



**THE VIOLATION OF CONVERSATIONAL MAXIMS OF
THE MAIN CHARACTERS' UTTERANCES TO SUPPORT
THE PLOT TWIST OF THE STORY ON
NOW YOU SEE ME MOVIE**

A THESIS

In Partial Fulfilment of the Requirements for
S-1 Degree Majoring Linguistics in English Department
Faculty of Humanities Diponegoro University

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SEMARANG
2019**

PRONOUNCEMENT

I honestly confirm that I compile this thesis by myself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. I ascertain also that I do not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, August 2019

Maudina Eka P.

MOTTO AND DEDICATION

“Maka nikmat Tuhanmu yang manakah yang engkau dustakan?”

QS Ar Rahman.

*This thesis is dedicated to everyone who had contributed
to the completion of the thesis.*

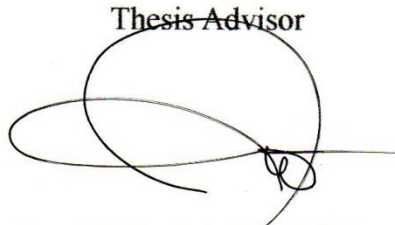
APPROVAL

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Now You See Me Movie**

**Written by:
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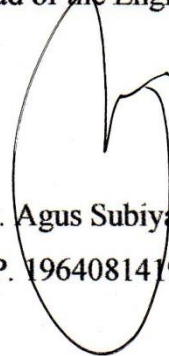
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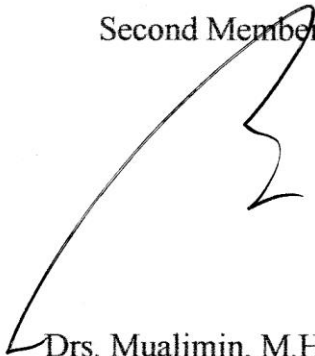
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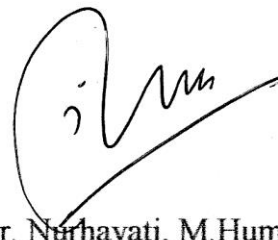
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This thesis is still far from perfect. Therefore, I gladly receive any constructive comments and suggestions to make it better. I hope this thesis will be useful for everyone who reads it.

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Maudina Eka Prihattin

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ABSTRACT

Cooperative Principles proposed by Grice in 1989 is the basic rules of conversation. The research is aimed to find out how the five main characters in the movie entitled *Now You See Me* (2013) violate the maxims and what the reasons are. This descriptive-qualitative research was conducted by applying *Teknik Simak Bebas Libat Cakap (SLBC)* to get the data and applying *Metode Padan* to analyse the data. It can be found from the research that the most frequent maxim that the five main characters violate is the maxim of quality (45.45%) following by the maxim of manner (29.09%), the maxim of relation (14.55%) and the maxim of quantity (10.91%). There are six reasons why the five main characters violate the maxim which are communicating self interest (27.27%), saving face (23.63%), misleading the hearer (18.18%), protracting the answer (10.9%), pleasing the interlocutors (10.9%), and avoiding the discussion (9.09%). character that violates maxims the most is Dylan who has the very important role that requires him to violate the maxims in order to deliver the plot twist successfully.

Keyword: cooperative principles, Gricean maxim, violation of maxim.

ABSTRAK

Teori *Cooperative Principle* yang diusulkan oleh Grice pada tahun 1989 merupakan syarat utama dalam percakapan yang baik dan benar sesuai dengan kaidah - kaidahnya. Penelitian ini ditujukan untuk menemukan berapa kali lima karakter utama pada film yang berjudul *Now You See Me* (2013) melanggar *Cooperative Principle* dan apa saja alasan yang mendorong mereka melanggar maxim. Penelitian ini merupakan penelitian deskriptif kualitatif yang diselenggarakan dengan menggunakan Teknik Simak Bebas Libat Cakap (SLBC) untuk mengumpulkan data. Sedangkan untuk menganalisa data yang didapatkan, penelitian ini menggunakan Metode Padan. Dari penelitian ini didapatkan bahwa pelanggaran yang paling banyak terjadi adalah *maxim of quality* (45.45%) diikuti dengan *maxim of manner* (29.09%), *maxim of relation* (14.55%) dan *maxim of quantity* (10.91%). Melalui penelitian ini, ditemukan enam alasan mengapa kelima karakter utama melanggar maxim yaitu *communicating self interest* (27.27%), *saving face* (23.63%), *misleading the hearer* (18.18%), *protracting the answer* (10.9%), *pleasing the interlocutors* (10.9%) dan *avoiding the discussion* (9.09%). Dylan merupakan karakter yang paling sering melanggar maksim karena Dylan merupakan karakter yang memiliki peran penting dalam penyampaian *plot twist* dengan baik.

Kata Kunci: prinsip kerja sama, *Gricean maxim*, *Violation of Maxim*.

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is used to communicate between individuals. In communication, we deliver a message or an idea to others through words or sentences. However, most of those words or sentences are not only words or sentences as it may contains additional meaning. Hence, it is important to know the real meaning of the words and sentences to avoid misunderstanding in communication.

According to Morris in Levinson (1983:1), language study can be differentiated by three aspects, syntactic, semantics and pragmatics. Meanwhile, Yule (1996:4) said that pragmatics is the study of the relationship between linguistics form and its users within the context. In pragmatics, the hidden message implied in the words spoken by the speaker called additional conveyed meaning or an implicature (Yule 1996:35).

In order to make a successful communication without any misunderstanding, a speaker should follow the conversational maxims of the cooperative principle from Grice (1975) that can be elaborated in four sub-principles called Maxim of Quantity, Maxim of Quality, Maxim of Relation and Maxim of Manner. Cooperative Principle itself is a principle to make a

speaker contribution as much as it requires, at the right moment occurs, and by the suitable direction or purpose of the talk (Yule 1996: 37).

1.2 Research Questions

1. How can the five main characters successfully cooperate with each other to get the revenge at two different people without the explicit briefing?
2. What is the reason causing the violation of their utterances?

1.3 Purposes of the Study

1. To show the violation of conversational maxim in the movie and how the five main characters violate the maxim.
2. To reveal why the five main characters violate the maxim.

1.4 Previous Studies

There are five research projects related to the violation of conversational maxim.

The first one is a journal entitled *Violation of Grice's Maxims in The Prince and the Pauper Movie* by Waget (2015), analyzing the violation of conversational maxims on daily conversation happened in *The Prince and the Pauper* movie and the purpose of the violations. The writer used Grice's cooperative principle, Leech's Politeness Principle, and Goffman's Face Saving as the underlying theory.

The second one is a thesis entitled *An Analysis of Grice's Maxims Violation in Daily Conversation* (Fahmi, 2016) analyzing the violations of

maxim in daily conversation that happened among the EZS students using Grice's theory of Conversational Maxim.

The third one is a final project entitled *The Maxim Violation on Mata Najwa Talk Show "Selebriti Pengganda Simpati"* (Alfina, 2016) analyzing the violation of maxims done by the speaker on the show and the motivation behind it using Grice's theory of conversational maxim.

The fourth one is an E-Journal of English Language and Literature entitled *The Violation of Conversational Maxims Found in Political Conversation at Rosi Talkshow* by Rahmi, Refnaldi and Wahyuni (2018), focusing on the violation of maxims done by the interviewee at *Rosi Talkshow* at Kompas TV using Grice's theory and the reason why the interviewee violate the maxims.

The fifth one is a journal entitled *An Analysis of Conversational Maxim Violation Found in "The Monster House" Movie Script* by Agusmita, Marlina (2018). This paper analyzed the violation of conversational maxims based on H.P Grice theory in The Monster House movie script.

Compared to the previous researches, the focus of this research remains the same which is analyzing the conversational maxims and implicature using Grice's theories in the pragmatic field. However, based on the paper available on the *portal garuda*, Google Scholar, *Dikti* and *Perpusnas RI* there are no research that analyse the violation of conversational maxims and the implication behind it to find out how the message is delivered successfully without leaving any misunderstanding on a movie entitled *Now You See Me*.

1.5 Organization of Writing

To make my thesis is easy to read and understand, I hereby organize my research systematically into five chapters.

CHAPTER I INTRODUCTION

It consists of background of the study, problem statements, purpose of the study, previous study, and organization of writing.

CHAPTER II THEORETICAL FRAMEWORK

It shows Pragmatics Theory, Grice's Cooperative Principles, and Non Observance of Gricean Maxims.

CHAPTER III RESEARCH METHOD

It provides the type of research, data population, sample and data source, method of collecting data, and method of analyzing data.

CHAPTER IV FINDINGS AND DISCUSSION

It presents the findings and discusses it.

CHAPTER V CONCLUSION

It draws a conclusion taken from the findings and discussion.

CHAPTER II

THEORETICAL FRAMEWORK

This research uses Pragmatic theories of Cooperative Principles from Grice (1989) which are suitable to analyse the utterances spoken by five main characters of *Now You See Me* Movie to reveal what kinds of maxim they violated, how they did it and why do they violate it.

2.1 Cooperative Principles

Conversation happens between two or more individuals who exchange information which supposed to be understood by both. The cooperative principle is divided into four sub-cooperative principles:

a. The Maxim of Quantity

This maxim requires the speaker to tell something as informative as it can be. Not too many and too few. When the speaker gives less information to the hearer, it will probably leads the hearer into a misunderstanding. Meanwhile, giving too much information could create boredom or even a misunderstanding as the hearer can not grab the message that the speaker is trying to deliver as it shown in the following example.

A : “How old are you?”

B : “I’m 16 years old.”

A is asking B about B’s age and B answer with the information needed.

b. The Maxim of Quality

The maxim of quality requires the speaker to tell the truth which means to say something that the speaker believed to be true. The speaker should give accurate information to the hearer to make the conversation clear and to avoid misunderstanding as it shown in the following example.

A : “What is the icon of France?”

B : “the Eiffel Tower”

A : “Yes, right”

c. The Maxim of Relation

This maxim expects the speaker to say something relevant to the current situation as it shown in the following example.

A : “There’s somebody at the door.”

B : “I’m in the bath.”

(Cutting, 2002)

A is requesting B to see who is coming, but B can not do that since B is still taking a bath in the bathroom. The situation is relevant to the conversation that occurred.

d. The Maxim of Manner

This maxim suggests the speaker to give something orderly, briefly and certainly, by avoiding unnecessary prolixity, obscurity and ambiguity as the example below.

Thank you Chairman. Jus – **just to clarify one point**. There is a meeting of the Police Committee on Monday and there is an item on their budget for the provision of their camera.

(BNC, j44 West Sussex Council Highways Committee Meeting, 1994)

Grice proposed these four sub-principles of conversational maxims in order to give guidelines to the speaker and the hearer so that they can manage a successful conversation. However, in our daily conversation, people can not always be cooperative with each other by not fulfilling the maxims. Thus, Grice (1989) proposed four Non-Observance of a maxim which are violating, flouting, opting-out, infringing and suspending.

a. Violating

Violating Maxim of quality, quantity, relation and manner happen when a speaker is not following a maxim intentionally so a hearer will only know the surface meaning of a speaker's utterance without the implicit meaning.

b. Flouting

Flouting Maxim of quality, quantity, relation and manner happen when a speaker is not following a maxim but the speaker is expecting a hearer to know what the implicit meaning of a speaker's utterance.

c. Opting out

Opting out maxim created when a speaker shows the intention of unwillingness to cooperate but the speaker does not shows it directly for legal or ethical reasons. For example, a policeman is being questioned by the journalists about the name of the murderer but he could not give any answer before the detective confirmed the valid information. Thus, he answered "I'm afraid I can not give you the answer"

d. Infringing

Infringing maxim is not necessary implying something or purposively giving false information that leads to misunderstanding, as a speaker disobeys the maxim simply because of his or her imperfect linguistic performance. It can be happened to a foreign language learner or children learning their language, a person who is in a drunk or nervous or even excited situation, and a person who have a cognitive impairment. For example, there was a boyfriend, Wain, who was trying to propose his girlfriend to marry him in a British television advertisement. He was so nervous and speaking tongue-tied. His girlfriend was giving up waiting for him to propose. She desperately exclaiming, “Oh, Wain!”

e. Suspending

Suspending the maxim of quality, quantity, relation and manner is done when there is no expectation from a speaker as well as a hearer to fulfill the maxim because of a particular event. For example, in a poetry, the writer or the reader does not intended to fulfill the maxim because of it contains a lot of ambiguity, metaphors, or exaggeration.

Based on the purpose of the research, I choose to focus only on the violation of conversational maxims spoken by the main characters in *Now You See Me* movie and to see how it is done when the speakers do not fulfill certain maxims purposely to deliver the message. There are four types of Violation Maxims, which are;

a. Violating the Maxim of Quantity

The speakers may violate the maxim of quantity because they do not give enough information to their listeners. They may give too much information or too less. In this case, the listeners can be bored and do not pay attention to the speaker. Below is the example on how a speaker violates the maxim of quantity from the movie Peter Sellers in which Pink Panther asks a hotel receptionist about the little dog beside the desk.

Pink Panther : “Does your dog bite?”

Receptionist : “No”

Pink Panther : [*Bends down to stroke it and gets bitten*]

“Ow! You said your dog doesn’t bite!”

Receptionist : “That isn’t my dog”

The receptionist knew that Pink Panther ask her about the dog beside the desk but not her dog at home yet she still gave him too less information.

(Cutting, 2002)

b. Violating the Maxim of Quality

The speaker may deliver the false information to the listeners so they violate the maxim of quality. Below is the example on how a speaker violates the maxim of quality.

Husband : “How much did that new dress cost, darling?”

Wife : “Less than the last one.”

The wife could not fulfill the maxim of quality yet she is violating it by not being sincere and giving him the wrong information.

c. Violating the Maxim of Relation

The speaker can violate the maxim of relevance when the speaker is saying something that out of the previous topic. Below is the example on how a speaker violates the maxim of relation.

Husband : “How much did that new dress cost, darling?”

Wife : “I know, let’s go out tonight. Now, where would you like to go?”

Here, the wife is violating the maxim of relation in order to distract the husband and change the topic.

d. Violating the Maxim of Manner

The speaker can be categorized violating the maxim of manner when they being obscure and say something ambiguous. Below is the example of how a speaker violates the maxim of manner.

Husband : “How much did that new dress cost, darling?”

Wife : “A tiny fraction of my salary, though probably a bigger fraction of the salary of the woman that sold it to me”

Here, the wife is violating the maxim of manner hoping that could be taken as an answer and the matter could be dropped.

2.2 Plot Twist

Plot is considerably applied in a dramatic or narrative work which constituted by its events and actions to reach particular artistic and emotional effects. Plot is performed by the characters both physically and verbally in a work (Abrams, Harpham:2012). Plot is the event order happened in the work. It can be differentiated by three types which are normal (abc), flash-back (acb) or

begun *in medias res* (bc) (Chatman:1980). The plot considered twisted when the story experienced a sudden complete change of direction and providing a huge unexpected surprise by foreshadowing the past details or completely changed the events (Literary Terms:2015).

There are two types of plot twist which are retroactive and trajectory. The retroactive plot twist delivers the twisted plot by revealing the unexpected information which retroactively changed up to the twist in the end of the story. It implies a logical explanation before the twisted plot. While trajectory plot twist delivers the twisted plot by an unexpected surprise event that creates a new timeline (Kipp et al:2019).

The plot is supported by various variables, such as visual graphic of the scene, conflict, and characters. The characters are purposively created based on the need of the story line. Those characteristics support the twisted plot in the movie by creating certain environment supporting the plot.

CHAPTER III

RESEARCH METHOD

3.1 Type of Research

According to Mukhtar (2013:11), descriptive-qualitative research is a type of research that describes the evidence happened in the research. This research is a descriptive-qualitative as it describes the violation of maxims and the implication, what are the factors or reasons of using the utterances spoken by the five main characters of *Now You See Me* Movie.

3.2 Data, Population, and Data Source

The data of the research are 55 utterances, consisting 22 utterances spoken by Dylan Rhodes, 15 utterances spoken by J. Daniel Atlas, 11 utterances spoken by Merrit McKinney, 4 utterances spoken by Henley Reeves, and 3 utterances spoken by Jack Wilder which was taken from the script of *Now You See Me* Movie as the data resource. The population of this research are 536 utterances taken from the script of *Now You See Me* Movie as the data resource. The data were then selected by choosing the utterance containing the violation of maxims by applying the Violation of Maxim theory which proposed by Grice (1989). The sample obtained by applying the purposive sampling technique (Blaxter, Hughes, Tight:2006). Hence, there are 55 utterances spoken by the main characters of *Now You See Me* Movie as the data of the study.

3.3 Method of Collecting Data

To collect the data, I use *Metode Simak* (Sudaryanto, 2015) by paying attention to the language used by the research object which is the five main characters on *Now You See Me* Movie. The technique that I use in *Metode Simak* is *Teknik Simak Bebas Libat Cakap (SLBC)* (Sudaryanto, 2015) in which the writer do not participate directly in the dialogue or conversation of the research object. Thus, I only observed the utterances spoken by of the main characters using the Note Taking Technique (Sarosy, 2007: vii) and write it down. There are two steps I use to get the data as follows:

1. Download the *Now You See Me* Movie from the *www.indoxxi.network*.
2. Watch the movie and applying Note Taking Technique to write the utterances spoken by the five main characters.

3.4 Method and Technique of Analyzing Data

I use *Metode Padan* (Sudaryanto, 2015) to analyze the data as one of the language analyzing method which consider the language in the context and surroundings. Thus, I analyse the utterance by paying attention to the context and surroundings in the movie using the pragmatic identity method by applying the Violation of Maxim. There are three steps I use to analyse.

1. Analyse the utterances and classify it by the type of violation maxims by applying Grice's theory of Cooperative Principles (1989).

2. Explains the implication of the utterance by seeing the context and surrounding happened in the movie, applying *Metode Padan* (Sudaryanto, 2015) to find the reason why the characters violate the maxims.
3. Present the data by the percentage form using a simple statistical analysis.

$$\sum = \frac{F}{N} \times 100\%$$

NOTE: F = Frequency of each kind of Violation of Maxims occurs

N = Total number of the Violation of Maxims

CHAPTER IV

FINDINGS AND DISCUSSION

This research found that the maxim of quality is the most frequent type of maxim that the five main characters violated while the most frequent reason of their violation is communicating self interest. Based on the context and the situation happened in the movie, it implies that the characters were made to deliver the plot twist smoothly and in order to do it, the characters should violate the maxim. The story line of the movie will help the readers to know the context and situation without watching the *Now You See Me* Movie.

4.1 Story Line of the Movie

There are four magicians namely J. Daniel Atlas, Merritt McKinney, Henley Reeves, and Jack Wilder who secretly got a card from a stranger that brought them together to make a magic crime scenario as The Four Horsemen. Sponsored by Arthur Tressler, the owner of an assurance company named Tressler Assurance, the Four Horsemen performed a magic show in MGM Grand, Las Vegas as if they robbed one of the audience banks that picked as if randomly picked. They picked one audience who happened to have his money in Credit Republicain de Paris. Even though it was just a show, the bank was losing 3.2 million euros for real so the FBI agent named Dylan Rhodes and Interpol agent named Alma Dray were sent to investigate the case.

Then, they asked a famous magician's tricks exposé named Thaddeus Bradley to know how the Four Horsemen robbed the bank.

As they try to investigate the case, the Four Horsemen held their second show called Act Two in New Orleans. The Four Horsemen managed to transfer some money to the audience's bank account from Arthur's bank account in their second show. Arthur felt betrayed then he cooperated with Bradley to expose the Four Horsemen.

The FBI team and Bradley's team are tracking them down but still failed, leaving them with another clue and Jack died while trying to escape from The FBI team. Dylan, Merritt and Henley made an announcement in the internet about the death of Jack Wilder and their new show in 5 Pointz, Queens at 7 PM.

The Four Horsemen finally performed their final trick. They make the fake money rain from a helicopter while saying good bye and suddenly disappeared. Then in a parking lot, when Bradley wants to open his car and wanting to go home, the police found his car full of the stolen money. Thaddeus Bradley ended up in jail. Dylan went to the jail to have words with Bradley and he explains the full trick that The Four Horsemen did and claimed that he had been framed. Unexpectedly, the man behind all of this was Dylan himself. He has a grudge against Bradley because of the death of his father, Lionel Shrike. It turns out that Jack Wilder has been faking his

death for the trick. Finally, The Four Horsemen met Dylan and got speechless because of that.

4.2 Findings

The result of the research found that the most frequent maxim that characters violated is the maxim of quality which happened 25 times (45.45%) since the movie contains a lot of tricks that deceived the audience both visually and verbally. The characters in this movie are lying and hiding the truth a lot to perform their tricks well and to support the plot of the movie. It can be seen from their conversation and how they hiding the secrets from the audience. The most frequent reason is communicating self interest which happened 15 times (27.27%). It implies that to pretend that the characters are innocent, they have to act like they communicating self interest so people would not notice that they are pretending. Below is the complete data of the violation maxims that the five main characters did in the movie and the reason why they violated the maxim.

4.2.1 Type of the Violation of Conversational Maxims

Type of Violation	Name of The Characters					Total	Percentage
	Daniel	Merritt	Jack	Henley	Dylan		
Maxim of Quantity	4	1		1		6	10.91%
Maxim of Quality	3	2	2		18	25	45.45%
Maxim of	2	3	1	2		8	14.55%

Relation							
Maxim of Manner	6	5		1	4	16	29.09%
Total	15	11	3	4	22	55	100%
	27.27%	20%	5.45%	7.27%	40%		

Table 1
Type of the Violation of Conversational Maxims

It can be seen from the table above that the most frequent type of violation spoken by the main characters is the violation of maxim of quality which are occurs 25 times (45.45%). It can be implied that the movie contains a lot of lies and verbal manipulation to deliver the plot from the introduction, introduction to the conflict, conflict and climax of the conflict which got twisted at the end of the movie. The least violation of maxim that the characters violate is the violation of maxim quantity which occurs 6 times (10.91%). It can be implied that the characters speak straight forwardly, not giving too much and less information in almost all of the rest of the movie.

Among of five main characters that violate the maxim, Dylan is the character who violates the maxim the most because he is the one who have the power to control Daniel, Merritt, Jack, and Henley without them realising it. Based on the situation and context of the movie, Dylan is the mastermind of the whole movie scenario but he has to pretend that he is innocent in the beginning of the story and then finally reveals himself as

the mastermind of the scenario. He has a very important role in the movie in order to make the plot twisted smoothly.

4.2.2 The Reason Why They Violate the Maxims

There are some reasons the speakers violates the maxims which are saving face, misleading the hearer, protracting the answer, avoiding the discussion, pleasing the interlocutor and communicating self-interest (Khosravizadeh and Sadehvandi:2011). There are 6 kinds of reasons found in the five main character utterances on *Now You See Me* Movie.

Type of The Reason	Name of The Characters					Total	Percentage
	Dylan	Daniel	Merritt	Henley	Jack		
Saving Face		4	5	1	3	13	23.63%
Misleading The Hearer		5	3	2		10	18.18%
Protracting the Answer	2	3	1			6	10.9%
Pleasing the Interlocutors	2	2	1	1		6	10.9%
Communicating Self Interest	14		1			15	27.27%
Avoiding the Discussion	4	1				5	9.09%
Total	22	15	11	4	3	55	100
	40%	27.27%	20%	7.27%	5.45%		

Table 2
The Reason Why They Violate The Maxims

From the data, it can be seen that the most frequent reason is the communicating self-interest that occurs 15 times (27.27%). It implies that the characters want to cover their lies by pretending that they are interested to the conversation that occurs. Meanwhile avoiding the discussion which occurs 5 times (9.09%) is the least reason why they violate the maxim implies that they are a professional liar. Based on the context and situation,

the five main characters are magicians so it is true that they are a professional trickster and do not want to avoid the discussion unless they are really need to.

4.3 Discussion

In each of the conversation, it has its own clear reason of why the five main characters have to violate the maxims based on the context and situation. After applying the pragmatic identity theory which pays attention to the context and situation and also applying Grice's theory of cooperative principle to determine which kind of conversational maxim that they violate, it was found that 4 types of violation maxim happened among the five main characters in the movie. Each type of the violation has the different reason of why they did it. In violation maxim of quality which happens 25 times (45.45%), it can be found that four kinds of reasons why they violate the maxim namely communicating self interest that happens 13 times, saving face and pleasing the interlocutor that happens 4 times, protracting the answer and avoiding the discussion that happens twice. Five kinds of reasons which are saving face that happens 5 times, misleading the hearer that happens 4 times, avoid discussion that happens 3 times, communicating self interest and pleasing the interlocutors that happen twice were also found in the violation maxim of manner which happens 16 times (29.09%). The five main characters also violate the maxim of relation which happened 8 times (14.55%) by misleading the hearer that happens 6 times and saving face that happens twice. Lastly, violation maxim of quantity which happens 6 times

(10.91%) was found that there are two kinds of reasons why the five main characters violated the maxim which to protract the answer that happens 4 times and to save the face that happens twice.

4.3.1 Violation Maxim of Quantity

Based on the context and situation that happened in the movie, the five main characters violate the maxim of quantity 6 times which means 10.91% in total of the percentage. The characters that violate this maxim are Daniel which violates 4 times, Merritt and Henley which violates once. Daniel violates the maxim of quantity the most frequent because he is the talkative one and a control freak based on the story line of the movie. Merritt and Henley ever said it explicitly once when Merritt met Daniel for the first time in an apartment located in New York, New York. Based on the findings, there are two kinds of reasons why they violate the maxim of quantity which are to protract the answer that happened 4 times and to save the face that happened twice. Here are the examples of the violation maxim of quantity based on the reason why they violate the maxim.

4.3.1.1 Saving Face

Based on the context and situation, the characters that violate the maxim of quantity to save their face are Daniel and Henley. It implies that they want to hide the truth by saving their own face so that the other characters do not notice.

Example :

Data 1

Screen time : 00:09:58

Setting : an Apartment in 45 Evan Street, New York City, Evening.

Context : This scene happened when Henley and Daniel accidentally met up after a long time separated in distance.

Daniel : “So, um, actually, what have you been up to?”

Henley : *“I think you know exactly what I’ve been up to, Danny. I saw all your anonymous posting on my website.”*

Based on the context and situation, Henley is violating the maxim of quantity in this scene because Daniel is only asked her “...*what have you been up to?*” but she answered with an explanation about Daniel being her secret admirer that saw Henley’s activity on her website as an anonym which was not really necessary. The fact that she did it on purpose was when Henley proudly said her answer to Daniel. She shows the pride of being an admirable person even Daniel is willing to be her secret admirer without being asked.

Data 2

Screen time : 00:27:58

Setting : FBI interrogation room, at noon, tense.

Context : This situation happened when Daniel who is the suspect of the case, Dylan who is the FBI agent and Alma who is the Interpol agent are currently inside the FBI interrogation room. Dylan

and Alma are still interrogating Daniel. The atmosphere is a little bit tense because it seems that Dylan can not control his emotion while interrogating Daniel. While Alma, the other Interpol agent, seems to be calmer than Dylan and handle her emotion well so Daniel could be brave enough to play the cards trick to Alma but the tricks went a little bit wrong and Daniel tries to find a reason why he failed the trick.

Daniel: “Was this your card? No. See, **I knew you weren’t a queen of hearts lady, and I respect that.** *The trick usually works better when I’m not strapped in here, but I understand protocol.*”

According to the context and situation, by saying the whole sentences that does not really necessary, Daniel already violates the maxim of quantity based on Grice’s Cooperative Principles theory. He spoke too much than he should be. Also, by saying “...*I knew you weren’t a queen of hearts lady, and I respect that*” shows that Daniel guessed the card wrongly and admitted that he is wrong. But because he wants to keep his pride up as a great magician, he said “...*The trick usually works better when I’m not strapped in here, but I understand protocol.*” to defend himself, saving his pride. So the reason why he violates the maxim of quantity is to save his face after he failed trying to guess the right card.

4.3.1.2. Protracting the Answer

Based on the context and situation, the characters that violate the maxim of quantity to protract the answer are Daniel who did it 3 times and Merritt who did it once. It implies that Daniel is the most talkative character in the movie while Merritt is the less talkative than Daniel. They protract the answer because they want to show their intelligence through their answer that unnecessary.

Example :

Data 3

Screen time : 00:10:38

Setting : an Apartment in 45 Evan Street, New York City, evening.

Context : Merritt is the first person who arrived in the apartment that they supposed to be in. Then, Daniel and Henley joined. They have a casual talks and introduction to each other.

Merritt : “Thanks for keeping me honest. That wasn’t mentalism, by the way. It was just an observation. Second observation, you are beautiful.

Henley : “Thank you.”

Daniel : *“That’s good. That’s very nice. Very well-polished. Nice bit. J. Daniel Atlas. Nice to meet you. Very nice. I know who you are and I just want to say that I’m not interested in you doing your mentalism thing on us. Especially we don’t know who brought us here or even if it’s real.”*

Based on the context and situation, Daniel is being too talkative in this scene. By saying *“That’s good. That’s very nice. Very well-polished. Nice bit ... I know who you are and I just want to say that I’m not interested in you doing your mentalism thing on us. Especially we don’t know who brought us here or even if it’s real.”* shows that Daniel being too talkative even though no one wants him to do it, is an enough prove that he violates the maxim of quantity by giving too much information. The reason why he violated the maxim can be categorized as protracting the answer since he gave too much information that is not really necessary as it shown in his dialogue *“I know who you are and I just want to say that I’m not interested in you doing your mentalism thing on us. Especially we don’t know who brought us here or even if it’s real.”*

Data 4

Screen time : 00:29:55

Setting : FBI interrogation room, at noon, tense.

Context : Daniel, Dylan and Alma are still sitting inside the FBI interrogation room. Dylan is currently interrogating Daniel but his emotion got too uncontrollable because he felt so angry about the fact that Daniel is too arrogant while being interrogated and can not answer Dylan’s question well. He made Dylan, annoyed so Daniel asked a simple rhetorical question but Daniel answered with a long narrated answer.

Dylan : "You are literally begging to be arrested. You know that?"

Daniel : "If it means you would actually do it, then, yeah. But you won't. *Because if you did, it means that you, and the FBI, and your friends at Interpol, actually believe, at an institutional level, in magic. The press would have a field day. And we'd be even more famous than we already are. And you guys would look like idiots even more than you already are.*

Well, no, not you. But him. Right?

Listen, you have, what we in the business, like to call, "nothing up your sleeve." And you know it."

According to the context and situation, by narrating the answer longer, Daniel is violating the maxim of quantity because he answered more than he should answer and narrating the consequences that might or might not happen which are unnecessary because it did not happen yet. The reason why he violates the maxim of quantity is that he wants to protract the answer which can be seen right from the dialogue when he narrated "...*Because if you did, it means that you, and the FBI, and your friends at Interpol, actually believe, at an institutional level, in magic. The press would have a field day. And we'd be even more famous than we already are. And you guys would look like idiots even more than you already are.*" and he was not stopping just right there. He continued by saying "...*Listen, you have, what we in the business, like to call, "nothing up your sleeve." And you know it.*"

4.3.2 Violation Maxim of Quality

The research found that the five main characters violate the maxim of quality the most compared to other violation. The main characters violate the maxim of quality 25 times which 45.45% in total. Dylan violates this maxim 18 times while Daniel 3 times and both Merritt and Jack violates twice. Dylan violated the maxim of quality the most implies that he is the one who has to pretend that he is totally innocent while the truth is he is the man behind the crime scenario since the beginning. He holds the power of controlling the other four main characters which are Daniel, Merritt, Jack and Henley without them knowing. There are four kinds of reasons why the main characters violate the maxim of quality which are communicating self interest that happened 13 times, both saving face and pleasing interlocutors that happened 4 times, also avoiding the discussion and protracting the answer that happened twice. It implies that, in order to deliver the twisted plot smoothly, the characters need to communicate their self interest while pretending like they are innocent and tricking other characters so the other characters believeing the lies.

4.3.2.1 Saving Face

The reason why they violate the maxim of quality to save their face happens 4 times which implies that they want to keep the trick and manipulation until the end of the story without getting noticed from other characters. Daniel,

Merritt, Jack are the characters among the five who is violating the maxim of quality to save face.

Example :

Data 5

Screen time : 00:03:57

Setting : Café du Monde, Original French Market Coffee Stand in New Orleans, raining, early evening.

Context : Merritt, who is a mentalists succeed hypnotizing a woman who is the wife of the random man. Merritt found out that the man was going out not only for business trip but also for Janet, the wife's sister. Merritt accidentally spill the cheating scenario of the husband. The wife is angry about it so Merritt have the chance to threat the man for money. When Merritt succeed threatening the man, Merritt have to delete the memory of the wife about the husband cheating. So, he lied and pretending that the wife could not hypnotized.

Merritt : “Well, *we did the best we could*, but some people just aren't to be hypnotized.”

Woman : “Oh, I did it wrong?”

Man : “Come on, honey bee.”

Merritt : “Oh, no, you did it fine.”

According to the context and situation, by saying “...*but some people just aren't to be hypnotized.*” Merritt violates the maxim of quality because he was not telling the truth. The truth is Merritt was successfully hypnotized the woman but after the deal that he was made with the husband, he was lying. Because of Merritt wants to save his pride as a mentalist magician and also to save the husband from the possible chaotic argument after the wife found out about he cheated with her own sister, he defend himself and the husband by saying “... *we did the best we could...*”, so he would not be so ashamed with the woman that he could not hypnotized her and also saving the husband's secret.

By saying “*Oh, no, you did it fine.*” after the woman asking whether she did it wrong, he hides the truth about the woman that succeed to be hypnotized. He did not let the woman know that she already hypnotized. Thus, Merritt violates the maxim of quality because he wanted to save his face.

Data 6

Screen time : 00:05:01

Setting : New York on a yacht, in the middle of sunlight.

Context : This scene is happened when Jack is doing a simple spoon trick to a random group of people on the yacht. He made a bet to the audience if anyone can expose how the trick is done, he will give \$100 to the exposor.

Jack : “Ladies and gentlemen, I am the next great magician, and I will give \$100 to anyone who can tell me how this trick is done. I have an ordinary spoon from Mel’s Deli, right here in Brooklyn. Check it out.

Now, everyone please pay very, very close attention. Because I’m about to bend this spoon with my mind.”

(crowd gasping)

Jack : “Thank you. Thank you. Pass that around.”

Random Man : “What’s this?”

Jack : “What are you doing, man?”

Random Man : “Look at this! Looks like we got a spoon and a stem.”

Jack : “*I’ve got other tricks*”

Random Man : “or you could give me my 100 bucks. You said you would.”

Based on the context and situation that can be seen in this scene, Jack did not answer the man’s question or do what he obligated to do since Jack promised he would give \$100 to someone who can expose his trick. Instead, he distracts the audience attention by saying “... *I’ve got other tricks*” while, in fact, he is preparing to steal the random man’s watch and wallet. This acts shows that Jack is violating the maxim of quality because he is lying. The reason why he said “... *I’ve got other tricks*” was to save his face as the next great magician since he mentioned that “... *I am the next great magician...*” before he starts the trick.

4.3.2.2. Pleasing the Interlocutors

The reason why they violate the maxim of quality to please the interlocutors happened 4 times by Daniel twice, Dylan and Merritt once. It implies that in order to smoothen the plan that Dylan created by himself after waiting for years, he has to please the interlocutors to cover the lies he has been doing since the beginning along with Daniel and Merritt who are currently being part of a mission that Dylan created.

Example :

Data 7

Screen time : 00:18:35

Setting : MGM Grand, Las Vegas, night, fun

Context : This scene happened when The Four Horsemen did their first show in MGM Grand, Las Vegas. They randomly picked one man from the audience seat to show up on stage to do their magic trick.

Merritt: *“Etienne, what Jack is bringing to the stage now, is what we in the magic world call a teleportation helmet. You will need to wear this, as **it will allow you to literally fold through space and time to your bank** in the... 8th?- 9th arrondissement”*

According to the context and situation, by saying “... *it will allow you to literally fold through space and time to your bank...*”, Merritt violated the maxim of quality because he did not tell the truth. By saying the word

“...literally...” which means really happening, there is no way that a helmet can literally fold through space and time to another place in a blink of an eye. The teleportation helmet was just a normal helmet with some little decorations. By explaining the teleportation helmet that Merritt just mentioned, he just pleasing the interlocutors which happened to be the audience because he and The Four Horsemen wanted to entertained the audience.

Data 8

Screen time : 00:42:33

Setting : In the middle of a flight to New Orleans, casual.

Context : This scene happened when The Four Horsemen, Arthur and Jasmine along with their crew is still on a middle of a flight to New Orleans to perform their own show called Act Two. They want to talk about the show so sudden and then Merritt acting strange that leads Arthur asked Daniel to read his mind.

Henley : “He can do way better than that.”

Daniel : “*Let’s do family. You had an uncle on your mother’s side. He had a real, kind of... a real masculine name. A real, kind of, salt-of-the-earth... you know, a real stick-it-to-you... like it was some kind of Paul. Thompson? Was it a Paul... (sighing)... Okay. You know what? I got nothing.*”

Arthur : “Nearly though.”

Daniel : “*Was I?*”

Arthur : “Yeah. My uncle’s name was Chusman Armitage.”

As can be seen from the context and situation, Daniel did not actually do the mentalist thing on Arthur but he did it for another secret purpose that is to reveal the secret security answer for his bank account password in order to rob his money in their next show called Act Two in Savoy, New Orleans. He tried to dig Arthur’s personal information without him realising it. All the statements that Daniel said for Arthur is just another made up stories to make Arthur said the right answer. In that case, Daniel is violating the maxim of quality by hiding the truth from Arthur. Daniel also pleased the interlocutors by fulfilling Arthur’s request to be read.

4.3.2.3. Communicating Self Interest

Based on the context and situation, the characters that violate the maxim of quality to communicate self interest have the implication of succeeding the plan of pretending to be someone that he is actually not. In this case, Dylan is the one and only main character who violate the maxim of quality to communicate self interest. Dylan did it 13 times.

Example :

Data 9

Screen time : 00:24:41

Setting : FBI office building, daylight, tense.

Context : Dylan just arrived at the FBI office building. He got shocked because of the new case that he has to handle.

Dylan : **“I don’t have time for this magic crap.”**

Boss : “This crap just pulled three million Euro out of a Parisian bank.”

Dylan : **“*That’s how much they got?*”**

Based on the context and situation, Dylan is acting angry as if he did not know about the case and how he got involved to solve the case. By saying “*I don’t have time for this magic trap*”, Dylan indicates that he is angry and does not want to get involved when Dylan is the mastermind behind the magic crap that he mentioned before. In other words, Dylan is lying. Therefore, he violates the maxim of quality by lying or not telling the truth. When the boss explains how much the missing money is, Dylan answers with “*That’s how much they got?*” as if he is shocked when Dylan is the actual mastermind so he must have known about the amount of money that lost. His responds indicates a self interest to the case by asking a rhetorical question.

Data 10

Screen time : 01:40:55

Setting : 5 Pointz, Queens, evening, fun

Context : This scene is happened when The Four Horsemen suddenly disappear from the crowd at the same time the helicopter throws some fake money from above to the crowd. Fuller is the

one who realise that it is fake money so he told Dylan immediately. Then Dylan responds.

Fuller: "You see that?"

Dylan: "**What?** *Where's the real money?*"

By the time Dylan said "*What?*", indicates that he shocked about the fake money that he was holding but the truth is he knows exactly where the real money goes. So, in this case, Dylan violates the maxim of quality because he was not telling something that believed to be true. The next sentence he produced was "*Where's the real money?*", indicates that he communicates his self-interest into the conversation by responding with a question. Thus, Dylan violates the maxim of quality and communicating self interest.

4.3.2.4. Avoiding the Discussion

The reason why they violate the maxim of quality to avoid the discussion happened twice by Dylan. Based on the context and situation in the movie, Dylan is avoiding the discussion implies that he does not want to get involved into the discussion that he did not interested in or when it is not necessary to discuss about.

Example :

Data 11

Screen time : 00:35:06

Setting : MGM Grand backstage, afternoon, casual.

Context : Daniel, Alma, Bradley and his personal assistant are visiting the stage that The Four Horsemen were performing to get the explanation of how The Four Horsemen robbed a bank.

Bradley : “Showmanship and theatrics. When a magician waves his hand and says, ‘this is where the magic is happening.’ The real trick is happening somewhere else. Misdirection. A basic concept of magic.”

Dylan : “*Not interested in the concept of magic. I wanna know how they robbed a bank.*”

According to the context and situation described before, Dylan is acting like a total fool and innocent in front of everyone while being the mastermind. He is completely fooled everyone in the room by acting like an innocent. By saying “*Not interested in the concept of magic...*”, Dylan is violating the maxim of quality because he is lying. He also cut Bradley’s argument by saying the words. It indicates that he avoids the discussion about magic that Bradley explains.

Data 12

Screen time : 00:45:20

Setting : Marie Claire’s apartment in New Orleans, busy afternoon.

Context : Dylan is pretty busy making a strategy with the other agents to set a new trap for The Four Horsemen but Alma tries to discuss something about the magic trick in the middle of Dylan’s business.

Dylan : "This what? This magic?"

Alma : "Lionel Shrike. In Central Park, he has a guy pick a card and sign it. Then he goes to a tree that has been there 20 years. They saw the tree in half. Inside the tree, encased in glass, is the card with the signature. How did he do that?"

Dylan : "**I have no idea.** But I'm sure there's a logical explanation.
Excusez-moi"

Based on the context and situation in this conversation, Dylan said that "*I have no idea...*" refers to the Lionel Shrike card that encased in a glass inside the tree which Dylan already know it too well but he acts like he do not understand and do not know any single thing about the card. In this case, Dylan violates the maxim of quality because he did not tell the truth. By saying "...*Excusez-moi...*" which is a French expression that means 'excuse me' in English, Dylan is believe to avoid the discussion. He avoids it by excuse himself from the conversation and leave. So, he violates the maxim of quality and also avoiding the discussion.

4.3.2.5. Protracting the Answer

Based on the context and situation, the character who violates the maxim of quality to protract the answer is happened twice by Dylan. It has the implication of pretending and manipulating the hearer for the sake of the revenge scene that Dylan created for years.

Example :

Data 13

Screen time : 00:24:23

Setting : FBI office building, daylight, tense.

Context : Daniel just arrived at FBI office building and asking his boss about the new case that he will handle.

Dylan : “**Boss, please tell me this is a joke.** *I just got Willy Mears to finger Paulie Attanasio. I’m a month, two tops, away from blowing this whole thing open. Get Turkelson.*”

Boss : “He’s in Atlantic City.”

Based on the context and situation, by saying “*please tell me this is a joke*“, Dylan is violating the maxim of quality because he said something that believed to be not true. He is lying about the protest to his boss that he does not want the case when he actually wants the case. It is clearly not a joke for Dylan because he has been planning the scenario for years to get his revenge. He also protracting the answer by elaborating the reason why does not want the case.

Data 14

Screen time : 01:31:17

Setting : Inside the truck on their way to 5 Pointz, Queens, evening, tense.

Context : This scene happened when Dylan, Detective Cowen and Agent Fuller are currently inside a truck box and Agent Fuller saw a video posted by Daniel, Merritt and Henley announcing their final show that located in exactly where they are headed.

Cowen : “Their show is in a half an hour. It’s exactly where we’re headed”

Dylan : “**I don’t know boss.** *I don’t wanna be the naysayer, but these guys are kinda tricky*”

According to the context and situation, when Dylan said “*I don’t know boss*”, it is considered that Dylan is violating the maxim of quality because he is the brain of the scenario in the movie but he hides it. He is acting like he does not know a single thing about The Four Horsemen’s plan when the truth is he knows everything. What Detective Cowan saying is just a statement without any question in it but instead of saying “*Yes*” or “*Okay*”, he said “*I don’t know boss. I don’t wanna be the naysayer, but these guys are kinda tricky*” is an enough proof that Dylan is protracting the answer, adding something that is not necessary to be said.

4.3.3 Violation Maxim of Manner

Maxim of Manner is violated by the five main characters 16 times or (29.09%). Daniel violates the maxim of manner for 6 times, Merritt 5 times while Dylan 4 times and Henley once. There are five kinds of reasons why the five main characters choose to violate the maxim of manner which are saving face that happened 5 times, misleading the hearer that happened 4 times, avoiding the discussion that happened 3 times, pleasing the interlocutors and communicating self-interest that happened twice.

4.3.3.1. Saving Face

According to the context and situation in the movie, the violation maxim of manner that has the reason to save face is happened 5 times by Merritt 3 times and Daniel who did it twice. It implies that they are giving the unclear and ambiguous utterances to trick and manipulate the hearer in order to do the mission without getting noticed by the target.

Example :

Data 15

Screen time : 01:02:46

Setting : Savoy, New Orleans, evening, fun

Context : This scene happened when the Four Horsemen just did the trick in their show called Act Two that made 140 million dollar from Arthur's bank account transferred into the audience's bank account which are the victim of the hard times that hit one of America's most treasured cities who lost their houses, cars or even their loved ones. They were also insured by the same company that abandoned them called Tressler Insurance. Arthur could not believe himself that he just got ridiculed by his own artists. Then, he was asking to The Four Horsemen about it.

Arthur : "Hey! Did you do this?"

Jack : "*How could we, Art? We don't have your password.*"

Henley : *“We’d need access to information we could never get our hands on.”*

Daniel : *“Ah, yes, security questions, for instance, like, I don’t know, your mother’s maiden name or the name of your first pet.”*

Merritt : *“Where would we get that information, Art? You certainly would never tell us.”*

Based on the context and situation in this scene, the characters namely Jack, Henley, Daniel and Merritt answered Arthur question with something ambiguous and it does not fulfil Arthur’s question properly. Because of that, they violate the maxim of manner. They purposively did it because they want to save their face and did not want to tell Arthur the truth since they tricked them in the previous scene. Thus, The Four Horsemen violates the maxim of manner to save their face.

Data 16

Screen time : 01:37:04

Setting : Inside the lift, evening, casual.

Context : Daniel, Merritt and Henley are currently inside the lift which will bring them to the rooftop for doing their final act.

Merritt : “Well,when I first met you, I thought you were kind of a ... dick”

Daniel : “Oh”

Henley : “And?”

Merritt : “No, that’s it.”

Daniel : “That’s very nice”

Merritt : “Yeah”

Daniel : “*I’m touched.*”

Merritt : “Yeah. Just from the heart”

Daniel : “*Well, I didn’t tell you where I was touched.*”

Daniel said “*I’m touched*” which usually has implicit means that the person is touched by the heart because of a thoughtful message from another people but it turns out to be ambiguous since Merritt responds with “*Yeah. Just from the heart*” and Daniel responds back with “*Well, I didn’t tell you where I was touched.*” Merritt was guessing that Daniel was touched from the heart but Daniel denies it. He saved his face by denying that he did not get touched at the heart just because Merritt said “*Well, when I first met you, I thought you were kind of a ... dick*” which is kind of offending.

4.3.3.2. Misleading the Hearer

The violation maxim of manner to mislead the hearer happens 4 times by Daniel 3 times and Merritt once. Based on the context and situation in the movie, it implies that Daniel and Merritt violate the maxim in order to say something ambiguous to mislead the hearer’s interpretation so that the hearers did not realize that they are being fooled and tricked.

Example :

Data 17

Screen time : 00:28:05

Setting : FBI interrogation room, at noon, tense.

Context : In this scene, Daniel is being interrogated by Alma and Dylan.

Alma is asking a question to Daniel and Daniel answered.

Alma : "Okay, okay. So, if you had nothing to do with it, then how did the playing card get into the vault?"

Daniel : "*Oh, yes. That would be... What do the kids call it these days? Oh, yes, that's right. Magic*"

This scene shows that Daniel violates the maxim of manner by answering Alma's question with something ambiguous instead of giving her the real answer. He purposely did it because he wants to avoid the exact answer of the question. The word "... magic..." is ambiguous enough to indicate Daniel that violates the maxim of manner. Daniel's answer also leads into something that should not be because by saying 'magic', his answer is considered invalid since it does not make any sense. So, Daniel violates the maxim of manner to mislead the hearer.

Data 18

Screen time : 01:28:31

Setting : In a room, evening, a little bit gloomy

Context : After Jack known for his death already because of the car accident, Daniel, Merritt and Henley made an announcement about their final act while giving Jack good words to hear on the internet.

Daniel : *“More than anything in his life, Jack wanted to be the most famous magician who ever lived. And I can’t say he achieved it, but I do hope wherever he is, it is full of magic. But the point is... sorry. The point is...”*

Merritt : “The point of why we are here is to say that we are not... we can not quit now. We’ve started something bigger than all of us. We have to finish it.”

By saying *“More than anything in his life, Jack wanted to be the most famous magician who ever lived. And I can’t say he achieved it, but I do hope wherever he is, it is full of magic....”* Daniel said as if Jack is really dead already when the fact is he still living his life, doing his mission. He leads the audience perception believing that Jack is dead. He fooled the audience by misleading them because his actual goal is to make them believe that Jack is dead when actually he is not yet dying.

4.3.3.3. Pleasing the Interlocutors

The violation maxim of manner to please the interlocutors happens twice by Dylan and Henley. Although it is ambiguous, according to the context and situation in the movie Dylan and Henley deliberately do it to reach the goal of their mission without getting caught.

Example :

Data 19

Screen time : 00:24:38

Setting : FBI office building, noon, hectic.

Context : Dylan just arrived in the office and quickly approaches his boss to negotiate about the new case that Dylan should handle while he is currently handling another case. He asked his boss for Detective Cowan to take over.

Dylan : “What about Cowan? Look at him. He’s just sitting there on his ass.”

Cowan : “Hilarious, Rhodes.”

Dylan : “*I love you.*”

Cowan : “Asshole.”

As can be seen from the context and situation above, by saying “*What about Cowan? Look at him. He’s just sitting there on his ass.*” Dylan is still trying to persuade his boss to give the case to another Detective. When Cowan responds with “*Hilarious, Rhodes.*” and Dylan answers with “*I love you.*” means a little bit ambiguous because he seems like he did not mean the words ‘I love you’ so, in other words, he is violating the maxim of manner. By saying “*I love you.*” also means that he is trying to please Cowan as the interlocutors.

Data 20

Screen time : 01:37:15

Setting : Inside the lift, evening, casual.

Context : In this scene, Daniel, Henley and Merritt are still in their way to entertain the audience. They are still in the lift and casually talking to each other.

Daniel : "We're on our own. Our instructions run out after the show."

Henley : *"Even if there is no "Eye," if we were completely played and we spend the next 20 years in jail, then, I just want to say that..."*

Daniel : *"I know. Me, too."*

From the context and situation, Daniel just casually expresses the words *"We're on our own. Our instructions run out after the show."*, because the scenario that 'the maker' is giving, is about to end. Henley answered with some sentimental words but it is ambiguous because Daniel suddenly cut them off before she even got to finish her sentence. This ambiguous conversation violates the maxim of manner since it is ambiguous. The reason why Henley said that is to please the interlocutors which happened to be Daniel and Merritt because they have been working so hard together since the first time they met because of the random card they got. So, Daniel and Henley violate the maxim of manner to please the interlocutors.

4.3.3.4. Communicating Self Interest

From the analysis that was conducted, the violation maxim of manner to communicate self interest happened twice by Dylan and Merritt. It implies that Dylan and Merritt saying something to communicate their self interest

both ambiguously and directly to manipulate the other characters so that they can conduct their final mission without getting caught.

Example :

Data 21

Screen time : 00:53:13

Setting : Savoy, New Orleans, evening, casual

Context : Dylan and Alma are sitting on the lounge inside the theatre to watch the Act Two performance.

Alma : “The point is, the trick was not to look closely. It was to look so far that you see 20 years into the past. After Shrike drowned, they never found the body.”

Dylan : “*What are you suggesting?*”

By responding to Alma with “*What are you suggesting?*” Dylan is saying something ambiguous to communicate a self interest by asking the new question. For that reason, Dylan is violating the maxim of manner. He is also open the new discussion regarding Alma’s statement by asking about Alma’s opinion regarding her statement about Lionel Shrike.

Data 22

Screen time : 01:50:06

Setting : Central Park, evening, shocking.

Context : This scene happened when The Four Horsemen were going to Central Park after they finished their last mission and find

Dylan standing right in front of them to show that Dylan is the mission maker. The Four Horsemen shocked in disbelief.

Merritt : *“Hey, listen, for the record, I have always been a 100% believer. And the amount of energy I have expended to keep these infidels on point...”*

Dylan : “Merritt, you’re in.”

Merritt : “God bless”

Merritt saying the dialogue *“Hey, listen, for the record, I have always been a 100% believer. And the amount of energy I have expended to keep these infidels on point...”* out of nowhere. The nervousness caused by their feeling of amazed by how Dylan arranged the mission and how Dylan acted in front of them that they did not realize that Dylan is the mission maker, had made Merritt saying those nonsense. In this case, Merritt violates the maxim of manner because what he was saying is ambiguous enough to understand but luckily, Dylan understood the nervousness that Merritt is showing. He expressed himself that he wants to be part of the eye. So he communicates a self interest through the sentence.

4.3.3.5 Avoiding the Discussion

The violation maxim of manner to avoid discussion happens 3 times by Dylan twice and Daniel once. It implies that they avoiding the discussion while giving an ambiguous statement. They want to either end the discussion, cut off the discussion or change the topic while giving an ambiguous statement.

Example :

Data 23

Screen time : 00:11:25

Setting : an Apartment in 45 Evan Street, New York City, evening

Context : This scene is happened when Merritt, Daniel and Henley are still in the same place. Daniel and Henley are still arguing about the tiny little costume that Daniel made for Henley as his assistant in doing magic show.

Henley : “Do you know how hard it is to stay in those tiny little costumes?”

Daniel : “No. *I’m the main attraction.*”

In this case, Daniel is violating the maxim of manner because he is saying something that should not be said. He is being obscured and ambiguous by saying “.. *I’m the main attraction.*” that does not really necessary to be said. He brags about himself being the main attraction that means he did not want any further discussion.

Data 24

Screen time : 01:17:58

Setting : an apartment in New York City, noon, tense.

Context : This scene is happening when Dylan is still chasing The Four Horsemen and found Jack who is still burning some papers trying to runaway from Dylan.

Dylan : "You little shit!"

Jack : *"You little shit!"*

Dylan : "What game are you playing?"

Jack : *"What game are you playing?"*

In this case, Jack violates the maxim of manner since he did not answer Dylan's question properly but imitating Dylan's question instead. Jack purposively did that because he simply did not want to really answer the question. In other words, he is avoiding the discussion. So, Jack is violating the maxim of manner because he wants to avoid the discussion.

4.3.4 Violation Maxim of Relation

This type of violation maxim is violated by the main characters 8 times (14.55%). The characters who violate the maxim of relation are Merritt who violates 3 times, Daniel and Henley who violates twice and Jack who violates once. There are 2 kinds of reasons why they violates the maxim which are misleading the hearer that happened 6 times and saving face that happened twice.

4.3.4.1 Saving Face

The five main characters that violate the maxim of relation because they want to save their face are Merritt and Jack. It implies that they tend to change the topic of discussion to hide the fact that they are lying.

Example :

Data 25

Screen time : 00:13:33

Setting : Inside an Apartment in 45 Evan Street, New York City

Context : Daniel, Merritt, Henley and Jack are just entering the apartment. They are still observing what happen in the moment.

Daniel : “Okay, so you’re like Buddha, if he wasn’t so enlightened.”

Merritt : “*And you’re like Jesus, if he was arrogant and all of his miracles were fake.*”

Daniel was mocking Merritt by saying “*Okay, so you’re like Buddha, if he wasn’t so enlightened.*” which not related to the previous topic. Merritt answered by saying “*And you’re like Jesus, if he was arrogant and all of his miracles were fake.*” which also not related from the previous topic. So, he violates the maxim of relation. He was saving his face trying to defend himself and mocking Daniel in return because he simply does not want to lose the argument.

Data 26

Screen time : 00:50:21

Setting : Inside a backstage private room in Savoy, New Orleans.
Casual.

Context : This scene happened when The Four Horsemen currently inside the private room for the performers before the show actually start. They are having casual talks when Thaddeus Bradley appears all of sudden.

Thaddeus : “Pardon the intrusion. I just wanted to wish you good luck tonight.”

Jack : “*What, so you can try to expose us later on you little website?*”

Thaddeus : “and on demand”

In this scene, Jack was saying “*What, so you can try to expose us later on your little website*” which have no correlation with the previous utterance that Thaddeus produce. Jack is doing a quick assumption to Thaddeus because he is their enemy to begin with. So, in this case, Jack violates the maxim of relation. The reason why he violates the maxim of relation is pretty clear. He wants to brag about how good The Four Horsemen is by saying “... *so you can try to expose us later...*” without any fear.

4.3.4.2 Misleading the Hearer

The violation maxim of relation to mislead the hearer happens 6 times by Daniel, Merritt and Henley twice. Based on the context and situation, it implies that they cut the previous topic and saying something different just to make the hearer mislead the assumption.

Example :

Data 27

Screen time : 00:11:37

Setting : an Apartment in 45 Evan Street, New York City, Evening.

Context : This scene happened when Daniel and Henley met Merritt for the first time. Daniel and Henley are currently arguing and Merritt took a quick assumption and kind of giving Henley a compliment.

Merritt : “Okay. So he never made you feel special. And, trust me, you deserve to be made to feel special.”

Daniel : “*That’s a really nice story. Hope you guys enjoy each other’s company.*”

After Merritt give Henley compliment, Daniel responds it with “*That’s a really nice story. Hope you guys enjoy each other’s company.*” does not have any correlation with the previous statement that Merritt produced. Daniel take a quick conclusion just after hearing Merritt complimented Henley. It leads another assumption to the hearer that is completely different with the actual case.

Data 28

Screen time : 00:13:30

Setting : 45 East Evan Street, New York City, Evening.

Context : This scene happened when The Four Horsemen gathered in an apartment, trying to figure it out about the strange things that happened since they got inside the apartment.

Merritt : “I’m just trying to create the space for wisdom”

Daniel : “*Okay, so you're like Buddha, if he wasn't so enlightened.*”

Since Merritt pissed Daniel off because of how Merritt acts like he knows something but turns out he knows nothing, Daniel tease him out by saying “*Okay, so you're like Buddha, if he wasn't so enlightened.*” which kind of violates the maxim of relation because it did not relate to the previous

conversation that they were holding. Daniel was violating the maxim of relation because he wants to mislead the hearer. By the time he said “... *so you're like Buddha, if he wasn't so enlightened...*” does not necessary mean like how he said it. It was just a sentence to insult Merritt because Daniel was upset. Buddha, also known as Siddharta Gautama, is the person who became enlightened (Hanh:1998). So, in this case, Daniel violates the maxim of relation to mislead the hearer.

CHAPTER V

CONCLUSION

According to the findings and discussion, it can be said that in order to make the plot twist happened successfully without leaving any illogical explanation, the writer of *Now You See Me* Movie should create a particular character of the movie that violates certain maxims to develop the plot.

To do so, the writer of the movie creates five main characters that purposively violate the maxim. The most frequent maxim that they violate is the maxim of quality which happened 25 times (45.45%), followed by violation maxim of manner which happened 16 times (29.09%), violation maxim of relation which happened 8 times (14.55%) and violation maxim of quantity which happened 6 times (10.91%).

The reason why they violate maxim of quality the most is because they are pretending and hiding the truth while they are saving face, misleading the hearer, protracting the answer, pleasing the interlocutors, communicating self interest and avoiding discussion.

From the five main characters, it can be seen that Dylan is the character who is violating the maxim the most, which violates the maxim of quality 18 times and the maxim of manner 4 times. Dylan has to pretend that he is innocent at the beginning of his appearance in the movie until the twisted plot

happened. So, he violates the maxim of quality, lying to other characters before he claimed to be the mastermind who knows and arrange almost everything in the end of the movie. It can be concluded that all of the violation that he did on purpose is to support the plot of the movie so that it can be twisted in the end of the plot interestingly

Thus, the plot twist was delivered successfully by foreshadowing the detail messages in each scene between the conversations that the five main characters had.

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APPENDIX

No	Screen Time	Dialog Situation	Type of Violation	Reason	Character
1	00:17:29	French. Okay. Uh... We were hoping for something a little more local, a kind of mom-and-pop credit union with no security. But that's fine. A promise is a promise. Could you please come up to the stage- and we'll rob your bank.	Violation Maxim of Quality	Saving Face	Daniel
2	00:03:57	Well, we did the best we could, but some people just aren't to be hypnotized	Violation Maxim of Quality	Saving Face	Merritt
3	00:05:01	I've got other tricks	Violation Maxim of Quality	Saving Face	Jack
4	01:02:38	Arthur: "Hey! Did you do this?" Jack: "How could we, Art? We don't have your password."	Violation Maxim of Quality	Saving Face	Jack
5	00:24:23	"Boss, please tell me this is a joke. I just got Willy Mears to finger Paulie Attanasio. I'm a month, two tops, away from blowing this whole thing open. - Get Turkelson."	Violation Maxim of Quality	Protracting the Answer	Dylan
6	01:31:17	Cowen: "Their show is in a half an hour. It's exactly where we're headed." Dylan: "I don't know, boss. I don't wanna be the naysayer, but these guys are kinda tricky."	Violation Maxim of Quality	Protracting the Answer	Dylan
7	01:32:24	Dylan: "Look who it is. The fifth Horseman." Bradley: "Are you kidding? I'm following them, just like you are."	Violation Maxim of Quality	Pleasing the Interlocutor	Dylan

8	00:43:05	<p>Arthur: "- Yeah. But I warn you, I can be difficult to read, when I want to be."</p> <p>Daniel: "<i>Just stay with me, okay? So, Art, you were a tough kid. You know, kind of a real rascalion. You had a dog. A real tough dog. A brutish breed. Like a real... I want to say, Ben the bulldog.</i>"</p> <p>Arthur: "Actually, I was a prissy little tot. I had a fluffy white cat called Snuffles."</p>	Violation Maxim of Quality	Pleasing the Interlocutor	Daniel
9	00:42:33	<p>Henley: "He can do way better than that."</p> <p>Daniel: "<i>Let's do family. You had an uncle on your mother's side. He had a real, kind of... A real masculine name. A real, kind of, salt-of-the-earth... You know, a real stick-it-to-you... Like it was some kind of Paul. Thompson? Was it a Paul... (SIGHING) Okay. You know what? I got nothin'.</i>"</p> <p>Arthur: "- Nearly though."</p> <p>Daniel: "- Was I?"</p> <p>Arthur: "Yeah. My uncle's name was Cushman Armitage. (LAUGHS)"</p>	Violation Maxim of Quality	Pleasing the Interlocutor	Daniel
10	00:18:35	<p>Etienne, what Jack is bringing to the stage now, is what we in the magic world call a teleportation helmet. You will need to wear this, as it will allow you to literally fold through space and time to your bank in the... 8th?- 9th arrondissement</p>	Violation Maxim of Quality	Pleasing the Interlocutor	Merritt
11	00:23:31	<p>When Dylan still busy, he got a call from his boss that telling him about the Four Horsemen's case, so he said "<i>Hold up here. Dylan Rhodes. What? I don't think I heard you correctly. Did you say magicians?</i>"</p>	Violation Maxim of Quality	Communicating Self Interest	Dylan

12	00:24:41	BOSS: "This crap just pulled three million Euro out of a Parisian bank." Dylan: " <i>That's how much they got?</i> "	Violation Maxim of Quality	Communicating Self Interest	Dylan
13	00:25:41	Fine. Fantastic. You did. But since I'm new to this, can you explain to me how you went from Las Vegas to Paris in three seconds?	Violation Maxim of Quality	Communicating Self Interest	Dylan
14	00:37:27	Dylan: " <i>But how did they know what bank was his?</i> " Bradley: "- You're kidding."	Violation Maxim of Quality	Communicating Self Interest	Dylan
15	00:37:57	Okay, but they had to get the signature card in the vault. You said they didn't steal the money.	Violation Maxim of Quality	Communicating Self Interest	Dylan
16	00:39:06	So, how did they make the fake money disappear from the vault? What is that?	Violation Maxim of Quality	Communicating Self Interest	Dylan
17	00:45:10	Alma: "If you want to keep playing into their hands, go for it. I'm just trying to understand how they think." Dylan: " <i>You think I'm playing in their hands, do you?</i> " Alma: "I don't know how any of that is gonna go against this."	Violation Maxim of Quality	Communicating Self Interest	Dylan
18	01:40:55	Fuller: "- You see that?" Dylan: "- <i>What? Where's the real money?</i> "	Violation Maxim of Quality	Communicating Self Interest	Dylan
19	01:44:01	No. No way. He died right in front of my eyes.	Violation Maxim of Quality	Communicating Self Interest	Dylan
20	01:45:17	Why go through such an elaborate and dangerous plan - just to frame one guy?	Violation Maxim of Quality	Communicating Self Interest	Dylan
21	01:47:25	Bradley: "The Eye isn't real." Dylan: " <i>Okay, then, explain then. Who's behind all this.</i> "	Violation Maxim of Quality	Communicating Self Interest	Dylan

22	01:47:31	<p>Thaddeus Bradley: "Somebody with an obsession. - Meticulous."</p> <p>Dylan: "- Who?"</p>	Violation Maxim of Quality	Communicating Self Interest	Dylan
23	01:47:34	<p>Thaddeus Bradley: "Somebody prepared to sacrifice everything. Somebody so prepared to lose that they wouldn't even be a suspect until the trick was done."</p> <p>Dylan Rhodes: "<i>I don't want a profile. I need a name. Who? Who?</i>"</p>	Violation Maxim of Quality	Communicating Self Interest	Dylan
24	00:35:06	<p>Bradley: "Showmanship and theatrics. When a magician waves his hand and says, "This is where the magic is happening." The real trick is happening somewhere else. Misdirection. A basic concept of magic."</p> <p>Dylan: "<i>Not interested in the concepts of magic. I wanna know how they robbed a bank.</i>"</p>	Violation Maxim of Quality	Avoiding the Discussion	Dylan
25	00:45:20	<p>Dylan: "This what? This magic?"</p> <p>Alma: "Lionel Shrike. In Central Park, he has a guy pick a card and sign it. Then he goes to a tree that has been there 20 years. They saw the tree in half. Inside the tree, encased in glass, is the card with the signature. How did he do that?"</p> <p>Dylan: "<i>I have no idea. But I'm sure there's a logical explanation. Excusez-moi</i>"</p>	Violation Maxim of Quality	Avoiding the Discussion	Dylan
26	00:27:58	<p>Daniel: "<i>Was this your card? No. See, I knew you weren't a queen of hearts lady, and I respect that. The trick usually works better when I'm not strapped in here, but I understand protocol.</i>"</p> <p>Alma Dray: "Okay, okay. So, if you had nothing to do with it, then how did the playing card get into the vault?"</p>	Violation Maxim of Quantity	Saving Face	Daniel

27	01:37:04	<p>Daniel: "- I'm touched."</p> <p>Merritt: "Yeah. Just from the heart."</p> <p>Daniel: "<i>Well, I didn't tell you where I was touched.</i>"</p>	Violation Maxim of Quantity	Saving Face	Daniel
28	00:09:58	<p>Daniel: "So, um, actually, what have you been up to?"</p> <p>Henley: "<i>I think you know exactly what I've been up to, Danny. I saw all your anonymous posting on my website.</i>"</p>	Violation Maxim of Quantity	Saving Face	Henley
29	00:10:38	<p>"That's good. That's very nice. Very well-polished. Nice bit. J. Daniel Atlas. Nice to meet you. Very nice. I know who you are and I just want to say that I'm not interested in you doing your mentalism thing on us. Especially when we don't know who brought us here or even if it's real."</p>	Violation Maxim of Quantity	Protracting the Answer	Daniel
30	00:29:55	<p>Dylan: "You are literally begging to be arrested. You know that?"</p> <p>Daniel: "<i>If it means you would actually do it, then, yeah. But you won't. Because if you did, it means that you, and the FBI, and your friends at Interpol, actually believe, at an institutional level, in magic. The press would have a field day. And we'd be even more famous than we already are. And you guys would look like idiots even more then you already are.</i></p> <p><i>Well, no, not you. But him. Right?</i></p> <p><i>Listen, you have, what we in the business, like to call, "nothing up your sleeve." And you know it.</i>"</p>	Violation Maxim of Quantity	Protracting the Answer	Daniel

31	00:31:10	<p>Daniel: <i>"Like white on rice? Sorry. That's unfair. Let me warn you. I want you to follow. Because no matter what you think you might know, we will always be one step, three steps, seven steps ahead of you. And just when you think you're catching up, that's when we'll be right behind you. And at no time will you be anywhere other than exactly where I want you to be. So come close. Get all over me because the closer you think you are, the less you'll actually see."</i></p> <p>Dylan: "- I'm gonna nail you..."</p>	Violation Maxim of Quantity	Protracting the Answer	Daniel
32	00:29:32	<p>Merritt: "Is this your first date?"</p> <p>Dylan: "What?"</p> <p>Merritt: <i>"No, I mean, obviously, you guys don't know each other well, if at all. But, like, there is a palpable tension in this room. And before you get involved, you should consider the fact that she has a lot of big secrets. And I know the first one is that this is your first time off the desk. Isn't it? You should have said something to him. This is a weird way for you to find out."</i></p>	Violation Maxim of Quantity	Protracting the Answer	Merritt
33	00:13:33	And you're like Jesus, if he was arrogant and all of his miracles were fake.	Violation Maxim of Relation	Saving Face	Merritt
34	00:50:21	<p>Bradley: "- Pardon the intrusion. I just wanted to wish you good luck tonight.</p> <p>Jack: <i>"What, so you can try to expose us later on your little website?"</i></p> <p>Bradley: "And on demand."</p>	Violation Maxim of Relation	Saving Face	Jack
35	00:11:37	That's a really nice story. Hope you guys enjoy each other's company.	Violation Maxim of Relation	Misleading the Hearer	Daniel
36	00:13:30	Okay, so you're like Buddha, if he wasn't so enlightened.	Violation Maxim of Relation	Misleading the Hearer	Daniel

37	00:11:06	Okay. So that's why you're no longer a couple.	Violation Maxim of Relation	Misleading the Hearer	Merritt
38	00:30:22	Don't draw him in and then dump him because abandonment is a big "area" for him. Mommy? Daddy. Ah! You have big daddy issues.	Violation Maxim of Relation	Misleading the Hearer	Merritt
39	00:12:00	(COUGHS) Three minutes.	Violation Maxim of Relation	Misleading the Hearer	Henley
40	00:13:36	<i>Okay, lovebirds, get a room.</i> Danny, be honest. Did you do this?	Violation Maxim of Relation	Misleading the Hearer	Henley
41	00:31:47	Oh! Shit! First rule of magic. Always be the smartest guy in the room.	Violation Maxim of Manner	Saving Face	Daniel
42	00:27:39	Please convey my deepest apologies to your colleague out there. I'm really sorry about this whole Tranny Tuesday thing. I was out of line.	Violation Maxim of Manner	Saving Face	Merritt
43	00:27:43	Well, it's an arrangement he and his wife have. Or might not have, if you believe everything Agent Fuller is saying to be correct. But isn't there a proud tradition in the FBI of men wearing dresses? No shame, Agent Fuller. No shame. (LAUGHS) I'm just having fun.	Violation Maxim of Manner	Saving Face	Merritt
44	01:02:46	Where would we get that information, Art? You certainly would never tell us	Violation Maxim of Manner	Saving Face	Merritt
45	00:28:05	Alma Dray: "Okay, okay. So, if you had nothing to do with it, then how did the playing card get into the vault?" Daniel: "Oh, yes. That would be... What do the kids call it these days? Oh, yes, that's right. Magic."	Violation Maxim of Manner	Misleading the Hearer	Daniel

46	01:28:31	<p>Daniel: <i>"More than anything in his life, Jack wanted to be the most famous magician who ever lived. And I can't say he achieved it, but I do hope wherever he is, it is full of magic. But the point is... Sorry. The point is..."</i></p> <p>Merritt: "The point of why we are here is to say that we are not... We cannot quit now. We've started something bigger than all of us. We have to finish it."</p>	Violation Maxim of Manner	Misleading the Hearer	Daniel
47	01:56:31	<p>Henley: "Guys, the cards."</p> <p>Merritt: <i>"What card?"</i></p> <p>Daniel: <i>"What do you mean, "what card"?"</i></p>	Violation Maxim of Manner	Misleading the Hearer	Daniel
48	00:30:33	<p>I'll tell you what. Your average therapist is gonna charge you \$200-\$300 for this sesh. Me? I'll take a tenner.</p> <p>Okay, later, if you're feeling magnanimous... I'll still take a tenner.</p>	Violation Maxim of Manner	Misleading the Hearer	Merritt
49	00:24:38	<p>Cowan: "Hilarious, Rhodes."</p> <p>Dylan: <i>"I love you."</i></p> <p>Cowan: "Asshole."</p>	Violation Maxim of Manner	Pleasing the Interlocutor	Dylan
50	01:37:15	<p>Daniel: "We're on our own. Our instructions run out after the show."</p> <p>Henley: <i>"Even if there is no "Eye," if we were completely played and we spend the next 20 years in jail, then, I just want to say that..."</i></p> <p>Daniel: "I know. Me, too."</p>	Violation Maxim of Manner	Pleasing the Interlocutor	Henley

51	00:53:13	<p>Alma: "The point is, the trick was not to look closely. It was to look so far that you see 20 years into the past. After Shrike drowned, they never found the body."</p> <p>Dylan: "<i>What are you suggesting?</i>"</p>	Violation Maxim of Manner	Communicating Self Interest	Dylan
52	01:50:06	<p>Hey, listen, for the record, I have always been a 100% believer. And the amount of energy I have expended to keep these infidels on point...</p>	Violation Maxim of Manner	Communicating Self Interest	Merritt
53	00:30:46	<p>HENLEY: "Do you know how hard it is to stay in those tiny little costumes?"</p> <p>DANIEL: "<i>No. I'm the main attraction.</i>"</p>	Violation Maxim of Manner	Avoiding the Discussion	Daniel
54	00:34:28	<p>Bradley: "I didn't kill him. He killed himself trying to do something he wasn't prepared to handle. You do realize this is a game?"</p> <p>Dylan: "<i>Believe me, it's not a game.</i>"</p> <p>Bradley: "It is a game."</p>	Violation Maxim of Manner	Avoiding the Discussion	Dylan
55	01:17:58	<p>Dylan: "- You little shit!"</p> <p>Jack: "(IMITATING) You little shit!"</p> <p>Dylan: "- What game are you playing?"</p> <p>Jack: "- What game are you playing?"</p>	Violation Maxim of Manner	Avoiding the Discussion	Dylan