

# The Role of Maxim and Implicature in “Jurassic World” Movie: Pragmatic Approach

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## Abstract

This study analyzes conversational implicature and the flouting of Gricean maxims in the movie “Jurassic World” using a qualitative descriptive method. The data consist of selected utterances spoken by the main characters, such as Owen Grady, Claire Dearing, and other supporting characters, which were transcribed and analyzed based on Grice's (1975) cooperative principle, including the maxims of quantity, quality, relation, and manner. The findings show that the characters frequently flout these maxims to express hidden meanings, especially in moments of conflict, persuasion, and moral tension arising from human control and manipulation of nature. Such flouting is not a communication failure, but rather a pragmatic strategy to assert dominance, conceal fear, or negotiate power. The study concludes that conversational implicature and maxim flouting in “Jurassic World” reflect realistic and strategic human communication under pressure and uncertainty. This research also highlights the relevance of pragmatic theory in analyzing film dialogues as a medium of complex social and emotional expression.

**Keywords:** Conversational Implicature; Film Analysis; Gricean Maxims; Pragmatics

## INTRODUCTION

Language is one of the most essential aspects of human life because it functions as a medium of communication and a reflection of thought, emotion, and social relationships. In daily communication, people do not always speak directly. They often convey meaning indirectly and expect listeners to understand the intended message through context. This indirect meaning is known as implicature, which is a central concept in pragmatics. According to Yule (1996), implicature refers to what is suggested rather than explicitly stated. The concept was introduced by Grice (1975) through the cooperative principle, which explains how communication is guided by four conversational maxims such as quantity, quality, relation, and manner. In real communication, these maxims are not always obeyed and are often intentionally flouted to convey deeper meaning.

Building on this idea, implicature explains how speakers use indirect language to express meanings that go beyond the literal words. As proposed by Grice (1975), implicature occurs when speakers intentionally flout one or more conversational maxims, so that listeners are encouraged to infer the intended meaning. This indirect strategy allows speakers to communicate subtly while maintaining politeness or emotional control. According to Yule, (1996), listeners interpret implicature by relying on shared knowledge and context, which makes it possible to express sarcasm, indirect criticism, or avoid direct confrontation. Grice (1975) further classifies implicature into conventional implicature, which is linked to specific words such as “but”, and conversational implicature, which depends on context and plays an important role in understanding natural conversations and film dialogue. One common way implicature is produced is through the deliberate flouting of conversational maxims.

As a result of implicature, speakers often flout conversational maxims to convey meanings indirectly. Flouting maxims occurs when speakers deliberately break one or more of Grice's conversational maxims to produce an implied meaning rather than a literal one (Grice, 1975). This intentional violation creates conversational implicature, where listeners are expected to infer the speaker's real intention. Cutting (2008) states that flouting maxims allows speakers to express sarcasm, criticism, or politeness indirectly. In "Jurassic World" movie (2015) this is shown when Owen Grady sarcastically says, "You just went and made a new dinosaur?", which flouts the maxim of quality because it functions as ironic criticism rather than a real question. Claire Dearing responds, "We needed something bigger than the T-Rex," flouting the maxim of relation by avoiding the moral issue and shifting the focus to business justification. As noted by Thomas (1995) and Culpeper (2011) this kind of flouting helps speakers manage power and social relationships, and in the film, it reveals emotional tension, authority, and ethical conflict through indirect language.

Following the discussion of implicature and maxim flouting, the cooperative principle proposed by Grice (1975) explains how effective communication is achieved through cooperation between speakers and listeners. This principle is supported by four conversational maxims: quantity, which requires giving sufficient information; quality, which emphasizes truthfulness; relation, which requires relevance; and manner, which focuses on clarity. In practice, these maxims are not always followed strictly, as speakers often intentionally flout them to create implicature and convey meanings indirectly. According to Cutting (2008), such flouting does not disrupt communication but instead enriches it by adding implied meanings such as sarcasm, criticism, or politeness. In film dialogue, including "Jurassic World", characters frequently manipulate these maxims to express tension, authority, and moral conflict through indirect language. As noted by Thomas (1995) and Leech (2014), conversational maxims function as flexible principles rather than fixed rules, allowing speakers to manage social relationships and emotional restraint, which helps audiences understand meaning beyond literal expressions.

Previous studies support the importance of implicature and maxim flouting in film dialogue. Ali et al. (2022) found that maxim flouting in Isran Noor in Mata Najwa Talk Show was used to express emotion and character development. Hamidah et al. (2022) showed that maxim violations function as strategies to express criticism politely and avoid confrontation. Astini et al. (2023) revealed that flouting maxim in "Raya and the Last Dragon" was used to express sarcasm, politeness, and social criticism. Arbain et al. (2023) also found that maxim flouting in "Puss in Boots: The Last Wish" served to convey humor and emotional conflict, while Saputri & Sari (2022) confirmed that implicature in "Zootopia" enriched emotional and linguistic communication. Holifatunnisa and Wulandari (2023) and Anyelina and Firmawan (2023) found that implicature and maxim flouting in films help characters express sarcasm, criticism, emotional tension, and power relationships.

Based on these studies, this research focuses on analyzing conversational implicature and maxim flouting in "Jurassic World" movie. The intense situations in the film provide a strong basis for examining how indirect communication is used to express hidden meanings, power relations, and moral dilemmas. Therefore, this study contributes to a deeper understanding of pragmatics in film dialogue and real-life communication. Research on conversational implicature and pragmatic meaning in spoken and written discourse is still scarce, despite the fact that these concepts have been studied extensively. Specifically, prior research frequently discusses implicature in broad strokes without thoroughly examining how maxim flouting functions to communicate implicit meanings in dramatic cinematic contexts. Furthermore, the ways that indirect communication in movie language reflects moral quandaries and power

dynamics both of which are essential to character interaction and story development have received little attention. Furthermore, there aren't many pragmatic studies that use well-known science-fiction movies as a targeted case study, like Jurassic World. The current work aims to fill this gap by providing a thorough pragmatic analysis of conversational implicature and maxim flouting in movie dialogue.

## **METHOD**

This study applies a qualitative descriptive method to analyze conversational implicature and the flouting of conversational maxims in the movie “Jurassic World”. A qualitative approach is chosen because the data are in the form of spoken dialogue rather than numerical data. According to Creswell (2014), qualitative research focuses on understanding meaning from participants’ perspectives and interpreting how people construct and convey their experiences through language. Therefore, this method is appropriate for analyzing pragmatic phenomena that depend on context, speaker intention, and interpretation.

The data source of this study is the movie “Jurassic World”, directed by Colin Trevorrow. The movie contains many conversational interactions that reflect how characters communicate under pressure, express hidden intentions, emotions, and moral dilemmas. The data consist of selected utterances that contain conversational implicature and flouting of Grice’s conversational maxims such as quantity, quality, relation, and manner. The selected dialogues were transcribed manually from the movie by listening carefully to the audio and verifying them with the official English subtitles to ensure transcription accuracy.

In collecting the data, the researcher used an observation and note-taking technique by Sudaryanto (2015). The movie was watched repeatedly to understand the context and identify relevant utterances that indicate implicature and maxim flouting. Each selected dialogue was written down along with information about the speaker and the situational context. To increase the reliability of data classification, the researcher also conducted a simple intercoder checking process with a second reviewer to ensure consistency in identifying and categorizing the types of maxim flouting.

The data were analyzed using descriptive qualitative analysis. According to Miles et al. (2014), qualitative data analysis includes three stages: data condensation, data display, and conclusion drawing. In this study, data condensation involved selecting and simplifying utterances containing implicature; data display involved organizing the findings based on the four types of conversational maxims; and conclusion drawing involved interpreting the pragmatic meanings and functions of each violation.

Through this method, the study aims to explain how the characters in “Jurassic World” movie use language strategically to produce indirect meanings. The analysis focuses not only on identifying the types of maxim flouting but also on explaining their pragmatic functions in expressing emotion, criticism, power, and moral conflict. The descriptive qualitative method allows the researcher to interpret how pragmatic theory is applied in cinematic dialogue.

## **RESULTS AND DISCUSSION**

### **Results**

The analysis of conversational implicature in Jurassic World identified a total of 57 instances of maxim flouting found in the selected movie dialogues. These instances were categorized based on Grice’s four conversational maxims: quantity, quality, relation, and manner. The findings show that all four types of maxim flouting appear throughout the movie, indicating varied patterns of pragmatic deviation in character interactions.

Among the four maxims, the maxim of quality was the most frequently flouted, with 18 occurrences (32%). This was followed by the maxim of relation, which appeared 15 times (26%). The maxim of quantity occurred in 14 instances (25%), while the maxim of manner was the least frequent, with 10 instances (17%). The distribution of these occurrences demonstrates that the characters in Jurassic World employ different forms of maxim flouting with varying frequencies across the dialogues. The detailed frequency and percentage of each type of maxim flouting are presented in Table 1. The frequency and percentage of each form of maxim flouting found in the data are summarized in Table 1.

**Table 1.** Frequency of Flouting Gricean Maxims in “Jurassic World” (2015)

Type of Flouting Maxim	Frequency	Percentage (%)
Quantity	14	25%
Quality	18	32%
Relation	15	26%
Manner	10	17%
<b>Total</b>	<b>57</b>	<b>100%</b>

This section also presents the findings related to the types of maxims that were flouted in the movie. The data show that the characters violated several conversational maxims, including the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner. These floutings appear in different scenes and help explain how indirect meaning is conveyed through the characters’ dialogue. According to Grice (1975), speakers may intentionally flout conversational maxims to convey implied meanings. This way of speaking makes the conversations sound more natural and closer to real life, because people also speak indirectly in everyday situations. Therefore, the flouting of conversational maxims in the movie adds meaning to the dialogue and helps the audience understand what the characters truly mean.

### 1. Flouting of the Maxim of Quantity

Data 1

Claire: “It’s classified.”

Owen: “Classified? You made a new dinosaur, but you can’t tell me what’s in it?”

According to Grice (1975), the maxim of quantity requires speakers to provide information that is sufficiently informative, neither excessive nor insufficient. When speakers deliberately provide too little or too much information, the maxim is flouted, resulting in conversational implicature that encourages listeners to infer implied meanings beyond the literal utterance (Yule, 1996). In this dialogue, Claire’s utterance “It’s classified” exemplifies the flouting of the maxim of quantity because she intentionally provides insufficient information in response to Owen’s inquiry about the genetic composition of the Indominus Rex. Rather than offering a clear explanation, Claire withholds crucial details, implying secrecy and institutional control.

This creates a conversational implicature that the hidden information may involve potential danger or ethical concerns. Owen's follow-up response demonstrates his recognition of this implicature and his challenge toward the lack of transparency. Pragmatically, Claire's indirect response reflects power asymmetry and moral avoidance, as corporate authority is prioritized over ethical accountability. From a narrative perspective, this interaction reinforces suspense and foreshadows the consequences of suppressed information within the storyline.

#### Data 2

Lowery: "Do you think the park is safe?"

Claire: "We have the best security in the world."

According to Grice (1975), the maxim of quantity requires speakers to provide as much information as is needed for the purpose of the conversation, but no more than necessary. In this exchange, Lowery's question explicitly addresses safety, while Claire's response flouts the maxim of quantity by providing a generalized and under-informative statement. Instead of directly confirming or denying the park's safety, Claire redirects attention to the quality of security, producing an implicature that the safety issue remains uncertain. Pragmatically, this response functions as a risk-minimization strategy, suggesting awareness of potential danger while deliberately downplaying it to preserve the institution's public image. This pattern reflects institutional discourse practices in which language is used to manage perception and maintain authority, as emphasized by Fairclough (2013). Consequently, the flouting of the quantity maxim in this context illustrates how indirect communication serves as a mechanism for controlling narrative tension and legitimizing organizational power.

## 2. Flouting of the Maxim of Quality

#### Data 1

Owen: "Yeah, let's go see how our new attraction is doing."

According to Grice (1975), the maxim of quality requires speakers to provide information that is truthful and supported by sufficient evidence. In this dialogue, Owen's utterance is delivered sarcastically after he becomes aware of the Indominus Rex's escape. This statement flouts the maxim of quality because Owen is not making a genuine proposal but instead using irony to criticize the park's management. The conversational implicature reveals his frustration, anger, and moral disapproval of the reckless decisions made by those in authority. As noted by Thomas (1995), irony enables speakers to express criticism and hostility indirectly, allowing emotional judgment to be conveyed without explicit confrontation. Thus, Owen's utterance functions as a pragmatic expression of ethical resistance rather than a literal suggestion.

#### Data 2

Claire: "Nothing in Jurassic World is natural."

According to Grice (1975), the maxim of quality requires speakers to say what they believe to be true and to avoid saying something for which they lack adequate evidence. In this dialogue, Claire's statement represents an exaggerated evaluation of the park's genetically engineered environment. This utterance flouts the maxim of quality because it is not factually accurate but intentionally overstated. The resulting implicature signals Claire's growing awareness of the

artificial and ethically problematic nature of the park's creations. As explained by Cutting (2008), exaggeration is commonly used to externalize inner conflict and emotional tension. In this context, Claire's utterance reflects the clash between her corporate role and her emerging ethical concern, illustrating how flouting the maxim of quality functions to reveal character development and moral ambiguity.

### 3. Flouting of the Maxim of Relation

Data 1

Owen: "Why would you make a dinosaur that can camouflage?"

Dr. Wu: "Innovation is part of progress, Mr. Grady."

According to Grice (1975), the maxim of relation requires speakers to contribute information that is relevant to the ongoing conversation. In this dialogue, Owen's question explicitly challenges the ethical reasoning behind the creation of a genetically engineered dinosaur with dangerous capabilities. Dr. Wu's response flouts the maxim of relation because it does not directly address the ethical concern raised but instead reframes the issue in terms of technological advancement. This shift creates a conversational implicature that Dr. Wu is deliberately avoiding moral responsibility while defending his professional identity and scientific authority. As noted by Thomas (1995), indirect and irrelevant responses are often used to maintain social power and protect status. In this context, Dr. Wu's utterance reflects scientific arrogance and ethical denial, reinforcing the theme of unchecked ambition in the film.

Data 2

Claire: "Owen, can we focus on the mission?"

Owen: "Funny, I thought the mission was to keep people alive."

According to Grice (1975), the maxim of relation, or relevance, states that speakers are expected to contribute information that is appropriate and connected to the topic being discussed. In this exchange, Claire's utterance aims to redirect the conversation toward operational efficiency, while Owen's response flouts the maxim of relation by redefining the meaning of the "mission" rather than directly complying with her request. This response generates a conversational implicature that criticizes Claire's priorities and emphasizes Owen's moral concern for human safety. As explained by Leech (2014), irrelevance can function as a form of indirect protest, allowing speakers to express moral resistance without explicit confrontation. Therefore, Owen's response serves as a pragmatic strategy to challenge authority and highlight ethical responsibility within a tense communicative context.

### 4. Flouting of the Maxim of Manner

Data 1

Hoskins: "The situation is... under review."

According to Grice (1975), the maxim of manner requires speakers to be clear, brief, and orderly in delivering information. In this dialogue, Hoskins's utterance is delivered after the Indominus Rex has already caused fatal casualties, making the statement intentionally misleading through vagueness. This flouts the maxim of manner because it lacks clarity and

specificity regarding the severity of the situation. The conversational implicature suggests an attempt to minimize the disaster in order to protect corporate interests and sustain authority. As Fairclough (2013) notes, institutional discourse often relies on euphemism and ambiguity to obscure responsibility and control interpretation. Hoskins's response exemplifies how vague language functions as a pragmatic tool to disguise crisis and maintain dominance.

## Data 2

Claire: "We have a minor containment anomaly."

According to Grice (1975), the maxim of manner requires speakers to avoid obscurity and ambiguity in their expressions. In this dialogue, Claire's statement employs euphemistic phrasing to report the escape of a highly dangerous dinosaur. This utterance flouts the maxim of manner by replacing a clear and alarming description with softened terminology. The resulting implicature suggests an effort to manage panic and maintain institutional control by downplaying the seriousness of the threat. As explained by Thomas (1995), such indirect and mitigated expressions are commonly used in high-risk situations to regulate emotional response and preserve social order. Consequently, Claire's utterance reflects how ambiguity and euphemism operate as pragmatic strategies in crisis communication.

## Discussion

Following the quantitative findings presented in Table 1, this discussion focuses on a closer analysis of selected data to explain how flouting maxims function in the film's dialogue. Out of the 57 identified instances of maxim flouting, only 8 data were chosen as analysis samples, consisting of 2 examples for each type of flouting maxim that includes quantity, quality, relation, and manner. These data were selected because they show the clearest and most representative cases of each maxim flouting, supported by strong contextual cues and clear implicatures. Although limited in number, the selected examples reflect recurring patterns found in the overall data, such as the use of sarcasm, avoidance, exaggeration, and vagueness. Therefore, the analysis of these 8 data contributes to a deeper understanding of how maxim flouting shapes meaning, power relations, and moral conflict throughout the movie.

In cooperative principle, speakers are expected to follow four maxims: quantity, quality, relation, and manner in order to communicate effectively (Grice, 1975). However, in film dialogue, characters often break these maxims on purpose to deliver meanings that go beyond the literal words. By flouting a maxim, a speaker invites the listener to look for an implied meaning, known as conversational implicature. In the movie, this strategy allows characters to express criticism, hide true intentions, or respond indirectly to sensitive situations without speaking openly. As a result, maxim flouting becomes an important tool for revealing characters' attitudes and emotional states.

Moreover, the use of maxim flouting in the selected data shows how language reflects power relations and moral tension between characters. Characters with higher authority often flout maxims to control information, avoid responsibility, or soften serious issues, especially through vagueness or understatement. On the other hand, characters in weaker positions tend to use sarcasm or exaggeration to express resistance or dissatisfaction. This pattern supports Grice (1975) theory that meaning in conversation is not only based on what is said, but also on what is intentionally left unsaid. Therefore, the analysis confirms that flouting conversational maxims plays a significant role in shaping interaction, conflict, and meaning within the movie.

## CONCLUSION

Based on the analysis presented in the previous chapter, this study concludes that the characters in Jurassic World frequently flout Grice's conversational maxims of quantity, quality, relation, and manner to generate conversational implicatures that convey meanings beyond literal expressions. These floutings are deliberate pragmatic strategies that reflect emotional tension, moral conflict, and power relations within the narrative rather than communicative failure. The maxim of quantity is flouted when characters such as Claire Dearing and Dr. Henry Wu provide insufficient or excessive information, revealing secrecy, control, and ethical avoidance. The maxim of quality is violated through sarcasm and irony, particularly in Owen's speech, where non-literal statements convey emotional truth and moral criticism. The maxim of relation is flouted when characters shift topics or provide seemingly irrelevant responses to avoid accountability or confrontation, illustrating psychological defense and ethical denial. Meanwhile, the maxim of manner is flouted through vague and euphemistic expressions that mask danger, fear, and institutional guilt under professional language.

Overall, the pragmatic violations in Jurassic World serve both linguistic and cinematic functions. Linguistically, they demonstrate how indirectness and implicature operate as effective communicative strategies in high-pressure contexts. Cinematically, they enrich the dialogue by revealing deeper themes such as human arrogance, control over nature, and moral responsibility. This study confirms that Grice's cooperative principle remains highly relevant for analyzing film dialogue, as maxim flouting enables audiences to interpret characters' intentions, emotions, and unspoken fears. Despite these findings, this study has several limitations. The data were limited to a single film and focused solely on verbal dialogue, excluding non-verbal elements such as intonation, facial expression, and gesture that may also contribute to pragmatic meaning. In addition, the qualitative nature of the analysis relies on the researcher's interpretation, which may involve subjective judgment.

Future research is therefore recommended to examine conversational implicature and maxim flouting across different film genres or to compare multiple movies in order to identify broader pragmatic patterns. Further studies may also incorporate multimodal analysis by combining verbal and non-verbal cues or apply different pragmatic frameworks to gain a more comprehensive understanding of indirect communication in cinematic discourse.

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