the study's aims. Content analysis was done to observe and identify the characters' utterances and motives. first, after collecting the data, the characters' utterances that violate the maxim were identified and classified based on Paul Grice’s theory. Secondly, sorting all the required data found

on each classification. Lastly, the context of the conversations and each character's background were analyzed and interpreted to obtain the motives behind the maxim violation.

The data is presented by the informal method. The informal method offers the descriptive interpretation of the analysis containing words and sentences. The analysis is presented by inserting the dialogues or utterances containing maxim violation, and the interpretation of the motives is right below each conversation.

THEORETICAL REVIEW

1. Pragmatics

A branch of linguistics known as pragmatics studies how language form influences the hidden meanings of speakers and writers. It is stated in combination with the user. In pragmatics, the significance of a contextual meaning is extensively discussed. Every other definition refers to the speaker or writer who desires to utter something in a particular situation. Pragmatics, therefore, helps in dealing with the speaker's intended purpose. The range of pragmatics covers multiple related linguistic terms. They are sometimes referred to as "utterances" or actual or authentic expressions of meaning through language, sentence structure, and surroundings. According to Crystal (Crystal, 1987), pragmatics is concerned with the elements that impact language for the things we want to choose from a variety of speech that can be fulfilled at any time when it is utilized in social interaction, as well as its effects on other people.

2. Cooperative Principle

As one of the aspects of pragmatics, the cooperative principle has a role in ensuring communication success. The cooperative principle is the way speakers and listeners work together and mutually accept one another's understanding in order to achieve effective conversational communication in daily social interaction. As Paul Grice, an English language philosopher, stated, it is based on the assumption that both speaker and hearer cooperate in obtaining the speaker's meaning. "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).

Grice divided conversational maxims into four parts of the maxim: maxim of quality, maxim of quantity, maxim of manner, and maxim of relation.

a) Maxim of Quantity

Ensure your contribution to a conversation is as informative as required and gives information at most necessary.

b) Maxim of Quality

When engaging in a conversation, ensure the validity of your evidence and speak of what you believe to be true. Adequate evidence is requisite in this maxim. In other words, make your contribution truthful and honest.

c) Maxim of Manner

For the audience to grasp what is being said, the participants must avoid ambiguity and obscure language, state their points briefly, and maintain order when arranging a sentence.

d) Maxim of Relation

Relevance is the keyword being asserted for this maxim, as the requirement is to make your contribution relevant to the topic discussed in a conversation.

3. Violation of Maxim

Paul Grice also proposed the theory of non-observance of the maxims (flouting a maxim, violating a maxim, infringing a maxim, opting out, and suspending a maxim). One theory of the non-observance of the maxim is the main focus of this analysis, which is maxim violation. Violating a maxim occurs when a speaker intentionally misleads the listener by providing unreliable information, being insincere and irrelevant, and leading to an interaction contrary to the maxim. "People may quietly and unostentatiously violate a maxim; if so, in some cases, he will be liable as mislead" (Grice, 1975, p. 49). Grice proposed four sub-principles of violating maxim:

a) Violating maxim of quality

It is called violating maxim of quality when the speaker purposely misleads the listener by being dishonest or saying something that is believed to be false.

For example:

A: *"What do you think about Regina?"*

B: *"I think she is a good friend. I get along pretty well with her"*

In this context, B is actually not on good terms with Regina, which is caused by the dissent and argument they had with each other. However, B does not allow anyone to know about her situation with Regina. Therefore, B violates the maxim of quality by lying to A about their friendship.

b) Violating maxim of quantity

When the point being stated by the speaker is more or less than it is required (too informative or uninformative).

For example:

A: *"Have you met him before?"*

B: *"Yes, I have several times. We went to a concert together last week actually, and I had a blast night with him. He is such a fun person."*

Based on this conversation, B provides more information than is needed. B could have only said, *"Yes, I have several times"* to avoid being too informative and observe the maxim of quantity.

c) Violating maxim of relation

It occurs when the speaker often dodges a question by saying something irrelevant to the topic, changing the issue abruptly, and avoiding talking about the issues discussed.

For example:

A: *"How do you cope with your stress?"*

B: “Hey, do you know what time it is?”

In this conversation, A asked B about how B copes with stress, but B changed the topic abruptly by asking another question irrelevant to the topic being discussed. Hence, B violates the maxim of relation.

d) Violating maxim of manner

It occurs when the speaker is being ambiguous, using an incomprehensible expression, and stating something without being brief and orderly.

For example:

A: “What places were you visiting this morning and afternoon?”

B: “I visited a museum in the afternoon. I forgot where I was in the morning...I think I stayed in the garden. Was I? I had my breakfast there.”

It is evident that B was ambiguous because B even questioned himself about his activities in the morning. The way B answered the question could have been more orderly and brief.

RESULTS AND DISCUSSION

Fourteen maxim violations were found in the characters’ utterances from *Inventing Anna* series. There are 5 violating maxim of quality, 2 violating maxim of quantity, 2 violating maxim of manner, 3 violating maxim of relation, and 2 violating several maxims in a statement. The motive for violating the maxims varies depending on the context and the character’s background. Four characters (Anna Delvey, Vivian Kent, Neff, and Rachel) were analyzed in order to obtain the required data.

Table 1. The Types of Maxim Violation Found in *Inventing Anna* Series

No	Findings	Amount
1	Violating Maxim of Quality	5
2	Violating Maxim of Quantity	2
3	Violating Maxim of Relation	3
4	Violating Maxim of Manner	2
5	Violating Several Maxims Simultaneously	2
Total		14

A. Violating Maxim of Quality

Data 1

Nora: “Val can never afford anything, of course. Fashion salaries. But... but who was planning to pay?”

Anna: “Chase was supposed to pay, but then he just disappeared. He left us completely in the cold.”

The above data shows that Anna violates the maxim of quality because she misled Nora by giving false information. She said that Chase disappeared and left her helpless, which is not the truth. The actual incident completely differed from what Anna described to Nora in this dialogue. There

was one time when Anna could not pay her hotel bills due to her credit card being declined. Afterward, Chase came over to the hotel to pay them for her. This data confirms Grice's theory of violating maxim of quality (Grice, 1975, p. 46 & 49), stating untrue utterance to the interlocutor.

Motive: Anna lied to make Nora trust Anna and to turn Nora's side from Chase to her. Nora had always been counting on Chase before and provided everything he needed. After this, she told Nora about the downhill of Chase's business to make Nora feel her investment in his enterprise was not secure anymore. Anna wanted help from Nora to succeed in her ADF (Anna Delvey Foundation) business since Nora is an accomplished woman who has plenty of connections with influential and distinguished people in many industries.

Data 2

Anna: *"My family's business is handled by Peter Hennecke. He's based in Germany, but he will provide you any information you need."*

Referring to the data above, Anna's utterance indicates the violation of the quality maxim because she lied about Peter Hennecke. The existence of Peter Hennecke was only a tale that Anna made up. This example is a confirmation of violation of quality maxim by Grice, which says the speaker states an utterance that is believed to be false (Grice, 1975, p. 46 & 49).

Motive: when Anna sought a loan to launch the Anna Delvey Foundation, an attorney named Alan Reed represented her. She discussed everything with Alan Reed regarding her business plan on ADF and wanted him to help secure the finance. In securing the loan, she needed a representative to manage any correspondence and paperwork related to her trust funds. Therefore, she came up with the idea of Peter Hennecke. She lied about Peter Hennecke to convince Alan that she had everything under control and proceeded with her loan process to the banks.

Data 3

David: *"Good news. Your loan application is with the underwriters. We're through to the next step. They've asked for a good faith deposit of 100K just to proceed with the due diligence. That won't be an issue for you?"*

Anna: *"No. Of course not. Uh, I'll have Peter wire that right away."*

[Skip]

[She called Alan Reed]

Alan: *"Anna, there's no need to panic."*

Anna: *"I'm going to lose 281 Park. They're already getting impatient. I don't have 100K in the US right now. All my money is stuck in Europe."*

Anna's utterance from the dialogue above indicates the violation of maxim of quality because she did not tell the truth about her financial situation. She was requested to submit a deposit of \$100K to receive the loan from the bank. However, there was no money for her to send. She covered her panic by lying, *"No. Of course not. Uh, I'll have Peter wire that right away."* Later on, she called Alan to figure out a solution to this problem. She also lied to Alan (her attorney), saying her money was in Europe. The truth is, she did not have any money to begin with, even in Europe. Anna said

something believed to be false without adequate evidence, which confirms Grice's theory explaining that people quietly and unostentatiously violate the maxim due to misleading the counterpart (Grice, 1975, p. 46 & 49).

Motive: David is a banker from Fortress Investment Group, where she intended to get a loan. Plenty of steps were necessary to receive the loan from the bank, and at that moment, she was requested to submit a deposit of \$100K. She started to panic because there was no money for her to send. She lied to make it seem like she had no money problem and she tried to avoid this problem as quickly as possible.

Data 4

Neff (hotel staff): "Anna Delvey is legend around here. We saw that money."

Vivian: "Did you know her?"

Neff: "I don't fraternize with guests."

Vivian: "Can you remember any friends or people who visited her?"

Neff: "I don't fraternize with guests. It's against the rules."

Neff's utterance in the data above indicates the violation maxim of quality because when asked about her relationship with Anna, she was dishonest and said, "I don't fraternize with guests". The truth is that Anna and Neff often hung out together during Anna's stay at the hotel Neff worked at. They can be considered good friends before Anna is jailed. This is the evidence when the speaker consciously violates the quality maxim by stating something that is not true, which supports Grice's theory of violating the maxim of quality (Grice, 1975, p. 46 & 49).

Motive: Neff lied when Vivian asked about her acquaintance with Anna. She avoided revealing their friendship because she did not want to be a part of any scandal related to the magazine story.

Data 5

Conrad: "I canceled it. Let me come up."

Anna: "Um, I really need some sleep."

Conrad: "I can help with that."

[Neff came]

Neff: "Ms. Delvey, you have an urgent call. They insisted on holding for you. I think it's your mother."

Anna: "Oh! Uh... My mother. It could be serious, Conrad. I'm so sorry. I have to take this."

Conrad: "I can wait."

Anna: "No. It's my mother. This will take a while. Neff?"

As seen from the dialogue above, Neff and Anna's utterances denote the violation of the maxim of quality because they cooperated to make Conrad leave by lying. Neff initiated the misleading utterance, and Anna went along with it. Furthermore, they only made up the unplanned excuse that Anna's mother called. There was actually no call at all. Besides, Anna and her mother never communicated again after Anna was away from home.

Motive: In this scene, Anna was going to head to her room upstairs after having dinner with David and Conrad. She was about to enter the elevator when Conrad followed and sexually harassed Anna by being touchy. Neff witnessed Conrad being inappropriate and Anna's discomfort expression toward him. Therefore, Neff was urged to come up and save Anna by lying about the urgent call. Neff lied because she wanted to save Anna. Anna lied as well in order to avoid Conrad coming with her to her room. In Neff's case, she occasionally helped Anna at any moment; this incident was not an exception because Anna was her client. As a fellow woman, Neff definitely had the instinct to rescue other women from any inappropriate occurrence. On the other hand, there was some feeling of hesitancy in Anna since Conrad was her business partner. Therefore, in Anna's case, she was unsure of how to handle the situation at first. She was confused and nervous before Neff came up. When Neff started to lie, Anna immediately went along with it as she attempted to escape the situation.

B. Violating Maxim of Quantity

Data 6

Landon: "Paul assigns your stories."

Vivian: "Okay, but this is a cover story."

Paul: "A dumb socialite. I don't think so."

Vivian: "Just give me a chance to get an interview."

Landon: "Vivian, uh..."

Vivian: "The indictment reads like a novel. The charges, the arena, the players are insane. We're talking big banks, financial advisors, hedge funds, law firms, real-estate developers, philanthropists, galleries, art dealers, all of Fashion Week, and half of New York society, and she's 26 years old. I couldn't tie my own shoes at 26. You know I give good story. Let me do this."

The data above indicates that Vivian violated the maxim of quantity as she provided more information than required. She decided to explain many things at once when she could have said "Let me do this." Vivian wished to cover the story of Anna Delvey over anything else. However, her boss and editor shared different thoughts. Instead of giving up, she tried to persuade them with a long convincing statement. By not providing the necessary amount of information, the speaker violates the maxim of quantity, thus aligning with Grice's perspective on such violations (Grice, 1975, p. 46 & 49).

Motive: Vivian wished to cover the story of Anna Delvey over anything else. However, her boss and editor shared different thoughts. She violated the maxim of quantity in order to get permission.

Data 7

Vivian: "There's a bunch of photos of you and Anna and these two women. You were all good friends. What happened?"

Neff: "Goodbye."

From the statement above, Neff's statement is evidence of a violation of the maxim of quantity due to being less informative than required. Vivian asked what happened between her and Anna, but Neff did not want to cooperate in the interview. Therefore, she only said "goodbye," violating the quantity maxim. This violation demonstrates an example of Grice's claim that the speaker violates the maxim of quantity when they deliver an inadequate amount of details or insufficient information (Grice, 1975, p. 46 & 49).

Motive: Neff violated the maxim of quantity by being less informative than required. The reason was to avoid being interviewed by Vivian because Neff attempted to exclude herself from any involvement with journalists concerning her friend.

C. Violating Maxim of Relation

Data 8

Alan Reed: "Where are your metrics, your KPIs? What's your operating profit margin? Have you done your market research? How does your proposed product stack up against what's already in the marketplace?"

Anna: "I was born into art. I understand business. I might be young, but I have experience and my family's connections."

Anna's utterance from the above dialogue violates the maxim of relation because she did not provide a relevant answer to Alan's questions. Alan went through all details about the important things to build a business. However, she could not answer the question but wanted to sound convincing, which violated the relation maxim.

Motive: Alan Reed was Anna's finance attorney who assisted her in securing her trust funds and the loan from a bank. He needed certainty that anything Anna proposed met the qualification of what it took to establish a large business. Once he asked about the metrics and profit margin, Anna realized she had not researched properly. Her motive for violating the maxim is to convince Alan. In order to be seen as someone qualified enough, she started to boost her value by saying she had experience and was born into the art world.

Data 9

Todd: "And you worked very hard on selling that story of your experience with Anna to the highest bidders, right?"

Rachel: "This is not... I wish I'd never met Anna. I wouldn't wish this on anybody. This is the worst thing that's ever happened to me."

Referring to the dialogue above, Rachel violated the maxim of relation because her statement shows her as irrelevant to the assigned topic because Todd asked about the story she sold, not her feeling about the experience. When Todd inquired about her selling the article, instead of giving an argument after Todd's statement, she began pouring out her emotion about meeting Anna Delvey.

Motive: Rachel testified in court as the victim of Anna Delvey's deception. Her testimony comprised Anna's financial problem while on a trip to Morocco, which cost Rachel tens of thousands of dollars

in order to cover the bills Anna was supposed to pay. She tried to win over the jury and gain sympathy by becoming emotional. Another reason why she violated the maxim was that, deep down, she wished her other side of the story that Todd had unfolded to be kept secret. Rachel's utterance also denotes the act of face-saving.

Data 10

Talia: "Anna, get off the boat. I can't believe I have to explain to you how fucked up this is, and how bad it makes me look that the people I invited..."

*Anna: "Sorry, we'll leave. It's all fine. **How are you?**"*

The data above shows the occurrence of violating the maxim of relation by Anna because she was irrelevant in this conversation. Anna tried to shake off the tension and the feeling of embarrassment by abruptly changing the topic, saying "how are you?" in the middle of Talia's argument.

Motive: Anna violated the maxim of relation with her seemingly friendly attitude in order to distract Talia as well. Anna and Chase (her boyfriend) were on vacation and invited to join Talia on a boat since they happened to be in the same area. They stayed on the boat longer than they should have without paying anything. When Talia called with such exasperation, Anna tried to shake off the feeling of embarrassment by abruptly changing the topic and saying, "*How are you?*" in the middle of Talia's argument.

D. Violating Maxim of Manner

Data 11

Kacy: "Okay, what is going on?"

Anna: "It's all of it, it's everyone, it's all coming in on me and I just don't... You know?"

As seen from the above conversation, when Kacy asked what happened to her, she stuttered and her utterance was difficult to understand. This indicates that she violated the maxim of manner since she could not put her words in good order and speak clearly.

Motive: this event occurred after Anna traveled to Morocco. She had no money left and nowhere to go. Therefore, she came to Kacy's place and asked for help. She violated the maxim of manner in order to gain sympathy from Kacy. She wanted to stay at Kacy's apartment.

Data 12

Vivian: "I interviewed Anna."

Landon: "She gave you an interview? Before trial?"

Vivian: "I'm telling you, there's something there."

Vivian's answer to Landon from the above conversation was ambiguous whether she got Anna's consent for interviewing or not. Therefore, this is the evidence of violating the maxim of manner because of the ambiguity. In addition, this data confirms Grice's theory of violation of manner maxim due to the speaker's failure to communicate explicitly.

Motive: as a matter of fact, there was yet to be an agreement between Vivian and Anna to conduct the interview. Vivian was convincing him in order to be given full permission to cover the story of Anna Delvey.

E. Violating Several Maxims Simultaneously

1) Violating maxim of quality, quantity, and relation

Data 13

Nicole: "Just give her the money you owe her."

Kacy: "Enough, Nicole. Anna..."

Rachel: "Just stop, Anna. Okay, stop. Just tell us the truth."

Anna: "I'm creating something that's going to be iconic. But you're bothering me about credit card bills? Do you know how many things I have on my mind? I've got lawyers and financiers who are helping me create ADF. I'm leasing a whole fucking building on Park Avenue."

As shown from the conversation above, Anna simultaneously violated the maxim of quality, quantity, and relation on one occasion. Her friends tried to get the truth out of her regarding the money she owed, but Anna was dishonest, provided more information than required, and was irrelevant. Anna's statement above was overly extensive (a violation of quantity maxim) and unrelated to the topic (a violation of relation maxim), as her friends only required an answer about money. Aside from that, she also lied (a violation of quality maxim) about leasing a building on Park Avenue when her attempt to rent the mansion was unsuccessful.

Motive: Anna's motive is not to ruin her image in front of others. She also tried to blame them since they were bothering her with a minor issue, such as credit card bills, while she had a more primary problem to deal with. She did not want to speak the truth about having no money because otherwise, she would have humiliated herself and degraded her self-worth in front of others who were supposed to believe she was wealthy. A face-saving act was necessary for Anna at that moment.

2) Violating maxim of quantity and manner

Data 14

Vivian: "Did you steal all that money?"

Anna: "You have to work hard to get what you want. I've always known that. Chase, not so much. He thought he was better than me, smarter than me. And Nora.....she treated me like I was a prop, and so, why shouldn't I have used her as one? I got everything I needed, my dream team."

From the dialogue above, Anna violated the maxim of quantity because she delivered an informative answer more than required. Anna's reply constituted such a long answer for a question that can be answered with "yes" or "no". Her statement was also considerably ambiguous because

there was no confirmation if she indeed stole the money or not, which proves the point of her violating the maxim of manner.

Motive: She did not cooperate in obeying the maxim's rule because she would want someone to know her point of view of this story. From Anna's perspective, the stealing showed her resentment and revenge towards Nora as Nora constantly treated her disrespectfully.

CONCLUSION

Based on the data collected during the research, fourteen maxim violations were found in the characters' utterances from *Inventing Anna* series. There are 5 violating maxim of quality, 2 violating maxim of quantity, 2 violating maxim of manner, 3 violating maxim of relation, and 2 violating several maxims in a statement. The motive for violating the maxims varies depending on the context and the character's background. Four characters (Anna Delvey, Vivian Kent, Neff, and Rachel) were analyzed in order to obtain the required data. The most violated maxim is the maxim of quality, and the character who did maxim violation the most is the main character (Anna Delvey).

Before doing proper research, certain assumptions and hypotheses were pondered to determine the possible motives behind maxim violation. This resulted in considering that it would only contain the negative reasons due to the series storyline that depicts a story about fraud. However, the findings surpass expectations. It was proven wrong by several analyses in this study that it is possible to have positive motives out of maxim violation; for example, saving someone from an inappropriate situation and getting permission in a work environment. Despite its negative connotation as intentionally misleading the counterpart, violating maxim can be effective in rescuing someone from others' bad conduct or doing some convincing for a positive outcome. People violate the maxim when necessary and urgent for the parties involved. Furthermore, other reasons for violating a maxim based on the analysis are to conceal the truth, avoid getting involved in any trouble or scandal, face-saving act (maintain a good image), convince someone, gain sympathy or trust, and distract or manipulate the interlocutor.

Since Anna Delvey primarily violated the maxim compared to other characters, Vivian's statement can sum up her deception: "That's because you lied. There's no trust fund. There never was. Your dad's not some solar magnate. KNS Trucking and Cooling, that's your dad's business. Legal did research for the article. We confirmed it. There's no inheritance. No fortune, no art collection, nothing."

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