



FLOUTING MAXIM IN THE DIALOGUE OF YOUNG SHELDON TV SERIES

Fristi Arfiawati¹⁾; Eka Angelia²⁾
Universitas Nasional PASIM
fristiruswidiarto@gmail.com,

ABSTRACT

The research of Flouting Maxim in the Dialogue of Young Sheldon TV Series is purposed to investigate the types of flouting maxim in the dialogue of Young Sheldon in TV Series. This research used the theory proposed by Grice (1975). The research applied descriptive qualitative method to analyze the data which were taken from website of American TV Series. The obtain data were classified and analyzed. In addition, the result shows that there are 12 data of flouting maxim which comprises into 4 data of Maxim Quality, 3 data of Maxim Quantity, 3 data of Maxim Manner and 2 data of Maxim Relation. Therefore, there are 33% of Maxim Quality, 25 % Maxim Quantity, 25 % Maxim Manner and 17 % Maxim Relation. Thus, the most dominant flouting maxim in this research is Maxim of Quality which means that the characters say things they don't have enough proof for or that they think are untrue. Further, the dialogues have unclear information and each characters telling their side of answer without any proof.

Keywords: Cooperative Principle, Maxim Quality, Maxim Quantity, Maxim Relevance, Maxim Manner

INTRODUCTION

Language is used by people to have a communication for expressing their feelings and ideas, transferring information, and building social interaction. Language has a significance role in conducting conversation between people. Martinez (2015), stated that language is a communication system that members of a certain community use and comprehend. It covers words, how to pronounce them, and how to combine words to make meaning. Besides, a conversation is when two or more people express their feelings, observations, opinions, or ideas orally; a conversation is an interactive exchange of ideas, sentiments, and thoughts between two or more people; (Hakulinen, 2000). There are two kinds of role that applied in having conversation namely a speaker and a hearer. In conducting conversation, the speaker conveys messages to the hearer. The messages should be understood by the hearer in order to avoid miscommunication. In this case it is important to study the language which belongs to linguistics field. According to Gordon and Ladefoged (2001) Linguistics is commonly defined as the science of languages or the scientific



study of language. Linguistics has branches such as Syntax, Semantics, Phonology, Morphology, and Pragmatics. Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader) Yule (1996). Furthermore Jasim & Kadim (2021) stated that Semantics analyze the meanings of individual words, phrases, and sentences. It involves analysing language expressions' meanings at the word level as well as inside the context of entire texts. Semantics plays an important part in language learning, comprehension, and daily communication. In conducting the conversation, it is very significant to study the pragmatics as Pragmatics is how language and conversation meaning can be affected by context. According to Yule (1996), Pragmatic focuses on comprehending the relationship between the speaker and the listener as well as how language is used in social interactions. Pragmatics also discussed about the "invisible" meaning, or how we understand meaning even when it isn't expressed clearly (or in writing).

According to Levinson (1983) Pragmatics comprises into speech acts, deixis, presupposition, discourse Structure and implicature in conversations, and language use in different social contexts. In everyday communication, pragmatics not only explains what is said, but also how it is said and understood. Implicature as a basic concept in pragmatics is used to describe meaning that is communicated by a speaker without being directly stated. It means looking beyond the literal meaning of words to grasp what a speaker is trying to say, it's a context-specific and predicated on presumptions and knowledge that the speaker and the listener have in common. Furthermore, Levinson (1983) divides implicatures into two categories. They are Conversational Implicatures and Generalized Conversational Implicatures.

The philosopher of cooperative principle Grice (1975), says when people interact, they should expect cooperation and understanding from one another. The term "implicature" refers to meaning that a speaker suggests or implies during a conversation in addition to the literal or explicit meaning of their words. It is the extra information that is carefully communicated through shared knowledge, context, and conversational conventions. Although the speaker does not state an implication directly, the listener infers one based on how they interpret the circumstances and the speaker's intentions.

Grice (1975) proposed four main of maxims which has a function as a broad guideline to encourage discourse and guarantee clear communication. Cooperative Principles divided into four types or Maxims. They are Maxim of Quantity, Maxim of Quality, Maxim of Relation, Maxim of Manner. Maxims are moral guidelines for conversational behaviour that when it is flouted by the speaker, it was giving a chance to rise for implicature. Flouting Maxim is referred to the intentional



violation of these rules in order to interpret a statement differently than it is stated. This often results in a negative pragmatic effect, like irony or sarcasm.

The previous research about Maxim has already been done. First, the research of Wulantari and Maharani (2023) discussed about exploring maxim flouting in ‘a man called Otto’ movie. Second, the research conducted by Imanuel & Ningsih (2023) describes about conversational implicature and flouting maxims in Shang-Chi and the legends of the ten rings movie. Last, Holifatunnisa and Wuryandari (2023) discussed about an analysis of flouting maxim in the Adam project movie.

Dialogue in TV series is the interaction of speaker and hearer in the form of utterance. Young Sheldon TV series which has an interesting dialogue tells about a young boy named “Sheldon Cooper” in his early life as a child prodigy in the fictional town of Medford, Texas. As he grows up, he tries to fit into a world of people, including his own family and friends, who struggle to cope with his intellectual capabilities and social ineptitude.

Conducting the research about maxim is very interesting as it investigates the dialogues among the characters according to the rules of conversation proposed by Grice (1975). Thus, this research is conducted to analyse the flouting maxim and has a title of Flouting Maxim in the Dialogue of Young Sheldon TV Series.

LITERATURE REVIEW

Pragmatics

Pragmatic is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. It has consequently more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves (Yule, 1996:3). Furthermore, Paltridge (2006:53) also defined pragmatic as the study of meaning in relation to the context in which a person is speaking or writing.

Pragmatics comprises into several studies as Levinson (1983) stated that pragmatics would include the study of deixis, implicature, presupposition, speech acts and conversational structure. Implicature will be discussed below.

Implicature

Grice (1975) stated that the use of language often has the hidden purpose or indirect ways. Implicature is indirect or implicit meaning of an utterance that is produced by the speaker. Implicature happens when the speaker wants to express something in an implicit or indirect way in a conversation (Rahayu & Safnil, 2016). According



to Gazdar (1979) in Lubis (2015) Implicature is defined as anything that is inferred from an utterance but that is not a condition for the truth of the utterance. Further Lubis (2015) explained that through the speaker's utterance, there are other meanings and intentions intended by the speaker and it is contrast to the truth of the speaker's utterance. Implicature is something implied in the utterance (Sumarsono 2010 in Lubis 2015). Implicature is used to explain what will be interpreted, suggested, or intended by the speaker that is different from what she/he said (Yule in Grice 1996 in Lubis 2015). Example of implicature (1):

John : Are you going to Jane's wedding party?

Anna : I have to work. (it might have two assumptions: (1) she will not go to Jane's wedding or (2) she will go to Jane's wedding but she will come late. As a result, it is intended to be an implicature that has a proposition (Hidayati and Mahmud, 2022)

Grice divided implicature into two parts. They are conventional implicature and conversational implicature. Kroeger (2019) in Hidayati and Mahmud (2022) stated that in conventional implicature, the word itself provides the meaning of the sentence and the implied meaning is indirectly known by the hearer. Meanwhile, conversational implicature is a particular context of situations in which the perceived meaning goes beyond the literal meaning (Wang, 2011 in Hidayati and Mahmud, 2022). Conversational implicature is a basic assumption of conversation which the participants are adhering to the cooperative principle (Grice, 1975).

Cooperative Principle

According to Grice (1975) in Amrullah (2015) there is a set of assumptions that cover and regulate the activities of the conversation as a speech act. A set of assumptions that guide someone in conversation is cooperative principles. Further, the cooperative principle explains how speakers and listeners cooperate and acknowledge that each other is understood in a specific way. According to Mahmud in Hidayati and Mahmud (2022) the principle of cooperation was proposed by Grice as a shared assumption by the partners in a conversation that they will collaborate with one another for the purpose of their conversation by adhering to specific conversational maxim. Based on Grice's studies on how people understand language, Grice (1975) identified four key conversational categories of maxim such as maxim of quality, maxim of quantity, maxim of relation, and maxim of manner that will be describe below.

Maxim

Grice's theory addresses the Maxims, a collection of rules put forth by linguist Paul Grice to explain how people manage to have interesting discussions in everyday social contexts. These principles, which are a part of Grice's pragmatic theory, are



meant to describe typical conversational behaviour. Paul Grice (1975) proposes four conversational maxims that arise from the pragmatics of natural language. The Grice's maxims are a way to explain the link between utterances and what is understood from them. The four types of Grice's maxims are:

1. Maxim of Quantity: Speakers should include just the right amount of information—neither too little nor too much—for the topic at hand.
Example (1) : "How many days are you planning to stay?" Person A asks Person B. In reply, Person B says, "A few."
2. Maxim of Quality: Speakers should to make an effort to tell the truth and give correct information.
Example (2): "Do you see any defendant in the court?" Person A asked Person B in reply, Person B says "I cannot say for sure."
3. Maxim of Relation: The speakers need to customize their remarks to the subject matter and the current discussion.
Example (3): "Did you watch the game last night?" Person A asked Person B in reply, Person B says "Yeah, it was incredible! The score was tied until the last minute."
4. Maxim of Manner: Speakers needs to have a clear, succinct, and organized style of communication.
Example (4): "Excuse me, do you mind if I sit here?" Person A asked Person B in reply, Person B says "Not at all, please have a seat."

In order to encourage cooperative communication and make sure that discussions are beneficial and worthwhile, these four maxims should be followed. According to Grice those four principles can be obeyed by the participant in conversation so that they can give contribution to the conversation. In this case people are not always follow the rule, sometimes people flouting the maxims which means the speaker violate the conversational maxims. Flouting a maxim is the intentional breaking of one of Grice's conversational rules in a way that makes the listener aware of it. Flouting maxim means purposefully going against it in order to suggest something other than what it says clearly. Flouting is often done through figurative language such as metaphora, overstatement, understatement, rhetorical question, and irony (Grice, 1975 in Fitri and Qodriani, 2016).

According to Cook (1989) in Fitri and Qodriani (2016) Quality flout when communication degenerates into lying, or simply breaks down altogether. Quantity flout, when we say more than we need to mark a sense of occasion or respect and when we say less than we need, perhaps to be rude or blunt. Relation flout, when communication turns into signal embarrassment or a desire to change the subject. Manner flout, when the information shared makes ambiguity, or it is violated either



for humor. Furthermore, according to Betti (2021) there are four kinds of flouting maxim. Example:

1. The Maxim of Quantity should only contribute as much information as is absolutely necessary.
Example of Flouting is When someone asks (5), "*Do you know the time?*" and your answer is, "*Well, the big hand is on the 12 and the little hand is on the 3,*" you are going beyond what is required and breaking the quantity principle.
2. The Maxim of Quality should stay away from saying things they don't have enough proof for or that they think are untrue.
Example of Flouting (6): Saying something you know to be untrue, like, "*You're as graceful as a ballet dancer,*" to a friend who has just fallen over, is a violation of the maxim of quality.
3. The Maxim of Relation should be relevant in their conversations.
Example of Flouting (7): you are violating the maxim of relation if you answer, "*It's raining,*" to someone who asks, "*How was your day?*" because your response has nothing to do with the question.
4. The Maxim of Manner should be brief, clear, and well-organized.
Example of Flouting (8): When someone asks, "*Where's the remote?*" and you answer, "*In nearby of the area next to the coffee table,*" you are being overly unclear and extended.

Maxim violations happen when people purposefully give false or irrelevant information during a conversation. This can often be done in order to achieve particular goals like lying, keeping face, or expressing personal interest. The four maxims of Grice's cooperative principle of communication—quality, quantity, relevance, and manner—are impacted by these violations.

Context

According to Gross (2013), context is the different aspects of sentence-uttering occasions; these features can affect the meaning and interpretation of the utterance; it proposed that context is essentially a collection of facts that can be used to explain various aspects of language behaviour, however, that the appropriate way to characterize context depends on one's particular explanatory objectives. Furthermore, in language and communication, context refers to the different elements and conditions that affect how a statement is received and interpreted. These can include the speaker's assumptions, the time and place of the utterance, and the conditions put out by a truth theory.



Sentence

According to Michaelis (2003) the linguistic groups known as sentences are made up of one or more grammatically connected words. They can be used to express a wide range of ideas, including requests, commands, statements, questions, exclamations, and suggestions. A sentence is usually described in a larger language context as having a subject, a predicate, sometimes (but not always) a verb, and expressing a whole idea or thought. Sentence structures can differ between languages and even between the same language's different sentence types. Moreover, here are the types of sentences:

1. Declaratives sentences are statements in the form of declarations, which are essentially simple assertions. Example (6) *The sky is blue*
2. Imperatives are sentence-based directives or requests. They are employed to give instructions to others on what to do or not do. Example (7) *Please close the door*
3. Questions sentences that are used to collect data. They frequently have a question mark (?) at the end and can be identified by a particular word order. Example: (8) *Will you be attending the party?*
4. Exclamations are used to express strong feelings or astonishment. They are frequently used to express intense emotions like shock, rage, excitement, or other strong feelings in spoken language and casual writing. To express the intensity of the feeling, exclamations frequently conclude with an exclamation mark (!). Example (9): *Wow, that's amazing!*

Dialogue

The term 'dialogue' according to Wierzbicka (2006) is defined in the provided document as a form of interaction that involves an exchange of ideas or opinions between two or more parties. The participants in a dialogue are aware of their differences and the subject matter is important to both sides and is emotionally charged. The purpose of dialogue is to achieve mutual understanding. This involves wanting the other group to know how one's group thinks about the topic, wanting to find out how the other group thinks about it, being willing to listen to the other group, and being willing to consider and try to understand the other group's way of thinking. Furthermore, positive review is also included in the concept of "dialogue," representing the viewpoint of individuals who value this type of communication. It is recognized as a different type of speech practice and is treated as such. In this context, the term "dialogue" refers to both a positive assessment element and a variety of descriptive components.



METHODOLOGY

This research applied qualitative descriptive research method. Obeyd (2021) stated that research involves collecting data, analysing data, and making inferences based on the analysis. According to Richards (2005) Qualitative data usually involves recorded oral data, transcribed to written form as well as written (field) notes and various kinds of documents, resulting in open-ended, non-numerical data further analyzed by non-statistical methods. Qualitative research is effective in exploring new areas by studying and explaining in details a phenomenon (Obeyd, 2021). Further Obeyd (2021) stated that the qualitative descriptive research involves naturalistic data and descriptive research is to describe a phenomenon and its characteristics. In addition, qualitative research is more holistic and often involves a rich collection of data from various sources to gain a deeper understanding of individual participants, including their opinions, perspectives, and attitudes. In this research, it focused on identifying and understanding of flouting maxim in the dialogues of TV Series character of Young Sheldon.

RESULT AND DISCUSSION/HASIL DAN PEMBAHASAN

1. Flouting Maxim of Quality

Data 1

George: Why? To do what?

Mary: To help.

George: There's nothing to do. I got it under control.

The dialogues above flouts maxim of quality. In this dialogue George states something which is not entirely truthful about the situation at home. It's clear that he's overwhelmed and could use help. Thus, the dialogues flout the maxim of quality as this maxim is flouted when someone purposefully gives false information or makes false claims without providing evidence.

2. Flouting Maxim of Quantity

Data 2

Mary: Sheldon, do not argue with me. You are going home.

Sheldon: Mom, the people of Germany are obsessed with rules and devoid of humor. I am home.

This dialogue belongs to flouting maxim of quantity as speakers do not include just the right amount of information for the topic at hand. In this case, Sheldon gave an excessive information; "Mom, the people of Germany are obsessed with rules and devoid of humor." Sheldon said something that does not specifically



answer his mother's worry about going back to her house to help their family. This goes against the maxim of quantity, which calls for topicality.

3. Flouting Maxim of Relation

Data 3

Missy: Sheldon, if you don't get in here, I'm gonna lick your toothbrush while you're sleeping!

Sheldon: Coming!

This dialogue belongs to maxim of relation as the speakers are not relevant in their conversations. when Missy, Sheldon's sister, threatens to "lick your toothbrush while you're sleeping" if Sheldon doesn't show up for dinner, she ignores this rule. Her threat is unclear and fails to make it obvious what she wants Sheldon to do which this flouts the maxim of relation.

Data 4

Missy: What are you doing?

Sheldon: Thinking about Star Trek.

Missy: What is wrong with you? Our dad just died.

This dialogue belongs to maxim Relation as the speakers are not relevant in their conversations. Sheldon replies that he's "Thinking about Star Trek" when Missy asks what he is doing by introducing an unrelated, insensitive topic during a sensitive moment, creating dramatic irony. Sheldon's comment about Star Trek is also obviously unrelated to the grave circumstances when Missy shares her worries about their father's recent death. This clearly flouts the Maxim of Relation.

4. Flouting Maxim of Manner

Data 5

Mary: What?! Why didn't you call me right away?

George: Well, the phones were down, honey.

Mary: That is no excuse!

This dialogue belongs to flouting maxim of manner as the speakers needs to have a clear, succinct, and organized style of communication. Mary expresses her surprise and frustration at not being called right away. However, George's response, "Well, the phones were down, honey," lacks clarity and brevity. He did not provide a detailed explanation or offer any additional information, which may leave Mary feeling unsatisfied. Mary's subsequent statement, "That is no excuse!" further emphasizes her dissatisfaction with George's response, indicating that the maxim of manner has been flouted.



After analysing the dialogue from the script, the writer found 12 flouting maxims purposed by Grice. They are as follows:

Maxims	Flouted	Percentage
Maxim of Quality	4	33%
Maxim of Quantity	3	25%
Maxim of Manner	3	25%
Maxim of Relation	2	17%

Based on the result of data presented above, it can be concluded that the most dominant flouting maxim that has been found on the dialogue of Young Sheldon is Flouting Maxim of Quality with a percentage of 33%.

CONCLUSION

The writer found 12 flouting maxims which proposed by Grice. The data in this research were obtained from the script of 1 Episode from Season 1 and 3 Episodes from Season 7. They are 4 Flouting Maxim of Quality, 3 Flouting Maxim of Quantity, 2 Maxim of Relation and 3 Flouting Maxim of Manner. Therefore, there are 33% flouting Maxim of Quality, 25% Maxim of Quantity, 25% Maxim of Manner and 17% Maxim of Relation. Therefore, the most dominant flouting maxim in the dialogue of Young Sheldon TV Series is Maxim of Quality as the dialogues do not have a clear information and each characters telling their side of answer without any proof or evidence.

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