

Shifting Conversational Focus Through Violations of The Maxim of Quantity in Film Dialogues

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ABSTRACT

This study explores how violations of the maxim of quantity function pragmatically to shift conversational focus in film dialogues. In everyday interaction, speaker do not always provide information in the expected amount. Once, they intentionally provide too little or too much information in order to manage sensitive topics or redirect the direction of the conversation. This study uses a qualitative method, analyzes eight selected dialogues taken from a fantasy film where characters depart from the cooperative principle during interaction. The analysis shows that violations of the maxim of quantity occur in two main forms: providing minimal information to avoid further discussion of uncomfortable issues, and offering excessive information that distract attention from the main topic. These strategies allow speakers to redirect conversational focus, reduce interpersonal tension, and maintain control over the direction of the interaction.

Keywords: *Maxim of Quantity Violation, Shifting Conversational Focus, Conversational Implicature, Film Dialogue, Pragmatics*

INTRODUCTION

In a pragmatic analysis of film dialogue, characters are often found to deliberately violate the maxim of quantity. However, there are times when speakers must adhere to the principle of cooperation so that listeners understand the topic being discussed and avoid misunderstandings that could lead to disputes, thereby allowing listeners to infer the implications of the conversation. People deliberately violate Grice's maxim of cooperation for specific purposes, such as sarcasm, hiding secrets, and to maintain the speaker's comfort. To avoid such discomfort, maxim violators use strategies to shift the focus to the interlocutor so that they no longer discuss topics that make them uncomfortable.

As social beings, humans need communication to interact with one another and exchange information between two or more people. By using the right communication techniques, this process of information exchange can run smoothly. Communication is not just about uttering words. Rather, it is about how we understand the meaning of those words. Often, people convey meaning indirectly. This phenomenon is known as implicature, a theory developed by H.P. Grice.

According to (Grice, 1975) the four maxims of conversation quantity, quality, relevance, and manner must be understood and adhered to by the speaker for communication to be effective. The maxim of quantity is the act of conveying a message with sufficient information, neither too little nor too much. The maxim of quality is the act of conveying a message with information that is true and not misleading. The maxim of relevance is the act of providing information that is relevant and does not deviate from the topic being discussed. The maxim of manner is the act of conveying information clearly and unambiguously.

Healthy and effective communication is communication that includes the right amount of information, is sufficient for the needs of the listener, is delivered at the right time, and is of high quality, according to (Gamage, 2022). Poor communication, such as conveying inaccurate or insufficient information, can lead to misunderstandings that may ultimately cause conflict. Therefore, as social beings who communicate daily, it is better to minimize things that can cause disputes in order to create a healthy environment.

One form of maxim violation that will be analyzed is the violation of the maxim of quantity in the dialogues in the movie *Harry Potter and The Half Blood Prince*. The maxim of quantity requires the speaker to answer questions with sufficient information that is neither exaggerated nor reduced. Misunderstandings will occur if the speaker provides information that is not desired by the addressee. According to (Hotimah, 2023) a violation of the maxim of quantity will occur when the speaker provides excessive or too little information, thereby causing ambiguity. The purpose of violating the maxim of quantity is to maintain speaker's comfort with the topic being discussed, so that the speaker engages in a self-defense mechanism in the form of avoidance by violating the maxim of quantity.

Violations of maxim of quantity can also be committed to avoid certain situations. This is a form of self-defense. Responses from survival mechanisms is divided into three parts according (Cannon, 1915) namely fight, freeze, and flight. Therefore, speakers who violate the maxim of quantity with the aim of avoiding certain situations fall under the flight category.

According to Fetzer, 2006 (Ngenget, 2019) politicians in Australia often avoid uncomfortable topics in interviews. For example, when a minister in a particular field is asked a question related to their field, they respond that they need to discuss it first rather than answering directly. This is a form of violating the maxim of quantity with an evasive response.

An uncomfortable situation will motivate someone to employ defense mechanisms. These defense mechanisms are expressed through speech, for example, someone who failed a job interview. He tries to shift his focus so he doesn't feel sad and so he can still feel worthy.

Utterance: "Besides, the salary isn't that great, and the office is too far from home. It's better that I don't take it."

This statement is an example of a defense mechanism to avoid situations that are uncomfortable for the speaker, so the speaker shifts the focus to feel comfortable with the situation.

The *Harry Potter* series written by J.K. Rowling not only presents a school of magic but also very complex relationships between characters. Often, the dialogue in *Harry Potter* has hidden meanings that reveal different backgrounds. For example, the relationship between innocent Harry and clever Hermione, and Professor Snape, who is often sarcastic through his violation of maxims.

This study takes from one season of the *Harry Potter* film series, namely *Harry Potter and The Half Blood Prince*. The reason for using this film is because it contains dialogues that involve manipulation between characters and the concealment of secrets. Several characters do not comply with the Grice maxims of cooperation, especially the maxim of quantity, in order to conceal secrets.

In the *Harry Potter and The Half Blood Prince* series, there are dialogues that were deliberately created by the author to violate the maxim of quantity. For example, the dialogue between Harry and Prof. Slughorn violates the maxim of quantity by providing insufficient information so that Harry does not know the real answer. The dialogues also show how to maintain a self-defense mechanism in the form of avoidance through violating the maxim quantity. According to (Zahra & Suyudi, 2023). A speaker who lies and provides unexpected information does not want the conversation partner to know about it.

This study also shows the implicature of every dialogue that contains a violation of the quantity maxim. Implicature itself is a statement that contains hidden meaning that is not directly conveyed by the speaker, so that the listener must interpret the meaning of the statement. (Niah et al., 2023) concluded that implicature is additional meaning that can be understood or inferred by the listener from the speaker's statement based on the principle of cooperation.

The purpose of this study is to analyze how Grice's cooperative principles, particularly the maxim of quantity, are violated in dialogues in the film *Harry Potter and The Half Blood Prince* with the aim of maintaining personal comfort and diverting the focus of the interlocutor, as well as the implicatures behind these utterances. As for the limitations of this study, the statement identified violates the maxim quantity. The statement was taken from the movie *Harry*

Potter and The Half Blood Prince. It is hoped that this analysis will help us understand how language is used to convey implied meanings that reinforce the storyline in literary works.

LITERATURE REVIEW

Previous Study on Harry Potter Movies

Zahra & Suyudi (2023) focused their research on the violation of Grice's maxims in the dialogues of several characters in the book *Harry Potter and The Cursed Child*. The researcher uses Grice's cooperative principle, which is divided into four types: quantity, quality, relevance, and manner. The researcher also lists the types of non-observance, namely: flouting, violating, infringing, opting out, and suspending. The researcher found that violating the maxim of relevance was most often done by the characters, with the aim of avoiding uncomfortable topics.

Monisa et al., (2025) in his research, the violation of the maxim quantity in the *Harry Potter* films occurs between Harry and Dumbledore in order to protect Harry from the emotional burden of secrets that Harry should not know. The author links this violation of the maxim of cooperation to the theory of politeness.

Zahra & Suyudi (2023) and (Monisa et al., 2025) agreed that this research could reveal the implied messages of characters in the *Harry Potter* film and novel series.

Based on these two studies, there is a research gap that can be identified. Researchers Zahra & Suyudi (2023) using the principle of maxim cooperation and made analyses in form of novels, which are rich in narrative descriptions. Novel writers often provide additional information in dialogues to make it easier to distinguish the types of maxim violations. This is different from films, which are limited to what the characters say. Whereas researchers (Monisa et al., 2025) using the principle of maxim cooperation and the theory of politeness. (Bustam et al., 2024) along with developments in communication technology, it is very important for researchers to study politeness strategies with the aim of protecting the feelings of the person being spoken to.

Pragmatic Theories and Literature

As social beings, human cannot escape communication. Human use language as an effective means of communication. Communication plays an important role for humans in building relationships and helping them survive, according to Mailani et al., (2022). With these communication goals in mind, there are communication goals in mind, there are communication strategies for conveying messages to audience in order to achieve specific objectives. Communication strategies are ways or means of determining how a message can be conveyed.

Communication strategies are divided into three parts, namely persuasion, manipulation, and negotiation. Persuasions is the act of influencing or inviting others to do something, for example, when a friend invites you to exercise in the morning. Manipulation is the act of influencing or even changing the perceptions of others with the aim of undermining their confidence in an argument, for example a friend who wants to borrow money even though they know you don't have any, so they use a hidden tactic. Meanwhile, negotiation is the act of bargaining by discussing with others to achieve a goal, for example, a mother asks her child for help with the household chores. The child will wash the dishes and the mother will wash the clothes.

This study will discuss one type of communication strategy, namely manipulation according to Simon (2010) the diversion section. Diversion is a shift in focus in a conversation to divert the focus of the other party because the topic being discussed threatens their comfort. This shift in focus is one way of violating Grice's maxim of cooperation, namely the maxim of quantity.

According to Grice (1975) in the cooperative principle, communication will be effective if the speaker and listener successfully fulfill four maxims: quantity, quality, relevance, and manner. If there is a violation of one of these maxims, communication will fail.

According to Grice, the maxim of quantity means that the speaker provides sufficient information in the sense that it is neither too much nor too little, as needed. According to Arbain et al., (2023) a violation of the maxim of quantity occurs when the speaker wants to avoid an unpleasant conversation, so the speaker chooses to respond in a deviant manner.

In the film Harry Potter and The Half Blood Prince, there are violations of the maxim of quantity in several characters, such as the conversation between Harry Potter and Prof. Slughorn. Slughorn provides very little information when Harry needs sufficient information. This situation occurs because the speaker deliberately violates the maxim of quantity to avoid or deceive certain situations which is uncomfortable according to the violator of the maxim.

METHODOLOGY

This study adopts a descriptive qualitative method to examine how violations of the maxim of quantity function in cinematic dialogue. This method is used to interpret linguistic forms and their pragmatic functions within interactional contexts Creswell & Poth (2023). The data source is the film Harry Potter and the Half-Blood Prince, from which eight dialogues were selected. The dataset consists of interactions in which characters depart from the maxim of quantity by providing either insufficient or excessive information.

Data were collected through repeated viewing of the film, followed by transcription of relevant dialogue segments. A purposive sampling technique was used to select interactions that clearly demonstrate violations of the maxim of quantity and shifts in conversational focus.

The analysis was carried out in three stages. First, utterances that depart from the maxim of quantity were identified based on the cooperative principle proposed by H.P. Grice. Second, each utterance was examined in relation to its situational context to determine how the speaker redirects conversational focus. Third, the conversational implicature generated by each violation was interpreted to explain the communicative purpose of utterance.

DISCUSSION

This study found eight dialogues in the film Harry Potter and The Half Blood Prince that violated the principle of cooperation, specifically the maxim of quantity, by diverting the focus of the interlocutor. Two characters were found to have violated the maxim, namely Dumbledore and Snape, by conveying excessive information. The other characters conveyed minimal information. The characters who violated their interlocutors by shifting their focus in order to maintain their own comfort and conceal secrets.

Tabel 1. Data Findings

No	The Amount of Informative	Quantity
1	Over	2
2	Minim	6

Source: authors' work

Table 1 shows the number of dialogues that violate the rules by providing excessive or insufficient information. In the movie Harry Potter and The Half Blood Prince, there is a dialogue between several characters in the Harry Potter films that violate the maxim of quantity by shifting the focus of the conversation to avoid uncomfortable situations. This constitutes a violation of the maxim of quantity.

Violating of Maxim Quantity in the films Harry Potter and The Half Blood Prince

Table 2 shows dialogue that violates the maxim of quantity in the film Harry Potter and The Half Blood Prince.

Table 2. Violations of the Maxim of Quantity

No	Dialogue	Informative		Implicature
		Over	Minim	
1	HARRY POTTER <i>*seeing</i> Dumbledore's hand* DUMBLEDORE "Rather unpleasant to behold, isn't? The tale is thrilling, if I say so myself, but now is not the time to tell it."	Over		Dumbledore diverted Harry's focus so he wouldn't wonder what was happening to his hand.

2	MR FILCH "What's this cane here, then?" DRACO MALFOY "It's not a cane, you cretin. It's walking stick."		Minim	Draco diverted Mr. Filch's focus so that he would not become curious about his wand.
3	TOM RIDDLE "Who are you?" DUMBLEDORE "Well, I'm like you Tom, I'm different."		Minim	Dumbledore diverted Tom Riddle's focus so that he would not find out more details about who Dumbledore was.
4	HARRY POTTER "You knew him, didn't you, Sir, Tom Riddle? You were his teacher." PROF. SLUGHORN "Mr. Riddle had a member of teachers whilst here at Hogwarts."		Minim	Prof. Slughorn only said that all the teachers at Hogwarts were Tom Riddle's teachers.
5	HERMIONE GRANGER "I'd like to know <u>whose</u> that book was. Let's have a look." HARRY POTTER "No, the binding is a fragile."		Minim	Harry didn't want Hermione to know who the book belonged to.
6	HARRY POTTER "It got me wondering, are <u>those some</u> kinds of magic you're not allowed to teach us?" PROF. SLUGHORN "I'm potion master, Harry. I think your <u>question'd</u> better be posed to Prof. Snape."		Minim	Prof. Slughorn didn't want Harry to know that he knew about magic that couldn't be taught.
7	HARRY POTTER "Are those Tentacula leaves, Sir? They're very valuable, aren't they?" Prof. Slughorn "My own interest <u>are</u> purely academic, of course."		Minim	Prof. Slughorn diverted Harry's focus so that Harry would not suspect him of stealing the Tentacula leaves.
8	*Bellatrix suspects Snape of being loyal to the Dark Lord* SNAPE "I can't change the Dark Lord's mind. But it might be possible for me to help Draco."	Over		Snape avoided Bellatrix's suspicion by claiming that he would help his nephew, Draco Malfoy, with the task assigned by the Dark Lord.

Data 1

Context of the situation:

At minutes 4:50, the scene where Harry meets Dumbledore at the station. As they talk, Harry notices that Dumbledore's hand are blackened. Before Harry has a chance to ask, Dumbledore replies that the story of his hand is terrible, but that is not the right time to tell it.

Analysis:

Dumbledore appears to violate the maxim of quantity by providing only minimal information about the condition of his hand. Instead of explaining what happened, he briefly remarks that the story of his hand is "terrible," but adds

that it is not the right time to tell. Harry's observation clearly invites further explanation, yet Dumbledore deliberately limits the amount of information he provides.

Pragmatically, this under-informative response functions as a strategy to redirect the conversational focus. By withholding details and postponing the explanation, ...it's not the time to tell it..., Dumbledore intentionally refuses to say further about his hand and prevents the topic from developing. In this way, the violation allows him to avoid discussing a sensitive matter while maintaining control over the direction of the interaction.

At the same time, Dumbledore adds the comment, the tale is thrilling, if I say so myself. This utterance introduces additional information that does not directly address Harry's concern about the blackened hand. Instead, it frames the situation as an interesting story rather than an alarming problem. In this sense, the utterance also works as an over-informative diversion that shifts Harry's attention away from the immediate issue.

The conversational implicature generated by this response is that the condition of Dumbledore's hand is serious but cannot be discussed at the moment. By postponing the explanation and presenting it as a story for another time, Dumbledore indirectly gives an idea that the topic should not be pursued further. Harry is therefore expected to infer that he should respect Dumbledore's reluctance to explain and allow the conversation to move on.

Taken together, the response combines minimal explanation with a brief narrative distraction. Both violations function to redirect conversational focus and prevent the discussion from concentrating on Dumbledore's hand.

Data 2

Context of the situation:

At minutes 28:08, there is a scene Mr. Filch searched the belongings of Hogwarts students, concerned that someone might be carrying suspicious items, as Tom Riddle had done when he was at school. Mr. Filch asked Draco Malfoy about his wand, whether it was suspicious or not.

Analysis:

Draco Malfoy violated the maxim of quantity by giving Filch, who was searching his belongings, only minimal information. Filch asked and suspected what Draco's wand for. Instead of answering truthfully, Draco simply said that his wand was a walking stick, even insulting Filch as lowly.

Pragmatically, Draco's uninformative response served to divert the focus of the conversation. Draco deliberately refused to explain the truth to avoid discussing sensitive issues.

At the same time, Draco called Filch a "cretin" as a sign that he did not like talking to Filch, whose social status was below Draco's. This remark also served to divert Filch's attention from asking further questions about the wand.

The implication is that Draco does not like Filch or anyone else searching his belongings, for Draco the wand is a sensitive matter that he cannot explain to others.

This violation serves to divert the focus of the conversation and prevent Draco's discomfort.

Data 3

Context of the situation:

At minutes 41:27, there is a scene where Dumbledore visited the dormitory where young Tom Riddle lived. Tom was different from the other children. Tom was curious about Dumbledore's true identity. Instead of giving a detailed answer, he told Tom that he was just as different as Tom.

Analysis:

Dumbledore violated the principle of quantity maxim by giving Young Tom Riddle minimal information about his identity, which Tom had asked about. Dumbledore refused to answer who he really was by saying that he was just as different as Tom.

Pragmatically, Dumbledore's uninformative response served to divert the focus of the conversation. Dumbledore deliberately refused to explain so that Tom would not find out who Dumbledore really was.

The implication of this conversation is that Dumbledore did not want Tom Riddle to know his true identity by diverting Tom's focus with the statement, "Well, I'm like you, Tom. I'm different."

This violation served to divert the focus of the conversation and prevent the continuation of a conversation that was uncomfortable for Dumbledore.

Data 4

Context of the situation:

At minutes 59:10, there is a scene after class, Harry asked Prof. Slughorn about Tom Riddle. Harry was curious whether Slughorn had ever been Tom Riddle's teacher at school. Slughorn didn't want to look bad in front of his student, so he said that all the teachers at Hogwarts had been Tom Riddle's teachers.

Analysis:

Slughorn violated the maxim quantity by giving Harry very little information about Tom Riddle's teacher. Slughorn refused to answer Harry's question about whether he was Tom Riddle's teacher. Instead of telling the truth, Slughorn simply said that all teachers at Hogwarts were Tom Riddle's teachers.

Pragmatically, Slughorn deliberately gave Harry very little information in order to divert his attention so that he would not ask any further questions about Tom Riddle's teacher.

The implication of this conversation is that Slughorn did not want to appear guilty in front of Harry for being Tom's teacher, so he said that all Hogwarts teachers were Tom's teachers.

Data 5

Context of the situation:

At minutes 48:17, there is a scene where Hermione became suspicious of Harry and wanted to know who owned the book Harry always carried with him because it always gave Harry good grades. Harry was reluctant to give up the book because it contained notes that helped him get good grades.

Analysis:

Harry violated the maxim of quantity by giving Hermione, who wanted to know the real owner of Harry's book, minimal information because Hermione suspected Harry, who always got good grades in class. Instead of telling the truth, Harry said that the book was worn out.

Pragmatically, Harry deliberately violated the maxim of quantity by diverting Hermione's focus with this statement. Harry refused to tell the truth to prevent the topic from developing further.

The implication of Harry and Hermione's conversation is that Harry refused to tell the truth about the owner of the book, with the aim of preventing Hermione from suspecting him and lecturing him. It can therefore be concluded that Harry's action can be described as a strategy to divert focus in conversation.

Data 6

Context of the situation:

At minutes 1:25:17, there is a scene where Harry received orders from Dumbledore to uncover the truth about Slughorn's past in relation to Tom Riddle. Harry asked Slughorn about the forbidden black magic, but Slughorn refused to give a straight answer, saying that he was a potions master who had nothing to do with black magic.

Analysis:

Slughorn violated the maxim of quantity by giving Harry minimal information when Harry asked him about the forbidden subject of dark magic, which was related to Slughorn's past and Tom Riddle. Instead of telling the truth, Slughorn said that he was not a teacher of dark magic. Harry needed sufficient information, but Slughorn limited the conversation.

Pragmatically, Slughorn deliberately provided little information to divert his conversation partner's focus. Slughorn refused to tell the truth to avoid topics that made him uncomfortable.

The implication of this conversation was that Slughorn did not want Harry to know about his past as Tom Riddle's teacher, which had traumatized him. Hoping that Harry would not pursue the topic, Slughorn ultimately limited the conversation.

Data 7

Context of the situation:

At minutes 1:45:18, there is a scene where Harry caught Slughorn in the Herbology classroom picking tentacula leaves, which were very expensive. Professor Slughorn was surprised to see Harry. To cover up his nervousness, Slughorn diverted Harry's focus by saying that he was stealing the tentacula leaves for academic purposes only.

Analysis:

Slughorn violated the maxim of quantity by giving Harry minimal information when Harry caught him stealing the expensive Tentacula leaves. To cover up Harry's suspicions, Slughorn used a diversionary tactic by saying that he was stealing them for academic purposes.

Pragmatically, Slughorn deliberately provided little information as a diversion in the conversation so that Harry, who was curious about Slughorn's actions, would not pursue the topic.

The implication of this conversation is that Slughorn, who was stealing, did not want Harry to suspect him or report him to Madam Sprout. Therefore, to deceive Harry, he said that his actions were for academic purposes, not for personal gain, in the hope that Harry would trust Slughorn.

Data 8

Context of the situation:

At minutes 16:46, there is a scene where Narcissa Malfoy and Bellatrix visited Snape to ask for his help in assisting Draco with the task assigned by the Dark Lord and forced Snape to make a promise he could not break. Snape, who was Voldemort's spy and loyal to Dumbledore, had to agree to Narcissa and Bellatrix's request to cover up their suspicions. That way, Narcissa and Bellatrix believed that Snape was still loyal to the Dark Lord.

Analysis:

Snape violated the maxim quantitas by giving too much information to Narcissa and Bellatrix, who suspected Snape of being loyal to the Dark Lord. To cover up their suspicions, Snape diverted their attention during the conversation.

Pragmatically speaking, Snape, who was under suspicion, felt that his comfort was threatened. Therefore, Snape deliberately diverted attention by agreeing to help Draco Malfoy in order to give the impression that Snape was on the Dark Lord's side.

The implication of the conversation between Snape, Narcissa, and Bellatrix is that Snape did not want Narcissa and Bellatrix to suspect his loyalty to the Dark Lord. Snape felt threatened, and to cover up his nervousness, he diverted the focus in the hope that Narcissa would trust him by agreeing to help Draco.

Based on the dialogues that violates the maxim quantity, most characters provide minimum information to hide secrets that are considered dangerous to their safety. In the dialogue between Harry and Prof. Slughorn provides minimum information not because he does not know the real answer, but rather to erase the traces that traumatized him about Tom Riddle. Slughorn's purpose in doing so is to divert embarrassment by limiting the facts.

If every character in Harry Potter and The Half Blood Prince adhered to the principle of cooperation, especially the maxim of quantity, there would be no interesting plot in the film. It is precisely this violation of the principle of cooperation that creates a sense of mystery in the film.

The diversion of focus by the characters is an effective tactic because it builds the audience's curiosity to watch the film until the end and guess what the characters who violate the maxim are saying. According to

Loewenstein(1994), curiosity arises when we sense a gap in our knowledge; therefore, we seek out information or make educated guesses to satisfy our curiosity. Characters such as Prof. Slughorn are interesting because they are definitely hiding the truth related to the film's plot. As a result of Professor Slughorn's violation of the maxim quantity, a plot twist occurred : Harry's attempt to extract memories about Tom Riddle failed, leaving the audience wondering what actually happened to Professor Slughorn.

CONCLUSION AND RECOMMENDATION

Eight dialogues containing violations of the quantity maxim were found in this study. The characters in the Harry Potter and The Half Blood Prince movies violate the Grice's maxim of cooperation by shifting the focus of the interlocutor. The characters provided minimal and excessive information in their communication. In this Harry Potter and The Half Blood Prince movies, there are two characters who convey excessive information and six utterances which is four characters who convey insufficient information. All of the utterances made by the characters have specific purposes, such as Prof. Snape maintaining his comfort from Bellatrix's suspicion, Harry hiding secrets from Hermione, and Prof. Slughorn maintaining his self-image in front of Harry.

To achieve these goals, the characters employ manipulative communication strategies by diverting the focus of their conversation partners in the hope that they will no longer care about what is being discussed.

Therefore, it can be concluded that the character in the movie Harry Potter and The Half Blood Prince who often violates the maxim of quantity is Professor Slughorn. Prof. Slughorn holds a crucial secret related to the plot of the main story in the movie Harry Potter and The Half Blood Prince. Other characters deliberately violate the maxim of quantity by successfully diverting the focus, provided that the interlocutor does not have much knowledge about the topic being discussed.

In real life, this strategy of avoiding uncomfortable topics of conversation proves that communication is not just about conveying messages to the other party, but can also be a form of defense mechanism. This strategy also proves that shifting focus to the interlocutor, which is a manipulative tactic, is successful and effective in concealing secrets. This shows that communication in social situations sacrifices communication efficiency for the sake of personal comfort. Shifting focus through violating the maxim quantity is not just a plot device in films, but a psychological reflection of the characters. Professor Slughorn and Snape violated the maxim of quantity by providing minimum or over information, because they were building personal defense.

This study focuses only on violations of the Grice's maxim principles cooperative, namely the maxim of quantity, with a shift in focus in the film Harry Potter and The Half Blood Prince. Future researchers are advised to examine and analyze other Harry Potter series by applying detailed violations of Grice's cooperative principles (quantity, quality, relevance, and manner) and linking them to politeness theory to see whether violators commit violations to spare other people's feelings.

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Retno Purwani Sari is highly interested in exploring how language shapes social interaction. She believes that the way people choice their words plays an important role in creating harmonious communication. This interest encourages her to further investigate how language functions in social context. Her research areas include pragmatic stylistics, pragmatics awareness, translation, and cultural studies.