

Maxims of Cooperative Principle Found in The Disney Pixar Movie Elemental

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Abstract. To achieve the goal of effective communication, participants in a conversation must adhere to the cooperative principle. This study aims to examine the maxims of cooperative principle applied by the characters in an animated film that depicts differences in the characters' life backgrounds. The chosen film provides a rich context for exploring how language functions in characters' interactions across cultural differences, thus this could be interesting to analyze in this topic. This study employed a qualitative method. The data were obtained through observation and note-taking techniques. The observation method involved watching the Elemental movie on Disney+ Hotstar. The note-taking technique involved manually transcribing the script and categorizing the utterances, in accordance with Grice's (1975) theory of cooperative principle and Halliday and Hasan's (1985) context of situation. The discussion revealed that all four maxims of cooperative principle were found in the characters' utterances in the film. There were 42 maxims found in total, divided into four categories: 8 quantity maxims, 20 quality maxims, 7 relation maxims, and 7 manner maxims. A speaker still fulfills the maxim of manner, even if the utterance conveyed is not that brief, because the speaker is still in shock from what they have just experienced. The most frequently used maxim is quality, which indicates that the characters adhere to the truthfulness of information, whereas the least utilized maxims are relation and manner, which could be due to the diverse perspectives from each character's life backgrounds. This study shows that Elemental demonstrates clarity in communication is not only about grammatical accuracy; it involves emotional awareness and intentional expression. It enhances the nurtures mutual understanding across the differences among the *Elemental* characters and a good character development.

Keywords: context of situation; cooperative principle; maxim; movie

Introduction

Language is a means of communication through which people transmit ideas, emotions, feelings, and thoughts to others (Alshami, 2019). As stated by Halliday & Hasan (1985), extralinguistic circumstances of use influence the linguistic form of an utterance: not only the social and physical setting but also such factors as social relationships, the nature of the medium, the task, and the topic. Essentially, it is about how language adapts to the specific context in which it is used. Pragmatics, as defined by Yule (1996), is the study of meaning in context and is related to communication. Communication is defined as the process by which speakers and listeners transfer ideas, information, or messages to each other (Widiani et al., 2022). As stated by Žegarac (2008), the smaller the shared knowledge of the participants from different cultures, the more difficulty they will have in communication. It is particularly at risk of failure because the shared knowledge between the participants is likely to be relatively small and because the participants cannot be sure what their shared knowledge is. In order to fully participate in communication, the listener must comprehend not just the speaker's intended message but also the context in which it is being expressed.

In order to accomplish the objective of successful communication, both the speaker and the listener should abide by cooperative principles, according to Grice (1975) the study known as the cooperative principle,

focuses on how participants in a discourse might act cooperatively and accept one another's understanding in a certain way. According to Grice, there are four maxims that participants in communication must follow in order to achieve the goal of effective communication: maxims of quantity, quality, relation, and manner. Cooperative principle phenomena can be seen in everyday situations as well as in various forms of media, such as podcasts and movies. According to Grice, the maxim quantity is when the listener expects the speaker's contribution to be neither more nor less than is required. An example for the quantity maxim is if the listener needs four screws, do not hand them two or six screws but four. The maxim of quality is when the listener expects the speaker's contribution to be full of genuineness, for example when the speaker needs a spoon of sugar when baking, the speaker must not trick them by handing a spoon of salt. The maxim of relation is when the listener expects the speaker's contribution to be appropriate and relevant to the need. As an example for the maxim of relation is when the listener is mixing ingredients for cake, they do not expect the speaker to hand them an oven cloth but anything related to the activity of mixing ingredients because in this case, oven cloth is required when the cake is already baked and needs to be removed from the oven. Meanwhile in the maxim of manner is when the listener expects the speaker's contribution to be clear or not ambiguous and needs to be orderly delivered. For an example is when the speaker stated something that is still defined by the listener to understand, thus the conversation could obey the maxim of manner.

This study includes some reviews of related literature. The first article is entitled *The Pragmatic Analysis of Cooperative Principle in Turning Red Movie* by Azhari & Ambalegin, (2022). The study examined the application of cooperative principles in the *Turning Red* movie using Grice's theory. The goal of this study was to identify the maxims of cooperative principles in the *Turning Red* movie. The differences between the previous study and the current study lie in the source of the data, the aims of the study, and the used theory. The data source of the previous study was *Turning Red*, while the current study used *Elemental*. The aim of the previous study was to determine the types of cooperative principles in *Turning Red* by using Grice's theory, while the current study not only focused on determining the types of maxims of cooperative principle as proposed by Grice (1975) but also determined the context of the situation based on the theory proposed by Halliday & Hasan (1985).

The second article is entitled *A Study of Cooperative Principles in Conversation with Tenants at Kampoeng Ingggris Pare, Kediri*, by Lazulfa & Pamolango, (2018). The study aims at finding out if the conversation of tenants obeys Grice's maxims of cooperative principle. The ten pieces of evidence from the tenants' conversations were examined in order to see if they obeyed the cooperative principle or not. The results show that every conversation of tenants obeyed the cooperative principle by Grice (1975). The differences between the previous study and the current study lie in the source of data, the aim of the study, and the used theory. The previous study used and focused on a data source in the form of daily conversations held by the tenants of a boarding house at Kampoeng Ingggris Pare, Kediri, whereas the current study used a data source taken from a movie entitled *Elemental*. The previous study focused on determining the use of maxims of cooperative principle based on Grice's theory, which was used in the conversation of the tenants in Kampoeng Ingggris Pare, Kediri. Meanwhile, this current study not only focused on the maxims of cooperative principle based on Grice's theory used by the characters in the *Elemental* Movie but also determined the context of the situation based on the theory proposed by Halliday & Hasan (1985).

The third article is entitled *Flouting Maxim in He's All That Movie* by Suartini & Candra (2023) The study aims at determining the types of maxims flouted by all characters in the *He's All That* movie. Grice's (1975) theory was used in this study to examine the flouted maxims of the cooperative principle. The differences between the previous study and the current study lie in the source of the data, the aims of the study, and the used theory. The previous study used a movie entitled *He's All That*, while the current study used a movie entitled *Elemental*. The aim of the previous study was to determine the flouted maxims of cooperative principle in *He's All That*, while the current study aims to determine the maxims of cooperative principle used by the characters in *Elemental* and also to determine the context of the situation based on the theory proposed

by Halliday & Hasan (1985).

This recent study used data from the American romance-comedy animated movie *Elemental*, which was released in 2023. *Elemental* is a movie that promotes diversity in the backgrounds of its characters. The characters in this movie live in Element City and are descended from various elements such as fire, water, air, and earth. As the film promotes themes of diversity in the characters' social and cultural backgrounds, it presents opportunities to examine how communication unfolds between characters with different worldviews. This study seeks to delve deeper into the cooperative principle employed by the characters in an animated film that depicts cultural diversity or differences in the characters' life backgrounds. In contrast to previous studies, which only focused on frequently used maxims, this current study conducts a more in-depth analysis of the situational context that occurs when characters from different elements interact with one another. Understanding the situational context could allow participants to have a great exchange of information. This study aims to bridge that gap by analyzing not only the maxims employed but also the situational context surrounding the character's interactions. Based on the study's objectives, the first theory used is from Grice (1975), who focused on the cooperative principle maxims, and the second theory is from Halliday and Hasan (1985), who investigated the context of the situation. By combining these two theories, this research contributes to a deeper understanding of how characters navigate cross-cultural communication in a fictional yet socially resonant setting.

Methods

This study used a qualitative method. According to Aspers & Corte (2021) qualitative research is defined as an approach that establishes a deep understanding of processes and phenomena within a specific context. A qualitative approach is suitable for analyzing the cooperative principle from a movie because this approach serves a deeper explanation and provides insights of the characters' adherence to Grice's maxims and help to capture the situational context during the conversation between characters. This study used the qualitative method because, in the discussion, there will be a deeper explanation of the findings provided in the description. The data for this research were taken from the observation method and the note-taking technique. The observation method was done by repeatedly streaming an American animated romantic comedy-drama movie entitled *Elemental*, which was directed by Peter Sohn, produced by Denise Ream, and written by John Hoberg, Kat Likkell, and Brenda Hsueh. The movie was released on June 16, 2023, in the United States. The movie was streamed from a streaming platform, namely Disney+ Hotstar, with a duration of one hour, forty-one minutes (1:41:00). The note-taking technique was used in transcribing the conversation that occurred in the movie and then categorizing the utterances that were related to the cooperative principle according to Grice (1975) and Halliday & Hasan (1985), which explain the context of the situation. Grice's theory is used to determine the adherence of the characters' utterances towards cooperative principle. Meanwhile, Halliday and Hasan's theory is used to find the context of situation occurred during the conversation between the characters. Grice's theory is focused on examining how the characters may adhere the cooperative principle maxims and Halliday and Hasan's theory could support the Grice's theory by explaining the situational context of cultural differences which affect the character's interaction. In presenting the data, two methods were applied: the formal and informal methods. A formal method was used to classify and find the frequency of the maxims that were found in the *Elemental* movie by using a table. The frequency of maxims was determined through transcribing and categorizing the utterances by its adherence to Grice's maxims. Meanwhile, the informal method is used to provide a descriptive explanation of the analysis of the utterance as well as the context of the situation that was found in the *Elemental* movie.

Result and Discussion

The findings of this study are divided into two sections. The first step is to look at the different types of cooperative principle maxims used in the *Elemental* film, which Grice (1975) divides into four categories:

quantity, quality, relation, and manner. The second step is to examine the context of the situation using Halliday and Hasan's (1985) three categories: field, tenor, and mode. The table below provides an overview of the first point in the analysis of the types of maxims of the cooperative principle.

Table 1. The Types of Maxims of Cooperative Principle

<i>Types</i>	<i>Frequency</i>
Quantity	8
Quality	20
Relation	7
Manner	7
Total	42

Based on the table 1, the frequently used maxim of cooperative principle is the quality maxim which means the characters of *Elemental* obeyed the truthfulness in providing information. In contrast, the least used maxims are the relation maxim and the manner maxim which may generated due to the diverse perspectives from each characters' life backgrounds. *Elemental* is an animated film which serves the theme of cultural differences among its characters. This could lead to the least frequency of use of both of the maxim of relation and manner. When the characters from different life backgrounds were interacting with each other, some conflicts may arise due to the misunderstandings and confusion occurred because the characters rarely applied the maxim of relation and manner. Overall, the characters in *Elemental* demonstrated the effort to obey the cooperative principle maxims in order to achieve an effective communication through better understanding and cooperation.

The data analysis was supported by presenting the conversation between the characters, which adheres to the cooperative principle. The bolded words represented utterances that contained the cooperative principle's maxim. Following the presentation of the data, a descriptive analysis of its meaning and context was conducted. The results of analyzing the types of maxims of the cooperative principle, as well as a descriptive analysis of their context, are presented below.

Quantity

- (1) Ember : Where is she?
 Wade : **Up there in that skybox.**
 (Elemental 00:26:41 – 00:26:43)

Based on the story, Ember needed to meet Gale, a wind element and the head of the city inspector, because she had tried to solve the pipe leakage problem that threatened her home, Fire Town. Gale, who was part of the city hall, had important information regarding Ember's problem. It had appeared that both Wade and Ember had already arrived at the Cyclone Stadium to meet Gale (Wade's boss), who watched the Crop-dusters Windbreakers match. Ember asked Wade about the whereabouts of his boss, and Wade responded that Gale was in the upper stands.

According to Grice (1975), to obey the maxim of quantity, the speaker must say neither less nor more than the information requires. So, in order to fulfill the maxim of quantity, the speaker must give the information to the listener as informatively as is required for a great exchange of information. Based on the data above, the utterances made by Wade are included in **the quantity maxim** because he was being informative towards Ember. Ember asked Wade about the whereabouts of his boss, and then Wade responded as informatively as he was being asked by saying that Gale was in the upper stands. This clearly indicates that the information given by him was neither less nor more than what was required by Ember. Thus, Wade, as the speaker, meets the maxim of quantity.

In analyzing the context of the situation, the conversation above can be specified based on its field, tenor, and mode. According to Halliday (1985: 12), a field is defined as the type of social activity that is occurring or what the topic of conversation is. Based on the data above, the field is a conversation about

finding or asking the whereabouts of someone. In the context of the story, Ember asked Wade about the whereabouts of his boss, and Wade responded that his boss was in the upper stands; this indicates the field of conversation. Tenor is defined as the participants of the conversation and their relationship to each other. Based on the data above, the participants are Ember and Wade, who were friends with each other. Their relationship is like a good relationship between friends where one of them has good intentions to help another in providing information. The information in the context of this story is that Ember inquired about Wade's boss's whereabouts in order to resolve a pipe leak in her home, and Wade responded by informing her that his boss was in the top row of the stands. According to Halliday and Hasan, mode refers to both the form of language use. The data above indicates that the language used is verbal. Wade answered in declarative form because he wanted to convey information. A declarative form is usually implemented in the structure of an utterance where the speaker wants to convey something that seems informative.

(2) Ember : Why's there no water?
Wade : **Because the doors are broken**
(Elemental 00:36:08 – 00:36:10)

According to the story, this conversation between Ember and Wade occurred in the culvert where the canal doors were broken, resulting in numerous leaks in Fire Town, including Ember's fireplace. During the conversation, Ember expressed concern about the lack of water in the culvert. She asked Wade, who replied that the lack of water in that area was due to the drainage system's broken door.

Grice (1975) stated that in order to follow the maxim of quantity, the speaker must say neither less nor more than the conversation requires. So, in order to fulfill the quantity maxim, the speaker must provide the listener with as much information as is necessary for a thorough exchange of information. According to the data above, Wade's utterances were included in **the maxim of quantity** because he was informative and clear in response to Ember's question. In the story, Ember directly asked Wade about the lack of water in the culvert, and Wade responded as informatively as he was asked, stating that the lack of water in the culvert was caused by the drainage system's broken door. Wade's response indicated that he was clearly providing information to Ember. He was concise and provided enough information in response to Ember's question. Wade, as the speaker, adhered to the quantity maxim.

In analyzing the situation, the conversation above can be classified based on its field, tenor, and mode. Halliday (1985: 12) defines a field as the type of social activity taking place or the topic of conversation. Based on the information presented above, the field is a discussion about a problem with the city's infrastructure. In the story, Wade and Ember went to the culvert where Fire Town's drainage system was. Ember had directly asked Wade why there was so little water. Wade explained that it was due to the drainage system's broken doors. This indicates that the conversation was about an issue with the city's infrastructure. Tenor is defined as the participants in the conversation and their relationships with one another. Based on the data presented above, the participants are Ember and Wade, who were friends. Their relationship was similar to that of a good friend, with one asking for information and the other providing informative answers. Wade's occupation in the story was that of an Element City management employee. During the conversation, Ember asked Wade about the scarcity of water in the area. Wade, a city management staff member, was explaining why this was happening; he said it was due to broken doors in the drainage system. According to Halliday and Hasan, mode refers to the form of language used. Based on the data presented above, the language used is verbal, with Ember asking a question about the reason for the lack of water in that area and Wade responding in a clear and concise manner. Wade, the speaker, used a declarative form of utterance to convey information about Ember's question.

The examples related to the maxim of quantity in *Elemental* present how the information given enough to be helpful without misleading the listener needs. This is important in the film's multicultural context where a clear and efficient communication supports mutual problem-solving. By showing to-the-point conversations, *Elemental* highlights the importance of being careful when talking. A good communication is not just about how much you say depending on what the listener needs to know.

Quality

- (1) Ember : Now I just gotta stop water from coming in
Gale : Water? In FIRE TOWN?
Ember : Yeah?
Gale : **Water was shut off to there YEARS ago.**
(Elemental 00:30:24 – 00:32:27)

According to the story, this conversation between Ember and Gale occurred when Ember finally met with the head city inspector, Gale, to discuss and resolve her problem. Gale was shown to be shocked by Ember's statement, which claimed water was still flowing through Fire Town. Gale attempted to correct the fact that water access in Fire Town had been closed for years.

According to Grice (1975), in order to follow the quality maxim, the speaker must avoid providing information that is not supported by evidence. Gale attempted to provide historical context for Fire Town's water supply when correcting Ember's statement. She stated that the water supply in Fire Town had been turned off years ago. This indicates that Gale told the truth because she was the city inspector's boss. Furthermore, given Gale's position as mayor, she must have been aware of everything that had occurred in Element City during her tenure. Thus, Gale's bold utterance is included in **the quality maxim** because Gale was truthful and avoided hoaxes when providing information to the listener.

In analyzing the context of the situation, the conversation above can be specified based on its field, tenor, and mode. According to Halliday (1985: 12), a field is defined as the type of social activity that is occurring or what the topic of conversation is. Based on the data above, the topic of conversation was the water supply in Fire Town. In the story, Ember was concerned due to the water that was still leaking into Fire Town. Gale was shocked at Ember's statement. Gale corrected Ember by providing historical context for the water supply in Fire Town by saying that water access in Fire Town had been closed for years. Tenor is defined as the participants in a conversation and their relationship with one another. According to the information provided above, the participants are Ember and Gale, who have professional relationships. Gale, the city manager, and Ember, a resident. During the previous conversation, Ember approached Gale, the head of city hall, to resolve her shop's leakage issue. Ember, who was concerned about preventing water from entering Fire Town, and Gale, who provided factual information to correct her and ensure Ember's accuracy. According to Halliday and Hasan, mode encompasses both the form of language use and the participants' expectations for language use. Based on the data above, the language used is an informative verbal language. It showed that their interaction involved questions and answers, indicating the exchange of information and clarification. Gale, as the speaker, used a declarative structure because she used fact-based information to clarify Ember's statement. Gale used the declarative structure of an utterance in order to correct Ember's statement.

- (2) Ember : Are you okay?
Bernie : **Just a little tired**
(Elemental 00:09:27 – 00:09:30)

This conversation happened between a daughter, Ember, and her dad, Bernie. This scene took place in Bernie's shop, namely the fireplace. Based on the story, Ember, being straight-forward, asked Bernie about his health well-being because she heard her dad had been coughing continuously while he made kol-nuts (a crunchy snack made from nuts enjoyed by the Fire Town's characters). Bernie responded that he was just tired at that moment.

According to Grice (1975), to obey the maxim of quality, the speaker must avoid giving information with a lack of evidence. Based on the data above, Bernie confessed to his daughter, Ember, that he was not feeling well due to the tiredness he faced. This showed that Bernie obeyed **the maxim of quality** because he was being truthful regarding his condition at that moment. He appeared to have the health condition of coughing continuously, which means he was not feeling well. Thus, Bernie successfully obeyed the maxim of quality because he was being honest with Ember regarding his condition at that moment.

In analyzing the context of the situation, the conversation above can be specified based on its field,

tenor, and mode. According to Halliday (1985: 12), a field is defined as the type of social activity that is occurring or what the topic of conversation is. Based on the data above, the topic of conversation was Bernie's current state of well-being. In the story, Ember was concerned about her dad's well-being and then asked him about his condition, and Bernie simply said that he was feeling tired. Tenor is defined as the participants of the conversation and their relationship to each other. Based on the data presented above, their relationship appeared to be one of care between a daughter and her father. This is because Ember seemed concerned and directly inquired about her father's health, which appeared to be in poor condition. Bernie addressed his daughter's concern. This demonstrates a caring relationship between a daughter and her father. According to Halliday and Hasan, mode refers to the form of language used by the participants. According to the data presented above, the language used is an informative verbal language. This was demonstrated in the conversation when Ember asked Bernie about his current state of health after noticing that he had been coughing, and Bernie responded. Bernie answered the question using declarative structure because he conveyed factual information about Ember's concern.

The adherence to the maxim of quality in Elemental shows how honesty forms the foundation of trust between the characters from different social backgrounds. The characters being truthful in communicating with each other shows that truthful communication strengthens cooperation by building a mutual respect and understanding. This film encourages viewers to value sincerity as a crucial aspect of successful interaction in the diversity of communities.

Relation

(1) Cinder: EMBER! I'm doing a reading!

Ember : **Sorry, gotta grab some stuff. Going for Dad's record.**

(Elemental 00:10:33 – 00:10:37)

Based on the story, the conversation above happened between Cinder and Ember inside Cinder's matchmaking office or fortune-teller room. Ember got yelled out by Cinder, her mom, because she interrupted Cinder's reading session by suddenly coming into Cinder's matchmaking office. Cinder, who was doing a reading, was in need of concentration, but suddenly Ember came to her office and disrupted her focus. Ember then apologized to Cinder and gave a brief explanation regarding her reason for interrupting her mom's reading session. Cinder was a matchmaker and fortuneteller. Her daughter interrupted her as she was making a matchmaking prediction for her client. Then Ember apologized because she needed to get something from Cinder's matchmaking office, and she explained why she was doing it: she was trying to beat her father's record for order delivery.

According to Grice (1975), the maxim of relation encourages speakers to provide relevant information while avoiding being irrelevant. According to the data presented above, Ember was called out for interrupting Cinder's reading session. Ember immediately apologized and explained why she acted the way she did. The bolded utterance **going for dad's record** indicates that Ember provided additional information to Cinder. Furthermore, Ember did not provide any irrelevant information about the reason for her action, so the utterance highlighted in bold can be included in **the maxim of relation**.

In analyzing the context of the situation, the conversation above can be specified based on its field, tenor, and mode. According to Halliday (1985: 12), a field is defined as the type of social activity that is occurring or what the topic of conversation is. Based on the data above, the field of conversation was about Cinder's activity and Ember's goal. It was shown in the conversation that Cinder was being interrupted by Ember. Cinder called her daughter out in the sense that she needed full concentration in the reading session. Ember responded to her mother by immediately apologizing and telling her the reason for her action. Ember's reason for accidentally interrupting her mother's reading session was that she needed to grab some items in order to break her father's record for order delivery. Tenor is defined as the participants in the conversation and their relationships with one another. Based on the data presented above, the tenors in the conversation

are Cinder as a mother and Ember as a daughter; they both interacted in a state of distraction and urgency. Cinder attempted to express her frustration because Ember interrupted her activity, and Ember immediately apologized and explained her intentions. This demonstrates that Cinder and Ember, a mother and daughter, shared their concerns with each other. According to Halliday and Hasan, mode refers to the form of language used as well as the expectations of the participants. Based on the data presented above, the language used is verbal communication, as both Cinder and Ember addressed their speech directly. In this conversation, Cinder used declarative speech to express her displeasure with Ember's interruption. As a result, she used declarative speech to express her frustration by calling out to her daughter. Ember used declarative structure to explain why she interrupted Cinder's reading session.

- (2) Ember : Head to bed. I'll close things up.
Bernie : Still have much to prepare for Red Dot Sale
Ember : **Dad, I'll take care of it. You need to rest.**
(Elemental 00:13:20 – 00:13:28)

According to the story, Ember asked Bernie to rest because she noticed her father wasn't feeling well. Ember noticed her father, who was coughing constantly while lying at the cashier's desk. Ember assured Bernie that she would continue to close the shop, but Bernie refused to rest; he felt there was still a lot to do in preparation for the Red Dot Sale, the shop's biggest day. Ember insisted, asked her father to rest, and promised to finish preparing the rest. Ember also emphasized that Bernie desperately needed a break from his job.

According to Grice (1975), the maxim of relation encourages speakers to provide relevant information while avoiding being irrelevant. Based on the data presented above, Ember provided Bernie with additional information. It is evident in the bolded statement, "**Dad, I'll take care of it. You should rest.**" This utterance indicates that Ember provided additional information by emphasizing that her father really needed to rest at the time because his condition was quite bad. She also assured Bernie that she would complete the remaining tasks necessary to prepare for the Red Dot Sale. Additionally, Ember, as the speaker, did not give any irrelevant information to Bernie by emphasizing that he really needed to rest. Thus, Ember's utterance in bold can be included **in the maxim of relation**.

In analyzing the context of the situation, the conversation above can be specified based on its field, tenor, and mode. According to Halliday (1985: 12), a field is defined as the type of social activity that is occurring or what the topic of conversation is. Based on the data above, the field of conversation was about caring for health and well-being. Ember showed her attention and caring side to Bernie by saying that Bernie really needed to rest, and she also ensured that the rest of the task would be finished in her hands. This shows that the field of conversation is attentive interaction. Tenor is defined as the participants of the conversation and their relationship to each other. Based on the data above, the tone of the conversation appeared to be an attentive relationship between a daughter and her dad. Ember showed her care for Bernie's condition, which seemed to be in a bad state. At first, Bernie refused to take a rest because he needed to finish more things, but Ember insisted that he really needed to rest. This showed that the tone of conversation is an attentive relationship between a daughter and her dad. According to Halliday and Hasan, mode refers to the form of language used by the participants. Based on the data presented above, the language used is verbal communication, as Ember and Bernie spoke to each other directly. Ember used the declarative form of utterance to tell Bernie something informative. Ember's declarative speech in this conversation demonstrated that she strongly advocated for her father to rest due to his poor health.

Based on the two examples that being discussed above, Elemental characters manage to maintain focused, purposeful conversations despite their cultural and elemental differences. It suggests that maxim of relevant is not just about staying on topic, but also about respecting the listener's needs and context. By portraying this interactions in diverse multicultural setting, the film encourages the audiences to value the act of staying attuned to others' perspective during conversation, mainly in cross-cultural exchanges.

Manner

(1) Ember : How did you end up in here?

Wade : **Well, I was in the canals checking the doors for leak when I found some water that shouldn't have be there rusty, with a hint of- motor oil? There was this WHOOSH of water and I got sucked into a filtering system but then I heard this explosion that's how I ended up in your place**

Ember: Oh flame... my temper caused this

(Elemental 00:31:53 – 00:32:24)

According to the story, the above conversation occurred between Ember and Wade while they were in Ember's fireplace. Ember, who was curious about Wade's chronology of how he ended up in her place, questioned him to determine the exact cause of the pipeline leak. Wade responded by describing a detailed sequence of events. He stated that at the time, he was in the canals inspecting the drainage system's broken doors, which were causing leaks. Wade also described some of his sensory experiences in detail, such as how the water in the canals tastes rusty with a hint of motor oil. Suddenly, a big wave of water from the main canal hit him, sucking him into Ember's filtration system. While inside the pipe, he heard an explosion from outside, which led him to her place, where Ember and Wade met for the first time. Finally, Ember realized and connected Wade's detailed explanation to her fiery temper at the time, resulting in the explosion. Fire is Ember's element. As a result, she possesses a unique ability: when angry, she can produce fire.

According to Grice (1975), the maxim of manner encourages the speaker to be clear and orderly in giving information to the listener. The speaker must avoid giving information that seems ambiguous to maintain clarity. Based on the data above, Wade, as the speaker, provides information to Ember in a detailed manner, which is somewhat confusing because of the complexity. The complexity in this context refers to lots of unnecessary details that he conveyed in his statement, such as his sensory experience with water that tasted like motor oil and the way he described the big wave of water with the use of the expression **WHOOSH**. The use of unnecessary details in Wade's statement may have been caused by Wade's attempt to convey his shock after experiencing the event. Despite Wade's unnecessary detail information, Ember was able to learn how Wade ended up in his position as a result of her explosive temper, as well as the cause of the pipe leakage. Additionally, the information provided by Wade still met the maxim of manners because the person he was talking to understood what he was saying. Wade's manner of using unnecessary detail information was because he was still in a state of shock and still needed time to explain the chronology of that serious event. Ember, who was emotionally reacting to Wade's explanation, was finally aware of her contribution in that bad situation and had the motivation to take further action in order to solve the problem she caused. This also led to the better character development of Ember as the main character in the plot of Elemental Story, where she was trying to control her temper in order to avoid another bad situation.

When analyzing the situation, the conversation above can be classified based on its field, tenor, and mode. Halliday (1985: 12) defines a field as the type of social activity taking place or the topic of conversation. Based on the information presented above, the topic of conversation was a chronological explanation of a negative event and personal reflections. During the conversation, Ember, who was looking for more information from Wade in order to take the next steps to resolve the problem, received a chronological explanation involving an explosion caused by Ember's temper, which led to the cause of the pipe leak in her fireplace. Ember's response to Wade's explanation clearly demonstrated her realization about her own contribution to causing the pipe leakage. This demonstrates that the topic of discussion above was a chronological explanation of a bad event and personal reflections. Tenor is defined as the participants in the conversation and their relationships with one another. According to the information provided above, the participants are Ember and Wade. In the context of the above conversation, Ember and Wade appeared to have a good friendship. In the context of the story, it appeared that their relationship was similar to a good friendship, with one of them attempting to provide a chronology of bad events. In the context of the story, Ember asked Wade about how he ended up in her place. Wade was being informative in providing the chronological events that he had been through, and he also helped Ember come to the realization that her

temper caused the chaos. The realization she gained will lead Ember to take further steps to solve the problem she caused. Mode, in Halliday and Hasan perspectives, refers to the form of language use and the participants expectations of language use. Based on the data presented above, the language used is verbal communication, as Ember and Wade spoke directly to each other. Both used declarative structure to convey their message. In the story, Wade, who was providing a chronological explanation of why he ended up in Ember's place, and Ember, who eventually realized that the cause of the problem was in her hands, This clearly shows that the declarative form of speech was used to convey information in the context of the preceding conversation.

(2) Ember : I have to open that up!
Wade : **No! The water will come in and you'll be snuffed out!**
(Elemental 01:23:29 – 01:23:32)

According to the story, Ember and Wade had the conversation while Wade was inside the chimney of Ember's fireplace. In the story, Ember attempted to prevent the Blue Fire Orb from being extinguished by the water after the Fire Town was hit by a large flood. The Ember family's Blue Fire Orb was a vital legacy that needed to be preserved in order for their lives and fire business to continue. In the story, Ember was hit by flood debris and ended up in the chimney with it. For a brief moment, she was safe from the flood. Inside the chimney, Ember panicked because water appeared to be leaking through the cracks of the debris, and she was also concerned about the Blue Fire Orb, which could have already been extinguished by the flood. Wade, as a water guy, easily entered the chimney and handed Ember her Blue Fire Orb. Ember noticed that Wade, the water guy, would evaporate due to the high temperature inside the chimney. Because she loved Wade, she attempted to clear the debris that had accumulated along the chimney path in order to save him. Wade was against her action because he was afraid that Ember would die from the flood if she continued to try to open it.

According to Grice (1975), the maxim of manner encourages the speaker to be clear and orderly when conveying information to the listener. In order to maintain clarity, the speaker must avoid providing ambiguous information. Based on the information presented above, Wade clearly followed the maxim of manners by briefly explaining the outcome of Ember's action. In the story, Ember attempted to open the chimney path to save Wade from being evaporated. Wade, who was afraid she would die in that situation, opposed her actions. Wade stated that water will enter and Ember will be extinguished. This data clearly explains that Wade obeyed the maxim of manners by being clear and brief towards Ember in explaining the consequences of her action later. Thus, Wade's utterance in bold can be included in **the maxim of manner**.

When analyzing the situation, the conversation above can be classified based on its field, tenor, and mode. Halliday (1985: 12) defines a field as the type of social activity taking place or the topic of conversation. According to the data presented above, the topic of conversation was either a discussion or preventing the consequences of dangerous behavior. In the story, Wade attempted to stop Ember from opening the chimney path in order to save Wade from evaporation. Wade, who was against her action, attempted to stop her and explained the consequences later. Wade emphasized that Ember would die if she continued her actions. This demonstrates how the field of conversation above prevents the consequences of dangerous action. Tenor is defined as the participants in the conversation and their relationships with one another. According to the data above, the tenors in the conversation are Ember and Wade, who were friends but appeared to be developing romantic feelings. They were still friends who only realized they had romantic feelings for each other as individuals, not as couples. In the story, it appeared to be a relationship in which both parties provided affectionate protection for one another. This was due to the romantic feelings they had already formed for each other. This was demonstrated in the story, where Ember and Wade attempted to protect each other from something dangerous. Ember attempted to save Wade from evaporation, while Wade tried to prevent Ember from sacrificing herself to save him. This clearly demonstrates that Ember and Wade's relationship was one of affectionate protection; they acted as friends who were already developing romantic feelings for each other, rather than as a couple. According to Halliday and Hasan, mode refers to the form of language used as well as the expectations of the participants. Based on the data presented above, the language used is verbal

communication, as both Ember and Wade spoke to express urgency and protection for each other. In the story, Ember stated clearly that she needed to open the chimney to save Wade, and Wade expressed concern that if Ember opened it, she would die. Wade used an imperative form of speech in this conversation due to the urgency of explaining the consequences of Ember's impulsive action, whereas Ember used a declarative form of speech to declare that she had the urge to open the chimney path in order to save Wade from evaporation. In this conversation, imperative speech was used to order something. Wade commanded Ember not to sacrifice herself while explaining the consequences of her actions. Ember used declarative speech in this conversation to declare that she is willing to save Wade from death. This demonstrates the use of language in a conversational context.

The examples above demonstrates how the maxim of manner is used differently depending on the emotional and situational context of the characters. In the first example, Wade provides extra details which makes his explanation somewhat disorganized reflect his emotional state which is he is still overwhelmed yet his message is ultimately clear and understood by Ember. By his explanation, Ember meets the realization of her own role in that situation. In contrast, the second example shows Wade using a much more direct and urgent response to prevent Ember from making dangerous decision. His clear and brief warning aligns closely with the maxim of manner especially in life-threatening moment. Thus, two of these examples show that clarity in communication is not only about language structure, but also about emotional awareness and intention. Elemental uses these scene to highlight how clear expression, whether detailed or concise, can helps to build connection, prevent harm, and support mutual understanding especially between the diverse background of the characters.

Conclusion

According to the findings and discussions, all of Grice's maxims—quantity, quality, relation, and manner—were followed by the characters in the Elemental movie yet also adhere subtle deviation to reflect the emotional states and cultural differences of its characters. The maxim of manner is shown through both detailed and concise speech, revealing that clarity depends not just on structure but also on emotional context. The maxim of relevant is upheld as characters engage in focused dialogue that respects each other's perspectives, especially in cross-cultural interactions. The maxim of quality is maintained through honest exchanges that build trust and mutual understanding, reinforcing the value of sincerity in diverse relationships. Meanwhile the maxim of quantity is reflected in the characters' ability to provide just enough information without misleading the listener. These findings suggest that Elemental uses Grice's principles not only to structure dialogue but also to support its broader themes of empathy, cooperation and cultural understanding. This study is limited to a single animated film and a specific narrative context which may not capture the full range of how the Cooperative Principle functions in other genres. For the future research could compare animated and live-action films or explore different genres to determine whether the use of conversational maxims varies depending on storytelling style. Therefore, cross-cultural studies could provide further insights into how communication principles are adapted in multilingual film contexts.

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