

Finding the Reasons of Using the Flouted Maxims in the Utterances of Adaline in the Age of Adaline Movie Subtitle

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Abstract

People sometimes flout the maxims of Cooperative Principle in speaking because they imply something in their utterance. To get the implied meaning of the speaker, the theory of cooperative principles and context are used to analyze the utterance. This article is aimed to analyze the types of maxim being flouted and the factors that influence the use of flouted maxim in a movie. The source of the data used in this research are taken from a movie subtitle entitled *The Age of Adaline* (2015) directed by Lee Toland Krieger. This is a qualitative and quantitative research. The qualitative method is applied to analyze the data whereas the quantitative is used to count the number of each flouted maxim. The results of this research show that there are four types of flouted maxim used by the main character in *The Age of Adaline* movie, they are: flouted maxim of relation, flouted maxim of quantity, flouted maxim of manner, flouted maxim of quality. The writer also found the factors influenced the characters to flout the maxim. The main character flouts the Maxim of Manner because she wants to end the conversation. Another flouted maxim is Maxim of Quantity. The reason is Adaline wants to give more information to the hearer about something. The reason of Adaline flouts the maxim of Relation is because she wants to hide something. The reasons why the character flouts the Maxim of Quality is to tease the hearer. Additionally, Adaline as the main character in *The Age of Adaline* movie also flout two maxims in an utterance. The reason is that she wants to emphasize her intentions.

Keywords: cooperative principles, flouted maxim, implied meaning, the Age of Adaline.

Generally, speaker and hearer cooperate each other in conversation in order to understand the meaning of what is being said. Based on Grice (1975) people will have a successful conversation if they fulfill the Cooperative principles. The cooperative principle is a principle of conversation that was proposed by Grice (1975). As Grice proposes that "Cooperative Principles make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchanged in

which you are engaged" (Grundy, 2000:, p. 74). This means that by obeying Cooperative Principles, communication can be cooperative and the utterance will be easily understood. This is because the speaker will say merely of what they need to be said. Grice (1975) elaborates the theory of Cooperative Principle into four sub principle called maxim. Those are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner (Yule, 1996, p. 37).

Maxim of quality says that the contribution we make should be true. To fulfill the maxim of quality, do not say what you believe to be false, and do not say for which you lack of evidence. Maxim of quantity means the contribution should be as informative as required. It says that do not make your contribution more informative than is required. The third is maxim of relation. This maxim says that in conversation we have to be relevant with the topic being discussed. The last is maxim of manner. It is said that the speaker should be perspicuous. This means that in conversation, we should avoid obscurity of expression and ambiguity. Additionally, it should be brief and orderly.

Meanwhile, not all people can utter their thought clearly. Sometimes they imply the meaning in their utterances. As what Yule (1996: 35) stated that "Something must be more than what the words mean. It is additional conveyed meaning, called implicature". Implicature is one of the pragmatics areas that studies to language phenomena. According to Levinson (1983) implicature provides some explicit account of how it is possible to mean more than what is actually said. This means not all people speak up their feeling or idea clearly. Sometimes they do not say literally what exactly in their mind. Therefore, there might be intended meaning that exists beyond the utterances of the speaker that the hearer should reveal.

People usually obey cooperative principle when they want to understand and be understood (Grice, 1975). In fact, not all people obey these principles. Sometimes the differences exist between what people say and what they actually mean. This causes them fail to fulfill the maxim in their conversation. Here, the implicature arises as the result of non-observance of the maxim. According to Grice (1975), there are five ways of failing to observe the maxims. There are flouting a maxim, violating a maxim, infringement, opting out of a maxim, and suspending maxim. Where a participant in a conversation chooses

to ignore one or more of the maxims by using a conversational implicature, the participant adds meaning to the literal meaning of the utterance which is considered as flouting a maxim. Violating maxim is when someone in a conversation fails to observe one or more maxims with the intention to deceive the recipient. Infringement happens when a participant in conversation has no intention to use an implicature, nor do they have the intention to deceive the recipient of the conversation. Infringement occurs when someone is learning a language. The fourth type of non-observance of a maxim is opting out of a maxim occurs when someone is indicating that they are unwilling to cooperate in the way a maxim operates, or they want to withhold the truth for reasons that are ethical or private. While suspending maxim happens when participant in a conversation are not expecting the maxims to be fully fulfilled, since the participants are withholding information that is culturally necessary.

In daily conversation, people tend to flout the maxims to use implicature in their utterances, because they want to save someone else's feelings. According to Brown and Levinson (1898, p. 32), flouted maxim is result of the speaker conveying, in addition to the literal meaning which is conversational implicature. Flouting maxim happens when the speaker disobeys the maxims in their speaking. Sometimes, in some cases and conditions, they do so because of some purposes. They tend the hearer to infer the intended meaning by flouting the maxim. They deliberately do not observe the maxim and intend their hearer to be aware of this (Paltridge, 2000, p. 44). The speaker might flout the maxim of quantity, quality, relation, and manner that can mislead the hearer.

Flouted the maxim of quantity

Maxim of quantity requests the speaker to make the contribution as informative as is required. Flouting of the maxim of quantity happens when the speaker's utterance is not

as informative as is required. This means the utterances are more informative or less informative than it is needed.

For example:

A: where does C live?

B: somewhere in the south of France
(Grice, 1975, p. 51)

The dialogue above, B flouts the maxim of Quantity because his answer is not as informative as A's needs. The response is less informative, because B does not mention any name of place in France specifically. Instead of giving any specific place of where C lives, B only says somewhere in the France which means he does not know in which town C lives.

Flouted the Maxim of Quality

The second maxim of Grice Cooperative Principle is the maxim of quality which says that the utterance should be true. By disobeying this rule, the speaker is considered to flout the maxim of quality. They may lie or give the false statement in which it lacks adequate evidence.

For example:

A: Teheran's in Turkey isn't it, teacher?

B: and London's in America I suppose.
(Levinson, 1983, p. 110)

From the dialogue it can be seen that B has flouted the maxim of Quality. By giving statement that London is in America, B fail to fulfill the maxim of quality because he tells something false that actually London is in England. The reason of B's response to A is because A also says something false that Teheran is in Turkey, where actually it is in Iran.

Flouted the Maxim of Relation

Maxim of relation says the contribution that the speaker gives should be relevant to the interaction or the topic being discussed. In case the speaker utters something that is out of topic, it means they flout the maxim of relation. The speaker does not want to say about the same topic because they may avoid

talking about something or there is something they hide by changing the topic.

For example:

A: Smith doesn't seem to have a girlfriend these days

B: he has been paying a lot of visits to New York lately

(Grice, 1975, p. 51)

The dialogue shows that the conversation between A and B is unmatched. The response of B is not relevance with A's statement. By saying so, B has implicates that Smith might has a girlfriend in New York because he spends more time to go there. In this case, B flouts the maxim of relation because B tries to shorten the utterances by merely saying that.

Flouted the Maxim of Manner

Flouting the maxim of manner means the speaker does not observe or fails to fulfill the maxim of manner, which are be brief, be orderly, and be perspicuous. When the speaker gives the ambiguous and obscure utterance that can make the hearer feels confuse, it means they flout the maxim of manner.

For example:

A: let's get the kids something

B: ok, but I veto I-C-E-C-R-E-A-M-S
(Levinson, 1983, p. 104)

The dialogue above indicates that B flouts the maxim of manner, because B says something unclear in his utterance by spelling out the word ice creams instead saying it directly.

Knowing the meaning in conversation is important to make the communication runs well, people will try to figure out the intended meaning as what they know or their knowledge. Unfortunately, not all people are able to get the intended meaning of the speaker. This might lead misperception and misunderstanding of the hearer on figuring out the meaning of speaker's utterances. In addition, when studying pragmatics, context is considered as an important aspect. This is because context

plays an importance role in order to get a better understanding in language. Like Levinson (1983, p. 21) states that “pragmatics is the study of the relation between language and context that are basic to an account of language understanding”. This means that pragmatics defines the relationship between language and context, in which context is used to determine the meaning of language.

In analyzing the text, theory of context is used to help to get more understanding of the text. Malinowski as cited in Halliday (1989, p. 6) stated that “context of situation is the environment of the text”. This is because the context provides more evidences about the situation in which the text is produced. The situation can be the description about the condition of the place and the culture which affect the text. Therefore, a text cannot be analyzed without considering the context of the dialog in order to get the intended meaning of the speaker’s utterances or the texts.

The use of context is expressed in the following examples which are illustrated within two different speakers:

a. Speaker: a young mother, hearer: her mother-in-law, place: park, by a duck pond, time: sunny afternoon in September 1962. They are watching the young mother’s two-year-old son chasing ducks and the mother-in-law has just remarked that her son, the child’s father, was rather backward at this age. The young mother says: I do think Adam’s quick

b. Speaker: a student, hearers: a set of students, place: sitting round a coffee table in the refectory, time: evening in March 1980. John, one of the groups, has just told a joke. Everyone laughs except Adam. Then Adam laughs. One of the students says: I do think Adam’s quick (Brown and Yule, 1983, p. 36)

From the examples above, it is shown that the use of context of situation describes the meaning of certain utterance by considering the speaker, hearer, place, and time. Both the speakers in example (a) and (b) utter the same

sentences, which is “I do think Adam’s quick”. However, the information we get based of the context of situation from each example shows the different in sense and meaning. Example (a) shows that the young mother thinks Adam is quick as what her mother in-law’s notice, which means that Adam is quicker than his father to do something such as chase the duck. While, example (b) shows the different meaning in which it represents irony situation by saying that Adam is quick. The implied meaning from the utterance is that Adam lately responds a joke by laughing. The context of the dialog is also used in other condition in social life. By knowing the context of situation, therefore, the meaning of the utterance can be easily understood. Furthermore, context of situation can also appear in the movie in which the communication happens among the characters.

By considering the context of the dialog where the utterance is produced, which the speaker is and the relationship between the speaker and the hearer in the conversation, the intended meaning of the speaker to the hearer will be easily understood.

Such kind of problem that is the use of flouted maxim is not only happens in everyday life, but also in some media such as movie. As one of the media, the movie also has many possibilities to flout the maxims by the characters.

The Age of Adaline is a movie that contains language phenomena, which is the uses of implicature. Directed by Lee Toland Krieger, the movie provides an interesting romantic drama that can lead the audience to feel the great emotional feeling in the movie. This movie tells about the strange life of a woman named Adaline Bowman. She has a miracle age that cannot grow old since decades after getting an accident in 1937. Knowing that something goes wrong, she keeps her ageless as the big secret in her life. She never allows herself to get close to anyone who might reveal her secret. There are three dominant characters in The Age of Adaline movie, involving Adaline

as the main character, Ellis as Adaline's lover, and Flemming as Adaline's daughter. This research focuses on the main character since she has ageless secret, hence she implicates her utterances to keep her secret age and hide her identity to anyone else. In this movie, Adaline Bowman as the main characters implicates something in their speaking that makes her flout the maxims of Cooperative Principle. There is a big possibility that the hearer find it difficult to understand and it also makes the other characters in the movie makes the wrong inference. That is why people need to know the implied meanings by what the main character is actually said. Meanwhile, many hearers do not understand what the speaker actually means. Therefore it leads to misunderstanding and misinterpretation of the speaker's utterances. Based on the background explained above, the research questions are:

1. What types of maxims are flouted by the main character in The Age of Adaline movie?
2. What is the implied meaning of the flouted maxims uttered by the main character in The Age of Adaline movie?

In accordance with the research questions, this research is conducted to achieve the goals mentioned as follows, they are:

1. To find out the type of maxims being flouted by the main character in The Age of Adaline movie.
2. To reveal the implied meaning of the flouted maxims uttered by the main character in The Age of Adaline movie.

Method

This study applies both qualitative and quantitative research. "Qualitative research focuses on the understanding and meaning through verbal narratives and observation rather than through numbers, while quantitative research emphasize numbers, measurement, deductive logic, control, and experiments" (McMillan, 1992, p. 9). The

qualitative method is applied in this research to analyze the data which is in the form of text (movie subtitle) whereas the quantitative is used to count which maxim is flouted by the characters in The Age of Adaline Movie subtitle to conclude which type of maxim is dominantly flouted.

In this study, the utterances of Adaline in The Age of Adaline movie subtitle which flout the maxims are selected as the data. The utterances that flout the maxim are classified into the type of maxims that are flouted by the main character. The subtitle of the movie is obtained by downloading it from <http://www.mvsubtitles.com>.

This research applies deskwork (library) research as its strategy. According to Blaxter et al. (1996, p. 62), deskwork research is a kind of research which the process of collecting data is from laboratory or literature, searching references in the library to find some theories and concepts used for theoretical framework of the research. Besides, internet-based research is also provided to enrich the data as the movie subtitle is downloaded from <http://www.mvsubtitles.com>

Results and Discussion

The result of the flouting maxims analysis shows that there are 53 utterances that flout single maxim and 3 sentences that flout double maxims. The utterances that flouts the Maxim consist of 1 sentence Flouting the Maxim of Quality, 16 sentences Flouting the Maxim of Quantity, 11 sentence Flouting the Maxim of Relation and 25 sentences Flouting the Maxim of Manner. Whereas there are 3 sentences that flout double Maxims which are Maxim of Manner and Maxim of Quantity. The result shows that the most flouted Maxim in "The Age of Adaline" movie is Maxim of Manner with percentage 45 % or 25 utterances. Second place is Maxim of Quantity with 28 % percentage or 16 utterances and follows by the third place is Maxim of Relation with percentage 20% or 11 utterances. The least

Table 1. Number and Types of Flouted Maxims

No	Number of Flouted Maxims in Each Utterance	The Types of Flouted Maxims	The Number of Data	Percentage
1	Single Flouted Maxim	Flouted Maxim of quantity	16	28%
		Flouted Maxim of quality	1	2%
		Flouted Maxim of manner	25	45%
		Flouted Maxim of relation	11	20%
2	Double Flouted Maxims	Flouted Maxim of Quantity and Maxim of Manner	3	5%
Total			56	100%

flouted Maxim is Maxim of Quality with 2% percentage or 1 utterance, follows by the flouted of double Maxim with percentage 5% or 3 utterance. The result of sentences that flout the Maxims is presented in Table 1.

As stated in introduction, the aims of this research is to analyze the types of flouted maxim and the factors that influence Adaline to flout the maxim in The age of Adaline movie. This research uses Grice’s cooperative principles theory in determining the types of flouted maxim produced by the main character of The age of Adaline movie.

The Flouted Maxim Theory

According to Brown and Levinson (1898, p. 32), flouted maxim is a result of the speaker conveying, in addition to the literal meaning which is conversational implicature. A speaker who makes it clear that they are not following the conversational maxim is said to flouts the maxims and this also raises an implicature. The addressees can understand the speaker flouting the maxims for a reason and infer further meaning from this branch of convention.

The One Flouted Maxim

The one flouted maxim involves the

utterances of the main character in The age of Adaline movie subtitle that flout only one of the four types of maxims. This sub-chapter will be divided into four types, including the flouted maxims of relation, flouted maxims of quantity, flouted maxims of manner, and flouted maxims of quality. Each of them is discussed as follows:

Flouted Maxims of Relation

The flouted maxim of relation discusses the maxim of relation being flouted by the main character in The age of Adaline movie. To fulfill this maxim, the speaker should make his contribution relevant to the interaction. This means that the question or answer should be relevant with the topic being discussed. When the speaker makes contributions which are not relevant with the topic being discussed, it means that the speaker flouts the maxims of relation.

Data 1

Jeff: So, why 29? I mean, if I were you, shave a coupla years off, you could definitely get away with...

Adaline: You’re very kind, Tony.
(mvsubtitles.com, 02.18)

Context: speaker: Adaline, hearer: Jeff, place: in Jeff’s house, time: morning. Jeff is a person who makes illegal identity by manipulating it. Adaline asks Jeff’s help to manipulate her identity because she wants to make the new identity as Jennifer Larson. At that time, Adaline wants her age written 29 years old in her new identity. Jeff wonders why Adaline wants to be written as 29 years old, since the appearance is look younger than it.

Literally, the meaning of Adaline’s answer is that she thinks Jeff is a kind person. According to the theory of cooperative principles, Adaline’s utterance “You’re very kind, Tony” is regarded as flouted maxim of relation because she does not answer the question and gives irrelevant information to Jeff’s question. Adaline should answer Jeff’s

question before she said something else. If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying “because that is the suitable age for me”. In fact, Adaline does not follow the rules of Cooperative Principle by giving the relevant answer, which means she implies the meaning in her utterance.

Adaline says so because she does not want to answer the question from Jeff. The inference drawn from Adaline’s utterance is that she just want to say thank to Jeff for helping her making the identity card. Adaline thinks she has to cover her secret, that she stops growing old since she was 29 years old, by refusing to answer the question.

Adaline says so because she does not want to answer the question from Jeff. The inference drawn from Adaline’s utterance is that she just want to say thank to Jeff for helping her making the identity card. Adaline thinks she has to cover her secret, that she stops growing old since she was 29 years old, by refusing to answer the question.

Data 2

Fleming: Hello

Adaline: Darling, I’m so sorry I didn’t mean to wake you.

Fleming: Everything okay?

Adaline: I just wanted to tell you...

(mvsubtitles.com, 01.32.33)

Context: speaker: Adaline, hearer: flemming, place: in the car, by phone, time: evening. Adaline goes by car from Ellis’ house since William has known her true identity. Adaline drives the car to go back home and stop in the middle of driving to call her daughter, Fleming. At that time, Fleming has already slept.

Literally, the meaning of Adaline’s utterance is that she wants to say something to Fleming. According to the theory of cooperative principles, Adaline’s utterance “I just wanted to tell you...” is regarded as flouted maxim of relation because she does not answer the question and gives irrelevant

information to Fleming’s question. Fleming asks whether Adaline is okay or not. Fleming worried when something happen to her mom, because Adaline calls in the late night. However, Adaline does not answer the question and says that she wants to tell something which is not relevant toward Fleming’s question. If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying “Yes, everything okay”. In fact, Adaline does not follow the rules of Cooperative Principle by giving the relevant answer, which means she implies the meaning in her utterance.

The inference drawn from Adaline’s utterance is that she wants to make sure Fleming that she is okay. Adaline does not answer Fleming’s question because she wants to say what inside her mind directly. She wants to emphasize that she wants to tell something to Fleming. By the word “just” Adaline emphasizes that there is nothing happen, she merely wants to tell something to Fleming. Besides, she wants Fleming focus on what she wants to tell.

Flouted maxims of quantity

The flouted maxim of quantity focuses on one kind of maxim being flouted by the main character in The age of Adaline movie subtitle, which is the maxim of quantity. To fulfill the maxim of quantity, the speaker should make the quantity of the utterances as informative as it is required and the speaker is not allowed to make the utterances more than what is required or less than is required. When the utterance is not as informative as it is required, it means that the speaker flouts the maxim of quantity.

Data 1

Adaline: Why are you doing this?

Jeff: Come again?

Adaline: You’re a smart kid, forgery’s a felony. Two hundred and fifty thousand dollar fine, six years in jail.

Jeff: Shit, you’re... you’re a cop?

Adaline: No, I'm about as far from law enforcement as you can get. I just hate to see wasted potential, Jeff.

(mvsubtitles.com, 02.44)

Context: speaker: Adaline, hearer: Jeff, place: the house of Jeff, time: morning. Jeff is a person who makes illegal identity by manipulating it. Jeff is great in technology and editing although he is still young. Adaline asks Jeff's help to manipulate her identity because she wants to make the new identity as Jennifer Larson.

Literally, the meaning of Adaline's utterance is that she is not working in any law institution. She just feels pity looking Jeff wasting his potential. According to the theory of cooperative principles, Adaline's utterance "No, I'm about as far from law enforcement as you can get. I just hate to see wasted potential, Jeff" is regarded as flouted maxim of quantity because Adaline gives more information than it is required. The question actually just need answer "yes" or "no". If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying "no, I am not". In fact, Adaline does not follow the rules of Cooperative Principle, which means she implies the meaning in her utterance.

Adaline says so because she wants to emphasize to Jeff the reason why she explains the detail punishment of what Jeff is doing. Jeff can get another chance to link his talent to the positive one. His journey of life is quite long, and it is too pity when he has to compromise with criminals in his young age. The inference drawn from Adaline's utterance is that she feels regret to Jeff. Actually, Jeff has a good skill and potential to find the other job which is better than what he is doing now.

Data 2

Adaline: Civic Archives, please.

Taxi driver: It may take a while, Market's jammed.

Adaline: Okay, then please take California to Hyde.

Taxi driver: There's construction on Hyde.

Adaline: Why don't you stay on this, take this to Golf, Golf to Bush, Bush to. Polk, Polk to Grove, and then just leave me on the corner of Market.

(mvsubtitles.com, 04.26)

Context: speaker: Adaline, hearer: taxi driver, place: on the road inside the taxi, time: morning. Adaline enters taxi and asks the driver to get her to the Civic Archives, the place where she works now. The taxi driver says there are some problems on the way that probably take longer time than usual to get to the Civic Archives. Adaline gives advice to the driver to pass the different way in order not to get traffic jump by mentioning the detail way to be passed through.

Literally, the meaning of Adaline's utterance is that she gives direction to the taxi driver to go to the Civic Archives. According to the theory of cooperative principles, Adaline's utterance "Why don't you stay on this, take this to Golf, Golf to Bush, Bush to. Polk, Polk to Grove, and then just leave me on the corner of Market" is regarded as flouted maxim of quantity because Adaline gives more information than it is required. Adaline actually can tell which road she wants to pass. If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying "why don't you take Grove road". In fact, Adaline does not follow the rules of Cooperative Principle, which means she implies the meaning in her utterance.

Adaline says so because she wants to give complete direction to the taxi driver. Adaline has been living in the country since decades, and almost everyday she goes to the same place where she works. Adaline knows exactly what the possible roads to get her to Civic Archives. The inference drawn from Adaline's utterance is that she wants to make sure that the taxi driver knows the other way to the Civic Archives than passing the usual way which is believed will take longer time.

Flouted maxims of manner

The flouted maxim of manner focuses the discussion on one kind of maxim being flouted by the main character in *The Age of Adaline* movie subtitle, which is the maxim of manner. To fulfill this maxim, the speaker should make his contribution as clear as it is required. The utterances should be brief and neat. When the utterances are not clear or not brief and neat, it means that the speakers flout the maxim of manner.

Data 1

Adaline: Your... your job is giving away money.

Ellis: Yeah, that's right, but... but if you want to make a real difference in this world, it's a...it's a lot harder than it seems. What about you, Jenny?

Adaline: I own a dog. Well. I should be getting back.

(mvsubtitles.com, 32.46)

Context: speaker: Adaline, hearer: Ellis, place: in the mining, time: evening. Ellis asks Adaline to go out with him as their appointment because Ellis has donated some books to Adaline's office, in Civic Archive. They go to one of the mining, where Ellis donates some of his money in it. Adaline really wants to get to know Ellis since he is succeeded to take Adaline to the new place she has never gone before. Ellis is so excited to talk with Adaline. They talk each other while walking through the mining.

Literally, the meaning of Adaline's answer is that she tells Ellis that she has a dog as her pet. Additionally, Adaline asks to leave since she wants to get back home. According to the theory of cooperative principles, Adaline's utterance "I own a dog. Well. I should be getting back" is regarded as flouted maxim of manner because she gives unclear response in

answering Ellis' question. Ellis has expressed anything about his job to response the question of Adaline. However when he asks about Adaline's opinion about her job, she does not answer clearly. Adaline says that she has a dog, but this answer cannot describe why she likes to work in Civic Archives or what is the passion working there. If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying "If me, I am interested in historical document therefore I work in Civic Archives". In fact, Adaline does not follow the rules of Cooperative Principle by giving the clear answer, which means she implies the meaning in her utterance.

Adaline does not want to say too much about herself to Ellis. She does not want her ageless secret reveal, so Adaline has to be careful while talking with people. Adaline thinks it is enough for Ellis to know that Adaline has a dog, instead of explaining more about herself or her job. Furthermore, Adaline is afraid that Ellis will question her personal matter more. Therefore she asks Ellis to go home. Using the word "well", Adaline wants to end the topic related to her and switch it with the other topic which is asking for getting back home. The inference drawn from Adaline's utterance is that she does not feel comfortable with Ellis' question. Therefore she ends the conversation with Ellis.

Data 2

Ellis: You could tell me anything you want and I'll believe it. I know almost nothing about you.

Adaline: It's better this way.

(mvsubtitles.com, 42.27)

Context: speaker: Adaline, hearer: Ellis, place: in Ellis' house, time: evening. Adaline is invited to have dinner in Ellis apartment. After having dinner, Ellis and Adaline talk each other while drinking wine. Ellis tells about his life to Adaline and how he thinks about her.

Ellis has told too much about him to Adaline, including his family. However, Ellis is curious because Adaline does not say anything yet about herself.

Literally, the meaning of Adaline's answer is that she thinks it is better for Ellis to know just a few about Adaline. According to the theory of cooperative principles, Adaline's utterance "It's better this way" is regarded as flouted maxim of manner because Adaline gives unclear response to Ellis statement. Adaline does not explain clearly why it is better for Ellis not to know much about her. Furthermore, Adaline says that it is better without saying whether it is better for Adaline or Ellis, or even both. However, Adaline hears the story about Ellis without giving any feedback, so how can she think that it is better like that. According to Ellis statement, Adaline should give clear response by telling about her life in order to give information to Ellis.

The inference from Adaline's utterance is that she wants to warn Ellis not to ask more about her personality and her life. Adaline feels uncomfortable when her true identity which in fact ageless reveals. Therefore Ellis should have enough information about Adaline not more than what she gives.

Flouted Maxims of Quality

In this maxim, the speaker is not allowed to say what he believes that it is untrue. The speaker should make a true contribution and he should say something that he has evidence for it. When the speaker does not give true information, it means that she flouts the maxim of quality.

Data 1

Ellis: You know, that was a risky move.

Adaline: What was?

Ellis: Not introducing yourself before you leave.

Adaline: I'm a daredevil.

(mvsubtitles.com, 23.16)

Context: speaker: Adaline, hearer: Ellis, place: in the lift of the hotel, time: evening. Adaline enters the lift to get back home after celebrating yew year eve in a hotel when a guy, Ellis, directly follows her to enter the lift. Ellis is curious about Adaline. He gets attracted with Adaline and wants to get closer to her by asking the name.

Literally, the meaning of Adaline's utterance is that she tells Ellis that she is a daredevil. According to the theory of cooperative principles, Adaline's utterance "I'm a daredevil" is regarded as flouted maxim of quality because Adaline gives untrue information in answering Ellis's question. At that time, Adaline's name is Jennifer Larson. If Adaline really wants to answer the question, she might follow the rules of Cooperative Principle by saying "my name is Jennifer". In fact, Adaline does not follow the rules of Cooperative Principle by giving the true answer, which means she implies the meaning in her utterance.

Adaline says so because Ellis is just a stranger and it seems no need to answer his question. The inference drawn from Adaline's utterance is that she wants to make a joke to Ellis. Adaline keeps her ageless secret carefully, so she thinks giving her name to a stranger is not too important. Additionally, by saying "I'm a daredevil" as a joke, she wants to warn Ellis that he has to be careful since the daredevil is strong and so powerful.

The Two Flouted Maxims

The two flouted maxims involve the utterances of the main character in The Age of Adaline movie subtitle that flout two types of maxim in one utterances. This sub-chapter consists the utterances that are flouted the maxim quantity and manner. Each of them is discussed as follows:

The flouted maxims of quantity and maxims manner

In this type of flouted maxims, the utterances which are not briefly spoken and more or less than what are required are categorized as flouted maxims of quantity and manner. Here are the elaboration of the discussions:

Data 1

Fleming: We haven't lived together since I was in high school. A little bit. You're not getting any younger.

Adaline: What if you move to Arizona and something happened to you? What if you get sick?

(mvsubtitles.com, 27.40)

Context: speaker: Adaline, hearer: Fleming, place: in the restaurant, time: afternoon. Adaline is having lunch in one of the restaurant near her house with her daughter, Fleming. Adaline and Fleming talk about their plan to move from where they live now. Adaline does not agree with Fleming's plan to move in Arizona. Adaline worries about Fleming when she lives so far from Adaline.

Literally, the meaning of Adaline's utterance is that she wonders how if Fleming move to Arizona and she gets sick. According to the theory of cooperative principles, Adaline's utterance "What if you move to Arizona and something happened to you?" is regarded as flouted maxim of manner because Adaline gives unclear response to Fleming. Fleming wants to get chance to live in a place that she thinks it is better for her. Adaline does not agree with Fleming, but she gives unclear response by questioned Fleming back and asks how if Fleming get sick. Adaline's utterance is also regarded as Flouting Maxim of Quantity because she gives more information to Fleming by saying "What if you get sick?". Adaline

flouts the Maxim of Quantity to emphasize her intention about Fleming's condition when she moves to Arizona in which it will be far away from Adaline. Therefore, Adaline should give clear response to Fleming such as giving a reason by saying "I do worry about you if you move there and something bad happens since I cannot take care of you because you are so far away".

Adaline disagree with Fleming's plan to move in Arizona, because she thinks that Arizona is very far. Adaline move to Oregon, the country which Fleming lives now, to get closer with her daughter. Adaline thinks it will be difficult to take care of Fleming when she moves to Arizona. Fleming is 79 years old now which means she is not strong anymore and easily gets sick. The inference drawn from Adaline's utterance is that she worries about Fleming. In Addition, Adaline feels afraid if in case there will be something bad happen to Fleming when she lives in Arizona since Adaline cannot help her directly because they are apart.

Data 2

Regan: Amanda, you're not going to stand me up, are you?

Adaline: You asked me that last year, why don't you trust me?

(mvsubtitles.com, 17.05)

Context: speaker: Adaline, hearer: Amanda, place: on the phone, time: evening. Adaline arrives in her house after working while the phone is ringing. Adaline hang the phone from her old friend, Regan. Regan is a blind person who met Adaline about ten years ago. She knows Adaline as Amanda, as the identity of Adaline in the previous decade. They have been celebrating New Year eve together since years ago. This year they want to celebrate it in one of the hotel. Regan calls Adaline to make sure about the appointment.

Literally, the meaning of Adaline's utterance is that she asks why Regan does not trust her. According to the theory of cooperative principles, Adaline's utterance "You asked me that last year, why don't you trust me?" is regarded as flouted maxim of manner because Adaline gives unclear response to Regan's question. Regan wants to make sure whether Adaline remember about the appointment or not. However, Adaline does not say "yes" or "no" but she gives obscure answer by saying "You asked me that last year". Adaline's utterance is also regarded as Flouting Maxim of Quantity because she gives more information to Regan by saying "why don't you trust me?". Adaline flouts the Maxim of Quantity to emphasize that she thinks Regan doubts in her since Regan asks the same question every year. Therefore, Adaline should give clear answer by saying "no, I will not stand you up" to Regan.

Adaline says so because she wants to make sure to Regan that she remember having appointment with Regan. Adaline does not answer Regan's question, in addition she asks Regan to trust her. Since this is not the first time for Adaline and Regan celebrate New Year eve together, Regan should believe in Adaline that she will not miss the moment. The inference drawn from Adaline's utterance is that she wants Regan believes that there is nothing to be worry about. Adaline will be there with Regan in hotel to celebrate New Year eve.

The factors influencing the use of flouted maxims

The reasons of Adaline flouts the maxims are vary according to what maxim she flouts. The utterances that flout the Maxim can be obtained by the help of Context in the movie. Malinowski as cited in Halliday (1989, p. 6) stated that "Context is the environment of the text". This is because the Context provides more evidences about the situation in which the text is produced. The contex of situation

in the movie gives information of the reasons Adaline flouts the maxims. The analysis finds that Adaline flouts the maxim of Manner because she wants to end the conversation by avoiding talking too much in order to keep her secret. It is proved by the following dialogue:

Adaline: Your... your job is giving away money

Ellis: Yeah, that's right, but... but if you want to make a real difference in this world, it's a... it's a lot harder than it seems. What about you, Jenny?

Adaline: I own a dog. Well. I should be getting back.

(mvsubtitles.com, 32.46)

The dialogue shows that Adaline does not want to say too much about herself to Ellis. She does not want her ageless secret revealed, so Adaline has to be careful while talking with Ellis. Adaline thinks it is enough for Ellis to know that Adaline has a dog, instead of explaining more about herself or her job. Therefore she ends the conversation with Ellis and asks to go home.

The second Maxim that is flouted by Adaline is the Maxim of Quantity. The reason of the character flouting the maxim of Quantity is that to give more information to the hearer about something that she has experienced in her life. It is proved by the following dialogue:

Adaline: Why are you doing this?

Jeff: Come again?

Adaline : You're a smart kid, forgery's a felony Two hundred and fifty thousand dollar fine, six years in jail.

Jeff: Shit, you're... you're a cop?

Adaline: No, I'm about as far from law enforcement as you can get. I just hate to see wasted potential, Jeff.

(mvsubtitles.com, 02.44)

The dialogue above shows that Adaline wants to emphasize on the reason why she explains the detail punishment of what Jeff is doing. Adaline feels so regret of Jeff. She knows little bit about the law because she has learn about it in some decades before. Therefore she can tell Jeff the punishment of such infraction that Jeff makes. Actually, Jeff has a good skill and potential to find the other job which is better than his.

The third Maxim that is flouted by Adaline is the Maxim of Relation. The reason of the character flouting the maxim of Relation is that she wants to hide something by opting out the topic being discussed. It is proved by the following dialogue:.

Jeff: So, why 29? I mean, if I were you, shave a coupla years off, you could definitely get away with...

Adaline: You're very kind, Tony.

(mvsubtitles.com, 02.18)

From the dialogue above it is shown that Adaline does not want to answer Jeff's question. Jeff asks something related to Adaline's age, but she is opting out the topic by saying thanks to Jeff. The inference drawn from Adaline's utterance is that she just wants to thank Jeff for helping her making the identity card. Adaline thinks she has to cover her secret, that her age stops growing since she was 29 years old by refusing to directly answer the question. Instead, she says that Jeff is very kind

The last Maxim that is flouted by Adaline is the Maxim of Quality. The reason of the character flouting the maxim of Quality is that she wants to tease the hearer by giving information that it is not true. It is proved by the following dialogue.

Ellis: You know, that was a risky move.

Adaline: What was?

Ellis : Not introducing yourself before you leave.

Adaline: I'm a daredevil.

(mvsubtitles.com, 23.16)

From the dialogue above it is shown that Adaline says so because wants to make a joke to Ellis by telling a lie about her name. Adaline keeps her ageless secret carefully, so she thinks that giving her name to a stranger is not too important. Additionally, by saying "I'm a daredevil" as a joke, she wants to warn Ellis that he has to be careful since the daredevil is strong and so powerful.

Beside the dialogues that flout single maxim, there are also some utterances of Adaline that flout double maxims. The double Maxim that are flouted by Adaline are the Maxim of Manner and Maxim of Quantity. The reason the character flouts double maxims is that she intends to emphasize her implied meaning. It is proved in the following dialogue.

Regan : Amanda, you're not going to stand me up, are you?

Adaline: You asked me that last year, why don't you trust me?

(mvsubtitles.com, 17.05)

From the above mentioned dialogue, it is shown that Adaline wants to emphasize to Regan that she remembers having appointment with Regan. She wants Regan believes that there is nothing to be worry about because she will come to celebrate New Year eve. Adaline does not answer Regan's question, in addition she asks Regan to trust her. Since this is not the first time for Adaline and Regan celebrate New Year eve together, Regan should believe in Adaline that she will not miss the moment.

Conclusion

After analyzing and discussing the flouted maxims used by Adaline as the main character in The Age of Adaline movie subtitle, it is found that Adaline flouts the four types of maxims in her utterances which are maxim of manner, maxim of relation, maxim of quantity, and maxim of quality. In addition, the main

character also flouts double maxims in her utterances which are the maxim of manner and maxim of quantity. The analysis finds that the types of flouted maxim determine the reasons of the character flouts the maxims. Adaline as the main character in *The Age of Adaline* movie dominantly flouts the Maxim of Manner. The reason is that she wants to end the conversation and does not want to be asked further about her personality in order to keep her ageless secret. This article shows that flouted maxim of Manner can be used to end the conversation in which the speaker does not want to talk about. It is proved in this research by concerning that the character dominantly flouts the maxim of Manner. Therefore flouted maxim of manner can be used to avoid talking too much in answering the question to stop the conversation.

In order to comprehend the flouted maxim, context is needed to help analyzing the utterances that flout the maxim of Cooperative Principles. This is because context helps to get better in understanding the implied messages in an utterance. Therefore, in this article, the meaning of the utterances of Adaline as the main character in the *Age of Adaline* movie that flouts the Maxim can be gained through the help of context.

This article shows that the Cooperative Principles and the maxims theory in pragmatics can be used to reveal the meaning behind the utterances. By comprehending the flouted maxims in the *Age of Adaline* movie, this article is expected to give a contribution in the field of Pragmatics, particularly for the information of the use of flouting the maxims. The findings of this article hopefully can provide knowledge about how the flouted maxim works and the implied messages as the result of flouted maxims. People sometimes disobey the Cooperative Principles because they implies the meaning that they wants the hearer to understand.

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