

Analysis of Politeness Strategy and Maxim Violation in “Scream” Movie

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Abstract: *This research was conducted to describe the type of politeness strategy and maxim violation employed by the characters of a well known horror movie, scream 1996. Using descriptive qualitative method, the researcher analyzed the type of the politeness strategy and maxim violation and also the number of the occurrence. The data was taken from the script of the movie that was analyzed based on the theory. To analyze the maxim violation, the researcher used the theory of Grice (1975) and to analyze the type of politeness strategy, the theory from by Brown and Levinson (1978) was used. The result showed that Negative Politeness Strategy is the most strategy employed by the characters of the movie and Maxim of Relevance was the most violated maxim during the movie.*

Keywords: *politeness strategies, cooperative principles, maxim violation*

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Communication happens every time among people. We speak anytime we want to share and express our ideas or feeling. In communicating, we exchange meanings and intention. Every human being has the ability of interpersonal rhetoric, the effective use of language in its most general sense which applies primarily to the daily conversation, and only secondarily to more prepared and public uses of language which consists of following a set of principles (Watts 2003). In a conversation a speaker and a hearer are supposed to respond to each other in their turn with the needed information that benefits both of them. By giving the required information, we can understand each other's utterances. According to Grice (1975:45) cooperative principle which consists of four maxims (maxim of quantity, maxim of quality, maxim of relation and maxim of manner) are the suggested principles for the speaker and the hearer to show their cooperation by giving appropriate contributions in their conversation.

The Cooperative principle provides rules for conversation. It controls the participants in doing conversation so their conversation works in cooperative and polite ways. Those maxims deal with their certain part of the rules in this co-operative principle. In conclusion, by following the cooperative principle the conversation can work reasonably. Another way to establish a meaningful conversation in society is by applying politeness. Behaving politely does not merely depend on how good a member in a society is, but also how to behave politely in daily conversation. Polite language is an important part of communication. It may be defined in a number of ways and also be dependent on a variety of factors, including age, social distance between the speaker and the hearer, how well they know each other and the context of situation. Politeness theory is the theory that accounts for the redressing of the affronts to face posed by face-threatening acts to addressees. First formulated in 1978 by Brown and Levinson, politeness theory has since expanded academia's perception of politeness. According to Mills (2003:6), "Politeness is the expression of the speakers' intention to mitigate face threats carried by certain face threatening acts toward another. Another definition is "a battery of social skills whose goal is to ensure everyone feels affirmed in a social interaction". Being polite, therefore, consists of attempting to save face for another.

This study focuses on analyzing maxim violation employed by the characters in a horror movie entitled scream and also the politeness strategies used in their dialogues. Inspired by the real-life case of the Gainesville Ripper, Scream was influenced by Williamson's passion for horror films, especially Halloween (1978). The script, originally titled Scary Movie, was bought by Dimension Films and was retitled by the Weinstein Brothers just before filming was complete. The film received positive reviews and was a financial success, earning \$173 million worldwide, and became the highest-grossing slasher film until it got surpassed by Halloween (2018). It still remains the highest grossing slasher film in adjusted dollars. It received several awards and award nominations. The soundtrack by Marco Beltrami was also acclaimed, and was cited as "[one] of the most intriguing horror scores composed in years". It has since earned "cult status", Scream marked a change in the genre as it cast already-established and successful actors, which was considered to have helped it find a wider

audience, including a significant female viewership. The success of the movie is also one of the reasons for the researcher to choose the movie.

I. Literature Review

Pragmatics is one of the branches of linguistics. Pragmatics is concerned with the study of meaning as communicated by a speaker and interpreted by a listener. It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Yule (1996:3) says that there are four areas that pragmatics is concerned with, that is speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. To understand how it got to be that way, we have to briefly review its relationship with other areas of linguistic analysis. Pragmatics involves perception augmented by some species of „ampliative“ inference induction and inference to the best explanation. Beside that reasoning, it also considered perhaps some special application of general principle special to communication as conceived by Grice. But in any case a sort of reasoning that goes beyond the application of rules, and makes inferences beyond what is established by the basic facts about what expressions are used and their meanings. Pragmatics is the study of the relationships between linguistic forms and the users of those forms. The advantage of studying language via pragmatics is that one can talk about people’s intended meanings, their assumptions, their purposes or goals, and the kinds of action that they are performing when they speak. The big disadvantage is that all these very human concepts are extremely difficult to analyze in a consistent and objective way. In much of the preceding discussion, we have assumed that speakers and listeners involved in conversation are generally cooperating with each other. Someone’s utterance that has more than just what the words means, it is an additional conveyed meaning called an implicature.

1. Cooperative Principle

In George Yule (2006:129) cooperative principle is stated in a followings:” Make your conversational contribution such as is required, at the stage at which occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”. Supporting this principle, there are four maxims. They are maxim of quantity, maxim of quality, maxim of relation and maxim of manner. The function is as guidelines that one should follow for reaching a productive and meaningful communication because they regulate how message are conveyed and responded.

a. Maxim of quantity

Maxim of quantity deals with the amount of information presented. It comprises 2 sub-maxims :

1. make your contribution as informative as required for the current purposes of the talk exchange in which you are engaged,
2. do not make your contribution more informative than is required.

b. Maxim of quality

Maxim of quality means that participants’ contribution has to be truthful and sincere.

c. Maxim of relation

Maxim of relation means that the participants’ contribution should be relevant.

d. Maxim of manner

Maxim of manner comprises 5 sub maxims. They are avoiding obscurity, ambiguity, unnecessary prolixity, being brief and orderly.

1.1 Violations of Maxims

Grice notices that the violation of his maxims takes place when speakers intentionally refrain from applying maxims in their conversation. Grice (2004: 49) underlines that when the speakers refrain from applying his maxims, the speakers are”liable to mislead” their counterparts in conversation. Goffman (2008: 17) says that the speaker do not abide by Grice’s maxims in order to save face. Chirstoffersen (2005) says that in real life situation, people violate the maxims for different reasons. Khosarvizadeh and Sadehvandi (2011:122-123) say that the speakers violate Grice’s maxims in order to cause misunderstandings on their participants’ part to achieve some other purposes, for example to protract answer, please counterpart, avoid discussion, avoid unpleasant condition, and express feelings. The participant of a conversation is said to conversationally implicate something only when and if he/she observes the cooperative principle or its maxims. To violate maxim is to misdirect the listener from seeking for the implicature and offering another proportion to distract the listener. This usually occurs when the speaker can predict the direction of the conversation but he/she does not like it very much; then he/she misleads. Following are the characteristic of violating maxims according to Grice:

- Violating The Maxim of Quality
- ✓ If the speaker lies or says something that is believed to be false.
- ✓ If the speaker does irony or makes ironic and sarcastic statement.

- ✓ If the speaker denies something.
- ✓ If the speaker distorts information.
- Violating The Maxim of Quantity
- ✓ If the speaker does circumlocution or not to the point.
- ✓ If the speaker is uninformative.
- ✓ If the speaker talks too short.
- ✓ If the speaker talks too much.
- ✓ If the speaker repeats certain words.
- Violating The Maxim of Relevance
- ✓ If the speaker makes the conversation unmatched with the topic.
- ✓ If the speaker changes conversation topic abruptly.
- ✓ If the speaker avoids talking about something.
- ✓ If the speaker hides something or hides a fact.
- ✓ If the speaker does the wrong causality.
- Violating the maxim of manner
- ✓ If the speaker uses ambiguous language.
- ✓ If the speaker exaggerates thing.
- ✓ If the speaker uses slang in front of people who do not understand it.
- ✓ If the speaker's voice is not loud enough.

A study conducted by Lestari 2013 entitled "The Analyzes of Conversational Implicature in a Movie Script Despicable Me" showed that in the movie, the most violated maxim found was Maxim of Manner and Maxim of Quality. Another study conducted by Yunita Nugraheni entitled "Movie Script Analysis implicature In Harry Potter and The Goblet of Fire" in 2010 described that in communicating a person is required to always adhere to the principle of conversational fluency in communicating that may occur.

II. Politeness Strategy

Politeness strategy is basically the study of knowing the way people use the language while they are having interaction or communication. It preaches how to use the language and conduct the conversation run well and go smoothly. In case of communication, however, everyone wants to be understood and not to be disturbed by others; moreover, he or she does not want to lose his face while communicating. Losing face means the notions of being embarrassed, humiliated or disappointed. That is why face is something that is emotionally invested, maintained, enhanced and constantly attended in an interaction. This research, focuses on politeness strategies recommended by Brown and Levinson.(1978)

According to Brown and Levinson, politeness strategies are developed in order to save the hearer's face (Goody, 1996). Face refers to the respect that an individual has for him or herself, and maintaining the „self-esteem“ in public or in private situation. Another idea from Goffman (1993) state that "The concept of face as an image which is projected by a person in his social contacts with others. Face has the meaning as in the saying to lose face". In this statement, Goffman(1993) said that in interacting with many people the speaker using a face as an image that can be shown to Goffman opinion's, face that can be use to the speaker are positive face, negative face, bald on-record, and off record.

2.1 Positive politeness

- ✓ Attend to H's interests, need, wants: *You look sad. Can i do anything?*
- ✓ Use solidarity in-group identity: *Heh, Mate, can you lend me a dollar?*
- ✓ Be optimistic :*I'll just come along, if you don't mind.*
- ✓ Include both speaker and hearer in activity: *if we help each other, i guess, we will both sink or swim in this course.*
- ✓ Offer or promise: *if you wash the dishes, I'll vacuum the floor.*
- ✓ Exaggerate interest in H and his interest: *That's a nice haircut you got; where did you get it?*
- ✓ Avoid disagreement: *Yes, it's rather long; not short certainly.*
- ✓ Joke :*wow, that's a whopper!*

2.2 Negative Politeness Strategy

- ✓ Be indirect : *"would you know where Oxford Street is?"*
- ✓ Use hedges or questions: *"could you please pass the rice?"*
- ✓ Be pessimistic: *" you couldn't find your way to lending me a thousand dollars, could you? So i suppose some help is out of the question, then?"*
- ✓ Apologized: *" I'm sorry, it is a lot to ask, but can you lend me a thousand dollars? "*

2.3 Bald On Record

- ✓ Cases of non minimization of the face threat. For example: “*Watch it!*”
- ✓ Cases of FTA-oriented usage. In Cases of FTA – oriented usage have three strategy including:
- ✓ Welcoming: *come in, don’t hesitate, i’m not busy.*
- ✓ Greeting and farewell: *I’m staying, you go!*
- ✓ Offers: *Don’t Bother, I’ll clean it up/ leave it to me.*

Off Record

- ✓ Give Hints: *This room is hot*
- ✓ Give Association Clues: *I think its burrow is two blocks down. If you go past*
- ✓ Presuppose: *I washed the car again today*
- ✓ Understate: *He is good*

Some researchers have conducted studies about politeness strategies. Hasana (2009) discusses one of negative politeness strategies, especially hedges that are focused on the dialogs of the main characters in Armageddon movie. Lailiyah (2003) investigated how the farmers in NgronggotNganjuk used the politeness language in daily conversation either with the people in higher level or lower of the society. The finding of her study is the different utterances in communication between the higher and lower level of the society.

Sari (2010) investigated politeness strategies used by the main character of “The Other Boleyn Girl” movie. She found bald on record, positive politeness, negative politeness and off record, and this research found out the hidden meaning of using politeness strategies by the main characters.

Kamaliana (2004) investigated the politeness strategies used by main character of “Finding Nemo” movie. In this research she found all the four strategies of politeness strategy used by the characters.

METHOD

This research was conducted using descriptive qualitative method. Bogdan and Taylor (1975:5) define it as research procedure to gain the descriptive data which are fulfilled with written or spoken language from a certain source that will be observed. The data are analysed directly and the result will be presented descriptively. The data of this research were the utterances produced by the characters from the movie and the transcription itself. There are three steps to analyze the data; watching the movie, reading the script to identify the utterances produced by the characters, and classified the data based on their category (Maxim Violation and Politeness Strategies). Instrument used in the research was the blueprint theory of Brown and Levinson.(1978) about the politeness strategy and the blueprint theory of Grice, 1975 about the maxim violation.

III. Result And Discussion

1. Finding

Following is the findings of the research described in tables based on their category:

Table 1. Maxim Violation found in the Movie.

No	Type of Maxim Violation	Frequency
1	Violating Maxim of Quality	4
2	Violating Maxim of Quantity	6
3	Violating Maxim of Relevance	10
4	Violating Maxim of Manner	1

Table 2. Politeness Strategies Employed in Scream Movie.

No	Type of Politeness Strategy	Frequency
1	Positive Politeness	3
2	Negative Politeness	9
3	Bald On Record	1
4	Off Record	2

Table 1 shows that the most Maxim Violation occur in the movie employed by the characters is Maxim of Relevance. It occurs 10 times during the movie. While the less violated maxim is Maxim of Manner that occur only 1 time. Further, the characters in the movie violate maxim of quality 4 times and maxim of quantity 6 times.

Table 2 describes the frequency of politeness strategy used. The most strategy used is Negative Politeness Strategy. It occurs 9 times during the movie. Bald on Record is the less used strategy that occurs only 1 time. While Positive Politeness Strategy occurs 3 times and Off Record 2 times.

2. Discussion

The researcher has presented the results of the research briefly above. Below is the discussion of the type of politeness strategy and maxim violation employed by the characters found in the script of the movie.

CASEY : Hello.

MAN : I'm sorry. I guess I dialed the wrong number.

CASEY : So why did you dial it again?

MAN : To apologize.

CASEY : You're forgiven. Bye now.

MAN : Wait, wait, don't hang up.

Here, the man uses Negative Politeness Strategy by apologizing to Casey. While Casey violates maxim of quantity, since she talks short and wants to end the conversation.

Casey stands in front of a sliding glass door. It's pitch black outside.

CASEY : What?

MAN : I want to talk to you for a second.

CASEY : They've got 900 numbers for that. Seeya.

CASEY : Hello.

MAN : Why don't you want to talk to me?

CASEY : Who is this?

MAN : You tell me your name, I'll tell you mine.

CASEY : (shaking the popcorn)I don't think so.

MAN : What's that noise?

Here, Casey violates maxim of quality since her answer is ironic and sarcastic. The man uses positive politeness strategy since his statement show that he's optimistic

Casey smiles, playing along, innocently.

CASEY : Popcorn.

MAN : You're making popcorn?

CASEY : Uh-huh.

MAN : I only eat popcorn at the movies.

CASEY : I'm getting ready to watch a video.

MAN : Really? What?

CASEY : Just some scary movie.

MAN : Do you like scary movies?

CASEY : Uh-huh.

MAN : What's your favorite scary movie?

Here casey violates the maxim of quantity for being uninformative and repeat same words uh-uh. The man uses negative politeness strategy using question.

He's flirting with her. Casey moves away from the stove and takes a seat at the kitchen counter, directly in front of the glass door.

CASEY : I don't know.

MAN : You have to have a favorite.

CASEY : Uh...HALLOWEEN. You know, the one with the guy with the white mask who just sorta walks around and stalks the baby sitters. What's yours?

MAN : Guess.

CASEY : Uh...NIGHTMARE ON ELM STREET.

MAN : Is that the one where the guy had knives for fingers?

CASEY : Yeah...Freddy Krueger.

MAN : Freddy-that's right. I liked that movie. It was scary.

CASEY : The first one was, but the rest sucked.

MAN : So, you gotta boyfriend?

CASEY : (giggling)Why? You wanna ask me out?

MAN : Maybe. Do you have a boyfriend?

CASEY : No.

MAN : You never told me your name.

Here the Man violates maxim of relevance. What he ask is not relevant with their topic before. However, it can also be Off Record Strategy to invite someone to go out.

Casey smiles, twirling her hair.

CASEY : Why do you want to know my name?

MAN : Because I want to know who I'm looking at.

Casey spins around like lightning facing the glass door.

CASEY : What did you say?

MAN : I want to know who I'm talking to.

CASEY : That's not what you said.

MAN : What do you think I said?

Here, the man violates maxim of relevance since he tried to hide something through his statements.

Casey CLICKS on the outside light. A flood light illuminates the backyard. Her eyes survey the grounds. But it's empty. No one's there. She turns the light out.

On the stove, the popcorn POPS.

CASEY : I have to go now.

MAN : Wait...I thought we were gonna go out.

CASEY : Nah, I don't think so...

MAN : Don't hang up on me.

CASEY : Gotta go.

MAN : Don't...

Here, casey violates maxim of quality since he denies the man in his statemen "gotta go". The man uses Negative Politeness Strategy showing his pessimistic. The statement I have to go now form Casey is also considered as Bald On Record Strategy

THE PHONE RINGS.

She slides the popcorn from the stove, reaching for the phone.

CASEY : Yes?

MAN : I told you not to hang up on me.

CASEY : What do you want?

MAN : To talk.

CASEY : Dial someone else, okay?

MAN : You getting scared?

CASEY : No-bored.

Here, Casey violates the maxim of relevance since she avoids talking about something with the man.

MAN : I wouldn't do that if I were you.

Terror rides Casey's face. She's petrified.

CASEY : Where are you?

MAN : Guess.

Here, the man violates maxim of quantity since he's not informative.

MAN : What's his name?

CASEY : I can't think.

Casey has officially reached hysteria, petrified beyond all reality.

Here, Casey violates maxim of relevance. The question what's his name is not directly related to thinking.

BILLY LOOMIS

A young, strapping boy of seventeen. Handsome and alluring. A star quarterback/ class president type of guy. He sports a smile that could last for days.

SIDNEY : Billy? What the...

BILLY : I'm sorry. Don't hate me.

SIDNEY : What are you doing here?

BILLY : You sleep in THAT?

Here, Billy uses Negative Politeness Strategy by saying I am sorry. Billy also violates the maxim of relevance answering Sidney's Question.

MR. PRESCOTT : Are you okay?

SIDNEY : Can you knock?

MR. PRESCOTT : I heard screaming.

SIDNEY : No you didn't.

MR. PRESCOTT : No? Oh, well...I'm hitting the sack. My flight leaves first thing in the morning. Now the expo runs all weekend so I won't be back til Sunday. There's cash on the table and I'll be staying at the Raleigh Hilton...

SIDNEY : ..out at the airport...

MR. PRESCOTT : ..so call if you need me.

SIDNEY : Got it.

Here, Sideney violates maxim of relevance answering mr Prescott's question. Sidney uses Off Record Strategy in his statement "out at the airport"

MR. PRESCOTT : I coulda swore I heard screaming.

Sidney distracts him, giving him a peck on the cheek.

SIDNEY : Have a good trip.

MR. PRESCOTT : Sleep tight, sweetie.

He gives her a wink and pulls the door closed. Billy reappears.

Here, Sidney violates maxim of relevance in her statement.

BILLY : *Close call.*

SIDNEY : What are you doing here?

Billy takes a flying leap and lands on the bed.

BILLY : It just occurred to me that I've never snuck through your bedroom window.

SIDNEY : Now that it's out of your system.

BILLY : And I was home, bored, watching television, THE

EXORCIST was on and it got me thinking of you.

SIDNEY : Oh it did?

BILLY : Yeah, it was edited for TV. All the good stuff was cut out and I started thinking about us and how two years ago, we started off kinda hot and heavy, a nice solid "R" rating on our way to an NC17. And how things have changed and, lately, we're just sot of...edited for television.

SIDNEY : So you thought you could sneak in my window and we would have little bumpbump.

BILLY : No, no. I wouldn't dream of breaking yourunderwear rule.

I just thought we might do some on top of the clothes tuff.

Here, Billy uses Positive politeness strategy by trying to include Sidney in activity that they did in the past.

RANDY : Did you really put her liver in the mailbox? I hear they found her liver in the mailbox.

TATUM : (eyeing Sidney)

Randy, you goon-fuck, I'm eating here.

STU : Yeah, Randy, she's getting mad. I think you better liver alone.

Here, Randy tries to use negative politeness strategy using question, while Tatum breaks the maxim of relevance since she avoids talking to Rendy

TATUM : (from phone)

Practice ran late. I'm on my way.

SIDNEY : (eyes clock)

It's past seven.

TATUM : Don't worry. Casey and Steve didn't bite ittil way after ten.

SIDNEY : I'm not worried.

TATUM : Good, 'cause I wanna swing by BLOCKBUSTER and get us a video. I was thinkin' Tom Cruise in ALL

THE RIGHT MOVES. You know, if you pause it just right you can see his penis.

SIDNEY : Whatever. Just hurry.
TATUM : Bye.

In this dialogue, Tatum violates maxim of quality with her ironic statement, while Sidney violates maxim of relevance since she avoids talking about something. Sidney uses positive politeness strategy to avoid disagreement.

SIDNEY : (into phone) Tatum?

MAN'S VOICE : (from phone) Hello, Sidney.

SIDNEY : Hi. Who is this?

MAN : You tell me.

Sidney thinks, trying to place his voice. It sounds a little distorted.

SIDNEY : I have no idea.

MAN : Scary night, isn't it? With the murders and all, it's like right out of a horror movie or something.

SIDNEY : Aha, Randy, you gave yourself away. Are you calling from work? Tatum's on her way over.

MAN : Do you like scary movies, Sidney?

SIDNEY : I like that thing you're doing with your voice, Randy. It's sexy.

MAN : What's your favorite scary movie?

SIDNEY : Don't start. You know I don't watch that shit.

MAN : And why is that?

SIDNEY : (playing along) Because they're all the same.

It's always some stupid killer stalking some big breasted girl-who can't act-who always runs up the stairs when she should be going out the front door. They're ridiculous.

A brief silence.

MAN : Are you alone in the house?

SIDNEY : That is so unoriginal. You disappoint me, Randy.

MAN : Maybe that's because I'm not Randy.

SIDNEY : So who are you?

MAN : The question is not who am I. The question is where am I?

SIDNEY : So where are you?

MAN : Your front porch.

In this dialogue, the Man violates maxim of quantity since he's not to the point. While the strategy used is negative politeness strategy (question)

SIDNEY : Did you reach my Dad?

DEWEY : You're sure it was the Hilton?

SIDNEY : At the airport.

DEWEY : He's not registered. Could he have gone to another hotel?

SIDNEY : I don't know. I guess.

DEWEY : We'll find him, Sid. Don't worry.

In this dialogue Dewey uses negative politeness strategy showing she is pessimistic by saying "You're sure it was the Hilton?"

DEWEY : I'll be right next door. Try to get some sleep.
Dewey moves back out the door.

SIDNEY : Any word on my Dad?

DEWEY : (turning to her) Not yet, but we're looking. If you need anything...

TATUM : Yeah, yeah, yeah...

Here Dewey uses Bald on Record Strategy by offering something. While Tatum violates maxim of quantity by repeating words

MAN : (from phone) Poor Billy-boyfriend. An innocent Guy doesn't stand a chance with you.
SIDNEY : LEAVEMEALONE!
MAN : Looks like you fingered the wrong guy...again.
SIDNEY : Who are you?
TATUM : Hang up, Sid.
MAN : Don't worry. You'll find out soon enough. I promise.

Here, the Man violates maxim of relevance since he tries to hide a something or a fact.

BILLY : How'd you do?
STU : Piece of cake. She'll be there.
BILLY : Thanks, butt wart. You did good.
STU : So you gonna try and make up with Sid?
BILLY : Duh...that's quick.
STU : I was just asking. Why are you always at me?
BILLY : Because I'm trying to build your self esteem.

You're far too sensitive.

STU : Oh....

Here billy violates maxim of quality by denying the fact that he's going to make up with Sid by saying "duhh..that's too quick". He uses negative politeness strategy using question in the beginning of the conversation.

SHERIFF BURKE : Dewey! Where the hell you been, boy?
DEWEY : Keeping my eye on Sidney.
SHERIFF BURKE : Listen up, Dewey, because it's bad. Realbad. Aircomp just faxed us. The calls were listed to Neil Prescott--Sidney's father. He made the calls with his cellularphone. It's confirmed.
DEWEY : Couldn't his cellular number have been cloned?
SHERIFF BURKE : There's more. Guess what tomorrow is? The anniversary of his wife's death. It all fits. He's our man.
DEWEY : Have you contacted the bureau?
SHERIFF BURKE : They believe he's out of state by now. We'll keep roadblocks and curfew in effect through the night. If he's not picked up by morning we'll do a house to house.
DEWEY : You think he could still be in town?
SHERIFF BURKE : He'd have to be crazy. Where's Sidney?
DEWEY : She's with my sister. Should I bring her in?
SHERIFF BURKE : Hold off for now. Just stay close to her.
DEWEY : She'll be with her friends over at StuMaker's tonight.
SHERIFF BURKE : Watch her. Don't let on--just keep your eyes out.
DEWEY : Yes, sir.

Here, Sheriff uses negative politeness strategy in some of his statements by trying to be indirect and use some questions. In some of his statement also he violates maxim of manner like in the words "Where the hell you been, boy?" and "Watch her. Don't let on--just keep your eyes out."

SIDNEY : Who?
TATUM : Grant Goodeve--the oldest brother on EIGHT IS ENOUGH. Remember that show? He was the one who lived off alone. He would come around every now and then with his guitar and sing "Eight is enough to fill our lives with love..." He had all these brain dead sisters and that idiot brother from CHARLES IN CHARGE. God, I was in love with Grant, he was so hot. The show came on every day after school right during my puberty years. Grant Goodeve was very instrumental in my maturing as a woman.
SIDNEY : How does that get you in the mood with Stu?

Here, Tatum violates maxim of quantity by talking too much

IV. Conclusion

From this study it can be concluded that all maxims are violated in this movie, with maxim of relevance as the highest violated one. Probably, this because in this horror movie the characters tried to find the truth of a mystery. Regarding the politeness strategy, all four strategies were also found in the movie with negative politeness strategy as the most used strategy. For future research, the researcher would like to suggest the researcher to analyze other movie genre beside horror so that it can be compared the differences of analyses regarding the use of politeness strategy and maxim violations in different setting.

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