

## **PRAGMATICS AND FILM DISCOURSE: THE INVENTION OF LYING AS A SAMPLE**

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### **1. Introduction:**

Though one aim of different sorts of TV-shows (films, series, programs, etc.) can be to provide amusement and enjoyment, that is to entertain, specifically the comedy ones, TV-shows generally do much more than this. Good TV-shows make the audience change the way they look at life. They make people know the effect of different actions and words. The role of TV-shows in the modern world cannot be underestimated. Even more, from a pure linguistic view, TV-shows can serve as indirect lessons of language use. People can learn what uses of language are proper and what are not through films and series of these sorts.

Moreover, to succeed in conveying their messages and to shape their story in the best way possible, TV-shows, specifically films, utilize all the possible means, both the linguistic and the non-linguistic. Linguistically, film discourse may have unique characteristics that differ from everyday communication discourse.

This study chooses a film entitled "The Invention of Lying" as the data to investigate two pragmatic phenomena in film discourses. The first phenomenon to be investigated is the observance/flouting of Grice's maxims. The second phenomenon is politeness. The relation between the two is an essential aim for the current study too.

The study hypothesizes that film makers deliberately choose the linguistic techniques to be followed or to be violated in a way that helps in shaping the ideas of the film. Specifically, the study hypothesizes that the film of "The Invention of Lying "is mainly linguistically created. On the other hand, this study hypothesizes that the relationship between maxims and politeness is not one of equivalence. In other words, observance of maxims does not contribute directly to politeness. Politeness can be achieved by violation/flouting as well.

After representing a bird's eye view of literature review on some essential concepts to the study, the study starts the analysis part. First, a mere analysis of extracted pieces from the film is represented in a table, to show maxims observance and non-observance on the one hand, and face saving or threatening on the other hand. Second, a discussion is made on two things: (i) the different purposes of and the messages behind maxims flouting or

observance and (ii) their relation to politeness. Finally, conclusions are given and references are listed.

## **2. Film Discourse**

Film discourse, or the film as a product, is a coherent, complete and integral representation of some issues and problems embodied in messages, expressed by means of verbal and non-verbal signs, organised in accordance with the concept of a collective functionally differentiated author using cinematographic codes, recorded as a sequence of frames and intended to be shown on the screen for individual or collective audiovisual perception by the viewer (Zaichenko, 2019 :632).

Film discourse is a discourse having certain features; the use of metaphors, pronouns, the art of spin and rhetorical devices, which distinguish it from other discourses. Not only adhering to linguistic rules, but also violating them can be a central feature of film discourse. The essential point to such discourse is to convey the message of the film and to picture the story of the film as accurately as possible and in the best way that fits its aim (Tahir, 2010: 4593). This study sheds light on a form of pragmatic flouting in film discourse, namely the flouting of Grice's maxims, and its relation to the politeness theory of Brown and Levinson (1978).

## **3. Pragmatics**

Pragmatics is a subfield of linguistics that studies language in context. It studies languages in use. It deals with, as Yule (1996:3) mentions, meaning as expressed by the speaker and understood by the listener.

Pragmatics studies language use, in its different forms. In other words, as Verschueren (1999:1) puts it, it is "the study of linguistic phenomena from the point of view of their usage properties and processes". Levinson(1983:21) says that pragmatics, as a study field, shows that the context the language is being used in determines the meaning of the word or the expression and its function. The current study is going to deal with two central pragmatic notions, namely the co-operative principles and politeness.

#### **4. The Co-operative Principle**

The field of pragmatics is enriched by Grice's (1975) basic cooperative principle. He (ibid., 41) opines that the principle explains an idea that interlocutors in a conversation need to be truthful, informative, relevant and clear. This means that each participant is expected to communicate in some agreed and proper manner. Thus, people apply certain, generally, conversational maxims to be cooperative in a conversation and, sometimes, infer certain implicatures.

Implicature is defined by Grice (ibid:45) as the additional conveyed meaning. When an implicature is involved, what is said is not what is meant. Implicature is the inferred hidden meaning. It is the indirect meaning conveyed by the speaker/writer.

Grice (1975) sets four maxims in his cooperative principle. Those are:

- (i)- Maxim of Quality :** - "Do not say that which you believe to be false"
- "Do not say for which you "lack adequate evidence"

**(ii)- Maxim of Quantity:** - "Make your contribution as informative as is required (for the current purposes).

-Make your contribution not more or less informative than is required"

**(iii)- Maxim of Relation :** Be relevant.

**(iv)- Maxim of Manner:** Be clear, brief and orderly.(cited in Yule, 2010:147)

The maxims are not always followed. They are violated and/or flouted in some situations for some purposes. Linguistic literature necessitates the distinction between flouting a maxim or more and violating a maxim or more. It is indicated that they are not the same. Flouting is the case where a speaker deliberately chooses not to observe the maxims. It is not a matter of deliberately trying to deceive or mislead their interlocutors. It is a matter of conveying another intentional set of meanings, i.e. implicatures. Accordingly, the current study investigates maxim flouting rather than violating.

## **5. Politeness**

In 1987, Brown and Levinson collaborated and presented their politeness theory, which mainly focused on the notion of face, or the public self-image maintained by people. In their account, Brown and Levinson (1987) proposed two kinds of face, namely, the positive (henceforth P) face ( the desire to show involvement with others) and the negative ( henceforth N) face (the desire not to offend others) (Crystal, 2008: 184).

Moreover, Brown and Levinson's politeness theory (1987) stated five strategies that aim at saving people's face (henceforth FSA for face saving acts) :

(i) Bald on Record strategies: are mostly used by the speakers who closely know their hearers, such as close friends or family.

(ii) Positive Politeness Strategies: try to minimize the threat to the hearer's face. They are most commonly used in situations where the audience knows each other fairly well to avoid conflict: be optimistic, include both S and H in the activity , give (or ask for) reasons, etc.

(iii) Negative Politeness strategies: they have greater respect to the hearer than the positive politeness strategies. We can assume that there might be some social distance or awkwardness in the situation. There are different kinds of negative politeness strategies, such as: be conventionally indirect, use question, hedge, be pessimistic, etc.

(iv) Off-record: means indirect strategies to avoid direct face threatening acts by either inviting conversational implicatures or by being deliberately ambiguous or vague. There are different kinds of off record strategies such as: give hints/clues, give association clues, presuppose, understate, etc.

The current study follows Brown and Levison's (1987) notion of politeness, specifically the consideration of positive and negative face. It depends on the strategies as a measure. Whenever they are followed, face is saved and whenever they are not, face is threatened (henceforth FTA for face threatening acts). Thus, the main idea to be investigated is to show the relation between the illocutionary aim expected to be achieved by adhering to Grice's

maxims and the social goals that must be achieved by respecting and saving people's face, i.e. politeness.

## 6. The Invention of Lying

The Invention of Lying is a film written and directed by [Ricky Gervais](#) and [Matthew Robinson](#). It is an American [speculative romantic comedy](#). Speculative is a broad category of [fiction](#) encompassing [genres](#) with certain elements that do not exist in the real world but often in different contexts of imaginative themes. The film was first released in the United States in 2009.

The story starts with the failing script editor Mark Bellison in a world where lying doesn't exist. In that alternate reality, everyone tells the truth and only the truth; everyone is blunt and truthfully honest. Suddenly, Mark develops the ability to bend the truth. He discovers the concept of lying. With the ability to lie, he takes advantage of everyone, since they all assume he's telling the truth. Spinning tall tales to get out of trouble and into girls' pants, his unique ability proves invaluable at first. He immediately lies himself to fame and fortune but soon realizes how out of control dishonesty can be. Even with his superiority and power of lying, he cannot lie himself into the heart of the woman he loves.

The current study selects this film as the data for analysis because it is hypothesized that this film can constitute a good ground to study the use of Grice's maxims in film-makings, and to investigate politeness relation to the obeying and disobeying of the maxims.

## 7. Methodology

The Invention of Lying, which is the data to be investigated, is chosen intentionally as it serves the aims of the study. It is a speculative romantic comedy film. It is 93 minutes long.

Instances of deliberate flouting of maxims and instance of over observance of them are going to be first detected and analysed. Then, the extracted pieces will be re-analysed according to Brown and Levinson's principle of politeness. This first step is only dedicated to mere analysis in form of a table.

The second step will be to provide a discussion for the extracted pieces' analyses. The first topic of discussion will be to show the purposes and the effects of maxims flouting verses over observance. The second topic to be discussed will concern the relation of politeness to maxims flouting and observance. At the end, conclusions will be stated.

## 8. Data Analysis

The following table represents extracts from the film and refers whether they flout or observe the maxims, on the one hand, and whether they save or threaten the listeners'/participants' faces:

Table (1): Data Analysis

No.	Extract	Analysis		
		Maxims	Politeness	Explanation
1	"A: Look, I'm not coming in to work today. B: (on phone) A: No, I'm not sick.	Quality maxim is over observed	N FTA	An employee talking to her employer and directly explaining her anti-feeling to the job.



No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	I just hate it there."			
2	"A: Oh, your baby is so ugly. It's like a little rat"	Quality maxim is over observed	N and P FTA	A woman commenting on her neighbor's newborn kid.
3	"A: A little frustrated at the moment. Also, equally depressed and pessimistic about our date tonight."	The maxim of quantity is flouted	N and P FTA	A girl on date expressing her feeling towards the date to her partner, implying that she does not like him because of his appearance.
4	"A: I feel awkward now about being early. B: Yeah, I'm disappointed that you're early and not really looking forward to tonight in general"	The maxim of quantity is flouted	N and P FTA	The man on date apologizing for being early and the partner replying with a bitter tongue and an insult.
5	"A: Hi. I'm threatened by you."	The maxim of quantity is flouted	NFTA	A receptionist directs the speech to a beautiful girl because of her beauty though no open conversation is between them.
6	"A: Your sister? B: No. A: Daughter?"	The maxim of quantity is flouted	NFTA	A waiter directing the speech to a man with no permission and insulting his

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No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	B: No. A: She's way out of your league."			appearance as the latter does not look good.
7	"A: Do you enjoy that? B: No. A: Oh! B: But I enjoy the end result of the job, which is money. And also the hours are pretty good for the amount of money I make, which I spend on things I like, such as clothes and hiking and drinking, even though I know it's bad for me. But I'd rather just get all the money and not have to work for the results. Oh, sure."	Quality is observed. Quantity is flouted	PFSA	A conversation between two on a first date, a romantic data.
8	"A: I'll have the fish tacos 'cause it's what I had last time I was here. It's all I know."	Quantity maxim is flouted	NFTA	A man requesting food from a waiter
9	"A: No, not very attractive. No,	Quality is over	N and P	The girl on date describing her partner

No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	doesn't make much money. It's all right, though. Seems nice. Kind of funny. A bit fat. Has a funny little snub nose. Kind of like a frog in the facial area."	observed. Quantity maxim is flouted	FTA	to her mother on phone with a loud voice.
10	"A: I realise more and more every day how overqualified I am for this position and how incompetent you are at yours."	Quality is over observed. Quantity maxim is flouted	NFTA	A secretary describing feeling to her co-worker as the latter gets fired.
11	"A: Any messages not to do with being fired?  B: Well, I told everyone you're getting fired this week and they shouldn't expect their calls returned, so no one left any messages.  A: Okay. Next time...  B: I don't think there'll be a next time. ...	Quality is over observed. Quantity maxim is flouted	NFTA	A conversation between a secretary and a boss who the latter is about to be fired.

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No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	A: take the message"			
12	"A: Mark, I woke up this morning, sober, and realised that, while I did enjoy your company, based on your looks, your financial situation and your position in life, I have no interest in you romantically"	Quality is over observed. Quantity maxim is flouted	N and P FTA	A message from a girl to a man whom she was on date with last night.
13	"A: I loathed almost every minute that I worked for you."	Quality is over observed. Quantity maxim is flouted	N and P FTA	A worker describing feeling to his co-worker as the latter gets fired.
14	"A: Well, I just wanted to say good bye, and I've always hated you"	Quality is over observed. Quantity maxim is flouted	N and P FTA	A worker describing feeling to his co-worker as the latter gets fired.
15	"A: Are you here to abandon an elderly person?  B: I already have. Martha Bellison, I'm	Quality is over observed.	N and P FTA	A receptionist talking to a man in a nursing house.

No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	her son."			
16	"A: Well, I'm relieved you're not a couple of black guys"	Quality is over observed.	NFSA	A police man directing his speech to couple of whit passengers
17	"A: I'm gonna say that, judging by the look of this car, you can't afford my bribe"	Quality is over observed.	NFTA	A policeman directing his speech to couple of white passengers
18	<p>"A: There's a very good chance you'll lose all this money here tonight.</p> <p>B: I know.</p> <p>A: And even if you happen to win, there's an even better chance that, in the long run, we'll win it back.</p> <p>B: I know</p> <p>A: Some of the games are fixed, - like the ones that use computers."</p>	Quality is over observed. Quantity maxim is flouted	NFTA	A receptionist talking to a man in a gambling house.
19	<p>"A: Things are gonna be okay.</p> <p>B: They are?</p>	Quality maxim is flouted	PFSA	A neighbor talking to his depressed neighbor, the former lies to save the life of

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No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	A: Yeah. You're gonna meet someone. You're gonna be happy. B: I shouldn't kill myself? A: Definitely not."			the latter.
20	"A: You can't go in there. B: I've got an appointment. A: Oh, then go right in."	Quality maxim is flouted	NFSA	A conversation between a secretary and an old employee, the latter lies.
21	"A: It does not look very good. She suffered a major heart attack. Her heart is very weak. Her pulse is not very strong. Her blood pressure is dropping rapidly, and she will probably suffer a fatal heart attack sometime tonight. Yes. Still going to die."	Maxims are over observed	NFTA	A doctor directing his speech to a man and his patient mother.
22	"A: Mum, listen to me. Listen carefully. You're wrong about	Quality is flouted	PFSA	A man talking to his mom whom (the mom) about to die,

No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	<p>what happens after you die. It's not an eternity of nothingness.</p> <p>B: Huh?</p> <p>A: You go to your favourite place in the whole world."</p>			the former lying to ease the situation.
23	"A: Did I ever tell you about the time I saved a baby from a burning building and there was a bear"	Quality is flouted	PFSA	A conversation between a man and a girl on date, the former lying to attract and impress the latter.
24	<p>"A: Two nerdy losers in hats?</p> <p>B: Yeah. Good. Good observational skills. But what I mean is, look beyond just their appearance and look at them. They're holding hands. They're in love."</p>	Maxims are observed	FTA , then FSA	A conversation between two on date describing two other couple of simple looking lovers.
25	"A: Because I love you. Does being rich and famous change your genetic material?"	Maxims are observed	FSAs	A conversation between two on date talking honestly.

No.	Extract	Analysis		
		Maxims	Politeness	Explanation
	B: No. It doesn't."			
26	"A: She will have the small Caesar salad because I don't want her to get fat.  We both know that one day you're going to lose your looks. You know, get old, wrinkly, ugly. Why throw a weight problem on top of it with delicious, fatty chicken?"	Quality is over observed. Quantity maxim is flouted	N and P FTA	A man rudely requesting food in restaurant instead of his girl-friend.
27	"A: What's your name?  B: Short Fat Brian.  A: Well, Brian. You are so much more than just short and fat. See? You're Brian with the Great Smile."	Maxims are observed	FSAs	A girl talking to a little fat boy who has just received a bullying and feels upset.

In the above table, the term "over observance of maxims" is a new concept represented by the study. It refers to instances when interlocutors observe the maxims to the highest degree that may lead to reveal an opposite result, that is, may make them cooperative but with some negative sense left. This point is going to be explained in more details later.



## 9. Discussion

The first topic of discussion is the different purposes that maxims (whether observance or non-observance) may serve in this specific film. It seems that the film maker is intentionally structuring the language in a way that conveys both a sense of humor and an intended message in each instance. Thus, the top purpose of the overall instances of maxims observance or nonobservance is to make a unique story (a film discourse) and to represent it to audience to entertain and contribute in some aspects of the world, through conveying messages. Without this unique utilization of the maxims, a story of an imaginative world with unpreceding knowledge of the concept of lying would be impossible. Thus, starting from this point, all the single instances of observance/over observance or non-observance are seen as quite purposeful and intentional.

Nevertheless, the main purposes (or messages) that are shown in the film by the utilization of the pragmatic tool (the maxims) are as follows:

**1. Nursing Home:** one of the messages in the film that is conveyed by the over-observance of the quality maxim (that is , to say the reality as it is with no any compliment) is related to the widespread attitude of placing old parents in nursing homes. In extract 15, the speaker asks Mark who, the latter, comes to visit his mom in a nursing house: " Are you here to abandon an elderly person? ". She chooses the exact word that conveys the exact truth which is "abandon". Mark, on the other hand, admits the reality by replying with the same degree of honesty saying: "I already have.". This conversation which involves an over observance of quality maxim is something that normally does not happen in the

real life conversations. It is intended to direct people to the fact that putting parents in such places is generally not a loyal or acceptable behavioral and, thus, it should not be called something other than "abandoning".

**2. Racism against the Black:** a central issue in the western societies is the racism against the black people. For this, the film maker specifies a short scene to tackle this issue. He criticizes those who decide their attitude according to skin colour. In extract 16, the film maker intentionally over observes the maxim of quality to reveal that some white policemen, though they may publicly deny the fact, feel racist against the black. It is something that need to be admitted first and , so, solved, got rid off.

**3. Bribing:** another message is about the issue of bribing, an issue which is not only limited to their community-specifically. It is a problem that almost all the countries suffer from. The film maker, in extract 17, refers to this problem. He makes the character, a policeman, speaks truthfully by over observance of quality maxim and asks for a bribe. He, the policeman, further admits that he, and thus corrupted police men in general, may ask for too much to let people go away with violation of rules.

**4. Gambling Fib:** in extract 18, it can be seen that the film maker tries to convince the audience that gambling is only made to deceive people. People are not ever going to be the winners in gambling because these places are designed for making business by fooling people. The film maker gives the character a speech of truth by over observance on quality maxim. The film maker wants to show the audience what those-in-charge in the gambling places would themselves say if they were honest enough to you.

**5. Give Hope and Be kind:** for the film maker, an essential message is the choice between saying the truth and being harsh, which requires you to fulfill the maxim of quality, and hiding the truth or avoiding it and being kind. He clarifies this idea in more than one scene. For instance, in extract 19, Mark flouts the maxim of quality and tells a depressed and pessimistic character who plans suicide that everything is going to be okay and beautiful. He, Mark himself, does not believe in what he is saying, but he lies to give hope to the other person. Moreover, in another extract (22), he again says what he does not believe is true to make his mother happy and die in peace. He chooses kindness over truth. The film maker, moreover, in some other part of the scene shows by an over observance of the maxims how reality should not be told at times. This is clear in extract 21. Also the same idea is supported in extracts 1,2 and 12.

**6. Do not Lie but BE Honest in a Different way:** as a complement to the above message, the film maker in different scenes shows that a person is not limited to either lying (flouting the maxims) or being honest (over observing the maxims). Participants in conversations have more options. They can try to look at the topic from a different side that brings up a positive and kind cooperation, for instance in extracts 24 and 27. In 27, the character speaks to a child who receives bullying on his appearance saying:

"A: What's your name?

B: Short Fat Brian.

A: Well, Brian. You are so much more than just short and fat. See? You're Brian with the Great Smile."

**7. Promoting Atheism:** in extract 22, the speech is meant to be a lying. Mark tries to ease the situation of dying to his mother so, as the story says, he lies about the existence of paradise. According to the story, he flouts the maxim by saying something that he does not see true. This scene can be interpreted as involving an implicature on atheism, on the idea that there is no God and what comes after death is nothing. This distinctive way of representing the idea (it is a lie but I am admitting it to make others feel good) grants the idea that it is a lie for the audience. The film maker seems to be expecting people to take the idea for granted. However, no further discussion is going to be made on this point and the scenes related to it because it is a sort of interpretation that needs to be tackled in a critical discourse analysis study. This study is only limited to the maxim investigation.

The seven different purposes and messages above can show how successful tool is the "maxim principle" for film making. It can serve in creating unique stories. Furthermore, there are other scenes that are built mainly on maxim over observance or flouting, but they all serve to show how **boring** one can be and how **idiot and trivial** they can look by not observing the maxims accurately, for instance by saying more than what is required.

Coming to the politeness principle discussion, it can be noticed that there are four possibilities between the maxims and politeness: 1. Polite = maxim observance, 2. Polite = maxim flouting , 3. Impolite = maxim flouting and 4. Impolite = maxim observance. This means that maxim observance does not necessarily lead to face saving, nor vice versa, which is an idea that can be figured out in a clearer way through the points below.

According to the above mentioned, analysed in the table, instances of maxims observance and non-observance, it can be stated that **face saving acts** are achieved in the following occasions:

**1. Flouting the maxim of quality:** in most of the extracts above, whenever the quality maxim is flouted, face is saved. This is because all of the instances involve harsh truth. This can, thus, indicate that the observance of some maxims sometimes may result in an uncomfortable conversational atmosphere, depending on the topic of conversation. So, observance of maxims does not always lead to satisfaction of participants, though it is meant to make the conversation better. (see extracts 20,22,23)

**2. Observing the maxims:** normally, when the conversation is away from sensitive topics, observing the maxims lead to face saving ( see extracts 24, 25, 27). A speaker needs to be aware about saying more than what is required. The more one speaks, the more s/he is subject to breaking rules of politeness and failure in saving others and themselves face. We can see in extract 3, for example, how positive face is threatened in the same context where there is a flouting to the maxim of quantity. Moreover, speakers need to be accurate on what "observance" means when it comes to quality maxim, to avoid being over observers to the much that threatens face.

**3. Flouting the maxim of quantity:** in some rare cases, flouting quantity maxim leads to the positive face saving. A listener may find the detailed speech of the speaker as a sign of intimacy and friendliness. Moreover, a listener may feel threatened if a brief answer or response is given to his/her speech.

In extract 7, it can be seen that unneeded details have achieved satisfaction on the side of the listener, thus positive face is saved.

On the other hand, **face threatening** has occurred in the following situations:

**1. Over observance of quality maxim:** one of the main reasons to face threatening, according to the Invention of Lying film, is the over observance of quality maxim. That is, it is the case when a speaker says something that is absolutely true but harsh (see extract 1,2,17 and also contributes in 7, 9, 10, 11, 12, 13, 14, 26, 27)

**2. The flouting of quantity maxim:** this is another case that may lead to the discomfort of the listener and, thus, threatening his/her face. This is because, as mentioned previously, saying more than what is required is not favored in conversations (see 3,4,5,8 and also contributes in 7, 9, 10, 11, 12, 13, 14, 26, 27)

**3. Clash between over observance of quality maxim and non-observance of quantity maxim:** when the quality maxim is over observed in cases where the topic is sensitive or harsh, the flouting of quantity maxim makes the situation worse. Thus, an attention need to be given to the clash that may happen between quality and quantity maxim specifically in instances which may cause threat to others (see extract 7, 9, 10, 11, 12, 13, 14, 26, 27)

It is suffices to mention that this film centers mainly on two maxims in all the instances of flouting and over observance, namely quantity and quality. This means that the linguistic technique of film making for this specific film is limited to the utilization of these two maxims. But this does not necessarily mean that the other maxims, namely relevance and manner, are of

no benefit to film making. They only do not help in achieving the aim of this film, which is to create a world where there is no lying. In fact, this is another evidence for the deliberate utilization and the sufficiency of linguistic means and notions for film makings.

Moreover, assessing the above points, we can say, again, that Grice's maxims do not serve politeness in a direct way. Politeness can be considered as a complement to them. So, for speakers, it is required to decide on the politeness principle first and then maxim observance. The study, thus, finds that politeness has priority over maxim observance (being truthful, clear and precise) in real world conversation. However, the two linguistic tools have contributed perfectly in creating a well-made story.

## 10. Conclusions

The current study has arrived at the following:

1. Pragmatic notions can be some of the main tools of TV-show makings, specifically Grice maxims and politeness. This in turn proves that linguistics contributes highly in TV-show makings.
2. Observance of Grice's maxims does not always lead to satisfaction of the participants. It may cause face threatening acts. This means that politeness has the priority over maxims observance and also complements it. There is no one-to-one relationship between them.
3. Over-observance, as a concept suggested by the study, needs to be considered within Grice's maxims to lessen the possibilities of face threatening and enhance the cooperative effectiveness of the maxims. Over-observance is specific to conversations that involve harsh or sensitive topics. It is the process of saying the harsh truth directly.
4. The Invention of Lying has successfully shaped many messages through maxims observance and non-observance in addition to politeness principles.
5. There are seven distinctive messages in the Invention of Lying film, which are mainly linguistically conveyed, in addition to the themes of "boringness" and "trivialness".
6. The Invention of Lying in specific and TV-shows in general can serve as means of indirect teaching of the appropriate use of language in conversations and, thus, contribute to changing people's perspective linguistically and socially.



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### **Abstract:**

In everyday communication, it is theoretically agreed on that people need to obey the four maxims of conversation to make their communication cooperative, namely the maxims of quantity, quality, manner, and relevance. This process of obeying maxims is represented by Grice under the cooperative principle. But, maxims are sometimes deliberately flouted for a reason or another; one important deliberate flouting of such rules may occur in film discourse. Based on this fact, it is hypothesized that film makers make great cinematic chances from the utilization of such linguistic rules in their works, just like many other linguistic phenomena; linguistics contributes deeply to TV-show makings.

The current paper, therefore, first aims to investigate the flouting and/or observance of Grice's maxims as a tool for making "The Invention of Lying" film. The study also aims to highlight the different purposes that observance and/or flouting serves in the film and, thus, the different messages that are successfully conveyed through them.

On the other hand, avoiding threatening people's face is another essence in any interaction in life. Linguistic studies have long discussed the means to save one another's face, both the positive and negative. Taking this into consideration, the current study hypothesizes, also, that "The Invention of Lying" film may constitute a suitable ground to investigate the relationship between the cooperative principles and politeness theory. From this point, another aim for the study is set.

**Keywords:** Pragmatics, Grice's Maxims, Politeness, film, The Invention of Lying

## الملخص:

إن المتعارف في المحادثات اليومية هو اتباع المبادئ الأربعة وهي (مبدأ الكيف, النوع , العلاقة والاسلوب) لجعل المحادثة أكثر صراحة وجدية ونجاحاً. إن مبدأ التعاون هذا يعود لكرايس إلا أن هناك حالات قد يحدث فيها انتهاك له لسبب أو آخر. أحد أهم أشكال الانتهاك ربما يحدث في خطاب الأفلام. استناداً على هذه الحقائق, تفترض هذه الدراسة أن فرصاً سينمائية كبيرة قد تتحقق عن طريق توظيف أدوات لغوية كمبادئ كرايس فيها. إن الظواهر والأدوات اللغوية عامة تقدم فرصاً كبيرة لصناع الأفلام.

ولهذا، فإن هذه الدراسة تهدف إلى بحث اتباع وانتهاك مبادئ كرايس في فلم اختراع الكذب. كذلك تسعى الدراسة لتوضيح الرسائل والأغراض المختلفة التي تم تحقيقها عن طريق توظيف هذه الوسيلة اللغوية.

من جهة أخرى، تعد الكياسة أيضاً من الأمور الأساسية المتعارف عليها في المحادثات. استناداً إلى هذا، تفترض هذه الدراسة أيضاً أن فلم اختراع الكذب قد يكون أرضية جيدة لبحث العلاقة بين مبادئ كرايس وأساليب الكياسة المختلفة في اللغة الانكليزية، وعليه يعد هذا هدفاً آخر للبحث.