

Maxim Violation in The Fall Guys Movie Through Lens of Gricean Maxim

Yanti Rosalinah¹, Herry Afriyandi², Mohammad Arief³

^{1.2.3} Bina Sarana Informatika University

e-mail: yanti.yaa@bsi.ac.id¹, herryafr50@gmail.com², mohammadarief7w7@gmail.com³

Abstrak

Penelitian ini terutama difokuskan pada Pelanggaran Maksim Prinsip Kooperatif, sebuah teori oleh (Grice, 1975) pada sebuah film yang disutradarai oleh David Leitch, yang disebut The Fall Guy. Orang-orang selalu menggunakan bahasa sebagai alat untuk berkomunikasi, dan kita berkomunikasi untuk mencapai pemahaman antara pembicara dan pendengar. Namun dalam beberapa skenario, pembicara dan pendengar tidak mencapai pemahaman, dan itu terjadi peserta percakapan melanggar aturan percakapan, dan kami menyebut aturan itu sebagai Maksim. Untuk mencapai pemahaman, Maksim harus dipatuhi. Makalah penelitian ini menggunakan pendekatan Kualitatif Direktif dengan studi pragmatis untuk menyelidiki bagaimana pepatah dilanggar dalam Film The Fall Guy. Namun, pepatah ini sering dilanggar, baik sengaja atau tidak sengaja, yang menghasilkan makna yang kompleks dan berlapis-lapis. Ada 1 pertanyaan utama di balik alasan mengapa analisis ini ada, dan itu adalah Maksim Gricean seperti apa yang dilanggar dalam Film ini. Dengan menganalisis transkrip film, peneliti harus mengidentifikasi bagaimana karakter tersebut melanggar maksim, dan memeriksa alasan dan konteks di baliknya dalam konteks sosial tertentu. Dengan menggunakan metode ini, peneliti menemukan 11 data yang dapat disimpulkan bahwa maksim kuantitas merupakan maksim yang paling banyak dilanggar dalam film ini.

Kata kunci : *Bahasa, Prinsip Kooperatif, Pelanggaran Maksim, Film The Fall Guy*

Abstract

This research mainly focused on Maxim Violations of Cooperative Principle, a theory by (Grice, 1975) on a movie directed by David Leitch, called The Fall Guy. People are always using language as a tool to communicate, and we communicate in order to reach an understanding between the speaker and the hearer. But in some scenarios, the speaker and the hearer did not reach an understanding, and that happens the participant of the conversation violates the rule of conversation, and we call that rule as Maxim. In order to reach understanding, Maxim should be obeyed. This research paper is using a Directive Qualitative approach with a pragmatic study to investigate how maxim violated in The Fall Guy Movie. However, these maxims are frequently broken, whether on purpose or accidentally, which results in complex and multi-layered meanings. There are 1 main question behind the reason why this analysis exists, and that is What kind of Gricean Maxim is violated in this Movie. By analyzing the transcript of the movie, the researchers are to identify how the character violates maxim, and examine the reason and the context behind it within specific social contexts. By using this method, the researcher found 11 data which can be concluded that maxim of quantity is the most violated maxim in this movie.

Keyword : *Language, Cooperative Principle, Maxim Violation, The Fall Guy Movie*

INTRODUCTION

Language is an amazing tool that people use to share ideas, feelings, and intentions. As social creatures, we are inextricably linked to the act of communication, with language serving as our primary means of connection. (Grice, 1975) cited on (Yulianti et al., 2022), stated that language is an inventive and adaptable system that produces imaginable communication but so that communication can be imagined and effective, it ought to obey particular characteristics. Communication through language enables everyone to adjust to their physical and social environment (Syafitri et al., 2019) Our socialization processes are greatly impacted by this

complicated dance of words and gestures that promotes the sharing of thoughts, emotions, and information. Language, in its various forms, is more than just a means of communication; it is the essence of our humanity, allowing us to build civilizations, share knowledge, and express ourselves artistically. Pomorska (1987) when commenting on Roman Jakobson's work confirmed that "any activity of man is originally connected with language: the life work of Jakobson exemplifies this truth to the fullest" (p.1) Cited on (Mahfudi, 2022)

This is where linguistics becomes crucial to understand language and communication. Linguistics is the scientific study of language and its structure. It encompasses various aspects including the analysis of language form, language meaning, and language in context.

One key area in linguistics is pragmatic, which focuses on how language works in real life situations. Pragmatics is a branch of linguistics that studies how context influences meaning. Pragmatics describes how to use language in context, as well as how humans make and perceive meaning through language. According to (Alfira, 2021) pragmatics is a branch of linguistics that focuses on the study of language use in context. It explores how meaning is constructed and interpreted in social contexts, considering the use of language as determined by societal conditions. Levinson on (Sari, 2019) defines that pragmatics is the study of the relation between language and context that are basic to an account of language understanding (1983, p. 21). By studying pragmatics, we get insight into how effective communication is based not just on what is said, but also on how and why it is communicated, so, preventing misconceptions and improving mutual understanding. Understanding the context of a discussion allows us to correctly interpret the intended message of the speakers, even if we are not actively participating.

To achieve a good understanding between the speaker and listener must follow the cooperative principle that has been stated by Paul Grice, a British philosopher of language, "Make your conversation contribution 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" (1975, 45. Hossain, 2021). This principle consists of four maxims quantity, quality, relation, and manner that guide people in having meaningful discussions. These maxims guarantee that communication is clear, truthful, relevant, and unambiguous, setting the framework for understanding how conversational implicatures and meanings emerge. Adherence to Grice's maxims is critical for the smooth operation of discussions, since it requires the giving of enough information, the pursuit of truthfulness, the maintenance of relevance, and the avoidance of ambiguity. Understanding these maxims is critical for comprehending how meaning is constructed and perceived in everyday situations.

- a. Maxim of Quantity: the speaker should provide appropriate information and no more.
- b. Maxim of Quality: the speaker should provide true information supported by the evidence
- c. Maxim of Relation: the speaker should provide relevant information based on topic of the conversations
- d. Maxim of Manner: the speaker expected to convey the information clear, use appropriate language and avoid ambiguity or obscurity

According to (Betti, 2021) "In social science, particularly in linguistics, the cooperative principle explains how individuals achieve effective communication in everyday conversations. This principle highlights how both listeners and speakers work together and make mutual efforts to ensure that their messages are understood as intended"

Violation is defined as the unostentatious or 'quite' non-observance of a maxim. A speaker who violates a maxim 'will be liable to mislead' (Grice, 1975; 49. Hossain, 2021) Maxim violations occur when speakers, either purposefully or accidentally, fail to follow Grice's conversational maxims of quantity, quality, relation, and manner. Such violations can occur for a variety of reasons, including an intention to deceive, a necessity to withhold information, attempts to accentuate or exaggerate points, efforts to generate humor or irony, or simply due to the complexity of the issue, making full compliance difficult.

Speakers may break the Quantity maxim by delivering either too much or too little information, which is typically done to mislead, highlight a point, or protect sensitive information. When speakers lie or exaggerate in order to deceive, create humor, or communicate emotions, the Quality maxim is violated. When speakers provide irrelevant comments in order to change the

subject, avoid answering, or maintain civility, they are violating the Relation maxim. Manner's maxim can be violated by being vague or opaque, which is commonly done to generate uncertainty, irony, or avoid direct confrontation.

David Bordwell and Kristin Thompson (2019) in their widely cited book *Film Art: An Introduction*, describe a movie as "a series of still images that, when shown on a screen, create the illusion of moving images due to the phi phenomenon." They emphasize that a movie is a visual art form that can encompass narratives, emotions, and even abstract concepts, providing an experience distinct from other media because of its dynamic nature (Bordwell et al., 2019, p.5).

This research was conducted using the film *The Fall Guy*. David Leitch directed *The Fall Guy*, which was written by Drew Pearce. The film was released on May 3, 2024. *The Fall Guy* is an action, romance, comedy film starring Ryan Gosling as Colt Seaver. After 18 months away from being a stuntman, Colt is invited to return to the production of the film *Metal Storm*, directed by Jody (Emily Blunt), in order to find the missing lead actor, Tom Ryder (Aaron Taylor-Johnson). Colt becomes involved in a scheme involving deepfake technology and murder while attempting to recover his relationship with Jody. The film combines action, comedy, and romance while emphasizing the role of stuntmen in the Hollywood industry.

The Fall Guy contains elements of manipulation and hidden plans, which makes it an ideal candidate for why the researcher selected to study and observe maxim violation in the film's dialogue. Characters such as Gail and Tom, for example, purposely violate maxim, such as Tom accidentally killing his stuntman Henry and Gail cooperating with Tom to hide and blame Colt Seaver as Henry's murderer. There is also a thin comedy and romance between the characters of Jody and Colt Seaver. The maxim violation in the film plays an important role in the development of *The Fall Guy*'s story, creating tension and manipulating the audience and the perception of the main characters. By focusing on maxim violation, the researcher was able to discover how violating communication and dialogue was used not only to develop the action and comedy story but also to explore deeper themes of trust, betrayal and personal revenge in the film.

Some previous studies have discussed maxim violation in various conversational contexts including research by (Taufiq & Marlina, 2022) entitled *ANALYSIS OF GRICE'S VIOLATION MAXIM IN MARK TWAIN'S NOVEL THE ADVENTURE OF TOM SAWYER* (1993) which has successfully analysed maxim violation as a result maxim quality is the highest violate maxim in this research, but there are still gaps that can be explored. Firstly, this study is limited to novels and conversations without visuals and has not compared maxim violations to maxim violations in other media, Secondly, although an analysis of maxim violations is conducted, there is no in-depth discussion of how these violations affect character development and relationships between characters in the novel. In addition, this study also does not consider cultural aspects that may affect the pattern of maxim violation.

The second research by (Widiasih et al., 2022) entitled , this research aims to find the types of maxim violations violated by the characters in Luca's film using Grice's theory. The study found that maxim quality is the maxim that is often violated by the characters in Luca's film. However, there are some gaps in the study. Firstly, this research only focuses on a particular animated film and does not explore other media. Secondly, although maxim violations were analyzed, the impact on the audience or their perception of communication was not discussed in depth. This study also only examines the violations that are enacted by the characters without analyzing the motivations that are enacted by the characters.

The third research by (Yulianti et al., 2022) entitled *GRICE'S COOPERATIVE PRINCIPLE ON SATURDAY NIGHT LIVE TALK SHOW* provides insight into how Grice cooperative principle violations in informal communication. As a result, this study found 22 maxim violation data and maxim of quantity is the maxim that is often violated. However, there is a gap that this research does not discuss in depth the impact of maxim violation on the audience's understanding or their perspective on humor in the show.

METHOD

This research is using a descriptive qualitative method which can be used to analyze maxim violations from *The Fall Guy* Movie through Gricean maxim theory. (Cresswell, 2013) cited

on (Sidabutar & Johan, 2022) stated that Descriptive qualitative methods are a method where the researcher collects the data by examining and observing the data elements. Descriptive qualitative method is a method where the researcher needs to understand then describe a phenomenon in its natural context without manipulating variables, as it describes detailed, rich descriptions of people's behaviors, interactions, or events as they naturally occur.

The researcher uses a descriptive qualitative method as explained above to analyze dialogue from the transcript of the movie. There are 3 steps that the researcher needs to take to analyze maxim violations from The Fall Guy movie. First, the researcher needs to watch and look at the movie transcript to select scenes or dialogue containing of maxim violations. Second, the researcher needs to describe each selected scene in detail, mainly describing how the maxims are violated. Third, the researcher needs to interpret the violations, describing the violation meanings about the character, their relationship with other characters, or narrative.

RESULT AND DISCUSSION

The researcher has 1 main questions to answer in this section, which is What kind of Gricean Maxim are violated in this Movie. In analyzing maxim violations from The Fall Guy movie, there are plenty of instances of maxim violations that can be observed and analyzed, especially from the perspective of conversational dialogue and the Gricean maxims. These maxims, which include the maxim of quantity, quality, relation, and manner, are the main topic and also a guide to reach an effective communication by making sure that the speaker is informative, truthful, relevant, and clear. Using that method, the researcher found 11 data on The Fall Guy movie showing maxim violations based on Grice's maxim theory called the Cooperative Principle. As it said, the Cooperative Principle has 4 maxims that need to be obeyed in order to create a good conversation, and there are maxims of Quantity, maxims of quality, maxims of manner, and maxims of relevance. In this paper, the researcher found 4 data of quantity violations, 2 data of quality violations, 2 data of manner violations, and 3 data of relations violations.

Table 1

No	Type	Frequency
1	Maxim of Quality	2
2	Maxim of Quantity	4
3	Maxim of Manner	2
4	Maxim of Relation	3
Total		11

Kinds of Maxim Violations

Violations of Quality Maxim

The maxim of Quality expects speakers to provide truthful, accurate information and avoid saying things that are false or for which they lack evidence. A violation occurs if speaker provides false information or without evidence.

Data 1



Picture 1

Jody: "What are you doing?"

Colt: "Chilling down"

Jody: "Are you chilling down to Taylor Swift?"

Colt: "Yeah, it's an Australian saying"

At 32:20, the main character, Colt Seavers, said "chilling down", which is not a real phrase, and then he claims the phrase is something that Australians say. This is clearly false, fake information, because "chilling down" is not a recognized Australian expression. Colt clearly gives and provides false information, which violates the Maxim of Quality.

Data 2



Picture 2

Colt: "Um, well, just to keep it professional, I can only have one spicy margarita. Because if I have two, I start making bad decisions."

Jody: "Well, you know, drinking margaritas is all about making bad decisions."

In the scene at 03:57, Colt made this statement. It's done humorously and exaggeratedly, implicating that having more than one spicy margarita leads to bad decisions. Even if it's just a comedic phrase, it's not entirely right or truthful because it's more like a hyperbolic statement.. Colt is exaggerating the effect of margaritas in a way that isn't literally true, suggesting that a second drink would lead to some kind of immediate reckless behavior since it can cause someone to act uncontrollably.

Violations of Quantity Maxim

The maxim of Quantity expects the speaker to provide the appropriate amount of information. A violation occurs if speaker provides irrelevant information or too many details.

Data 3

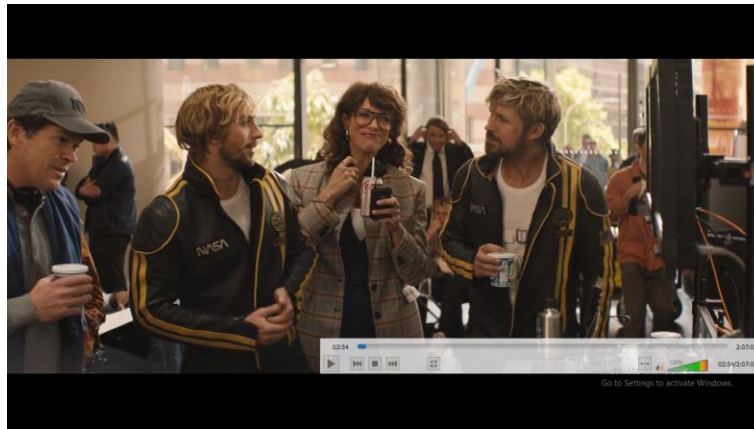


Picture 3

Colt: (narrating) "She's talking about Tom Ryder, biggest action star in the world , why am I explaining this, you know who Tom Ryder is, he's Tom Ryder, I've been his stunt double for six years"

At 02:16, there is a character saying the sentence above. The characters are providing unnecessary and too much information. The listener already knows who Tom Ryder is, so repeating the name doesn't add anything new to the conversation. This repetition provides too much information and breaks the conversational rule of quantity.

Data 4



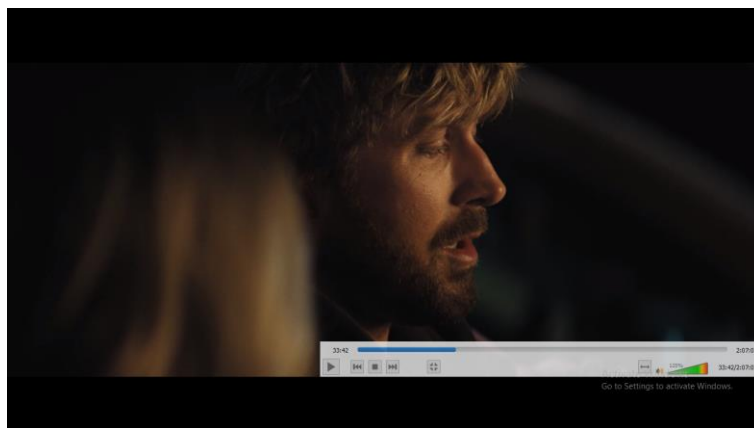
Picture 4

Tom Ryder: "That's not my chin, look at his face, his jawline like Mr Potato Head"

Colt: "Got lost in your beautiful jawline"

In the scene from minutes 02:54, this line does not contribute any meaningful or relevant information to the conversation at hand, which seems to be focused on a more important or serious topic. Instead of focusing on the actual issues, the speaker comments on the other person's appearance, in this case, the jawline. This line offers too little relevant information for the ongoing conversation and adds a distraction from the actual topic, which is making this sentence not relevant and effective. While this is a violation of Quantity, this scene also has another violation that will be explained later according to the exact type of violation.

Data 5

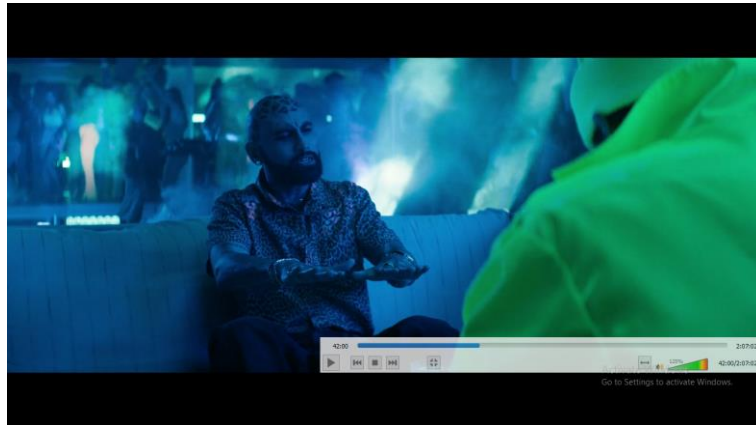


Picture 5

Colt: "It's not like I didn't want to apologize a million times. It's just, every time I... You know, when I think of something to say... doesn't seem like enough."

In this sentence at minute 33:42, Colt over-explains his emotions in a way that gives more information than what's necessary. This way, he's trying to justify why he hasn't apologized just yet, but his long, drawn-out explanation adds more emotional detail than needed, especially at the end of the sentence which is "when I think of something to say... doesn't seem like enough". This sentence gives the listener more information than what's needed to understand his intention, making the conversation isn't effective because of the unnecessary detailed information.

Data 6



Picture 6

Doone : *"No offense but I prefer cartoons, movies try to make everything feel real but it's not real, it's a movie. Cartoons don't pretend to be real, you ever see Dumbo? Dumbo changed my life."*

On the minutes 42:00, When Doone says the phrase, he is offering irrelevant information that does not contribute anything to the ongoing conversation. Unless the discussion is somehow related to movies or personal growth, this statement stands out as unnecessary. It made the comment feel out of place because it reveals more personal insight than necessary.

Violations of Manner Maxim

The maxim of Manner expects speakers to be clear and the speakers are expected to avoid ambiguity when speaking with the listener. Thus, the violation occurs when the speaker's message is confusing or disorganized, making it hard for the listener to understand.

Data 7



Picture 7

Tom Ryder: *"That's not my chin, look at his face, his jawline like Mr Potato Head"*

Colt: *"Got lost in your beautiful jawline"*

The comparison doesn't directly relate to the situation. At 02:54, there is a scene when Tom Ryder says "it's like mr potato head," he is likely trying to make a comparison, but the thing he compares is more ambiguous and lacking context. Mr potato head itself is a toy that can be assembled and disassembled because the parts (eyes, ears, nose) are attachable and detachable into its body. But here, Tom Ryder doesn't give any detailed information and makes it unclear how the comparison applies to the situation or the person he's referring to.

Data 8



Picture 8

Colt: "But you look good in everything. You look good in nothing. Whatever. No, I don't mean it like that."

Jody: "Really? This isn't..."

Colt: "But you do look good in nothing"

Jody: "This isn't work. This isn't gonna work."

Colt: "I mean, you do. But it's not what I..."

Jody: "I'll take anyone. Anyone else."

The dialogue here at 20:47, it's very safe to consider it as a direct and clear statement said by Jody. However, she follows it up with "I mean, you do", which introduces confusion. That part of the phrase is an ambiguous statement, because it's unclear whether she's complimenting the person or making a comment that makes the phrase fully ambiguous because it contradicts with her first sentence "This isn't gonna work". The phrasing leaves the listener confused and not really sure about what she really means.

Violations of Relevance Maxim

The Maxim of Relevance, or can be said, Maxim of Relation, expects speakers to make contributions that are relevant to the ongoing topic of conversation. The speaker should stay on topic and avoid introducing information that distracts from the central issue. Violation occurs when speaker provide information that is not relevant to the context of the conversation.

Data 9



Picture 9

Colt: "Do you have any towels that I can borrow?"

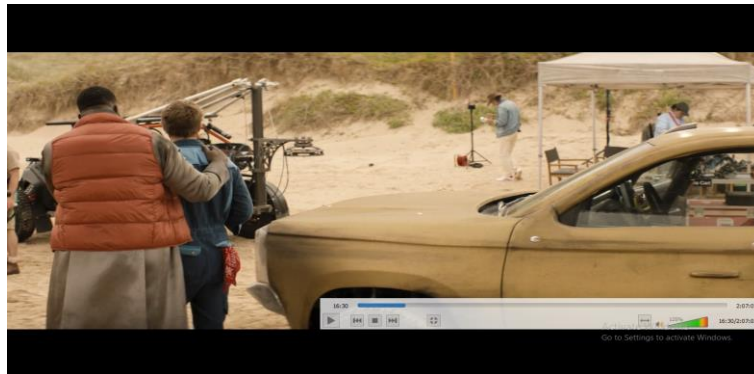
(Jody chuckles)

Jody: "Yeah, I have some towels."

Colt: "You know, it's so dangerous to swim alone."

On the 04:18, when the characters wanting to borrow a towel, can be considered as a violation because the sudden question about borrowing towels seems unrelated to the main discussion, especially in the current scene. The speaker suddenly and weirdly shifts the topic to something personal and out of context, which doesn't contribute to the ongoing conversation because it creates a disruption by saying things out of context like this.

Data 10



Picture 10

(During the scene where Colt is being prepped for the stunt, he randomly asks)

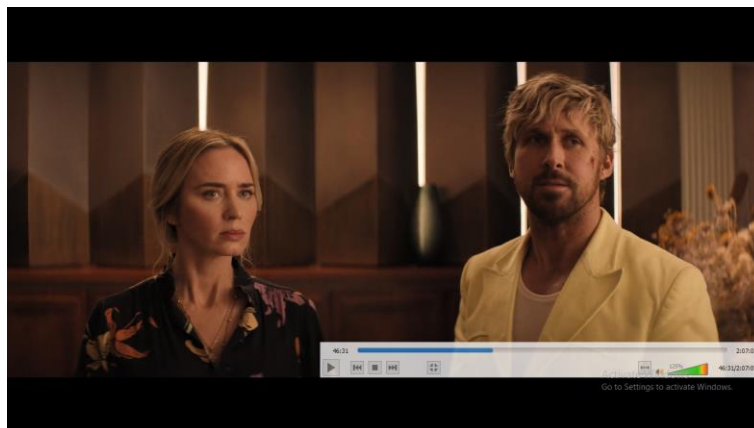
Colt: "Did you see the coffee lady? She was wearing, like, a hat."

A: "I see you in the car."

Colt: "Okay."

On the scene at 16:30, Colt is currently being prepped for an upcoming stunt scene, which means the conversation would be more focused on safety, preparation, or the logistics of the upcoming stunt. But here, his sudden comment about the coffee lady's hat doesn't add anything relevant to the task at hand. This sudden change of focus from the task in hand to a trivial observation distracts and disrupts the flow of the conversation

Data 11



Picture 11

Gail: "Colt, you're... You look like you've been busy."

Colt: "Yeah, real busy, Gail."

Gail: "Yeah, good."

Colt: "Lot of running around, Gail."

Gail: "We'll get a drink and discuss that."

In the minutes 46:31, when the scene is about Colt and Gail speaking to each other, Cold said the phrase to respond to Gail. In the parts "real busy" and "Lot of running around", Colt provides non-informative details by saying this because it lacks meaningful content and does not advance the conversation. Additionally, on the part where Colt keeps repeating Gail's name at the

end of each sentence, the response feels more like a filler than an actual. The result from saying this phrase is that he made a distraction from the conversation, violating the expectation that his statement should be relevant and contribute something to the discussion.

CONCLUSION

Talking and doing conversation is really important for us people, and it is required to reach understanding between the speaker and the hearer. But on some occasion, the speaker and the hearer didn't understand each other, and that is most likely because one of them violates the maxim. Keeping the maxim unviolated could make conversation become effective, because the speaker and the hearer will know the context so the conversation will go smoothly, that's why it is extremely important to keep the maxim unviolated. In this paper, the researcher can conclude that the character in The Fall Guy movie frequently violates the maxim. As for the result, 4 aspects of Cooperative Principle are found from The Fall Guy movie, with the maxim of quantity being the most violated aspect in this movie. Because the character frequently violates the maxim, the conversation became not too effective.

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