

## **An Analysis of Pragmatism Study of Conversational Maxim used in “Tangled“a Movie by Nathan Greno**

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### **Abstract**

This study analyzed about conversation obtained from Tangled movie. The conversation or dialogue of the movie of Tangled that speaker must follow conversational maxims. This study is aimed to describe the most frequently of maxim choice used by the main character in the movie of Tangled. In addition, this study is also discuss types of conversational maxim of Grice (1975) of the writer character used the movie of Tangled. The data found 33 data obtained from Tangled movie. Then the data analyzed by using a descriptive qualitative research method. The usage of the number is used to identify the mostly frequent of the maxim used in this study. The data consist of the maxims are as maxim of quality 10 data , maxim of quantity 12 data, maxim of relation 5 data, maxim of manner 6 data. Those are aimed to cooperative conversation in the social life activity. This study can be concluded that the number of data found is 33 data. The maxim of quantity 12 data is the most frequently used in the dialogue. This shows that in the cooperative conversational in the social life activity is maxim of quantity. So, this study can be aimed that in daily conversation, quantity is very important to be used because this maxim is concerned with the amount of information an utterance conveys. The suggestion to the future researcher who interested in this area of pragmatics.

**Keywords: Pragmatism, Maxims, *Tangled* Movie.**

### **Introduction**

Language is an important in our daily life, because it enables us to communicate. Language is very important for human being, people use it to communicate with one another, to express their feeling, to give and accept the information, to solve the problems, etc. Loredó (2002:6) stated that “a language is a set of signal by which we communicate. “as a social creature, human needs language to communicate and interact each other. One of common form of communication is conversation. In a conversation, there are two essential roles taking part. They are speaker and listeners interchanging their role.

Levinson (1989:284) defines a conversation as a familiar predominant kind of talk where two or more people

freely alternate in speaking that commonly occurs outside some institutional settings like religious serves, law courts, classroom, etc. However, in daily conversation sometime the hearers do not understand the meaning of the speaker. To avoid misunderstanding in communication, people must know about the speaker intention or the speaker means. The study of what speaker’s meaning is called Pragmatic. Levinson (1983: 5) defines that pragmatic basic to an account of language understanding which involves the making of inferences which will connect what is said to what is mutually assumed or what has been said before.

In addition, Paltridge (2000) said that pragmatics is the study of meaning in relation to the context in which a person is speaking or writing. It means that when the participant give clear information, it can construct good communication. Based on Grice (1975), people will have a successful conversation if they fulfill the cooperative principles that are related in four maxims of conversation. The four maxims are maxim of quantity, maxim of quality, maxim of relevance and maxim of manner. These principles can make the conversation work effectively and run smoothly. In this case the writer focuses on find conversational maxim in the dialogue of the movie. The writer choose conversational maxim because the researcher finds it is an interesting things where implicature is not matter of sentence's meaning instead of an utterance's meaning.

In this study the researcher used the movie entitled *Tangled* as the main of data. The researcher chosen the movie because movie is good object for linguistic research since movie provides the language phenomena within its dialogue. Taylor (1967) defines movie as "form of entertainment that enacts a story by sequence of image and giving continuous movement, making picture seems alive and producing sound and the same time". In this research, the researcher chooses *Tangled* as the subject of the study. *Tangled* is a animation movie by director Nathan Greno. The story of this a film about a girl the named Rapunzel who lives in alon tower hidden in the forest, with her "mother" Gothel. She is not allowed to leave because gothel tell and her is dangerous world out there. When Rapunzel 18th years old a man climbs up to the tower. The man name's is Flynn, Flynn help Rapunzel leave the tower and head to the forest. The reason of the researcher chooses the movie because the researcher interested to find out Grice's

maxim in the dialogue main characters of *Tangled* movie "Rapunzel and Flynn."

Based on whole explanation above, the researcher focuses on the study of pragmatics conversational maxim. The researcher dares to entitle this study is "An analysis of pragmatism of conversational maxims used in *Tangled* a movie by Nathan Greno".

### **Pragmatism**

Pragmatism is widely described as America's distinctive philosophy. In general, it can be understood not only as a philosophy, but rather as an attitude: an emphasis on action, practice, society, a concern with what works. Pragmatism is a philosophical tradition that began in the United States around 1870. Its origin is often attributed to the philosophers Charles Sanders Peirce, William James and John Dewey. With this background of pragmatism, let us now discuss briefly the pragmatic orientation of the three American philosophers (Peirce, James and Dewey) with whom our thesis would be basically concerned.

### **Theories of Maxim**

A maxim is concise expression of a fundamental moral rule or principle, whether considered as objective or subjective. The Oxford Dictionary of Philosophy defines it as "generally any simple and memorable rule or guide for living. Meanwhile according Meriam Webster definition of maxim is general truth fundamental principle or rule of conduct. Busmann (1998:729) stated maxim is term to denote those requirements accepted as reasonable for effective communication which if violated, could cause a breakdown in communication. Based explanation above maxim is such as rules or fundamental principle for effective communication. One of the most influential accounts of implicature is that of Grice (1975).

Grice (1975) propose the cooperative principle which states “make your conversational contribution such is required, as the stage at which it occurs by the accepted purpose or the direction of the talk exchange which you are engaged”. In other word, we as the speakers should contribute meaningful, productive utterance to further the conversation. It then follows that, as listeners we assume that our conversational partners are doing same.

Concerning with his cooperative Principle, Grice divides Cooperative principle into four basic conversational maxims. This principle is elaborated by means of a set of maxims, which spell out what it means to cooperate in conversational ways. Grice Maxims generate implicatures. If the overt, surface meaning of a sentence does not seem to be consistent with the Grice maxims, and yet the circumstances lead us to think that the speaker is nonetheless obeying the cooperative principle, we tend to look for other meanings that could be implied by the sentence.

Grice did not, however, assume that all people should constantly follow these maxims. Instead, he found it interesting when these were not respected, namely either “flouted” (with the listener being expected to be able to understand the message) or “violated” (with the listener being expected to not note this). Flouting would imply some other, hidden meaning. The importance was in what was *not* said. For example: answering *it's raining* to someone who has suggested playing a game of tennis only disrespects the maxim of relation on surface, the reasoning behind this ‘fragment’ sentence is normally clear to the interlocutor (the maxim is just “flouting”).

### 1. Maxim of Quality

The maxim of quality purpose that the speaker should tell the truth in a

conversation in order to communicate cooperatively. Grice (1975:44)

The maxim of quality is concerned with truth-telling, and has two part :

- a. Do not say what you believe to be false.
- b. Do not say that for which you lack adequate evidence.

For example:

*Dimas : “ Why did you come late last night ? “*

*Raka : “The car broken down “*

From the example above, Raka gives the correct answer which show the true fact, rake late last night because his car broken down.

### 2. Maxim of Quantity

Maxim of quantity as one of cooperative principle is primarily concerned with giving information as it is required and not giving the contribution more informative as it required. Therefore, each participant’s contribution to conversation should be just as informative as it requires, it should not be less informative or less informative. Finnegan (2004:93) defines that the maxim of quantity provides that in normal circumstance, speakers say just enough, that they supply no less information and no more than is necessary for the purpose of communication, for example :

For another example:

*X : my neighbor pregnant*

*Y: my neighbor pregnant woman*

Description (x) more concise, also not distort the truth value, everyone would know just woman who may become pregnant, thus (y) its female element

exaggerated, sentence (y) actually explain things that are already obvious this contradiction with the maxim of quantity.

### 3. Maxim of Relation

Maxim of relation means that the utterance must be relevant which topic being discussed. Finnegan (2004) states that is maxim directs speakers about their utterance in such a way that they are relevant to ongoing context: *Be relevant at the time of the utterance*. The maxim of relevance is fulfilled when the speaker gives contribution that is relevant to the topic of preceding utterance. Therefore, Grundy (2000:74) says that each participant's contribution should be relevant to the subject of conversation, for example:

*Jane : how about your score Jane ?*

*David : not too bad*

Here, Jane's utterance fulfilled the maxim of relevance, because her answer is relevant with the question.

### 4. Maxim of Manner

Maxim of manner obligates speaker's utterance to be perspicuous which is not to be ambiguous, obscure, or disorderly and unnecessary prolixity. Therefore, each participant's contribution should be reasonably direct, that is, it should not be vague, ambiguous or excessive wordy. For example:

*Clarra : What did you think of that drama ?*

*Farell : I really like of the action of each player. They can play their as good as possible*

The answer of farell is categorized as maxim of manner, he can answer the question from his partner about the drama clearly, from the explanation mention above we can conclude that although it is very difficult to obey and use

all of cooperative principles and its maxim in uttering or writing the sentence, but it is essential to follow the cooperative principle in order communication run more effectively.

### Research Methodology

The most important requirements and essential factor in conducting a research is a method of the research. By using a method of research the researcher will doing the research. Tanzeh (2011:56) stated that the research design is considered by the types of the research. in this research the researcher concerned with the conversational implicature that occurred in the dialogue of Tangled movie. it is aimed to investigate how the conversational implicature in dialogue of the movie entitled Tangled. This research uses the theory of implicature proposed by Grice (1975) to identify conversational implicature in the dialogue and determine the types of conversational implicature.

In this research the researcher used qualitative approach and content analysis as the research design. one can undertake qualitative in a natural phenomena where the researcher work as primary instrument of data collection that compiles words, analyzes then inductively, concerns with the meaning of participants, and describes an expensive language processes (Greswell,1998) in this case the researcher collect the whole data related to utterance in the dialogue of Tangled movie.

### Findings

Finding of the data is the data found totally. The data of this study was obtained from the Tangled movie. the data analyzed by using Grice's theory of maxims, maxim of quality, maxim of quantity, maxim of relevance and maxim of manner, the researcher found the data based on the movie utterance between the main character of Tangled movie , Rapunzel and

Flynn This can be seen in following table below :

Table 4.1 Kind of conversational maxim in Tangled movie

No	Types of maxim	Frequency	Sentence
1	Maxim of Quality	10 times	<ol style="list-style-type: none"> <li>1. " Oh, it's nothing."</li> <li>2. "mother, as you know, tomorrow is a very big day"</li> <li>3. "I can't help but feel like they're... they're meant for me.I need to see them, mother,"</li> <li>4. "this is really bad... They just can't get my nose right!"</li> <li>5. "the kingdom and I aren't exactly 'simpatico' at the moment"</li> <li>6. "This doesn't normally happen"</li> <li>7. "No! I am seeing those lanterns"</li> <li>8. "I have magic hair that glows when I sing."</li> <li>9. " They don't like me. "</li> <li>10. "I'm terrified. ""</li> </ol>
2	Maxim of Quantity	12 times	<ol style="list-style-type: none"> <li>1. I'm turning eighteen, and I wanted to ask, uh, what I really want for this birthday</li> <li>2. I've charted stars and they're always constant—but these—they appear every year on my birthday</li> <li>3. "I love you more."</li> <li>4. I've been thinking a lot about what you've said earlier</li> <li>5. The paint made from the white shells you once brought me.</li> <li>6. " I love you more."</li> <li>7. I'm only picking</li> </ol>

			up bits and pieces, of course. 8. No! I am seeing those lanterns" 9. Guess I'm just a little bit... jumpy 10.that's a little bit of a downer. 11.I've been looking out a window for eighteen years 12.Iwon't stop. For every minute of the rest of my life I will fight!
3	Maxim of Relation	5 times	<ol style="list-style-type: none"> <li>1. Sorry, my hands are full.</li> <li>2. Oh. Where?</li> <li>3. Sorry, blondie, I don't do back-story</li> <li>4. I guess. Mother says when I was a baby</li> <li>5. Well, best day of your life, I figured you should have a decent seat</li> </ol>
4	Maxim of Manner	6 times	<ol style="list-style-type: none"> <li>1. I'm not strong enough to handle myself out there.</li> <li>2. [deep breath] Okay.</li> <li>3. It's no use. I can't see anything.</li> <li>4. I'm so sorry, Flynn. [sobs]</li> <li>5. [refuses to take the satchel] I'm starting too. "</li> <li>6. [struggling] No! No, Rapunzel! "</li> </ol>
	<b>Total</b>	<b>33 data</b>	

The table above shows the data found data. 33 the data consist of the maxim are as maxim quality data 10, maxim of quantity data 12, maxim of relation 5 data, and the maxim of manner 6 data. Those are aimed to cooperative conversation in the social life activity. Therefore, it is based the data found that the number of data found is data. The maxim of quality is most frequently used in the dialogue. This shown that cooperative conversation in social life activity is maxim of quality. This is the

causes that in the daily life, we need quality of conversational to say the truth.

## Discussion

### a. Maxim of Quality

The maxim of quality is concerned with truth-telling, and has two parts : therefore, the maxim of quality can be as started based on the features of the conversation. In this study there are 10 data got based on the maxim of quality. Those data can be seen as the following data:

#### Data 1

Rapunzel : “Coming, mother!  
[pulls up G] “

“ Hi. Welcome home,  
mother.”

Gothel : “ Uh, Rapunzel! How  
you manage to do that  
every single day  
without fail! It looks  
absolutely exhausting,  
darling.”

Rapunzel : “ **Oh, it’s nothing.**”

Gothel : “ Then I don’t know  
why it takes so long!  
Ergh, ho-ho-ho-ho,  
darling, I’m just  
teasing.”

( **Tangled , 2010.  
10:32**)

Based on data 1 above shows in the dialogue there is maxim of quality. This can be proven in the dialogue of data 1 above that is dialogue explained about Gothel’s question towards Rapunzel “Uh, Rapunzel! How you manage to do that every single day without fail! It looks absolutely exhausting, darling “and Rapunzel answered that “Oh, its nothing.”. This is as started in the dialogue of data 1 above that the answer of the question and

the answer is correct and right. So, the data 1 above is classified into maxim of quality because in the dialogue of data 1 above states the real condition of Rapunzel that she said “oh it’s nothing “because it is not big problem for her.

#### Data 2

Rapunzel : “Coming, mother!  
[pulls up G] “

“ Hi. Welcome home,  
mother.”

Gothel : “ Uh, Rapunzel! How  
you manage to do that  
every single day  
without fail! It looks  
absolutely exhausting,  
darling.”

Rapunzel : “ Oh, it’s nothing.”

Gothel : “ Then I don’t know  
why it takes so long!  
Ergh, ho-ho-ho-ho,  
darling, I’m just  
teasing.”

Rapunzel : “ Hmm, he-he-he.  
Alright, so, **mother, as  
you know, tomorrow  
is a very big day** “

( **Tangled , 2010.  
10:45**)

Based on data 2 above shows in the dialogue there is maxim of quality. This can be proven in the dialogue of data 2 above that is dialogue explain about Gothel’s question towards Rapunzel “Then I don’t know why it takes so long! Ergh, ho-ho-ho-ho, darling, I’m just teasing “and Rapunzel answered that “Hmm, he-he-he. Alright, so, mother, as you know, tomorrow is a very big day.”. This is as started in the dialogue of data 2 above that the answer of the question and the answer is correct and right. So, the data 2 above is classified into maxim of quality because in the dialogue of data 2 above states the real condition of Rapunzel that

she said “Hmm, he-he-he. Alright, so, mother, as you know, tomorrow is a very big day “because tomorrow is her birthday.

### **b. Maxim of Quantity**

The maxim of quantity is concerned with the amount of information (taken in its broadest sense) an utterance conveys.

#### **Data 11**

Rapunzel :” So, mother, earlier I was saying tomorrow’s a pretty big day and you didn’t really respond, so I’m just gonna tell you, it’s my birthday! Uh. Tada!”

Gothel :” No, no, no, can’t be. I distinctly remember: your birthday was last year.”

Rapunzel : “ That’s the funny thing about birthdays—they’re kind of an annual thing! Uh.Mother, **I’m turning eighteen, and I wanted to ask, uh, what I really want for this birthday**...Actually what I really want for my birth—want for my birth”

( **Tangled** , 2010. 11:47)

Based on data 11 above shows in the dialogue there is maxim of quality. This can be proven in the dialogue of the data 11 above that is dialogue explain about gothel’s question towards Rapunzel “ I distinctly remember your birthday was last yesterday” and Rapunzel answer that “, I’m turning eighteen, and I wanted to ask, uh, what I really want for this birthday”. This is as started in the dialogue

of the data 11 above that the answer of the question and the answer is correct and right. So, the data above is classified into maxim quality because in the dialogue of data 11 above stated the real condition that Rapunzel, she asked “I’m turning eighteen, and I wanted to ask, uh, what I really want for this birthday“this real condition of Rapunzel’s age she turning eighteen years old, Rapunzel wants the give from Gothel and Gothel does not care about Rapunzel’s birthday.

#### **Data 12**

Rapunzel : “ Agh, I want to see the floating lights.”

Gothel : “ Uh-huh. What?”

Rapunzel : “ Oh. Well, I was hoping you would take me to see the floating lights.”

Gothel : “ Oo. You mean the stars.”

Rapunzel : “ That’s the thing.

**I’ve charted stars and they’re always constant—but these—they appear every year on my birthday, mother—ONLY on my birthday. And I can’t help but feel like they’re... they’re meant for me.I need to see them, mother, and not just from my window. In person.I have to know what they are.”**

( **Tangled** , 2010. 12:33)

Based on the data 12 above that the dialogue above shows that maxim quantity

conducted. This was shown that dialog above explains about Rapunzel's statement that she said I've charted stars and they're always constant—but these—they appear every year on my birthday. This can be analyzed that Rapunzel said I've charted stars and they're always constant—but these—they appear every year on my birthday. In addition, when Gothel ask her and then Rapunzel answer the question sufficiently. This proves that Rapunzel answer as what Gothel wants. This answer is quite enough to give information about him. So, the dialogue above can be classified into maxim of quantity because she gives quite enough answer of Rapunzel. She said they are ( the start or the lanterns ) always constant but these they appear every year on her birthday, she felt it is the give for her birthday, and Gothel does not care about that.

### c. Maxim of Relation

This maxim obliges each participant gives relevance (relation) contribution with the topic of conversation. It means between speaker and hearer have understood the content of conversation each other.

#### Data 23

Flynn : “ Uh, all right, okay, give me a boost, and I'll pull you up.”

Stablingtoon : “ Give us the satchel first. “

Flynn : “ Uh? I just—I can't believe that after all we've been through together, you don't trust me? Ouch.”

Stablingtoon : “ Now help us up, pretty boy. “

Flynn : “ **Sorry, my hands are full.**“

Stablingtoon : “ What? Rider! “

(Tangled, 2010. 16:51)

It based on the data above the dialog of the data 23 above is maxim relation. This is proven that the dialog above explains about stablingtoon brothers' question to Flynn “Now help us up, pretty boy” and Flynn answer “sorry, my hands are full”. This is clear to have relationship in the dialog above. This shows that the reason of the answer of the question that “Now help us up, preaty boy”. That is can be analyzed that the question and the answer is relevant based on the question. Hence, the answer of Flynn is relevant with Stablingtoon brothers' question. Therefore, the answer can cover the question and make it related. So, the dialog above can be classified into maxim of relation because of the relevant answer of Flynn as above because Flynn does not want to help Stablingtoon brother.

#### Data 24

Flynn : [pause] Are you hungry? I know a great place for lunch.

Rapunzel : **Oh. Where?**

Flynn : Oh don't you worry. You'll know it when you smell it.

(Tangled, 2010. 34:40)

It based on the data 24 above the dialog of the data 24 above is maxim relation. This is proven that the dialog above explains about Flynn's question to Rapunzel “Are you hungry? I know a great place for lunch.” and Rapunzel answer “oh. Where ? ”. This is clear to have relationship in the dialog above. This shows that the reason of the answer of the question that “Are you hungry? I know a great place for lunch”. That is can be analyzed that the question and Rapunzel's



answer “oh. Where?” it is mean she want go there, is relevant based on the question. Hence, the answer of Flynn is relevan with Flynn’s question. Therefore, the answer can cover the question and make it related. So, the dialog above can be classified into maxim of relation because of the relevant answer of Rapunzel as above. Rapunzel said “ where ? “ it’s mean she wants go to the restaurant with Flynn.

#### **d. Maxim of Manner**

The last maxim is maxim of manner, maxim of manner is inseparable maxim in the cooperative maxims. This maxim has four components, such as avoid obscurity, avoid ambiguity, avoid unnecessary prolixity, and be orderly. There are 6 data found in this maxim. Those are going to be explained as follows:

##### **Data 28**

Gothel : “ Oh Rapunzel, you know I hate leaving you after a fight especially when I’ve done absolutely nothing wrong.”

Rapunzel : “ No, mother, I’m just saying, you think **I’m not strong enough to handle myself out there.**“

Gothel : “ Oh darling, I know you’re not strong enough to handle yourself out there.“

Rapunzel : “ But if you just “

Gothel : “ Rapunzel, we’re done talking about this “

Rapunzel :” Trust me. “

(  
**Tangled,2010. 22:56)**

Based on the data 28 above that dialog of the data 28 above shows maxim of manner. This can be proven that the dialog of the data 28 above explain about Gothel’s question to Rapunzel. This is clear that the dialog 28 show the content of the dialog is very clear when Rapunzel answer what Gothel stated. she just said “I’m not strong enough to handle myself out there.“ So, the dialog of the data 28 above is classified into maxim of manner because between Gothel and Rapunzel contribute in conversation cooperatively they give clear question and she answer I’m not strong enough to handle myself out there because her mother can’t believe with her to go outside and always said outside it’s very dangerous for Rapunzel.

##### **Data 31**

Flynn : It’s no use.I can’t see anything.

[R dives, F pulls her up]

Flynn : Hey, there’s no point. It’s pitch-black down there.

Rapunzel : This is all my fault. She was right, I never should have done this.[sobs] I’m so... **I’m so sorry, Flynn.** [sobs]

( **Tangled , 2010. 49:05)**

Based on the data 30 above that dialog of the data 30 above shows maxim of manner. This can be proven that the dialog of the data 30 above explain about Rapunzel’s question to Flynn. This is clear that the dialog 30 show the content of the dialog is very clear when Flynn answer what Rapunzel stated. He just said “I ’m sorry Flynn [ sob] “. So, the dialog of the data 30 above is classified into maxim of manner because between Rapunzel and

Flynn contribute in conversation cooperatively they give clear question and he answer” I’m so sorry Flynn” it is indicate he can see anything because he and Rapunzel in the cave water and she feel sorry for Flynn

### **Data 31**

Rapunzel : “ Hmm. I have something for you, too.

[takes out F’s satchel]

I should have given it to you before, but I was just scared. And the thing is, I’m not scared anymore. You know what I mean?”

Flynn : “ [refuses to take the satchel] I’m starting too.“

[R smiles. Both launch their lanterns.]

Flynn : “All those days chasing down a daydream”

( **Tangled, 2010.1:8:35**)

Based on the data 31 above that dialog of the data 31 above shows maxim of manner. This can be proven that the dialog of the data 31 above explain about Rapunzel’s question to Flynn. This is clear that the dialog 31 show the content of the dialog is very clear when Flynn answer what Rapunzel stated. He just said “[refuses to take the satchel] I’m starting too“. So, the dialog of the data 31 above is classified into maxim of manner because between Rapunzel and Flynn contribute in conversation cooperatively they give clear question and he answer [refuses to take the satchel] and stated “I’m starting too” it is indicate he will not the satchel back.

### **Conclusions and Suggestion**

This study discussed about conversation obtained from Tangled movie. The conversation or dialogue of the movie of Tangled that speaker must follow conversational maxims. Those maxims consist of maxim of quality, maxim of quantity, maxim of relation, and maxim of manner. It is to make more easily in analyzing of Tangled movie.

This study applied the theory of maxims. Used maxim theory which were the maxim of quality is concerned with truth-telling, the maxim of quantity because those have features such as making of contribution as informative as is required for the current purpose of the exchange in which you are engaged. Maxim of relation is to show the relationship in the conversation. The last is the maxim of manner is inseparable maxim in the cooperative maxims. This maxim has four components, such as avoid obscurity, avoid ambiguity, avoid unnecessary prolixity, and be orderly.

The data found 33 data. The data consist of the maxims as maxim of quality 10 data, maxim of quantity 12 data, maxim of relation 5 data and maxim of manner 6 data. Those are aimed to cooperative conversation in the social life activity.

Therefore, it is based the data found that the number of data found 33 data. the maxim of quantity 12 data is most frequently used in the dialogue. This shows that in the cooperative conversational in the social life activity is maxim quantity So, this study can be concluded that the usage of the maxim of quantity 12 data aimed that in daily conversation, quality is very important to be used because this maxim is concerned with the amount of information an utterance conveys.

This is the last that study is not very good. So, the researcher hopes and suggest to future researchers who interested in this area of pragmatics. Tangled movie, can be analyzed as follows:

- a. Tangled movie is studied from morphological perspectives.
- b. Tangled movie is studied from literature analysis.
- c. Tangled movie is studied from linguistic features.

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