

FLOUTING OF A MAXIMS IN THE AVENGERS ENDGAME THE MOVIE



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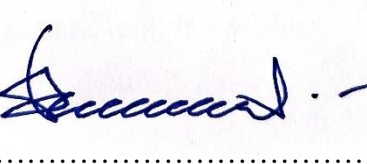
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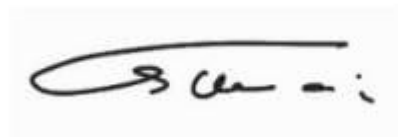
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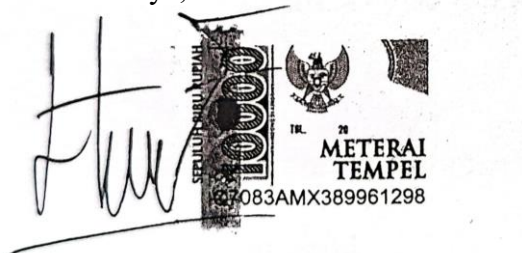
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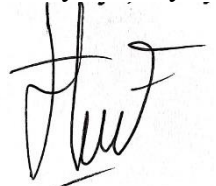
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Surabaya, 7 July 2025

A handwritten signature in black ink, appearing to read 'Herlingga Azzahra Putri P.S.', written in a cursive style.

Herlingga Azzahra Putri P.S

MOTTO

"Even when I'm not okay, I'll still try my best each day."
(Inspired by Vibe – Lany)

"You need the dark to find the light."
(Inspired by Malibu Nights – Lany)

ABSTRACT

Azzahra, Herlingga.2025.Flouting Of A Maxims In The Avengers The Movie First
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S.Pd.,M.Pd.

Keywords: Flouting maxims, Cooperative Principle, Grice, Avengers: Endgame, film dialogue, pragmatics.

This research discusses how characters in the film *Avengers: Endgame* flout conversational maxims based on Grice's Cooperative Principle (1975). In real life communication, people often follow conversational rules called maxims to make their messages clear and effective. However, these rules are sometimes intentionally broken to create different effects. The study aims to (1) identify the types of maxims that are flouted in the film, including Quantity, Quality, Relevance, and Manner, and (2) analyze the purposes behind those floutings in the context of the characters' dialogue.

This study uses a qualitative descriptive method. A total of 50 utterances from the movie were selected and analyzed to identify flouts of Grice's maxims. The findings show that the maxim of Quantity was the most frequently flouted, followed by Quality, Relevance, and Manner. These floutings were not accidental but intentional, used to achieve communicative purposes such as expressing emotions, building tension, avoiding sensitive topics, adding humor or sarcasm, and showing power dynamics between characters.

The conclusion of the study is that flouting maxims in film dialogues is a useful strategy that enriches character development and supports the storyline. It also reflects how real life communication works. This research contributes to the field of pragmatics and can be useful for students, teachers, and future researchers who are interested in language use in media and communication.

TABLE OF CONTENT

APPROVAL SHEET I.....	i
APPROVAL SHEET II	ii
SURAT PERNYATAAN KEORNISILAN SKRIPSI.....	iii
ACKNOWLEDGEMENT.....	iv
MOTTO.....	viii
ABSTRACT	ix
TABLE OF CONTENT	x
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background Of The Study	1
1.2 Research Question	9
1.3 Purpose Of The Study	10
1.4 Scope and Limitation	10
A. Scope	10
B. Limitation	10
1.5 Significances Of The Study	11
A. Theoretically	11
B. Practically	12
1.6 Operational Definition	13
1. Maxim of Quantity	13
2. Maxim of Quality	13
3. Maxim of Relation.....	13
4. Maxim of Manner.....	13
5. The Avengers Endgame Movie	13
CHAPTER II.....	12
LITERATURE REVIEW	12

2.1	Language.....	12
2.2	Discourse Analysis	14
2.3	Cooperative Principle Theory	17
2.4	Flouting Maxims.....	20
2.5	Types of Flouting A Maxim.....	21
2.5.1	Flouting the Maxim of Quantity	22
2.5.2	Flouting the Maxim of Quality.....	23
2.5.3.	Flouting the Maxim of Relevance	24
2.5.4	Flouting the Maxim of Manner	25
2.6	Purposes and Functions Flouting Of Maxims	26
2.6.1	Creating Humor.....	26
2.6.2	Expressing Emotion	27
2.6.3	Avoiding or Changing Topic.....	27
2.6.4	Implying Criticism or Sarcasm.....	28
2.6.5	Building Tension or Mystery	28
2.6.6	Showing Power Dynamics	29
2.6.7	Strengthening Solidarity or Group Identity	29
2.6.8	Expressing Cultural Norms	30
2.7	Pragmatics in Film Dialogue.....	31
2.8	Avengers Endgame The Movie	32
2.9	Relevance of Flouting in Film Studies.....	34
CHAPTER III.....		37
RESEARCH METHOD		37
3.1	Research Design	37
3.2	Source of Data.....	37
3.3	Data of Research	38
3.4	Research Instrument	40
3.5	Techniques of Data Collecting.....	40
3.5.1	Observation.....	41

3.5.2 Documentation	41
3.6 Procedure of Data Analysis.....	41
3.6.1 Data Collection.....	41
3.6.2 Data Reduction	42
3.6.3 Data Classification.....	43
3.6.4. Data Coding	43
3.6.5 Data Analysis.....	45
CHAPTER IV	47
FINDING AND DISCUSSION.....	47
4.1 Types of Maxims Used in Avengers Endgame the movie.....	47
A. Maxim of Quantity	47
B. Maxim of Quality	72
C. Maxim of Relevance.....	87
D. Maxim of Manner.....	104
4.2 Discussion.....	116
4.2.1 Showing Emotions	116
4.2.2 Creating Humor or Sarcasm.....	119
4.2.3 Hiding the Truth or Being Strategic.....	122
4.2.4 Saying Something Deeper or Philosophical.....	125
CHAPTER V.....	129
CONCLUSION AND SUGGESTION.....	129
1.1 Conclusion	129
1.2 Suggestion.....	131
REFERENCES	133
APPENDIX	135