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**AN ANALYSIS OF
MAXIM INFRINGEMENTS IN THE FILM
“*THE GODFATHER*”**

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Chapter One

INTRODUCTION

1.1. RATIONALE

Communication is an essential part of our daily lives and it can be seen as the main point of interaction among human being and others. People can understand and have relationships to the society via communication. In other words, interaction and communication are crucial points in human life because humans are social beings who need to interact and communicate with each other. Dealing with communication, language plays an important role in delivering or informing messages to speakers and listeners. Language is a kind of communication devices that people use to express their feelings, ideas, and opinions, even interacts with others. Thanks to language, people can exchange information, knowledge, belief, opinions, threats, wishes and etc. According to Macmillan dictionary, language is the method of human communication using spoken or written words. It can be understood that communication, language and interaction are related to each other. That's why communication and interaction need language.

Regarding the importance of communication in our daily life, we usually have conversation. Ideally in communication, we as speakers try to produce meaningful and productive utterances to further our conversations. It then follows that as listeners; we assume that our conversational patterns are doing the same. According to

Paul Grice with the book “studies in the way of words”, the English language philosopher argues that speakers intend to be cooperative when they talk. For Grice, “cooperative” means that the speaker knows that each utterance is a potential interference in the personal rights, autonomy and wishes of the other. That is why we have to shape our utterances in a certain way. Grice formulated the principle of cooperation that underlies conversation:

“Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged” (Grice 1975:45).

Grice’s cooperative principle is a set of norms that are expected in conversations. It consists of four maxims: The maxim of quantity, quality, relation and manner. We have to follow in order to be cooperative and understood. Therefore, in the conversation or talk, we need to be effective and efficient in using language. For instance: the speaker asks “what time is it now?” and then the partner should answer “8 o’clock”. That’s what we call as cooperative principle.

In fact, in our daily conversation, people cannot fulfill those maxims and they unconsciously seem to disobey or infringe them. Infringement is a condition where the speakers do not purposefully follow certain maxims. In real life situation, people infringe the maxims for different reasons such as hiding the truth, saving face, cheering the hearer, and building someone’s belief. Grice (1975) claims that infringement can also take place when speakers

intentionally refrain to apply certain maxims in their conversation to cause misunderstanding on their participants' part or to achieve some other purposes. Grice considers four ways in which a speaker may fail to observe a maxim. First, a maxim may be violated, as for example: when one deliberately sets out to mislead (in violation of the first maxim of Quality), to confuse or to bore (violation of various Manner maxims). Second, one may simply opt out of the Cooperative Principle. Thirdly, one may be faced by a clash, for example: if it was impossible to fulfil the informative maxim without infringing the evidentiary one. The last and most important category of non-observance of the maxims is maxim-flouting. This is where the speaker exploits an obvious infringement of one of the maxims in order to generate an implicature (Riemer 2010: 120). For example: Mother: "Did you study all day long?", then her son who has been playing all day replies: "the chocolate cake you made is so delicious". In this exchange, the boy avoids answering his mom's question by mentioning her chocolate cake. He violates the maxim of relation. He wants to avoid unpleasant consequences such as: punishment or to be forced to study for the rest of the day. As we can see, when the speakers do maxim violations, the conversation between the speakers and the hearers can be unsuccessful since they will misunderstand each other. Speakers who violate a maxim cause the hearer not to know the truth and only understand the surface meaning of the speaker's words. To achieve the communication goals, it's a must for interlocutors to understand and realize the

maxim violations which can help figure out the conversational implicature related.

As human beings, we cannot avoid communicating with other people in daily life. Communication is important in maintaining and establishing good relationship with others. In communication, people usually produce many kinds of conversation which could end with resolution consensus and misunderstanding argument. The same cases also created or directed in movies. Therefore, in this research, the researcher will analyze conversations especially in movie, which is created or directed to walk the scheme planned by its director. Movies also have the relationship with language as a tool of communication.

The film chosen is The Godfather. It is a 1972 American crime film directed by Francis Ford Coppola and produced by Albert S. Ruddy from a screenplay by Mario Puzo and Coppola. Based on Puzo's 1969 novel of the same name, the film stars Marlon Brando and Al Pacino as the leaders of a powerful New York crime family. The Godfather is widely regarded as one of the greatest films in world cinema and as one of the most influential, especially in the gangster genre. It won three Oscars in 1972: for Best Picture, for Best Actor (Brando) and in the category Best Adapted Screenplay for Puzo and Coppola. Its nominations in seven other categories included Pacino, James Caan and Robert Duvall for Best Supporting Actor and Coppola for Best Director. There are a lot of scenes with

characters' complicated dialogues produced, so it's one of the best options for being chosen as the main data for the research.

Concerning all the reasons above, the researcher decided to carry a study named "**AN ANALYSIS OF MAXIM INFRINGEMENTS IN THE FILM “THE GODFATHER”**". Hopefully, it will help to improve the understanding of maxim violations used for particular purposes and enable people to see what is behind one's utterances and the findings of this research can make a minor contribution to English teaching and learning in Vietnam.

1.2. AIMS AND OBJECTIVES

1.2.1. Aims

This study is aimed at identifying and comprehending the maxim infringements in conversations of the film "The Godfather" to lay the foundation for understanding the conversational implicature made by characters' utterances in the film. Besides, the findings of the study can provide teachers and learners of English with some helpful information about how to achieve the most efficient goal in communication.

1.2.2. Objectives

In order to achieve the aims of the study, the researcher attempts to reach the following objectives:

- To identify and describe which maxim is infringed in the dialogues of the characters in the film.

- To classify the maxim infringements according to its speakers ‘purposes.
- To suggest some implications for teachers and learners of English linguistics.

1.3. RESEARCH QUESTIONS

The study is carried out in order to seek the answers to the following questions:

1. Which Grice’s maxims are violated in *The Godfather* movie script?
2. What types of speech acts are frequently used in dialogues with the maxim violations in *The Godfather* movie script?
3. What are the reasons why the characters in the movie violate the maxims?

1.4. SCOPE OF THE STUDY

This study is based on pragmatics areas in which the researcher focuses only on the conversations spoken by all characters in the movie “The Godfather (1972)”. More specifically, the researcher used Conversational maxim theory proposed by Grice (1975) to analyze how the interlocutor in the film infringes the maxims. This study concentrates on the character’s utterances containing maxim infringements. This research analyzes the data by using the theory of Gricean maxims.

1.5. SIGNIFICANCE OF THE STUDY

The findings of this study were supposed to theoretically and practically give great contributions. In terms of theory, this study is expected to be a great tool in pragmatics studies. In addition, the study on maxim violations in The Godfather is definitely significant to enrich our understanding in discourse analysis field, precisely in studying the rules of having a smooth communication verbally or nonverbally. With regard to practice, this study can help linguistics researchers, movie critics to examine a certain linguistic phenomena of using maxim violations in movies and its purposes. Thus, the researcher also hopes to reveal the new data and aims of identifying maxim violations in particular situations. Finally, this study is also expected to give a significant contribution for those who are interested in studying the similar research field.

1.6. ORGANIZATION OF THE STUDY

The study consists of five chapters as follows:

Chapter One: Introduction

Chapter Two: Literature and Theoretical Background

Chapter Three: Research Methodology

Chapter Four: Findings and Discussion

Chapter Five: Conclusions and Implications

This chapter gives out the conclusions of the study, implications for teaching and learning English, limitations of the thesis and suggestions for further researches.

Chapter Two

LITERATURE REVIEW AND THEORETICAL BACKGROUND

2.1. PREVIOUS RESEARCHES RELATED TO THE STUDY

Herbert Paul Grice was a British philosopher of language. Grice's most influential contribution to philosophy and linguistics is his theory of implicature. According to Grice, what a speaker means by an utterance can be divided into what the speaker "says" and what the speaker thereby "implicates". To conversationally implicate something in speaking, according to Grice, is to mean something that goes beyond what one says in such a way that it must be inferred from non-linguistic features of a conversational situation together with general principles of communication and cooperation. The general principles Grice proposed are what he called the Cooperative principle and the Maxims of Conversation. According to Grice, the cooperative principle "Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged." is a norm governing all cooperative interactions among humans. Grice distinguished four general maxims (The maxim of quality, quantity, relation and manner) which he claimed that speakers mainly observe, and expect others to observe in conversation.

According to Riemer (2010), these maxims are frequently not observed, however. Grice considers four ways in which a speaker

may infringe a maxim. First, a maxim may be violated, as for example when one deliberately sets out to mislead (in violation of the first maxim of Quality), to confuse or to bore (violation of various Manner maxims). Second, one may simply opt out of the Cooperative Principle, for example by saying ‘I can’t say more, my lips are sealed’, in order to avoid divulging a secret. Thirdly, one may be faced by a clash, for example: if it was impossible to fulfil the normativity maxim without infringing the evidentiary. The last, and most important category of non-observance of the maxims is maxim-flouting. This is where the speaker exploits an obvious infringement of the maxims in order to generate an implicature.

So far, there have been some researches on infringing maxims. Most of them analyzed about the maxim clash or maxim violation that occurred in a conversation. For example, The MA thesis entitled “Maxim Violation in Real Steel Movie” by Risma Ardiansyah Nugraha (2013) describes the violations of Gricean Maxims in communication of characters in Real Steel Movie. Viki Indra Wijaksana (2016) with the thesis named “The Violation Maxims Used In Television Program” identifies the maxim violations done by the guests of ESPN FC and the repair strategies used by the host to overcome the guests’ answers that indicate violating the maxims. Besides, in the thesis titled “A Study of Hedging and Flouting of Conversational Maxims in the Movie of John Tucker Must Die”, Akhmad Napis (2008) focuses on analyzing flouting and hedging

maxims of conversational maxims spoken by the characters in the movie of John Tucker Must Die.

Despite a large number of studies dealing with the maxim non-observance, up to now, there has hardly been any study investigating four ways in which a speaker may infringe a maxim. This is also one of the main reasons why I chose to conduct the thesis named “**AN ANALYSIS OF MAXIM VIOLATION IN “THE GODFATHER”MOVIE SCRIPT”**

2.2. THEORETICAL BACKGROUND

2.2.1. Pragmatics

2.2.2. Conversational implicature

2.2.2.1. Maxim of quantity:

2.2.2.2. Maxim of quality

2.2.2.3. Maxim of relation

2.2.2.4. Maxim of manner

2.2.2.5. Maxim infringements

2.2.2.6. Violating maxims

2.2.2.7. Opting out maxim

2.2.2.8. Maxim flouting

2.2.2.9. Maxim clashing

2.2.3. Speech acts and components of speech acts

2.2.3.1. Speech acts

2.2.3.2. Components of speech acts**2.2.3.3. Classification of Speech acts****2.2.4. Reasons of violating the maxims****2.2.4.1. Saving face****2.2.4.2. Being polite****2.2.4.3. Misleading the counterparts****2.2.4.4. Protracting the Answer****2.2.4.5. Avoiding discussion****2.2.4.6. Pleasing the interlocutors****2.2.5. Introduction of *The Godfather*****2.3. CHAPTER SUMMARY**

In brief, Chapter Two reviews previous studies as well as presents the theoretical background including the important concepts of “implicature”, “cooperative principles”, “maxims”, “maxim violations”. Some viewpoints of well-known linguists such as Grice (1975), Leech (1983), Riemer (2010), and Yule (1996) etc. are chosen as an orientation for the analysis of the study. In addition, an overview of *The Godfather* (1972) is also presented in this chapter.

Chapter Three

RESEARCH METHODOLOGY

In this chapter, the researcher gives a description about the research methodology. This chapter is divided into some parts, namely the research method, research setting, research subjects, instruments, data gathering technique, and data analysis technique.

3.1. RESEARCH METHOD

In conducting this research, the researcher applied descriptive qualitative research. Ary, Jacob, and Razavieh (2010) state that descriptive qualitative research is designed to obtain information concerning the current status of phenomena. The phenomena in this research were the utterances exchanged between the interactants in *The Godfather* movie. Moreover, the understanding of phenomena was discovered by using the qualitative method. Frankel and Wallen (2009) explain that qualitative research approach deals with actual words or actions of the people for a media to gain data by the researcher (p. 423). This means that qualitative research allows the researcher to have a profound and systematic description of language phenomena by analyzing the cases found in printed documents, films, TV programs, art music, videotapes, and transcripts of conversation (Frankel and Wallen, 2009, p. 423). Therefore, the method assisted the researcher to answer the two research questions by providing a narrative description of the responses to the speakers' utterances. Thus, the researcher descriptively presented the violations of Grice's maxims and the

reasons for the violations made by the characters in *The Godfather* movie. The method helped the researcher to identify which maxims were violated and for what reasons the maxims were violated by the characters in *The Godfather* movie.

Among the types of qualitative research technique, this research belonged to discourse analysis, which is used to analyze language above, beyond a mere accumulation of sounds, morphemes, words, clause, and sentence (Norman, 2003). Specially, this method focuses on a power, domination and construction, and reproduction of power in texts and conversation, language in social contexts, and interactions (Cohen, Manion, and Morrison, 2011). The concern about this research was elaboration of the use language, the language users, and the meaning of the utterances. Thus, the nature of this research was pragmatic analysis. Based on the nature of this research, the researcher elaborated the utterances used in the conversation between the characters as the language users in *The Godfather* movie and analyzed the meaning in its contexts. The basic aim of this research was to systematically describe data as phenomena in the form of utterances in the dialogue between characters in *The Godfather* movie.

3.2. RESEARCH DESIGN

The study was based on the combination of both qualitative and quantitative approaches.

3.3. RESEARCH DESIGN

The subject of this research was *The Godfather* movie directed by Francis Ford Coppola and produced by Albert S. Ruddy, based on Mario Puzo's best-selling novel of the same name in 1972. The researcher used the movie script as the subject in this research since it focused on the conversations done by the characters of *The Godfather* movie which could represent people's daily life conversations.

3.4. SAMPLES

The samples of this study were collected from *The Godfather* movie script. The researcher investigated all the conversations in the script and filtered 61 dialogues with single and multiple maxim violations as samples for the study.

3.5. INSTRUMENTS OF DATA COLLECTION

To conduct this thesis, the researcher watched the film, then downloaded the script of the film “*The Godfather*” and analyzed conversations included.

3.6. DATA ANALYSIS

After having watched the film and downloaded the script of “The Godfather”, the researcher thoroughly examined the conversations in terms of identifying quantity, quality, manner and relevance maxim violations in the dialogues included.

The results of each category were displayed in the tables. From that, the frequency of each category was determined and the results were discussed and evaluated.

3.7. RESEARCH PROCEDURE

The steps for the research procedures are as follows:

- ✓ **Collecting data**
- ✓ **Analyzing the script**
- ✓ **Identifying the characters' utterances according to Grice's maxims**
- ✓ **Identifying the frequently used speech acts in dialogues with the maxim violations**
- ✓ **Identifying the characters' reasons for violating the maxims**
- ✓ **Data verification**
- ✓ **Writing up the report**

3.8. RELIABILITY AND VALIDITY

3.9. CHAPTER SUMMARY

Chapter Four

RESEARCH FINDINGS AND DISCUSSION

This chapter consists of two parts, namely research results and discussion. The primary sections discuss the types of Grice's maxim violation in *The Godfather* movie script, the frequently used speech acts in dialogues with maxim violations and the other section discusses the reasons of the violations.

4.1. VIOLATION OF GRICE'S MAXIMS IN THE GODFATHER MOVIE SCRIPT

The researcher used Grice's theory of Cooperative Principle to answer the first question and found out that when responding to their counterparts, all of the characters tended to intentionally violate the maxims in two types, namely single maxim violation and multiple maxim violation. According to Khosravizadeh & Sadehvandi (2011), a single maxim violation occurs when speakers violate only one maxim, while mutiple maxim violation takes place when speakers violate more than one maxim simultaneously (p.123). Therefore, the researcher divided this part into two sections, namely violation of a single maxim and violation of multiple maxims.

4.1.1. Single maxim violations

In this section, an analysis of Grice's maxim violation types was carried out. To categorize the types of maxim violations, the researcher presents Table 4.1 to show the maxims that were being violated once by the characters in 61 dialogues. Each dialogues

contains one violation. The table also shows the figure of the violation.

Table 4.1 shows all of the Maxims were individually violated by the 8 main characters in the movie. The types of the maxims which were violated by the characters were Maxim of quantity, quality, relevance and manner. The maxim of quantity was violated 21 times. Maxim of quality was violated 11 times. Maxim of manner was violated 9 times. Maxim of relevance was violated 20 times. The characters who involved in the dialogues were Don Corleone, Bonassera, Michael, Sonny, Kay, Carlo, Connie, and Tom.

4.1.1.1. Violation of quantity maxim in the godfather movie

4.1.1.2. Violation of quality maxim in the godfather movie:

4.1.1.3. Violation of relevance maxim in the godfather movie:

4.1.1.4. Violation of manner maxim in the godfather movie:

4.1.2. Multiple maxim violations

There are some multiple maxim violations in *The Godfather* movie script. The characters simultaneously violated two maxims.

Table 4.2 shows multiple maxim violations. The multiple maxims violated were Quantity and Relevance, Quality and Quantity, Relevance and Manner, Quantity and Manner. The violation occurred in 11 dialogues respectively. The characters violating 2 maxims in the dialogues are Don Corleone, Sonny, Michael, Tom, Connie and Bonassera.

- 4.1.2.1. Violation of quantity and relevance maxim in the godfather movie script:**
- 4.1.2.2. Violation of quantity and quality maxim in the godfather movie script:**
- 4.1.2.3. Violation of relevance and manner maxim in the godfather movie script:**
- 4.1.2.4. Violation of quantity and manner maxim in the godfather movie script:**

4.2. TYPES OF SPEECH ACTS FREQUENTLY USED IN DIALOGUES WITH THE MAXIM VIOLATIONS IN THE GODFATHER MOVIE SCRIPT

Speech act is an action which is performed via utterances (Yule, 1996). Speech acts can be classified into five categories as Searle in Levinson (1983: 240) states that the classifications are representatives, directives, declaratives, expressives and commissives.

Table 4.2 shows types of speech acts frequently used in dialogues with the maxim violations in *The Godfather* movie script. Basing on the table below, it is found that the most frequently used speech act type is representatives (in 37 dialogues). Directive speech acts are used in 19 dialogues after representatives. Then, commissives appear in 3 dialogues. Additionally, expressives and declaratives are not used in dialogues.

- 4.2.1. Representatives:**
- 4.2.2. Directives**
- 4.2.3. Commissives**

4.3. REASONS OF VIOLATING GRICE'S MAXIMS

Based on the findings of the third research question, it was found that there were seven reasons why *The Godfather's* characters violated Grice's maxims namely, saving face, protracting answer, avoiding the discussion, pleasing the interlocutors, being polite, communicating self-interest, and misleading the counterparts. Therefore, in order to answer the third research question, the researcher employed five theories, namely, saving face by Goffman (2008), being polite by Leech (1983), and Brown and Levinson (1987), protracting the answer, pleasing the interlocutors, avoiding the discussion, and misleading the counterparts by Khosravizadeh and Sadehvandi (2011), and communicating self-interest by Doneris (2005). Each theories provided the reasons for the characters of *The Godfather* violated Grice's maxims.

Table 4.6 showed the reasons for violating maxims which were done by the characters of *The Godfather* movie. Some common reasons for violating the Grice's maxim are avoiding discussion (13 dialogues), misleading counterparts (12 dialogues), and protracting the answer (12 dialogues). There are 4 other dialogues that the characters in the movie violated maxims for pleasing the interlocutors. There are also 2 dialogues with maxim violations used to save face and 3 dialogues used to obey the politeness principles.

4.3.1. Protracting the answer

4.3.2. Avoiding discussion

4.3.3. Misleading the counterparts

4.3.4. Pleasing the interlocutors

4.3.5. Being polite**4.3.6. Saving face****4.4. CHAPTER SUMMARY**

Chapter Five

CONCLUSIONS AND IMPLICATIONS

This part consists of conclusions, implications, suggestions, and limitations of the study. Conclusion deals with the summary of the research. Implications deal with the involvement of the research education. In the suggestion part, the researcher proposes some points for the English learners. The suggestions are also addressed to future researchers. They may use the research as a reference when conducting research in the same field. The last part of this chapter deals with the limitations of the study, which refers to the shortcomings of the research.

5.1. CONCLUSIONS

The thesis “An Analysis of Maxim Violation In “*The Godfather*” Movie Script” was carried out on the purpose of answering three research questions mentioned in chapter 1. The first question aimed to find out what types of maxim violations were found in the movie script. The second one was devoted to figure out what types of speech acts were frequently used in dialogues with the maxim violations, which relates to the last research question about reasons for maxim violations in *The Godfather* movie script.

As far as types of maxim violations are concerned, there are aspects investigated: single maxim violation and multiple maxim violation. There were 61 dialogues which contains one maxim violation in the *Godfather* movie script. The maxims which were violated by the characters were Maxim of quantity, quality, relevance and manner. The maxim of quantity was violated 21 times. Maxim of quality was violated 11 times. Maxim of manner was violated 9 times. Maxim of relevance was violated 20 times. The characters who involved in the dialogues were Don Corleone, Bonassera, Michael, Sonny, Kay, Carlo, Connie, and Tom. There are some multiple maxim violations in *The Godfather* movie script. The characters simultaneously violated two maxims. There were also 11 dialogues that the characters violated 2 maxims, namely multiple maxim violation. The multiple maxims violated were Quantity and Relevance, Quality and Quantity, Relevance and Manner, Quantity and Manner. The characters violating 2 maxims in the dialogues are Don Corleone, Sonny, Michael, Tom, Connie and Bonassera.

In term of types of speech acts frequently used in dialogues with the maxim violations in *The Godfather* movie script, the researcher found that the most frequently used speech act type was representives (in 37 dialogues). Directive speech acts were used in 19 dialogues after representives. Then, commissives appeared in 3 dialogues. Additionally, expressives and directives were not used in dialogues.

Finally, it was found that there were six reasons for the maxim violation in The Godfather movie script, namely saving face, protracting answer, avoiding the discussion, pleasing the interlocutors, being polite and misleading the counterparts. Some common reasons for violating the Grice's maxim are avoiding discussion (13 dialogues), misleading counterparts (12 dialogues), and protracting the answer (12 dialogues). There are 4 other dialogues that the characters in the movie violated maxims for pleasing the interlocutors. There are also 2 dialogues with maxim violations used to save face and 3 dialogues used to obey the politeness principles.

In conclusion, in order to achieve certain reasons, especially to protract the answer, to avoid discussion or mislead counterparts, the characters in *The Godfather* movie script mostly violated the quantity and relevance maxim. In most dialogues with quantity and relevance maxim violations, they frequently used the representative speech acts to provide necessary information or to perform a responsive and directives with the aim of questioning and commanding.

5.2. IMPLICATIONS

Grice's Cooperative Principle with four conversational maxims is unfamiliar to language users, including English learners. Nonetheless, the English learners always get involved in the dialogue or conversation all the time. Based on the viewpoint of the four maxims, the English learners tend to break the rules constantly in

order to achieve their certain reasons. According to teaching and learning context, Grice's maxims should be considered as an alternative medium of source for the English learners to develop a meaningful and productive conversation in the classroom.

In the classroom, teachers may take Grice's Cooperative Principle with the four conversational maxims as a useful subject to teach students. By doing so, the teachers have a good opportunity to teach the students to construct a good relation or a productive and meaningful conversation by providing sufficient , honest, relevant, and clear information. This research helps the readers to find useful information related to violations of Grice's maxims in daily conversations. After reading this research, the English learners will know profoundly about four of Grice's maxims, which maxims are violated, how and why the maxims are violated. By having profound knowledge of Grice's maxim violations, they will be aware of their utterances in the conversation, especially when responding to their interlocutors.

5.3. LIMITATIONS OF THE STUDY

In English language, pragmatics is generally a vast field to be explored. This thesis is only limited to certain features in terms of Grice's maxim violation, speech acts, Leech's politeness theory, Cooperative principles. Due to the limited linguistic knowledge of the researcher, the reference materials and the shortage of time, the shortcomings of the research are unavoidable. The study has not

reached the expected depth and the results are not as satisfactory as they should have been.

5.4. SUGGESTIONS FOR FUTURE RESEARCH

According to the result of the research, there are some suggestions for the next researchers who are interested in doing similar research. This research will give contribution to comprehend the violation of cooperative principles. Hopefully, the research gives inspiration and guidance for the further researchers to be more careful in doing research, so that, the result is better than this. For the next researchers, the thesis “An Analysis of Maxim Violation In *The Godfather*” Movie Script” can be a good reference if they want to look for the examples of the maxim violation. The violation of cooperative maxims does not always become a bad thing in communication. On the contrary, it may be applied in daily life to make teaching method more interesting for the teacher or lecturer and of course, it may be researched again in depth in order to enrich the knowledge about conversational implicature based on pragmatic approach.