

# **AN ANALYSIS ON THE VIOLATION OF COOPERATIVE PRINCIPLES**

## **IN THE FILM *AVENGERS***

Deyana Nika Wildan

Sari Rejeki

M. Taufik

### **Abstract**

**This research is an analysis on the violation of cooperative principles in the movie *Avengers* that also describes the type of violation of cooperative principle contained in every conversation in the movie. The research is conducted by using descriptive qualitative method. The subject of this research is the conversation that occurs in the movie *Avengers*, whilst the object of this research is the data containing forms of every conversation violations of the cooperative principle in the movie *Avengers*. The technique used in collecting data is called note technique. The data obtained is classified based on the form of violation of cooperative principles. The result of the research shows that the form of violation of the cooperative principle that occurs in the *Avengers* movie consists of four maxims: the maxim of quantity, the maxim of quality, the maxim of relevance, and the maxim of manner. The violation on the maxim of cooperation occurs because of the same knowledge held by the speech participants and the speech partners in**

**discussing a problem, clarifying information, and changing the subject.**

**Keywords:** *Violations of cooperative principles, maxim, movie, avengers.*

### **INTRODUCTION**

Research on violations of the cooperative principle refers to discussions of language and communication, where language for humans is an important communication tool. One of its functions is used as a means of interacting and working together in social life. This can be seen when the speech participants want to convey ideas, desires and hopes. Whereas communication is the process of exchanging information between individuals through symbols, signs or general behavior. In communication, it is natural that a speech participant commits a violation of sentence structure or context, not only does it only violate but it also has a specific purpose. As stated by Wijana (2009: 44), if there is a deviation, there are certain implications to be achieved by the speakers.

The success of the communication process depends on the application of the cooperative principles between speech participants. By expressing a speech clearly and unambiguously is something that must be done so that communication can run well. When a speaker and speech partner are communicating, there will be a process of mutual understanding of the meaning of the speech delivered by the speech participants. The meaning in the speech should pay attention to the context that is in each speech, to whom the speaker is speaking,

and in what situations the speech occurs. Sometimes the speech partner responds or gives statements that are not appropriate or relevant to the topic of the speaker intended by the speaker. In addition, there were speech participants who gave excessive responses or answers, provided incorrect information based on the facts, and also provided ambiguous information, then that is a violation of the principle of cooperation. The violation can occur because of an element of intent committed by the speech participant.

A violation of the cooperative principles indicate that communication requires a means of regulating that communication runs communicatively, effectively and efficiently. The intended means is based on the four maxims in the cooperative principles proposed by Grice through Chaer (2010: 34), namely the *maxim of quantity*, *maxim of quality*, *maxim of relevance*, and *maxim of manner*. Every violation of the cooperative principle that occurs has a purpose or a specific reason to be conveyed by the speaker and the speech partner. Violations of the cooperative principles occur both for the quantity maxim, the quality maxim, the maxim of relevance, and the maxim of implementation, each of which has a goal to be conveyed by the speech participants.

Violations of the cooperative principle can be found in every literary work including in films, because dialogue in a film has a form of communication between the speaker and the speech partner. From the violation of the cooperative principles, there are various important parts to be discussed

and known more deeply. Based on the explanation mentioned, the film *Avengers* can be said to be a film comprised of various violations of cooperative principles.

### **Research Methodology**

In this study, the form used is qualitative. The data generated will be in the form of utterances, either written or oral words derived from the characters whose speech can be observed. A qualitative form is used because this study analyzes and illustrates the violation of the cooperative principle contained in a film. The method used in this research is descriptive method.

The film *Avengers* is the data source used in this study that lasts 2 hours 17 minutes and 3 seconds which aired on May 4, 2012. Data collected from the film for the purpose of this research are in the form of speeches of each character who is violating the principle of cooperation.

In collecting the data in this study, a thorough and careful observation towards the film is essential. Dialogues are paraphrased and recorded because they contain elements of violation of the cooperative principle in the film. The data analysis technique used in this research is observing at which part of the violation of the cooperative principle exists. In data analysis techniques, researchers identify, classify, and finally interpret the meaning of each data, especially on the violation of the cooperative principle.

## LITERATURE REVIEW

### The Cooperative Principle

According to Allan in Wijana (1996) Language is a social activity. As with other social activities, language activities only materialize when humans are involved in them. In speaking, the speaker and the interlocutor are equally aware that there are rules that govern his actions, the use of his language, and his interpretations of the actions and speech of the interlocutor. The cooperative principle is the assumption of cooperation that is so pervasive on many occasions that it creates a conversation that can also be broken down into four types of maxims, namely *maxim of quantity*, *maxim of quality*, *maxim of relevance*, and *maxim of implementation (maxim of manner)*. The principle governing cooperation between the speaker and the interlocutor in a conversation is called the cooperative principle. One needs the cooperative principle to explain more easily about the relationship between meaning and power (Leech, 2011).

Grice argued that a conversation usually requires cooperation between the speaker and the speech partner to achieve a desired goal. In order to implement the cooperative principle, every speaker must obey the four conversational maxims. The four maxims rule stated by Grice (in Yule, 1996) is as follows:

#### 1. Maxim of quantity:

- a. Make the conversation as informative as requested.
- b. Do not give excessive contribution / information from what is requested.

#### 2. Maxim of quality:

- a. Do not say something that is believed to be wrong.
- b. Do not say anything if there is not enough evidence

#### 3. Maxim of relevance:

- a. Be relevant in speaking.

#### 4. Maxim of manner / implementation (maxim of manner):

- a. Avoid unclear expressions.
- b. Avoid ambiguity.
- c. Avoid unnecessary lengthy information (Keep it short).
- d. Create conversations in an orderly and orderly manner.

In conducting a conversation, the concept of the amount of information expected to be contained in a conversation is only one aspect of a more general idea that the people involved in a conversation will cooperate with each other. Like the speaker, he must fulfill four conversational maxims in order to implement the principle of cooperation. On many occasions, the assumption of cooperation can be stated as a principle

of cooperative cooperation and can be broken down into four sub-principles, called maxims, according to Grice, 1975. Below are the four maxims which will be explained in more detail along with examples.

### **A. The Maxim of Quantity**

In the maxims of quantity, the speaker is expected to provide appropriate information. According to Grice, the quantity maxims expect a speaker to provide information that is deemed sufficient (not lacking and not excessive). If a speaker provides information that is not needed by the speech partner, then it can be said to violate the quantity maxim in the working principle. Examples of quantity maxims are as follows:

*A: What is your name?*

*B: Kania.*

Speech B in the example above provides sufficient speech contributions to meet the principle of maxim quantity. B as the speech partner has contributed in an adequate or sufficient quantity at each stage of communication, in other words, the response B is in accordance with what is needed by A.

### **B. The Maxim of Quality**

Quality maxims expect a speaker to provide information correctly according to reality and facts. According to Grice, the facts in this case must be supported by clear evidence. If a speaker gives information that is not based on facts to

the speech partner, then it can be said to violate the maxim of quality. Examples of quality maxims are as follows:

*Anya: Jim, do you know where the Big Ben Clock Tower is?*

*Jimin: It's in London.*

The example above explains that Jimin's speech shows speech that adheres to the maxim of quality, because Jimin conveys something that is real and in accordance with facts supported by clear evidence.

Rahardi (2005) stated that in actual communication, speakers and speech partners are very common to use speech with an unintended purpose and are not accompanied by clear evidence. Speaking that is too direct and without further ado accompanied by clear and candid evidence will make the speech rude and disrespectful. In other words, to speak politely, maxims of this quality is often not obeyed.

### **C. The Maxim of Relevance**

In maximizing the relationship, the speech participants are expected to deliver relevant speech. The maxim of relevance requires each participant to make a contribution relevant to the subject matter. Maxim of relevance emphasizes the relevance of the content of speech between the speech participants. Each speech participant is contributed to each other, relevant to the topic of conversation, so that the purpose of the speech could be achieved effectively. However, sometimes

explicitly the response given does not look relevant to the subject matter, because there is already the same background knowledge between the speaker and the interlocutor, then communication can still continue. In other words, what is explicit seems irrelevant but what is implicit is actually relevant. An example of the maxim of relevance is as follows.

*Mother: Dena, close the door!*

*Dena: wait a minute, ma'am.*

In this example it is clear that the speaker and the speech partner are interrelated with the speech and there are relevant contributions. In the maxim of relevance, it is stated that in order for good cooperation between the speaker and the speech partner, each should be able to make such contributions deemed not to deviate from the principle of cooperation. The maxim of relevance is considered as a specific informativeness.

#### **D. The Maxim of Implementation (The Maxim of Manner)**

In the implementation maxim, the speaker is expected to be able to deliver unambiguous utterances. Rahardi (2005) revealed that the maxim of the implementation requires that the speech participants speak directly and not be blurred. Following is an example of implementation maxim.

*A: Where was Alfred yesterday?*

*B: Alfred went to the store and bought some whiskey.*

In the example above, B's answer obeys the principle of cooperative implementation by: giving regular speech, because B gives a clear explanation where A is.

#### **Violation of Cooperative Principles**

The Cooperative principle is the principle that regulates what must be done by the speech participants so that the conversation sounds coherent, speakers who do not contribute to the coherence of the conversation means that they do not follow the principle of cooperation to his interlocutor, and hope his interlocutor can understand what he is about to communicate. For this reason, the speaker always tries to make his speech relevant to the context, clear and easy to understand, compact and concise and always on the issue (straight forward), so as not to waste the time of the other person who is speaking.

If the speech partner does not understand what the speaker is trying to say, the speech participant is not cooperative, resulting in non-smooth communication, then it is said to violate the cooperative principles. There are four types of violations of cooperative principle.

#### **A. Violation of Quantity Maxim**

Violations of quantity maxim can occur in a speech if the speech partner does not respond according to the contribution needed by the speaker. Grice revealed that speech that does not contain information that is really needed by the speech partner, can be said to violate the

quantity maxim. Likewise, if the speech contains excessive information. The following is an example of violation of quantity maxim.

*A: What is your name?*

*B: My name is Keenan, I was born on November 27th 1998. I have 2 sisters.*

In this example, the situation occurs in a teacher's question to his student. In the speech, A as a teacher (speaker) and B as a student (speech partners) where A asks the name only through the question "who is your name?". In the utterances, B do not obey the spoken norm, by answering not according to the portion needed by the speaker. Thus response B is uncooperative because the answer given is inadequate from what is needed by A. Therefore, based on that, B violates the quantity maxim.

### **B. Violation of Quality Maxim**

In a speech, if the speech participant does not tell the truth, it can be said that the speech participant is violating of the quality maxim. As it is stated in Yule (2006: 64), which is revealing to make something true, 1) do not say anything that you believe is wrong and 2) do not say anything if you do not have adequate evidence. If the participant says something that is believed to be wrong and without available evidence, it can be said that

quality maxim has been violated. The following are examples of violations of quality maxims.

*Teacher: Andi, what is the capital city of Bali?*

*Andi: Surabaya, sir.*

*Teacher: Good, that means the capital city of East Java, is Denpasar right?*

In the example above, it appears that a teacher contributes in the violation of quality maxim. The teacher says the capital of East Java is Denpasar instead of Surabaya. This answer that did not heed the quality maxim was expressed as a reaction to Andi's wrong answer. With this answer, Andi, who has communicative competence, will seek answers to why the teacher made a false statement, so there is a pragmatic reason why the teacher in the example above made a contribution that deviates from the quality maxim.

### **C. Maxim of Relevance Violation**

Speakers and interlocutors must have the same perception in communication. Furthermore, Rahardi (2005) revealed that speaking without giving relevant contributions was considered not to obey and violate the cooperative principle. It is intended that the speech participants have an interpretation that is the same or relevant to the context of the

conversation. For more details see the following example.

*A: Where is Kitty?*

*B: I missed you too.*

The context of the situation in the speech is about A who has just returned home after leaving for quite a while. A did not find the whereabouts of his cat. When A has searched his house for the cat, A meets with B. The deviation of the maxim of relevance is seen when B answers A's question irrelevantly. Implications of the conversation that appears on the speech about the statement B that he missed his brother who had not been at home for some time.

#### **D. Violation of the Implementation Maxim**

A violation of the implementation maxims committed by the speech participant if the delivery of a speech is unclear, taxa or not coherent. According to Grice, in his own words, 'I expect my coworkers to understand the contribution they make rationally.'

According to Rahardi (2005), people speak by not considering things such as: imprudence, blurred conversations and not directly can be said to not comply with the implementation maxims. Then in the maxim of this implementation, a speaker is also required to interpret the words used by the interlocutor

taxa based on the contexts of their use. The following are examples of violations of the implementation maxims.

*A: Let's open it together.*

*B: Wait, it's still frozen.*

The conversation above has a low level of clarity, and because it has a low level of clarity, then the level of blurring is naturally high. Speech A does not provide clarity about what is actually requested by the speech partner B. It can be said that because the speech delivered by B contains a fairly high degree of force, such utterances can be said to violate the principle of cooperation because they do not adhere to the implementation maxims.

#### **DATA ANALYSIS**

##### **Violation of Maximum Quantity**

Data 1

Context: Speech occurs between Fury and Phill who are stationed at a research campus. Where Fury as a speaker and Phill as a speech partner. This utterance occurs where Fury comes to confirm the state of the Tesseract (Space stone) which is quite dangerous if used by the wrong person.

*Fury: Where are the energy levels now?*

*Phill: Climbing. When Selvig couldn't shut it down, we ordered evac.*

The speech above is a speech with violations of quantity maxim. Phill as a speech partner violates the quantity maxim because it provides information that is excessive from what is needed. Excessive information was seen when Fury asked about how far the strength of the stone and Phill gave an excessive answer from what was asked. This appears in "When Selvig wasn't able to shut it down, we ordered evac." The statement showed that Phill provided an unquestioned information.

The violation of the quantity maxim committed by Phill, solely because Phill has a purpose and a reason, namely to provide an explanation. Although the explanation given by Phill seems excessive than needed. Therefore the violation committed by Phill is a violation of the quantity maxim. If Phill gives an answer that only Fury needs, Phill does not violate the quantity maxim.

Data 2

Context: Speech occurs between Rogers and Fury, taken place in the discussion room owned by SHIELD, where Rogers as a speaker and Fury as a speech partner. This utterance occurs when members of the Avengers gather and are discussing how to restore the Tesseract (space stone) that has been stolen by the enemy.

*Rogers: Who took it from you?*

*Fury: He's called Loki. He is not from around here.*

The speech above is a speech with violations of quantity maxim. Fury as a speech partner violates the quantity maxim because he provides information that is excessive than what is needed. This is shown by Fury's speech "He is not from around here." Fury's speech is considered to violate the maximum maxim, because Fury provides information that is excessive than needed by Rogers. When Rogers asked about the person who had managed to steal the space stone, Fury answered excessively.

The violation of the quantity maxim committed by Fury has a purpose or reason contained within it. Fury tells about a person named Loki, who does not come from earth, which means he has a different power than the earth creatures have. The speech made by Fury is included in the violation of quantity maxim.

### **Violation of Quality Maxim**

Data 3

Context: Speech occurs between Fury and Dr. Selvig. Speech occurs in the SHIELD research room. Fury as a speaker and Dr. Selvig as a speech partner. The purpose of this speech is to ask where Barton is needed to help solve the problem at that time. Because



Barton is one of the archers or called the eagle eye owned by SHIELD.

*Fury: Where's Barton agent?*

*Dr. Selvig: Up in his nest as usual.*

The speech above is a speech that includes violating the quality maxim. Dr. Selvig has violated the quality maxim because it contributes to something Fury asks that it does not match the facts he sees directly. Contributions that are not in accordance with these facts appear in the speech of Dr. Selvig navigate the following "Up in his nest as usual." The speech was considered not in accordance with the facts because after being seen by Fury, it turned out that Barton was not in the usual place, instead of being in a distance close enough to them. The reasons behind the violation of quality maxims committed by Dr. Selvig is because of a situation where he is conducting a study with a space stone and does not always look at the surroundings and only focus on what is being done.

### **Maxim of Relevance Violation**

Data 4

Context: Speech occurs between Fury and Hill who are housed in an alley in a research campus. Fury as a speaker and Hill as a speech partner. The purpose of this speech is to ensure the safety of the people on campus.

*Fury: How long to get everyone out?*

*Phill: Campus should be clear in the next half-hour.*

*Fury: Do better.*

The speech above is a conversation with a speech that violates the maxim of relevance principle. Breach of relevance maxim is done because Phill as a speech partner is considered to make an irrelevant contribution / out of the topic of being asked. When Fury asked about how long it would take to remove all the people who were still inside, Phill gave an answer. But the answer given by Phill was not relevant to what was asked by Fury. This is stated in the speech "The campus should be clear in the next half-our." From the speech delivered by Phill, namely Phill expressed his opinion that requires the state of the campus must be empty in the stated time. Because from Phill's opinion is considered not irrelevant with the questions asked by Fury. Therefore, Phill's speech is a speech that violates the cooperative principl of maxim of relevance, because Phill made an irrelevant contribution from the topic being asked by Fury.

Data 5

Context: Speech occurs between Hill, Fury and Stark, aboard the ship during an emergency. Hill as a speaker, Fury as a speaker and speech partner and Stark as a speech

partner. The purpose of speech is to restore the ship's condition so that the ship does not fall.

*Hill: If we lose one more engine, we won't be. Somebody's got to get outside and patch that engine?*

*Fury: Stark, do you copy that?*

*Stark: I'm on it.*

The speech above is a conversation with a speech that violates the cooperative principle of implementation maxim of relevance. Breach of relevance maxim is done because Stark as a speech partner is considered to make an irrelevant contribution. When Fury asks Stark if you heard that, Stark gives an answer. However, the answer given by Stark was not relevant to what was asked by Fury. This is found in the speech 'I am on it'. Therefore, the speech given by Stark is considered irrelevant to the questions asked by Fury. So, Stark's speech is a speech that violates the cooperative principle of relevance because Stark made an irrelevant contribution from the topic being asked by Fury.

### **Violation of the Implementation Maxim**

Data 6

Context: Speech occurs between Fury and Loki. Speeches occur in the campus research room where Loki comes suddenly like an intruder. Fury as a speaker and Loki

as a speech partner. The purpose of the speech asked whether Loki actually came to earth and stole the tesseract stone (space stone).

*Fury: Are you planning to step on us?*

*Loki: I came with glad tidings of a world made free.*

The speech above is a speech that violates the cooperative principle of implementation maxim. Violations of the implementation maxim occur because speech participants (especially speech partners) make convoluted contributions so that they are unclear and ambiguous of what is needed. This can be seen in Loki's speech "I come with glad thoughts of a world made free." Loki's speech feels ambiguous because there is no clarity of what will be done. So Loki's speech tends to be ambiguous because it says things that are not clear / vague about gliding tidings. Speech is considered to comply with the maxim of the way when saying things that are clear / not vague about the purpose of the glade tidings of a world made free.

### **CONCLUSION**

It can be concluded that, the characters in the *Avengers* film violated the principle of cooperation. The violations contained in the film *Avengers* have four types namely, the violation of quantity maxim, the quality maxim, the maxim of

relevance, and the maxim of implementation (the maxim of manner) ). The maxim of relevance is violated the most, while the maxim of quality is the least violated by the characters in the Avengers film. The maxim of relevance is largely violated to convey its own objectives. Whereas the maxim that was the least violated by the characters in the *Avengers* film was the quality maxim. So therefore, from this analysis it can be seen that the central characters in the film violate the cooperative principle, namely all the characters included as members of the *Avengers*. This is because each of these character plays an important role in the storyline of this film, so that they as members of the *Avengers* have the same freedom in determining the direction and purpose of the dialogue needed

*Pragmatik Kajian Teori dan Analisis*. Surakarta: Yuma Pustaka.

Yule, George. 2006. *Pragmatik*. Yogyakarta: Pustaka Pelajar

## **BIBLIOGRAPHY**

Chaer, Abdul. 2010. *Kesantunan Berbahasa*. Jakarta: Rineka Cipta.

Grice, H. Paul. 1975. *Logic and conversation*. New York: Academic Press.  
Diakses dari  
<http://www.cog.brown.edu/courses/cg45/lecture%20slides/gricean%20maxims.pdf> Pada  
23 November 2018

Rahardi, Kunjana. 2005. *Pragmatik: Kesantunan Imperatif Bahasa Indonesia*. Jakarta: Erlangga.

Wijana. 1996. *Sosiolingustik*. Bandung: Angkasa.

Wijana dan Muhammad Rohmadi.  
2009. *Analisis Wacana*