



RESEARCH PAPER

**An Analysis of Flouting Maxims in "The Magician's Elephant" Movie
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ABSTRACT

Communication is an important part of our lives and there are certain rules of communication to be followed in order to avoid any misinterpretation. This study focuses on four maxims based on Grice's cooperative principle, given by H.P. Grice in his 1975 theory. The main objective is to find the characters who are flouting the Grice maxims in their conversations or dialogues. Conversational maxims affect our social interaction and flouting of these maxims can lead to false interpretation of intended meaning. This study will enhance better understanding of using maxims in daily life and how one can avoid flouting of these maxims to refrain oneself from being judged on the basis of wrong interpretations. The research is based on the descriptive-qualitative method. The data for this research was taken from the script of the movie. The researchers have collected the data from the movie in the form of dialogue and analysed the four maxims. The findings imply that the maxims are flouted 39 times in the movie. The maxim of quantity was flouted 10 times, or 25%. The maxim of quality was flouted 10 times, or 25%. The maxim of manner was flouted 10 times, or 25%. The maxim of relevance was flouted seven times, or 23%. The most influential maxim flouted is the maxim of quantity. This study reveals that conversations play a vital role in our lives, as it is evident from the results that, due to the flouting of the maxim of quality and quantity, the message was not conveyed in a meaningful way. In order to avoid such ambiguities, one should follow the maxims of Grice to delve into an appropriate conversation.

Keywords: Communication, Co-operative Principle, Discourse, Flouting Maxims, Movie Analysis

Introduction

Language is an important part of our lives because it is used to communicate with others. We can communicate in two ways: you can write about it or talk about it. When someone writes, they use formal language and pay attention to grammar. While speaking, they pay attention to what they are saying and how it sounds, as well as their tone of voice. Communication is not just the process of exchanging information but also boosting people's ability to develop relationships. We often run into situations where conversational maxims come into play. Not only in our daily lives, we also need good communication in other applications; one of them is movies. These maxims are vital aspects of successful communication and can be noticed in various mediums. Movies are based on scripts that are related to our daily lives as well. A movie is one of the works of language creation that functions mostly to entertain the audience. In this movie, we can find many interesting things, like the gestures of the actors, the hope for goodness, and the message of the movie. The characters are the driving force of the movie and must communicate effectively with each other to play their roles positively. There are several types of movies, including comedy, dramatic comedy, horror stories, and others, that are produced for the purposes of education, entertainment, and awareness, and some are also based on politics.

However, a movie (Bleichenbacher, 2008; Ulfah & Afrilia, 2018) takes several parts to meet the standards of society. Characters are the main elements of the movie. They were also able to build their roles by communicating well with each other. The second-most important element is the movie's script. The script contains the understanding of the movie that makes characters understand and perform well. A conversation is successful if it contains cooperative principles that elaborate on four maxims: the maxim of quality, the maxim of quantity, the maxim of relation, and the maxim of manner. These maxims define the rules for successful communication in a conversation. The researchers have studied the maxims used in "The Magician's Elephant." The result showed that all four maxims appeared in the movie.

Conversational maxims are very important in conversations (Tutuarima, Nuraeningsih, & Rusiana, 2018). The study of maxims in this movie script was an excellent way of explaining what others understand. The above explanation is for analysing the cooperative principle specifically according to Paul Grice's maxims. The observance of Grice's maxims in "The Magician Elephant" movie was examined to determine whether the conversations in the movie obeyed the maxims. It is interesting to study and analyse Grice's maxims (Andy & Ambalegin, 2019) and meanings in the script of the movie to prove that conversational communication is still successful. The Magician's Elephant is a movie that successfully applies conversational maxims to its script. This study is thought to be beneficial to students, especially those who are interested in studying discourse analysis. Therefore, this research examines the types of flouting maxims in the movie "The Magician's Elephant," directed by Wendy Rogers.

Literature Review

Language serves essentially for the expression of thought. According to Sapir (1921) "it is the human method of communicating ideas, emotions, and desires by means of produced symbols". It is a communication tool. Language is the principal method of human communication that comprises words in a structured way and is conveyed by speech, writing, or through gestures. It is the most important part of any culture. It is the way in which people communicate with each other and build relationships and a sense of community. Language is powerful in a way because, through it, people express their thoughts and feelings. It consists of grammar and vocabulary. In this movie, language consists of a cooperative principle that contains four maxims: the flouting maxim of quality, the flouting maxim of quantity, the flouting maxim of relation, and the flouting maxim of manner. These maxims resonate in our daily lives and are important aspects of successful communication. The characters are the prime movers of the movie and communicate valuably in their roles. Language can have many characteristics, but productive, creative, systematic, vocalic, non-instinctive, and conventional are the most important ones. These characteristics of language set human language apart from animal communication (Hardini & Sitohang, 2019).

The cooperative principle is a principle that was introduced by H.P. Grice (1975), (Wahyuni, Arifin, & Lubis, 2019) which means that if you are in a conversation, you need to participate equally as other participants, and one should be as informative as they can. When participants are in a conversation, they are socially involved, so they should be truthful, relevant, and clear. Grice introduced these maxims in order to obey the rules of conversation. Both the speaker and listener should cooperate to follow the rules of Grice maxims, as they need to be relevant and have a valid conversation. Every participant needs to be rational in his own way while giving a sufficient amount of information without any ambiguity. The basic principles of conversation are called cooperative principles (Davies, 2007).

There is an interrelated field of cooperative principles called pragmatics. This field of study analyses how language is used in social conversations and focuses on conversational implicatures. It utilises the words of the speaker and replies in an

appropriate manner. The cooperative principle implies four more principles: maxim of quality (to be accurate), maxim of quantity (to be truthful), maxim of manner (to avoid ambiguity), and maxim of relation (to be relevant). The superiority of pragmatics is that one learns to be authentic, meaningful, and knows their purpose while in a conversation. Pragmatics also helps in understanding the context of conversation. It is the study of communicating through words or language while in a conversation (Tutuarima, Nuraeningsih, & Rusiana, 2018).

Grice's cooperative principle encompasses "Four Conversational Maxims", The categories are quantity, quality, relation, and manner. These maxims should be applied in the conversation for successful communication. This is how Grice defines the four maxims (Pradika¹ & Rohmanti, 2018).

Maxims of Quantity

It is defined as when the speaker has a conversation with another person and gives limited information—not too little or too much. According to Grice (**Grice1975: 45-46**)

- a) Make your contribution as informative as is required (for the current purpose of the exchange).
- b) Do not make your contribution more informative than is required.

Maxims of Quality

It is defined as when the speaker communicates, he or she gives true information and provides it that he or she believes to be true and doesn't give false information.

Maxims of Relevance

According to the maxim of relation, a cooperative speaker should not convey any information that is not relevant in the context.

Maxims of Manner

The maxim of manners is when the conversation is to be as clear, as brief, and as orderly as it can be while speaking, and where one avoids obscurity and ambiguity.

Flouting of Maxims

The floating of maxims means that when a cooperative speaker intentionally doesn't obey the maxim. A flout occurs when a speaker overtly chooses not to observe one or more maxims with the deliberate intention of creating an implicature (Kalina et al., 2015) Moreover (Ulfah & Afrilia, 2018), explains that a speaker who flouts maxims is aware of the cooperative principles and the maxims. In other words, it is not only about the maxims that are tumbledown but that the speaker chooses an indirect way to achieve cooperation in communication (Gustary & Anggraini, 2021).

Theoretical Framework

In this chapter, the movie based on the book by Kate DiCamillo is deeply studied. Some key points that include the theme of the movie, such as the power of hope, faith, imagination, and family relations, explain how the movie focuses on the central characters, their roles, and the magician's elephant, which plays an important role. Other elements like casting, directorial approach, casting, music, and the visual style of the film emphasise and fascinate the audience. It further elaborates the cooperative principle, the four

conversational maxims, and the flouting maxim, covering all types and conversational implicatures (WIDIANINGRUM, 2020).

Material and Methods

The research in this article is based on both quantitative and qualitative methods. The qualitative method means that the writer has to collect and analyse non-numerical data, i.e., text, audio, and video, to understand the concepts (Dewi, 2022). The data was collected in the form of dialogues that were based on the flouting of maxims from "The Magician Elephant" animated movie. This movie was chosen as the data source for this article as it contains a lot of conversation. The researcher wants to find out how the flouting of maxims occurs in the movie. The researcher collects the data by watching the movie, observing, and looking at related articles. This study is based on the descriptive-qualitative method, which means that it explores the characteristics of a phenomenon rather than explaining the basic causes. The researcher has analysed the data in three steps: The first step was to write the flouting sentences of the characters and then explain them in better words so readers could easily understand. The second was to categorise the data into the types of Grice maxims (Nurfarwati, Anisa, & Yugafiati, 2018), i.e., quality, quantity, relationship, and manner, that were predominantly present in "The Magician's Elephant". The third step was to find the total frequency and the total percentage of floating sentences among the characters.

In analysing the data, this article applied the Cooperative Principle Theory which is represented by Paul Grice (1975). Grice (1975:26–30) proposes a Cooperative Principle and four maxims that define how to communicate (Nurul, 2022). He claimed that many people follow these rules for successful communication. Grice's four maxims are: Maxims of quality can be defined as when a speaker communicates with truth and honesty and provides information that he believes to be true. Maxims of quantity are used in conversation in which a person gives limited information—not too much nor too little—to another person. Maxims of relation, a cooperative speaker shouldn't convey any information that is not relevant to the context. Maxims of manner is when the conversation is to be as clear, brief, and orderly as it can be while speaking, where one avoids obscurity and ambiguity (Sinaga & Handayani, 2020).

Results and Discussion

Flouting on Types of Maxims

Flouting Maxim of Quantity

Maxims of quantity are used in a conversation where speakers having a conversation with another person give them limited information, not too much, or neither too less.

Peter: Come on, you know Vilna.

Fisherman: I know. I know. Old bread and small fish.

Here, the fisherman is flouting the maxim of quantity. As usual, Peter came to purchase small fish and old bread from the fisherman's shop, as Vilna told him. But this time, the fisherman shows him a big fish. After seeing that, Peter said, "Come on, you know Vilna. The fisherman does not need to give him more explanation; he should respond to Peter just by saying, "I know. I know." But in this dialogue, the fisherman gave Peter more information by saying that "old bread and small fish" He doesn't need to say that because Peter already knows about Vilna's personality. The fisherman doesn't mean to tell Peter what he thinks about Vilna. He said this in order to draw attention to the fact that Peter had to purchase something new, not what Vilna wants. This dialogue flouts maxims by providing more information.

Peter: How can I find my sister?

Fortune teller: Follow the elephant.

Peter went to purchase his dinner while taking out a coin from his pocket. He dropped it. He went after it with his coin to pick it up. Then he saw a fortune-teller's tent. He went inside. The fortune teller told him to ask one question in exchange for one coin. He agreed. Peter asks her, "How can I find my sister?" Then the fortune teller tells him, "Follow the elephant." Peter was angry because in Baltese, there were no elephants, and the fortune teller gave him too little information. In this dialogue, the fortune teller flouts the maxims of quantity because he provides too little information in his response to Peter's question. Instead of providing a direct and informative answer, he says, "Follow the elephant." This response did not give much information to Peter about where he could find his sister. So, the response of the fortune teller obeys the flouted maxim of quantity.

Vilna Lutz: We have no dinner because of fortune tellers?

Peter: Yes Sir, but she knew so much about me! About you!

Vilna Lutz: How could she know about me? I don't even know about me.

Here, after seeing the fortune teller, Peter went home without dinner. Vilna Lutz was angry with him and asked what he did with the coin he gave him. Peter tells him that he met the fortune teller, and she knows about him and about Vilna. Then Vilna gets suspicious about the fortune teller, wondering how she could know him better than himself. In this dialogue, Peter flouts the maxims of quantity, which say that he is telling more information than he has to say, but he wants Vilna to know that the fortune teller knows about us and about his family.

Leo Matienne: Excuse me? Peter? Typically, we're spared marching during the dinner hour.

Peter: Yes. Sir. I have to do extra because I spent our dinner money on a fortune teller.

Here, Leo Matienne is a neighbour of Peter. Peter was marching to his home. Leo and his wife are eating dinner, and they are getting disturbed by Peter's marching. Then Leo goes to his window and asks Peter why he is marching currently. Peter replied by telling Leo what happened to him that evening. He gave him extra information by telling him about the incident that happened to him. Because if we focus on the question of Leo Matienne, it will be seen that he wanted Peter to tell him everything that happened to Peter. In this dialogue, Peter flouts the maxims of quantity by mentioning what he did with his coin, with which he is going to purchase their dinner.

Peter: Did you say elephant? Where is she?

Stranger: They locked her up. And the Magician too.

When the magician is doing his magic on an old lady in his show, nothing happens, but after a few seconds, the elephant falls from the ceiling, and then this news spreads everywhere. The magician tells Peter that he has to follow the elephant. Peter was going to the market in order to talk with a fortune teller, but he heard someone talking about elephants. In this dialogue, Peter is asking about the elephant, which will lead him to his sister, and the stranger gives him the answer. Peter actually wants to know where the stranger saw the elephant. The stranger answers, flouting the maxims of quantity because she was telling Peter unnecessary information, and she also tells Peter what happened to the magician that Peter doesn't want to know.

Flouting Maxim of Quality

The maxim of quality can be defined as when a speaker communicates, he or she speaks the truth, communicates with honesty, and provides information that he or she believes to be true. Don't give false information.

Peter: What about my family?

Vilna Lutz: Your poor mother, your sister, both of them died.

In this dialogue, Peter asks Vilna about his family. Vilna said to him that they both died, but that was an untruth or lie because, in the past, he had seen them die, but he was also not sure about that. So, he tells Peter that they were dead to confess to him. In this dialogue, the Vilna response flouts the maxims of quality because he was lying to Peter and also because he didn't tell Peter about the story of what really happened to his family.

Peter: We're soldiers. Sir!

Vilna: And what is this?

Peter: The world.

Vilna: And what is this?

Peter: Hard.

Peter was an orphan being raised by an old soldier, Vilna Lutz. Vilna Lutz wants Peter to live like a soldier. He trained Peter like himself. Vilna asks Peter about the place where he lived. And he replied to him according to the answer Vilna wanted. Again, Vilna asked him about what the world means to him. He answered him according to Vilna, who says that the world is hard for him. Peter was not sure about that, but what he learned from Vilna made him answer just like that. Peter doesn't really know much about the world because he doesn't spend time with outsiders. He just spent his life like a soldier that Vilna wants. So, in this dialogue, Peter's response flouted the maxim of quality, which says that he is telling the truth.

Peter: Hey! Hey, do you know what happened to the fortune teller tent that was there?

Fish man: No, tent there yesterday. Mm was a tent once. Maybe it was just laundry.

In this dialogue, Peter went again to the tent, but there was no tent there. Then he asked the fishman, "Do you know what happened to the fortune teller's tent? The fishman tells him that there was no tent yesterday; that was a lie because he was also not sure about the tent. He cleared himself further by saying that maybe there was a tent, but it was just laundry. So, in this dialogue, the fisherman's response obeys the maxims of quality by telling a lie.

King: And an impossible fight is the best kind, right?

Peter: Stands to reason, sir.

In the palace, the king gives Peter three impossible tasks to get an elephant. The first impossible task was a fight. That was horrible to everyone, but after that, King asked Peter, "An impossible fight is the best kind, right?" Peter lied and said it was to complete the tasks and not get embarrassed in front of people. Peter wants to win the elephant because this elephant leads him to his sister. When a king asked Peter about the fight, he couldn't say it

was a bad idea or anything just because he wanted the elephant very badly in order to reach his sister, whom he lost in his childhood. In this dialogue, Peter's response flouts the maxims of quantity by telling a lie.

Peter: I beat De Smedt, and I believe I will fly!

Vilna: And I believe you will be crushed flat, dead. Dead like your sister!

Here Peter wins the first impossible task that was given to him by the king. The king gives him a second task: to fly. Peter accepts the task because he wants to win the elephant in order to reach his sister. Peter was sitting at a table in his house when Vilna argued with him that he couldn't fly. Peter said that he beat De Smedt; that was also impossible, but he made that possible so that he also believed that he could fly. In this dialogue, Peter's response flouted the maxims of quality, which says that Peter was also not sure that he could win but believed that anything was possible.

Flouting Maxim of Relation

According to the maxim of relation, a cooperative speaker should not convey any information that is not relevant in the context, as it leads to its flouting.

Fortune teller: Your guardian Vilna Lutz will be angry if you return without dinner.

Peter: Where'd you come from? How do you know that?

Here is the conversation going on between the fortune teller and Peter. When Peter went into that tent and saw the fortune teller, he was shocked, and again he was shocked when he heard the fortune teller say, "Your guardian Vilna Lutz will be angry if you return without dinner". Peter was shocked at how she could know all this about him because he had met her for the first time. He was curious about knowing who she was. How does she know about Vilna? So here Peter flouts the conversation because here Peter reverses the conversation.

Leo Matienne: If a boy throws a rock through a window, can you blame the rock?

Adviser 1: We're speaking of elephants.

Here, at the mansion, people come to the countess to ask about what she is going to do with the elephant. But advisers are giving their opinion about the elephant, saying they must kill her and send it away from Baltese. Then Leo Matienne appears, and after listening to the adviser's advice, he says, "If a boy throws a rock through a window, can you blame the rock?" Then one of the advisers gives an irrelevant answer that is the opposite of Leo Matienne's question. So here, the adviser flouts the question by giving an irrelevant answer that does not match the question.

De Smedt: Do you believe a person can change?

Peter: I just beat you in battle, Sergeant. I think anything is possible.

Here, Peter and De Smedt are in conversation about who loses in a battle with Peter. The king asked Peter to do three impossible things; one of them was to fight with a soldier. Peter wasn't good at fighting, but still, he somehow won the fight. After the fight, the soldier asked Peter a question: "Do you believe a person can change?". Peter replied, "I just beat you in battle, Sergeant. I think anything is possible." He gave an answer in a disorganised manner; first he gave an example, and then he said anything is possible. So here, Peter flouts the conversation because he gave an inappropriate answer.

Sister: Are you well?

Adele: I dreamt of an elephant sister.

Here is the conversation going on between Sister and Adele. When Adele wakes up and comes down to her sister, she asks Adele a simple question: "Are you well " and she starts telling about her dream instead of saying " I'm fine". So, Adele flouts the maxim of relation in this conversation by not giving a simple answer to the simple question.

Fishman: Peter, what are you doing?

Peter: Take this as a payment.

Here, when Peter was fighting with De Smedt, he came to the fishman and asked for the biggest fish, and when he asked what you were doing instead of answering, he said, "Take this as payment" and went because he was hiding from De Smedt. So here Peter flouts the maxim of relation in this conversation because he gives an unexpected response to the question, to which he has answered according to the situation.

Flouting Maxim of Manner

The maxim of Manner is when the conversation is to be as clear, as brief, and as orderly as it can be while speaking, and where one avoids obscurity and ambiguity.

Leo Matienne: Peter, what about your sister?

Peter: The elephant might have a sister too. Why is mine more important?

In this scene, Peter had a dream while sleeping that the elephant was missing his family, so he wanted to send the elephant back to his family. When Peter asked the king to send the elephant to his home, Mr. Leo asked Peter, "What about your sister?" Peter answered in a polite manner, instead of answering simply. He also thought about the elephant's family, not only about his sister. So here Peter flouts the maxim of manners, as he gave an answer by thinking from two perspectives, and it is not a simple answer.

Peter: I beat De Smedt, and I believe I will fly!

Vilna: And I believe you will be crushed flat, dead. Dead like you sister!

Peter: Watch me!

Here is the argument going on between Vilna and Peter about his challenges. When Peter was given a challenge by the king to fly high, Vilna said to him, " And I believe you will be crushed flat, dead. Dead like your sister! " Vilna is challenging Peter to fly. It is confusing how a kid can fly, but as usual, he did fly because he likes to do impossible things. There are arguments and challenging tones in this conversation. Peter is an ambitious kid who likes to do impossible things. So here, Vilna and Peter's conversation flouts the maxim of manners.

Peter: Where'd you come from? How do you know that?

Fortune teller: But you must ask yourself? one day without food or rest of your life without knowing?

This conversation started when Peter went into the tent because his coin dropped and he went after it. There, Peter met a fortune teller who already knew about Peter. Peter got shocked and asked her "Where do you come from and How do you know all this". The

fortune teller doesn't answer the question, although she told Peter to ask it himself. So here the fortune teller is flouting the maxim of manner because she didn't give a simple and clear answer.

Stranger: Who did? and what?

Peter: The elephant has come.

When Peter went out to buy the fish, he heard someone talking about the elephant. He went to them and asked, "Did you say elephant?" They told him that elephant is kept in a cage. Then Peter says, I knew that elephant would come. A stranger asks, "Who did? and what?" Peter doesn't pay attention to the question, as he was so excited to know, where is the elephant kept? So here Peter flouts the maxim of manner because he doesn't answer strangers' questions but gets excited about the elephant.

Magician: I just intended a bouquet of lilies.

Madam Lavaughn: Just admit you crushed my legs with your tricks.

There was a scene where a magician did a magic trick on an old lady. He wasn't an expert magician, so his magic trick got the opposite result: an elephant came from the ceiling instead of a bouquet of lilies. The old lady's legs were broken because the elephant fell on them, and because of that, the magician was locked in prison. When the old lady went to scold him in prison, he tried to explain to her that "I just intended a bouquet of lilies", but she replied, "Just admit you crushed my legs with your tricks.". Madam Lavaughn's response flouts the maxim of manners because she didn't answer in a simple way; rather, she answered without listening to his excuses and attacked back.

Table 1
The flouting maxims by the characters in movie "The Magician's Elephant"

Characters	Flouting Maxims Quantity	Flouting Maxims Quality	Flouting Maxims Relevance	Flouting Maxims Manner	The total amount of flouted sentences
Peter	5	5	3	4	17
King	-	1	-	-	1
Vilna Lutz	1	3	-	1	5
Fisher man	1	1	1	-	3
Leo Matienne	1	-	1	1	3
Adele	-	-	1	-	1
Sister	-	-	1	-	1
De Smedt	-	-	1	-	1
Fortune Teller	1	-	1	1	3
Stranger	1	-	-	1	2
Adviser	-	-	1	-	1
Madam	-	-	-	1	1
Lavaghn					
Total	10	10	10	9	39

The writer found 39 sentences that are flouted by the characters of "The Magician's Elephant" animated movie. To find the total percentage of flouted maxims in the movie, the writer uses Multihajz's formula, in Selvia (2014) as follow:

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

P= Percentage

F=Frequency

N=Number of Maxims

The summary of the maxims flouting in The Magician's Elephant movie is displayed in the table below:

Table 2
Percentage of Flouted Maxims

Maxims flouted	Frequency	Percentage
Quantity	10	25%
Quality	10	25%
Relevance	10	25%
Manner	9	23%
Total	39	98%

Discussion

In addition, maxims of quantity and quality are the most flouted sentences in this animated movie. The main character "Peter" in the movie flouted both maxims of quantity and quality 10 times. In the sentences of quantity, Peter talked too much, never gave proper answers to the person when he was talking, and sometimes gave useful information. He was always curious about her sister and wanted to find her. The reason behind Peter's flouting of these maxims can be attributed to his desperation to find his sister and the lack of information that the fortune teller gave him. Sometimes Peter's desire to find his sister made him careless with the words he used when communicating with others. In addition, Peter flouted 10 quality maxims. While he was communicating, he told people what he wanted; he told the truth, and he was straightforward. Also, he became emotional about her sister during the conversation.

The second-most flouted character was Vilna Lutz in the movie. He flouted the maxims of quantity three times, quality once, and manner once. He knows that Peter is telling the truth about her sister. But he is also confused. So sometimes, when he saw Peter wanting to find reality, he flouted the maxims of quality by telling a lie about her sister and making Peter believe his sister was dead. He also flouted other sentences by not providing the right answer to Peter and arguing with him.

Moreover, the writer found the total frequency and percentage of the flouted sentences in the animated movie. The total frequency of flouted sentences of maxims was 39. The total percentage was 98%. The frequency of flouted sentences in both maxims of quantity and quality was 10%, 10% in maxims of relevance, and 9% in maxims of manner. The total percentage of this research finding was 98%.

Conclusion

According to the research above, it concludes that the four maxims introduced by Grice, taking into account the maxims of quantity, quality, relation, and manner, are flouted by the characters from the animated movie. There are five data conversations that are being analysed by the researcher based on the maxim of quantity, maxim of quality, maxim of

relation, and maxim of manner. Table 1 shows the characters who most fluently violated the maxims, and then their frequency is calculated, which is shown in Table 2.

The reasons behind these flouting maxims are that the main character, Peter, was curious to know about his sister, whereas Vilna was hiding the death of his sister. Peter, being raised by Vilna, was intrigued to know about his sister, whether she was alive or not. So, he was flouting the maxim of quality and quantity both as he was excited to know that he would get to know about his sister through an elephant. The reasons for other characters are different; for instance, Vilna wanted Peter to join the army, so he flouted the maxim of quality many times. Similarly, the fortune teller flouted three maxims, i.e., the maxims of quantity, relevance, and manner, where she was giving less information about Peter's questions and was not relevant to his questions.

Finally, it is concluded from this research that flouting these maxims, the intended meaning gets changed, and the perception of the listener also changes. So, we should try to follow these maxims whenever we are in a conversation to avoid flouting them to convey the intended meaning.

Recommendations

We all have different kinds of conversations in our daily lives; we all have different meanings, tones, and senses for our conversations. So, we have to follow the rules of certain maxims that were introduced by H.P. Grice in our lives. If we do not follow the rules of these maxims, then it will change the intended meaning of the conversation, which will not be accurate and will not be delivered in an exact sense.

- One should provide information, i.e., wanted and needed, in the context.
- One should provide true information or information related to the topic.
- One should give information that is clear to the listeners.
- One should give information that is balanced and relevant to the conversation.

This research is based on content analysis of the movie "The Magician's Elephant" which is based on the themes of faith, hope, love, family connections, and the power of imagination. The researchers have analysed the meaning of the story, saying that nothing is impossible in this world if you have complete faith to achieve your aims. Faith and hope are integral themes of this story, which suggests that, to accomplish our goals in life, we should have strong belief and hope. This study will also be helpful for new researchers, as they can do research on any new literature on the same theme.

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